



CITY OF NEW BEDFORD

JONATHAN F. MITCHELL, MAYOR

June 2, 2022

City Council Ian Abreu and
Honorable Members of the City Council
133 William Street
New Bedford, MA 02740

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

I am submitting for your approval an ORDER that in accordance with MGL Chapter 44, Section 53E ½, 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 **\$24,000** is hereby authorized for **FISCAL YEAR 2023**.

Sincerely,

Jon Mitchell
Mayor



CITY OF NEW BEDFORD

CITY COUNCIL

June 9, 2022

ORDERED, that in accordance with MGL Chapter 44, Section 53E ½, 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 **\$24,000** is hereby authorized for **FISCAL YEAR 2023**.



Tourism Department
Amy DesRosiers
Marketing Manager

CITY OF NEW BEDFORD
Jonathan F. Mitchell, Mayor

To: Michael Gagne, Interim CFO
From: Amy DesRosiers, Marketing Manager
Date: 5/13/2022
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 banner advertising, lighthouse passport stamp donations, City-hosted event sponsorship, and brochure rack advertising.

Continuous program and proposed new element: The City partner banner program will defray the 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. To help make this program appear more attractive and bring more color and dynamism to Route 18 and downtown, the Tourism Department is working with the creative sector to recycle and reuse old banners to populate the banner footprint.

Continuous program and proposed new element: Advertising and Brochure distribution that occurred in the past at the Waterfront Visitor's Center on Pier 3 will now be housed in the Tourism Office at City Hall. 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 Tourism Department is also working on exploring new locations for advertising that would generate possibilities for collaborative marketing. The generation of funds for brochure advertising will support the costs associated with fees for on-site marketing at target locations.

Specific sponsorship funds include the Summer Sound Series concert sponsorship, New Year's Eve City Celebrates! Festivities, and the 4th of July Fireworks Display. Sponsorship for these

events ranges from \$250-\$20,000. Funds generated from sponsorship support the costs associated with advertising and programming for these events.

Additional co-op advertising opportunities 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 6/30/22 are \$30,069 from the banner program, special event sponsorship, lighthouse passport stamp donations, and co-op advertising.

The amount to be expended in FY23 for co-op advertising, city sponsored events, sponsors banner advertising, brochure distribution and permit fees are \$24,000.