



Attachment C

Application Summary Form

APPLICATION SUMMARY	
Name of Event	Cape Cod St. Patrick's Parade
Date of Event (Date must be firm. Funding will be subject to scheduled date)	03/11/2023
Location of Event	Route 28, South & West Yarmouth
Amount Requested	\$25,000
Total Event Budget	\$40,000
Is this a first time event?	No
Have you received Tourism Funds before?	Yes

Please provide contact information for the person with primary responsibility for the event.

APPLICANT INFORMATION	
Applicant's full legal name	Desmond Keogh
Primary Contact Name (person who will manage project and is authorized to execute contracts)	Desmond Keogh, President
Secondary Contact Name (authorized to act in the place of the Primary Contact)	Donna Rice Treasurer
Mailing Address	P.O. Box 307 Yarmouthport, MA
Telephone	617-594-3536 508-737-0059
Email	pfsdw@hotmail.com
Website	www.capecodstpatricksparade.com
Federal Tax ID or 501 C3 number	EIN: 76-0792317
For Profit or Not for Profit?	Non profit
Applicant Signature*	<i>Donna Rice</i>

\* Signature acknowledges that Applicant has read Request for Proposals.

## Narrative in support of Attachment C of Yarmouth Travel & Tourism Grant Application

Submitted by Cape Cod St Patricks Parade Committee

### EVENT SUMMARY:

The Cape Cod St Patricks Parade event is held on an annual basis in Yarmouth, MA in the month of March. The parade is a celebration of St Patricks Day as a primary theme, but has expanded over the course of 17 years from a smaller community parade to an event that brings attendees from all over cape cod, the islands, the state of MA, and out of state visitors.

The cape cod community has loved the parade from the onset, (according to surveys and likes on our webpage, in addition to the number of attendees). The attendance is tracked by our surveys, and likes and hits on our website. The target audience is all ages, young and older love this event as it is a lift of the winter doldrums and is meant to bring joy, smiles and happiness to all. It is unique in being the largest parade on Cape Cod, and continues to grow each year. Attendees for the 2022 parade were in excess of 35,000 people. It is definitely a draw to Cape Cod, as the entire weekend is one of the busiest. Local resorts, restaurant, attractions, bars, & hotels benefit from those making a weekend of the event, spending dollars in our community and helping our local business owner be more profitable. We will use the grant funds to ensure that we can pay all of our returning participants who faithfully take part each year. Parade 2022 had 184 different entities participate from Military Marching Bands, Pipes & Drums, Maritime Marching Band, USS Constitution Band, Shriners, Boston Gaelic Column pipes & drums, and many more. A number of local non profits were able to march and promote the wonderful services they provide to our community, they do not pay to be involved, but all other participants are paid.

## EVENT LOGISTICS/MANAGEMENT:

We are very fortunate that our volunteer based committee is dedicated to this annual event. The committee is made up of 6 members and an additional 20 or more volunteers are on call as needed, for example on the day of the parade.

The planning of the event is handled by the volunteer committee members, and the implementation on parade day is supported by additional volunteers, who help manage the route from its start at Stop & Shop Parking lot, to the end at Higgins Crowell intersection. Many hands are on deck to ensure the safety of parade attendees. One of our biggest expenses is paying for Police Details and EMT's from not only Yarmouth, but other towns as well. Our goal is for 100% safety on our streets during the parade event, from Route 28 and the surrounding neighborhoods of Route 28. We rarely had a need to recruit and train new volunteers as we are fortunate to have a loyal team on board already. On Parade day volunteers work in a buddy system, so there is always teams working together.

## FINANCIAL MANAGEMENT:

The Parade Committee works together on examining our specific funding needs so that we can continue to provide an outstanding event that only gets better. One person on the committee handles accounting, deposits of donations, recordkeeping and bill pay. We count on our donors, and the support of the Town of Yarmouth. The St Patricks Parade has been recognized by the community and our leaders at Town Hall as an integral part of our local culture. We have been fiscally secure and continue to be so. As this success continues to grow, long term sustainability will follow.

MARKETING: Please see Attachment D



## Yarmouth Special Events Grant Program MARKETING PLAN TEMPLATE (Attachment D)

Use this Marketing Plan to identify the action items and expectations that surround marketing your event.

### BACKGROUND

Please provide history/background on your event:

This is an annual event in the Town of Yarmouth, and is held in the month of March to celebrate St Patricks Day on Cape Cod. This parade has been a much loved tradition in our town for 17 years, and with the continued support of our donors and the utilization of grants that support community and business growth, we are excited to look forward to March 11th 2023. Action item of most importance is confirming with our former participants that we are looking forward to their participation in our parade 2023. We can commence with that once we know what our funding will be. We are requesting \$25K to be able to make this parade a continued success.

### OBJECTIVES

The event's marketing objectives will be the following:

The primary & most important marketing tool we use is social media. We have a website and a paid website manager, who maintains the site, answers emails; updating the site to keep anticipation high in the months leading to the event. We use radio promotions, and we are featured in magazines that target our audience. We plan to rehire our Videographer, and Photographer, as well as the Broadcaster/Commentator who announced each participant through connected loudspeaker locations the entire length of the parade route, which was a new highlight in 2022 and was a huge hit with the crowds. The parade committee talented members design the banners and signs that are worn by participants, including the Grand Marshall, who in 2022 was BJ Farrell the first female Commander of the USS Constitution!

### TARGET AUDIENCE

Please describe who your target market is (demographics):

Our Target Audience is everyone, because who doesn't love a parade! The number of attendees to this event grows larger with each year. Families, from babies in strollers to grandparents who bring their own chair and everyone in between love this event. It is the biggest parade on Cape Cod and we are excited to be working on 2023.

