



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

September 2, 2021

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 that in accordance with MGL Chapter 44, Section 53E 1/2, the revolving fund under the control of the Tourism and Marketing Department, known as the **TOURISM REVOLVING FUND**, whose revenues collected and amount limited to be spent estimated at **\$3,000** is hereby authorized for **FISCAL YEAR 2022**.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jon Mitchell", is written over the word "Sincerely,".

Jon Mitchell
Mayor



CITY OF NEW BEDFORD

CITY COUNCIL

September 9, 2021

ORDERED, that in accordance with MGL Chapter 44, Section 53E ½, the revolving fund under the control of the Tourism and Marketing Department, known as the **TOURISM REVOLVING FUND**, whose revenues collected and amount limited to be spent estimated at **\$3,000** is hereby authorized for **FISCAL YEAR 2022**.



CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

TOURISM DEPARTMENT

DIRECTOR OF TOURISM &
MARKETING
BROOKE VINAGRE

To: CFO

From: Brooke Vinagre, Director of Tourism & Marketing

Date: 8/23/21

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, continuous programs for banner advertising, lighthouse passport stamp donations and fees relating to film permitting.

The estimated revenue for FY22 is \$3,000 from the banner program and lighthouse stamp donations. Traditionally, the amount would be approximately \$20,000-\$25,000 but due to COVID-19 some of the revenue generating programs have been paused or eliminated.

The amount to be expended in FY22 for co-op advertising, city sponsored events, sponsors banner advertising, brochure distribution and permit fees maintenance is \$3,000. See program description and costs below.

- 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.
- Specific sponsorship funds include summer sound series concert sponsorship that includes advertising ranging from \$250 - \$2,000. Other city events including but not limited to, New Year's Eve celebrations, 4th 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 promote New Bedford effectively and efficiently. 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 will be as follows: less than 100 people \$75, 100-150 people \$100, over 150 people \$150.