



**CITY OF NEW BEDFORD**  
JONATHAN F. MITCHELL, MAYOR

June 7, 2018

City Council President Linda M. Morad  
Honorable Members of the City Council  
133 William Street  
New Bedford, MA 02740

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

I am submitting for your approval an ORDER 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**, is hereby authorized for **FISCAL YEAR 2019**.

Sincerely,

  
Jonathan F. Mitchell  
Mayor

JFM/smt



# CITY OF NEW BEDFORD

## CITY COUNCIL

June 14, 2018

### 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.** is hereby authorized for **FISCAL YEAR 2019.**



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: 5/25/18  
Re: REVOLVING FUND – 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. New and continuous programs that will generate funds are the newly installed Zagster Bike Share program, banner advertising, brochure rack advertising and promotional music CD to be sold at the Waterfront Visitors Center.

Continuous program: City partner banner program will defray costs of banner design, printing and installation citywide. The purpose of the partner banner program is to add life and color to the city's streetscape, while at the same time, promoting businesses, historical & cultural offerings, entertainment and overall benefit to the city. Banners are good for business; it shows a unified welcoming design which promotes commerce, tourism and activity within the city. Banner advertising ranging from \$850 - \$2,500 will support the total cost of the banner program.

Continuous program: Advertising and Brochure distribution at the Waterfront Visitors Center on Pier 3. New Bedford businesses are not assessed a fee, the fee for regional and statewide advertisers for a standard brochure slot annually is \$120 and a double brochure slot annually is \$200. The generation of funds for brochure advertising will support costs associated with operating the Waterfront Visitors Center seasonally including weekly cleaning fees, flags, banners and visitor services.

Specific sponsorship funds include summer sound series concert sponsorship and Movie Night sponsorship ranging from \$250 - \$2,000 and Zagster Bike Share sponsorship ranging from \$4,500 to \$9,000. Other city events including but not limited to, New Year's Eve celebrations, 4<sup>th</sup> of July celebrations and any other city sponsored special events.

Co-op advertising will include collaborations with local partners to participate in advertising at a shared cost to effectively and efficiently promote New Bedford. Shared advertising will allow our marketing/advertising dollars to reach a larger targeted market both nationally and internationally. Co-op advertising rates can range from \$500 - \$5,000 per partner.

Film permitting fees associated with permitting for film production in the city are common and customary to offset the costs of administrative time, permit supplies and film website maintenance. Film permit fee is as follows: less than 100 people \$75, 100-150 people \$100, over 150 people \$125.

Estimated revenues as of 6/30/18 are \$23,558.02 from co-op advertising, banner program, Zagster sponsorship, brochure advertising program, sponsors and film permitting fees.

The amount to be expended in FY19 for co-op advertising, city sponsored events, sponsors banner advertising, brochure distribution and permit fees are \$20,000.