**STRATEGY**

How will you achieve your objectives?

Strategy	Timeline
Example: Print advertising	Date xx/xx – xx/xx
Social Media Website costs and planning for 2023	now thru 3/31/23
Signs and banners	Jan - March 2023
Connecting to & Confirming participants	Now thru 3/11/23

**PARTNER ORGANIZATIONS**

Please list any organizations you are partnering with on your event.

**BUDGET SUMMARY**

Please provide an overall summary of your budget for each objective.

Outlet	Cost
Example: Radio Ads	\$
Police Details and EMT's (all towns)	\$ 12000.00
Contracting all marching bands and payment thereof	\$ 10000.00
Advertising: Radio, Magazine, Website Mgmt, Signs	\$ 3000.00
	\$
	\$
	\$
	\$
	\$ 25000.00

TOTAL: \$

**TOURISM REVENUE PRESERVATION FUND GRANT PROGRAM  
MODEL BUDGET FORM**

<b>INCOME</b>	<b>2021 Actual</b>	<b>2022 Actual</b>	<b>2023 Estimate</b>
Reserves			
Grants		24000.00	25000.00
Promotional Sales			
Vendor Fees			
Parking Fees/Contributions			
Ticket Sales			
Program Advertising			
Sponsorships (list below)			
Sponsor 1 Floats & Political Candidates		11300.00	7000.00
Sponsor 2 Sea Dog Pub		650.00	650.00
Sponsor 3 Melvin's BBQ		650.00	650.00
<b>Sponsorships - Sub-total</b>	0	0	0
Contributions (list below)			
Contribution 1 Celtic Friends		2000.00	2000.00
Contribution 2 Irish Village		1000.00	1000.00
Contribution 3			
<b>Contributions - Sub-total</b>	0	0	0
Other (describe below)			
Other 1			
Other 2			
Other 3			
<b>Other Sub-total</b>	0	0	0
<b>TOTAL INCOME</b>	0	39600.00	36300.00

<b>MARKETING EXPENSES</b>	<b>2021 Actual</b>	<b>2022 Actual</b>	<b>2023 Estimate</b>
<b>Print Media (list below)</b>			
Print Media 1 Magazine feature		1605.00	1700.00 ✓
Print Media 2			
Print Media 3			
<b>Print Media Sub-total</b>	0	0	1700.00 0
<b>Print Materials</b>			
Brochures/Programs			
Rack Cards			
Direct Mail & Packages			
Posters/Flyers		800.00	1000.00
<b>Print Materials sub-total</b>	0	0	0
<b>Radio Ads (list below &amp; include stations)</b>			
Radio Ad 1		1200.00	1300.00 ✓
Radio Ad 2			
Radio Ad 3			
<b>Radio Ads - Sub-total</b>	0	0	0
<b>TV Ads (list below)</b>			
TV Ad 1			
TV Ad 2			
TV Ad 3			
<b>TV Ads - Sub-total</b>	0	0	0
<b>Online Media</b>			
Online Display			
Social Media		3000.00	3500.00
Other			
<b>Online Media - Sub-total</b>	0	0	3500.00 0
<b>Other Marketing</b>			
Design Services			
Printed Program			
Professional Media Consultant			
Professional Photographs Event Video		250.00	300.00
Other			
<b>Other Marketing - Sub-total</b>	0	0	0
<b>MARKETING - Sub-total</b>	0	0	0

<b>PROGRAM EXPENSES</b>	<b>2021 Actual</b>	<b>2022 Actual</b>	<b>2023 Estimate</b>
Entertainment		12530.00	12600.00
Food & Beverages			
Transportation		800.00	800.00
Set up & Clean up			
Equipment Rental			
Insurance		750.00	750.00
Office Supplies		400.00	400.00
Postage (other than advertising)		465.00	465.00
Other Supplies			
Rent			
Salaries			
Security			
Miscellaneous			
<b>PROGRAM EXPENSES - Sub-total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOWN FEES</b>			
Use of Town Land			
Police Admin			
Police Detail		11000.00	11500.00
Police Equipment			
Fire Admin			
Fire Detail		1500.00	1500.00
Fire Equipment			
Trash Pickup			
Licensing (i.e. Alcohol, Special Entertainment)			
Building Dept (i.e. Signs, Tents)			
Board of Health (i.e. Food)			
Other			
<b>TOWN FEES - Sub-total</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL EXPENSES (Marketing, Program and Fees)</b>	<b>0</b>	<b>34300.00</b>	<b>35815.00</b>
<b>NET PROFIT/LOSS</b>	<b>0</b>	<b>+5300.00</b>	<b>Est. 485.00</b>



**TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM**

**Attachment C**

**Estimated & Actual Expense Report**

**Name of Event:** Cape Cod St. Patrick's Parade, 2022

**Date of Event:** March 5, 2022

<b>INCOME</b>	<b>2022 Estimated</b>	<b>2022 Actual</b>
Grants Town of Yarmouth	30-35 K applied for	24000.00 when final pymt rec'd
Promotional Sales	2500.00	1739.00
Ticket Sales		
Program Advertising		
Sponsorships (list below)		
Sponsor 1 Floats & Political Candidates	4000.00	11300.00
Sponsor 2 Sea Dog Pub		650.00
Sponsor 3 Melvin's BBQ		650.00
<b>Sponsorships - Sub-total</b>	<b>\$ -</b>	<b>\$ -</b>
Contributions (list below)		
Contribution 1 William Bolt		1500.00
Contribution 2 Celtic Friends	2000.00	1000.00
Contribution 3 Irish Village	1000.00	1000.00
<b>Contributions - Sub-total</b>	<b>\$ -</b>	<b>\$ -</b>
In-Kind Contributions in kind (list below)		
In-Kind Contribution 1		
In-Kind Contribution 2		
In-Kind Contribution 3		
<b>In-Kind Contributions - Sub-total</b>	<b>\$ -</b>	<b>\$ -</b>
Other (describe below)		
Other 1 Misc contributions		350.00
Other 2		
Other 3		
<b>Other Sub-total</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL INCOME</b>	<b>\$ 39500.00</b>	<b>\$ 42189.00</b>

**TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM**

<b>EXPENSES</b>	<b><u>2022 Estimated</u></b>	<b><u>2022 Actual</u></b>
Marketing		
Print Media (list below)		
Print Media 1                      Magazine feature	1605.00	1605.00
Print Media 2		
Print Media 3		
<b>Print Media Sub-total</b>	<b>\$ 1605.00      -</b>	<b>\$ 1605.00      -</b>
Brochures		
Direct Mail & Packages		
Posters                      Signs and banners	800.00	860.00
Radio Ads (list below)		
Radio Ad 1                              WROL	1200.00	220.00
Radio Ad 2		
Radio Ad 3		
<b>Radio Ads - Sub-total</b>	<b>\$ 1200.00      -</b>	<b>\$ 220.00      -</b>
TV Ads (list below)		
TV Ad 1		
TV Ad 2		
TV Ad 3		
<b>TV Ads - Sub-total</b>	<b>\$              -</b>	<b>\$              -</b>
Web-based Advertising    Social Media Website costs	1500.00	3000.00
Design Services		
Printed Program		
Professional Media Consultant		
Professional Photographs    Event Video	1000.00	250.00
Other		
<b>Marketing - Sub-total</b>	<b>\$ 6105.00      -</b>	<b>\$              -</b>
Set up & Clean up		
Equipment Rental    Purchase of Safety Pylons		700.00
Insurance	750.00	750.00
Office Supplies	250.00	400.00
Postage (other than advertising)		465.00
Other Supplies		
Rent		
Salaries		
Security                      Police Details and EMT's	9000.00	11000.00
Miscellaneous              Contracting the marching bands and payment thereof	12500.00	12530.00
<b>TOTAL EXPENSES</b>	<b>\$28605.00      -</b>	<b>\$ 31780.00      -</b>
<b>NET PROFIT/LOSS</b>	<b>\$              -</b>	<b>\$ +3175.00      -</b>

**Attachment B**

**Town of Yarmouth  
Tourism Revenue Preservation Fund Grant Program  
Final Report**

Grantee: Cape Cod St. Patrick's Parade  
Project: Cape Cod St. Patrick's Parade, 2022  
Event Date: March 5, 2022

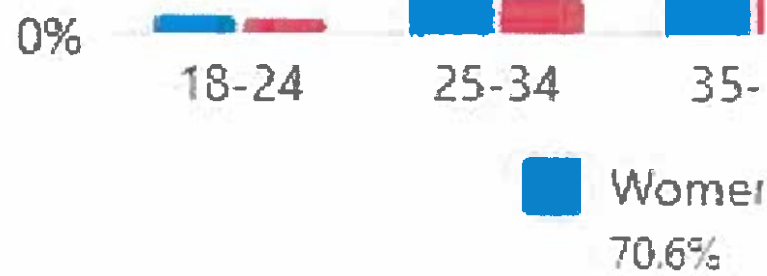
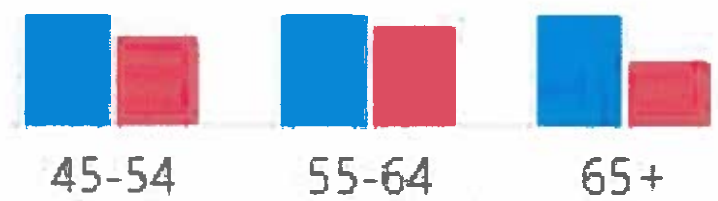
1. How many people were in Attendance? How many were Yarmouth residents? How many were not Yarmouth residents? How many were new to Yarmouth? *(Please describe how attendance is calculated or estimated AND attach hard copies of survey results):* Local media (incl CCTimes, an estimated 25K people were in attendance. Based on data from survey (attached as pdf) there was a mix of locals from Cape wide and many from off cape.
2. Was the Event successful? Did residents benefit from the Event? Did the Event bring visitors to Yarmouth? Explain. Based on the positive responses from locals and visitors, the parade was a huge success, the committee's largest parade to date (our 17th year) with over 125 groups participating, between floats, bands, and non profit community based groups.
3. What was the overall economic impact of the event, program or project? How do you measure the economic impacts of your Event? Personally viewed were the large #s of patrons in restaurants, bars and local shops. Lines at the door waiting to get inside, local hotels were busy as many off cape attendees came for the entire weekend.
4. What factors contributed to the overall successfulness of the Event? Being able to have CMDR Billy J Farrell accept the role of Grand Marshall This was a huge plus for all, families and children, especially young girls were in awe of CMDR Farrell as 1st female cmdr in history of USConstitution
5. How was the Event marketed? What marketing was used to promote the Event regionally? Statewide? Nationally? The parade was promoted on our website: capecodstpatricksparade.com locally, statewide and nationally, in addition our facebook page shows 111,000 hits Please refer to attachments for details.
6. How did you partner with local restaurants/lodging properties or other business to create packages to co-market? Local business are well aware of the annual parade, and plan for it. There was not a need for us to collaborate with local business for co-marketing, the parade brings the crowds right to Yarmouth, and this provides a profit for hotels, restaurants, bars, shops etc..
7. Which element(s) of Marketing were most useful? How did you determine what made the marketing useful? Marketing and continuous updating of our website reached a large audience, social marketing is key, but as well, locals and people statewide know of the parade and plan on attending year after year, refer to pdf attached for more detail
8. How could marketing in connection with Event be improved? This past parade we had a videographer, and an spokesperson/announcer for the full length of parade, which was a first & we will continue this as it was a big success, people loved it
9. How could the Event execution be improved? Execution and flow was perfect and the best of all years, due to committee planning and all volunteer hands on deck. We are always open to suggestion on improvement, but can't offer any at this point.
10. Do you intend to undertake any future related Event? Yes
11. Comments or suggestions for future similar Events? No
12. Attach Actual Expense Report for the event. Please provide a narrative describing your ability to raise additional funds through donation and sponsorship. Refer to attachments
13. Provide copies of (high-definition) photos and/or videos from the event (please provide photos in electronic form to [kpedicini@yarmouth.ma.us](mailto:kpedicini@yarmouth.ma.us)). Please refer to capecodstpatricksparade.com for videos and photos

