



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

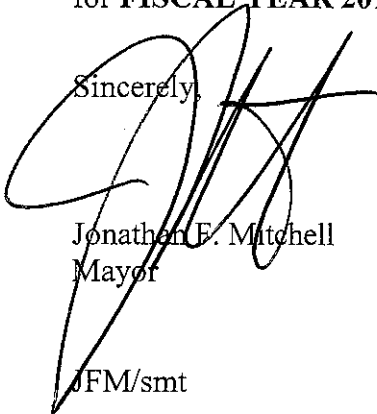
August 10, 2017

City Council President Joseph P. Lopes, and
Honorable Members of the City Council
133 William Street
New Bedford, MA 02740

Dear Council President Lopes and Honorable Members of the City Council:

I am submitting for your approval an ORDER *amending* the order adopted by the City Council on June 22, 2017, and signed by the Mayor on June 30, 2017, which, in accordance with Massachusetts General Law Chapter 44, Section 53E½, authorized the revolving fund under the control of the Tourism Department known as the **TOURISM REVOLVING FUND** whose amount limited at \$20,000, is hereby authorized at \$38,000 for **FISCAL YEAR 2018**.

Sincerely,



Jonathan F. Mitchell
Mayor

JFM/smt



CITY OF NEW BEDFORD

CITY COUNCIL

August 17, 2017

ORDER


ORDERED, *amending* the order adopted by the City Council on June 22, 2017, and signed by the Mayor on June 30, 2017, which, in accordance with Massachusetts General Law Chapter 44, Section 53E½, authorized the revolving fund under the control of the Tourism Department known as the **TOURISM REVOLVING FUND** whose amount limited at \$20,000, is hereby authorized at \$38,000 for **FISCAL YEAR 2018**.



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

TOURISM DEPARTMENT

DIRECTOR OF TOURISM &
MARKETING
DAGNY ASHLEY

To: Ari Sky, CFO
From: Dagny Ashley, Director of Tourism & Marketing 
Date: 8/1/17
Re: REVOLVING FUND INCREASE REQUEST – TOURISM FUND 1210

The purpose of the tourism revolving fund is to collect sponsorship funds associated with city events, co-op advertising expenses and fees relating to film permitting. The estimated amount to be expended in FY18 for co-op advertising, city sponsored events, sponsors banner advertising, brochure distribution and permit fees are \$20,000 not including the new bike share program listed below. With the addition of our new program the Tourism Revolving fund would need to be increased by \$18K to accommodate receiving sponsor funds and disbursing the yearly contract amount.

FY18 New program:

Zagster Automated on Demand Bicycle Sharing System, Contract # 18698313 - \$18,000 per year. Zagster is a venture-funded startup company based in Cambridge, Massachusetts that designs, builds and operates bike sharing programs with over 130+ programs in over 30 states. Bike share increases the spending of residents and visitors, positively impacting local business. Bike share reduces traffic and can also increase visitation to a destination, luring bike trip adventurers, bike enthusiasts, experiences cyclists, newcomers to bike riding, developers and businesses.

Zagstar RFP Evaluation Committee: Dagny Ashley, Tourism & Marketing, Kimberly Ferreira, Mass in Motion and Brian Nobrega, Parks & Recreation. Overall the committee awarded Zagster highly advantageous based on their experience with bicycle sharing systems in the Commonwealth and beyond. Zagster owns and operates their equipment and will hire a local bike technician for on the ground support as well as providing an overall marketing plan, revenue sharing and fundraising support.

Zagster New Bedford program will consist of a 10-bike, 2 station bike share program located along the waterfront downtown and Fort Taber. We currently have 2 committed sponsors for 2 years, Baycoast Bank @ \$18K and Harvard Pilgrim Health @ \$9K.



CITY OF NEW BEDFORD

CITY COUNCIL

June 8, 2017

ORDER

ORDERED, that in accordance with Massachusetts General Law Chapter 44, Section 53E½, the revolving fund under the control of the Tourism Department known as the **TOURISM REVOLVING FUND**, whose revenues collected and amount limited to be spent estimated at **\$20,000.00**, is hereby authorized for **FISCAL YEAR 2018**.

TABLED.

Removed from the Table – All Ayes.
Adopted – Yeas 10, Nays 0.
Presented to the Mayor for Approval June 26, 2017.
Approved June 30, 2017.

a true copy, attest:

City Clerk

IN CITY COUNCIL, June 08, 2017

Dennis W. Farias, City Clerk

IN CITY COUNCIL, June 22, 2017

Dennis W. Farias, City Clerk
Dennis W. Farias, City Clerk
Jonathan F. Mitchell, Mayor



CITY OF NEW BEDFORD

JONATHAN F. MITCHELL, MAYOR

January 13, 2017

Dear Sponsor,

The City of New Bedford has made it a priority to encourage biking as healthy choice for commuting and recreation. Over the last few years, we have made great strides in that regard. We are establishing a Complete Streets program that will facilitate bicycle travel in key sections of the city. Bicycle infrastructure investments, in particular the recent construction of the Harbor Walk and Cove Walk on top of our hurricane barriers, will provide dedicated bicycle corridors that are visually breathtaking. In the same vein, we will soon begin working on a River Walk in north end along the Acushnet River which will be another recreation destination. The bike network we are putting in place now will provide visitors unique recreational options and help residents to safely travel between their homes, schools, employment centers, parks and community agencies.

The City is committed to establishing a bike share program in partnership with Zagster by May 2017. In recent years, bike sharing has emerged as one of the most successful public transportation movements in cities large and small. Many of those small and medium sized cities are implementing bike sharing programs like Zagster in order to ease congestion, reduce parking demand, improve the quality of life for its residents, and enhance their tourism. The City of New Bedford fully supports bike sharing in New Bedford.

The City has agreed to work with Zagster and program sponsors to identify safe, convenient, and accessible locations for stations. We will continue to develop bicycle infrastructure in New Bedford to encourage biking and to market the program to City residents and visitors in addition to educating the community about safe bicycling.

We look forward to working with sponsors to collaboratively implement a bike share for New Bedford. Thank you for your consideration of becoming a bike share sponsor. I look forward to seeing the implementation of a convenient bike share system in New Bedford in the near future.

Sincerely,

Jon Mitchell