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**I certify that the above information is accurate to the best of my knowledge.**

Signature: Donna Rice

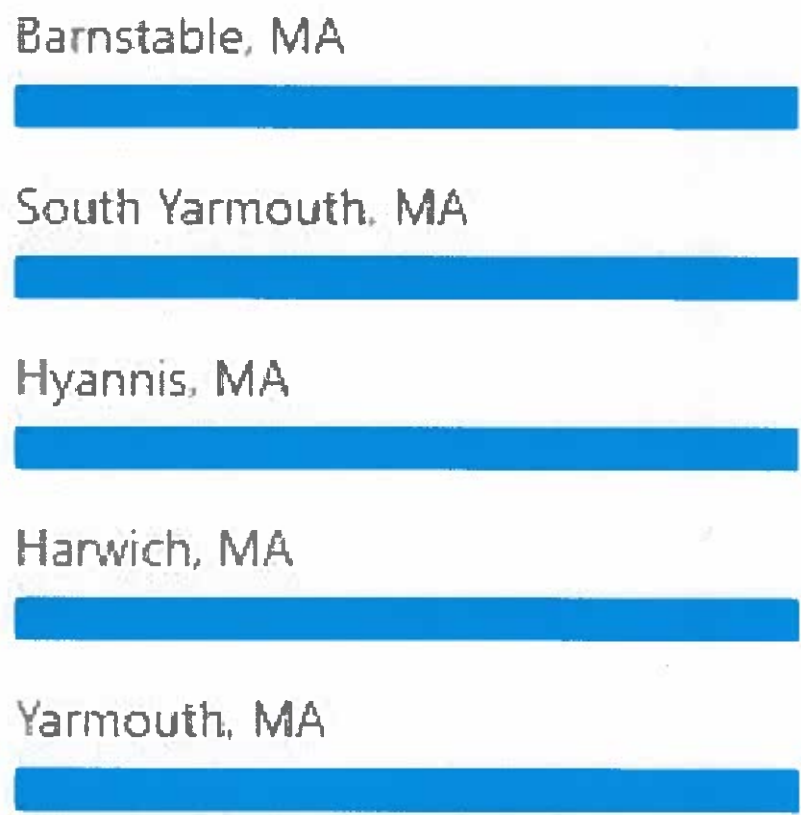
Date: 5/31/2022



Men  
27.7%

Women  
70.6%

### Top cities



### Instagram reach ⓘ

1,621 ↑ 525.9%

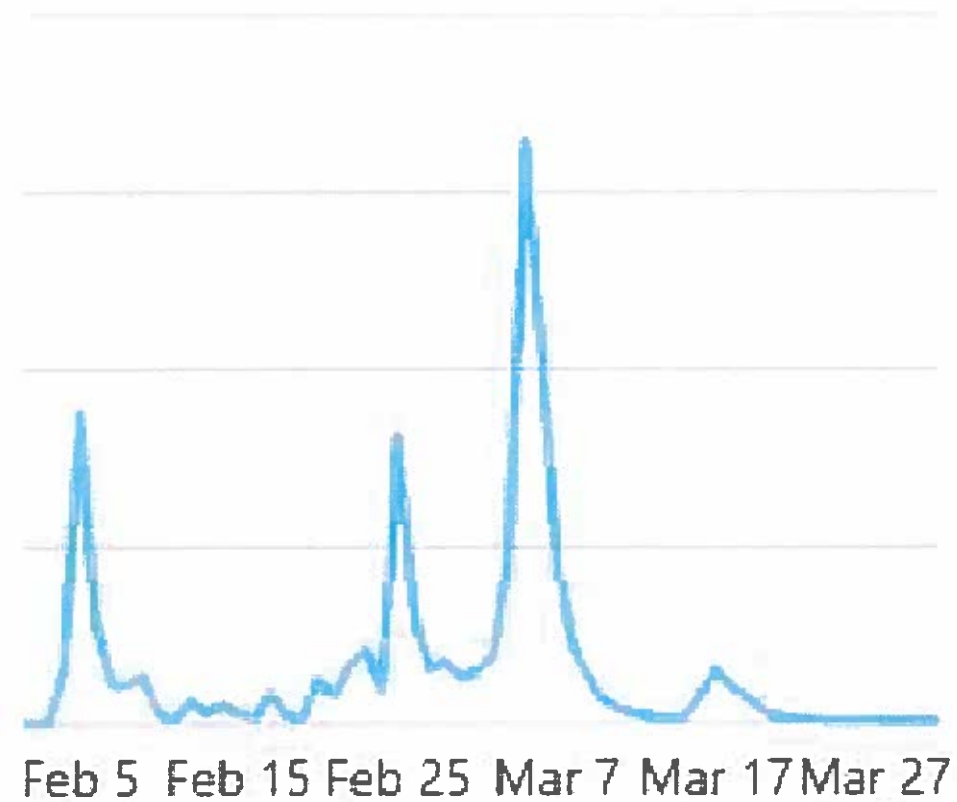
600

400

200

0

Jan 6 Jan 16 Jan 26 Feb 5 Feb 15



attend the	from?	you stay	during your visit?	about the event?	parade. We would love to hear your thoughts.	attending the parade	stay up to date		
No	Yarmouth	I live locally	Visit Family/Friends	Facebook		Maybe			
Yes	Yarmouth	I live locally	Worked at Skull Island	Social Media	running event	Yes	mcast.net		
Yes	Massachusetts	d	Dine out	Social Media	Could use more bands or floats playing music	Yes			
Yes	town	I live locally	Worked		we are always happy	Yes	@gmail.com		
Yes	town	I live locally	Support local businesses	Cape, look forward to	See above comment	Yes	st.net		
Yes	Massachusetts	Hotel/Motel	Visit Family/Friends	Social Media		Yes			
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media	think that all the vendors with their carts should have the	Yes			
Yes	Yarmouth	I live locally	Went back home	Social Media	here so our first parade was September, 2021. We love	Yes	om		
Yes	Yarmouth	I live locally	Dine out	Word of Mouth		Yes			
Yes	Out of State	Hotel/Motel	Visit Family/Friends	Word of Mouth	Also we did all of the options on other stuff!	Yes	chen@gmail.com		
Yes	Massachusetts	Hotel/Motel	Nightlife	Social Media	LOVE!!!!	Yes	LynP@aol.com		
Yes	Massachusetts	day trip	Dine out	Social Media	Great day!	Yes	il.com		
Yes	Yarmouth	I live locally	Dine out	Social Media		Yes			
No	Massachusetts	day trip	Nothing	Social Media	Would love to see the parade held a week later.	Maybe	mail.com		
Yes	town	I live locally	Dine out	Word of Mouth	marchers	Yes			
Yes	Yarmouth	I live locally	Dine out	magazine, flyer)	More music	Yes	ast.net		
Yes	Yarmouth	I live locally	Visit Family/Friends	Word of Mouth		Yes			
Yes	Yarmouth	I live locally	Dine out	Word of Mouth		Yes			
Yes	Massachusetts	Home/Rental	Dine out	Social Media		Yes			
Yes	town	I live locally	Dine out	Social Media	forward to next year	Yes	com		
Yes	Yarmouth	I live locally	Nightlife	Word of Mouth	Well done! Excellent parade! Not too long...	Yes			
Yes	Massachusetts	Hotel/Motel	Dine out	Social Media	organize such a wonderful event!	Yes			
Yes	town	I live locally	Nightlife	Word of Mouth	Loved parade. Sad there wasn't more Irish music, though.	Yes			
Yes	Massachusetts	Hotel/Motel	Dine out	Social Media		Yes	mrc@bu.edu		
Yes	town	I live locally	Visit Family/Friends	Social Media	bands (like high schools). Too many jeeps and such.	Yes			
Yes	Out of State	Home/Rental	Took a ride - stayed home	30 years on the cape	that everyone has as they celebrate.	Yes	mchkoz@aol.com		
No	town	I live locally	Stayed home	past with the Knights		Yes	com		
Yes	Massachusetts	Home/Rental	Dine out	Social Media	Amazing Fun enjoyable great music	Yes	@gmail.com		
Yes	Massachusetts	Home/Rental	Dine out	friends	Always a great time!	Yes	com		
Yes	town	I live locally	Shop	Social Media	Parade was great. We loved it.	Yes	@yahoo.com		
Yes	Yarmouth	Home/Rental	Dine out	Word of Mouth	Very enjoyable	Yes			
Yes	Massachusetts	day trip	Dine out	Come every year	running for office	Yes	com		
Yes	Yarmouth	Home/Rental	Dine out	Enn	remembrance of Ukraine. Have attended the parade for 15	Yes	mcast.net		
Yes	Out of State	Hotel/Motel	Dine out	Been going for years.	parade breakfast at Kelic Kitchen, then a great viewing	Yes	Absolutely!		
Yes	Massachusetts	day trip	Dine out	magazine, flyer)	Very good	Yes	hoo.com		
Yes	town	day trip	Dine out	Word of Mouth	there and getting our cause out there!	Yes			
Yes	Yarmouth	I live locally	Nightlife	Social Media	Such an AMAZING event but would love to see it longer.	Yes	m		
Yes	town	Home/Rental	Sightsee	Radio	Best parade ever .so many bands and floats	Yes	Yes		
Yes	Massachusetts	d	Sightsee	Social Media		Yes			
Yes	Out of State	Home/Rental	Dine out	by email	some of the bagpipers & local bands like DY Still, it was	Yes	m		
Yes	Yarmouth	I live locally	I live here	from SOE	parades and this one was awesome.	Yes	n481@gmail.com		
No	town	I live locally	there it would've been	from day ONE, this	route next year as we now winter out of state (as many	Maybe	net		
Yes	Yarmouth	I live locally	Shop	Social Media	well behaved. Police patrolled in a kind and friendly	Yes			
Yes	Yarmouth	I live locally	Shop	Social Media	Fabulous	Yes	Yes		
Yes	Massachusetts	day trip	the parade	Social Media	after the parade and we enjoyed our time then so we finally	Yes	t.net		
Yes	Massachusetts	I live locally	Dine out	Social Media	parade,short drive from Wareham MA. Well run event.	Yes	rdtira@aol.com		
Yes	Yarmouth	I live locally	Nightlife	Word of Mouth	Everyone loves a Parade. Americana!!	Yes	mcast.net		
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media		Yes			
Yes	Massachusetts	I live locally	Dine out	Word of Mouth		Yes	om		
Yes	Yarmouth	I live locally	Dine out	Social Media		Yes			
Yes	town	I live locally	Dine out	Social Media	Great job we had Great experience and reception	Yes	Yes		
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media		Yes			
Yes	Yarmouth	I live locally	Dine out	Longtime participants	due to the cold, but we still had a lot of marchers from all	Yes	cast.net		
Yes	town	day trip	Dine out	Word of Mouth	Great experience. Well run!	Yes	No		
Yes	town	I live locally	Dine out	Word of Mouth	Very welcoming	Yes			
Yes	Out of State	Home/Rental	Dine out	magazine, flyer)	Wonderful parade	Yes	et		
Yes	Massachusetts	day trip	Dine out	participant for many	is one of the best organized, it's a pleasure to be a	Yes	msn.com		
Yes	town	I live locally	Dine out	Social Media	dancers	Yes			

Yes	Massachusetts	Hotel/Motel	Dine out	Word of Mouth		Yes			
Yes	Massachusetts	day trip	Dine out	Social Media	Disappointed in lack of floats and marching bands but	Yes	ail.com		
Yes	town	I live locally	Visit Family/Friends	Social Media	To many police. It's St patrick not St police day.	Maybe	ail.com		
Yes	Massachusetts	Hotel/Motel	Shop	We Go every year	Love it. Great for Cape Cod!	Yes	st.net		
Yes	Massachusetts	day trip	Marched in the parade	Advertising	off.	Yes			
Yes	Yarmouth	I live locally	Dine out	Social Media	wonderful day with friends beginning with breakfast at	Yes	om		
Yes	Massachusetts	day trip	Spent time with band	HLSBP	was great . Just try to avoid bagpipe bands marching close	Yes	.com		
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	It was a great day!	Yes	o.com		
Yes	Out of State	Hotel/Motel	Dine out	years!	floats that are playing music. It was very disappointing to	Yes	ook.com		
Yes	Massachusetts	Hotel/Motel	Visit Family/Friends	Social Media		Yes			
Yes	town	I live locally	Shop	(magazine, flyer)	around us were dancing in the streets !	Yes			
Yes	Massachusetts	d	Shop	Word of Mouth	We loved the parade. More Insh music would be nice.	Yes	.net		
Yes	town	I live locally	Dine out	Social Media	Not relevant to the parade.	Maybe	attending again if		
Yes	Massachusetts	day trip	Came to march	multiple years	Enthusiastic welcoming crowds.	Yes	ail.com		
Yes	town	I live locally	Dine out	Social Media	participate. Hate has no place here	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media	known hate group be allowed to be in the parade. If Peace	Yes			
No	town	I live locally	Dine out	Social Media	United Cape Patriots have no place in a family event.	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	Word of Mouth	patriots in the parade.	Maybe			
Yes	Yarmouth	I live locally	Live locally	Live locally	have loved the representation of the public school	Yes	et		
No	town	I live locally	Dine out	Social Media	allowed to participate. They are the absolutely opposite of	Maybe			
Yes	Out of State	d	Visit Family/Friends	Word of Mouth	you support UCP and their white supremacist views? Are	No			
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media	inappropriate. I think we need to consider not becoming a	Maybe	Hbish1977@gmail		
Yes	town	I live locally	Went home	Social Media	allowed to participate. They are not a non partisan group	Maybe	ail.com		
Yes	town	I live locally	Dine out	Social Media	Miller bashing one group is ridiculous . All inclusive	Yes			
Yes	Yarmouth	I live locally	Dine out	Social Media	year. They are racist instigators who have people in their	No			
Yes	Out of State	Home/Rental	Dine out	Been before	potty's?	Maybe			
Yes	Massachusetts	I live locally	Dine out	Word of Mouth	Respectful shout out to Ukraine. Thx!	Yes	m		
Yes	town	day trip	Sightsee	Word of Mouth	Parade was a terrible decision and a bad look! After the	No	om		
Yes	town	I live locally	Dine out	Social Media	allowed to be part of the parade.	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	I live here.	they spew hate and prejudice. Pretty disgusted this was	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	Word of Mouth	to participate, given their ties to racist and alt-right groups.	Yes			
Yes	town	I live locally	attended the parade.	Word of Mouth	right wing group, Unite Cape Patriots. This is not how I	No			
Yes	town	I live locally	Shop AND Dine Out!	Social Media	Day parade.	Yes			
Yes	town	I live locally	Went home	Social Media	allowed to drive an undecorated war vehicle in a parade	No			
Yes	town	I live locally	NA	organization that had	a place in the parade. Their messaging and tactics are	Yes			
Yes	town	I live locally	Dine out	Social Media		Maybe	UCP army truck in		
Yes	town	I live locally	Dine out	Social Media	Great weather, great fun!	Yes	m		
No	town	I live locally	an event that "scatters	All of the above.	other Events as well. It's a fun way to support the economy	Maybe			
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	an army truck with mock nleman down our streets! How	No			
No	town	I live locally	yarmouth restaurants	Social Media	decision. They affiliate with known hate groups and are a	Maybe			
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	participate. Many of the members are loudly and proudly	Maybe			
Yes	town	I live locally	Dine out	Word of Mouth	ever, we looked forward to being together with family and	Maybe	et		
Yes	Yarmouth	I live locally	None	Word of Mouth	in the parade. Will not attend again if this happens next	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media	Why was cape patriots allowed to March in parade?	Maybe			
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	vehicle was appropriate. Especially given the threatening	Yes			
Yes	town	I live locally	Dine out	Social Media	allowed to participate in the parade. They are a hate group	Maybe	@comcast.net		
Yes	town	I live locally	Live here	Word of Mouth	parade? I go there to enjoy St. Patrick's Day celebrations	Maybe	No		
Yes	town	I live locally	to get warm.	Facebook	display was allowed to be in the parade. All	Yes	@HOTMAIL.COM		
Yes	town	I live locally	Sightsee	Social Media	close out the parade. His racist speech and active	No	No		
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	year >:-{	Maybe			
Yes	Yarmouth	I live locally	grandkids	Social Media	cydesdale, yarmouth and wellfleet police fire .bands insh	Yes	yes..on FB		
Yes	town	I live locally	I live here	Social Media	their war truck. This group is full of hate, and definitely	Maybe			
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	support local businesses. However, we were disturbed by	Yes			
Yes	town	I live locally	Dine out	Word of Mouth		Yes	Yes		
No	town	I live locally	Visit Family/Friends	Social Media	patriots are allowed to participate. It's an embarrassment	Maybe			
Yes	Yarmouth	I live locally	Nothing	Social Media	It was great as always!	Yes			
Yes	town	I live locally	Nothing	Social Media	and there was no effort to decorate for the theme scatter	Maybe			
No	Massachusetts	day trip	my family to attend given	online that the parade	present and they terrified my son and the other children in	No	No		
No	town	I live locally	Did not attend	Word of Mouth	year.	Maybe			

Yes	town	I live locally	Shop	Social Media	participating vehicles, floats and marchers. However, the	Yes		
Yes	town	I live locally	Dine out	Word of Mouth	Cape Patriots organization. They represent the opposite	Maybe	mail.com	
Yes	town	I live locally	Shop	magazine, flyer)	canines and the draft horses). We also loved all the pipe	Yes		
Yes	Yarmouth	Home/Rental	Visit Family/Friends	Word of Mouth	disappointed to have seen the cape United patriots truck in	No	No thank you.	
Yes	town	I live locally	Dine out	Social Media	did not scatter Joy.	Maybe		
Yes	town	I live locally	Sightsee	Social Media	They are a group of hatred and this is disgraceful to Cape	Maybe	allowance of UCP	
Yes	town	I live locally	Rehearsal	Social Media	(United Cape Patriots) to participate in the parade.	Maybe		
Yes	Yarmouth	I live locally	Dine out	Word of Mouth	next year, otherwise it was awesome 🤔 Loved the	Yes	il.com	
Yes	town	I live locally	Dine out	Social Media	military truck in this family onented parade. You should be	No		
Yes	town	I live locally	Shop	Social Media	this parade	Maybe		
No	town	I live locally	Did not attend this year	Word of Mouth	White Supremist Group to participate. I grew up in	Maybe	st.net	
Yes	town	I live locally	not much	Word of Mouth	great job done by all	Yes	.net	
No	town	I live locally	I did not visit	Radio	group, the United Cape Patriots is allowed. What kind of	No		
No	town	I live locally	Shop	Social Media	machine rolling in it. Despicable	No	No	
Yes	town	I live locally	Dine out	Word of Mouth	Langes and cape patriots. What crap.	No	Patriots are gonna	
Yes	town	I live locally	Vv	We go every year	The patriots should not be allowed in the parade .	No	No	
Yes	Yarmouth	I live locally	Dine out	Tradition	group/float that brought my family great fear to see	Maybe		
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	United Cape Patriots—a far right hate group participate.	Maybe	com	
No	town	I live locally	Dine out	magazine, flyer)	a neighbor told me that militarized white supremacists were	Maybe		
Yes	Yarmouth	I live locally	Dine out	Radio		Yes		
Yes	Massachusetts	d	Shop	Word of Mouth	Not enough marching bands	Maybe		
Yes	Massachusetts	day trip	Visit Family/Friends	Word of Mouth	were awesome! Great day for all and by all!! Stainte	Yes	rizon.net	
Yes	town	I live locally	Shop	magazine, flyer)	love Yarmouth parades and events except for this. My	Maybe	news says about	
No	town	day trip	Dine out	magazine, flyer)	let this group that's inreverent to spreading joy participate?	Maybe		
No	town	I live locally	Dine out	magazine, flyer)	Sorry hate group float was included. Spread joy, not hate.	Yes		
Yes	town	I live locally	Take a drive	Radio	and his crew are spreading false information and are a	Maybe		
Yes	Yarmouth	I live locally	Dine out	Word of Mouth	seeing the including of the "United Cape Patriots". No	Maybe		
Yes	Yarmouth	I live locally	Dine out	Social Media	was upset at the divisiveness that the United Cape Patriots	Maybe		
No	town	I live locally	I live here.	Word of Mouth	and frightened by the presence of a military vehicle in a	Maybe		
No	town	I live locally	Stayed home	Social Media		No		
No	town	I live locally	Live here	Social Media	participated. That is outrageous. When you see	No	and cape boys are	
Yes	town	I live locally	Dine out	Social Media	appropriate. A parade should be screened to have	Yes	Sakbev@gmail.co	
Yes	Out of State	Hotel/Motel	Dine out	Word of Mouth	We loved every minute of it. Well done	Yes		
No	town	I live locally	Did not attend	Word of Mouth	longer allow Cape Cod "Patriots" . Their military vehicle	No	no	
No	Yarmouth	I live locally	Dump runs	Word of Mouth	parade so I did not go.	Maybe	groups that	
Yes	town	I live locally	Dine out	Social Media	uncomfortable with my children being around the United	Maybe		
No	town	I live locally	and do on a regular basis	annually	the 1/6/21 insurrection at the U.S. Capitol. Treasonous	Maybe		
Yes	town	I live locally	Went back home	Social Media	supremacist United Cape Patriots. they don't scatter joy,	Maybe	No thanks	
No	town	I live locally	Dine out	Social Media	out that you were allowing the hate group United Cape	Maybe		
Yes	town	I live locally	Home	Social Media	racist abord has anything to do with St. Patrick's Day.	No	no	
No	town	I live locally	live here	Social Media	in the parade. They are a hate group!	No	to have such poor	
No	Yarmouth	I live locally	I live here	Social Media	participate in town events and they should be banned from	Maybe		
No	town	day trip	Visit Family/Friends	Social Media	inappropriate to this parade. They portray themselves as a	No		
No	Yarmouth	I live locally	We are local	Word of Mouth	we were not comfortable going as we saw that the United	Maybe		
No	Yarmouth	I live locally	Sightsee	Social Media	Upper Cape Patriots to have a float in the iconic St.	Maybe		
No	town	I live locally	Went to church	Social Media	everything ... should we all be allowed to? Not if it makes	Maybe	No thank you	
Yes	town	I live locally	Dine out	Social Media	in any way. What is with their horrible truck?	Maybe		
Yes	town	I live locally	Dine out	Social Media	in this parade? So much for sharing joy	Maybe		
No	town	I live locally	with friends if I'd been	Social Media	Patriots was allowed to have their silly military vehicle in	Yes		
Yes	town	I live locally	Shop	Word of Mouth	rethink attending in the future if it's going to turn a non	Maybe	No thanks	
Yes	town	I live locally	Shop	Word of Mouth	has little to nothing to do with celebration, aside from a	No		
No	Yarmouth	I live locally	Shop	Social Media	What was Adam Lange and his group doing in the parade	Yes		
Yes	town	I live locally	want home	Radio	vehicle. Not very into the scatter happy theme! Please vet	No		
No	town	I live locally	Didn't attend this year	Several of the above	UCP in the parade, very disappointing.	Yes	dolciv@yahoo.com	
Yes	town	I live locally	Dine out	magazine, flyer)	Patriots "float" was inappropriate.	Yes		
Yes	town	I live locally	Shop	Social Media	day has nothing to do with political candidates or politically	Maybe		
Yes	town	Home/Rental	Dine out	Social Media	nations. I was so sad to see the giant "military" vehicles of	Maybe	m	
Yes	Yarmouth	I live locally	Left to go home	magazine, flyer)	and his absurdly inappropriate truck.	Maybe		
Yes	town	I live locally	Dine out	Social Media	the parade. These are far-right extremists, some of whom	No	com	



Yes	town	I live locally	Dine out	Word of Mouth	MAGA signs all over it "scatter joy"? UCP are hate	Maybe			
Yes	town	I live locally	Dine out	Word of Mouth	made me extremely uncomfortable For a group known for	Yes			
Yes	Massachusetts	Hotel/Motel	Dine out	Social Media	parade was awesome	Yes	ail.com		
Yes	town	I live locally	Dine out	Social Media	problem we were VERY dismayed to see the Upper Cape	Maybe	m		
Yes	town	day trip	parade	Social Media	allowed to participate yesterday The parade theme was	No	no		
Yes	Yarmouth	day trip	Dine out	Social Media	military vehicles allowed in the parade?	Maybe	no, thank you		
Yes	Yarmouth	I live locally	Nothing	Word of Mouth	with everything going on in the world today. Not sure why	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	Word of Mouth	participate, especially driving that stupid war truck. there is	Maybe			
No	town	I live locally	Visit Family/Friends	Word of Mouth	Patrick's Day parade was jarring The guy is a menace. He	Maybe			
Yes	town	I live locally	Dine out	magazine, flyer)	incredible job making all the moving parts work together.	Yes	ail.com		
Yes	town	I live locally	Dine out	Social Media	with the theme Spread Joy!	Maybe			
No	town	I live locally	I live here.	magazine, flyer)	Cape Cod photographers. I was horrified to see this group	Yes	eldarcj@gmail.com		
Yes	Yarmouth	I live locally	Worked	Word of Mouth	leprechaun	Yes	Yes		
Yes	Yarmouth	I live locally	Visit Family/Friends	Word of Mouth	was extremely disappointed to see United Cape Patriots as	Yes			
No	town	I live locally	Shop	magazine, flyer)	parade. They are a hate group, affiliated with other hate	Maybe			
Yes	town	I live locally	Went to bar for drinks	Social Media	Always a great time	Yes	ast.net		
Yes	town	I live locally	Nothing	Word of Mouth	to attend. I did not like that the united cape patriots were	Yes			
Yes	town	I live locally	No, we left early	Social Media	(like UCP) to participate was regrettable. We left early. I	No			
Yes	town	I live locally	Visit Family/Friends	Social Media	stomach. These are right-wing extremists who joined other	Maybe	m		
Yes	Massachusetts	d	Dine out	tradition	thank you to all for the hard work in putting the parade on.	Yes			
No	town	I live locally	N/A	Word of Mouth	to ride a military vehicle in the parade that was supposed to	Maybe			
Yes	town	I live locally	Sightsee	Social Media	hardly think a white nationalist GOP combat reuck fit with	Maybe			
Yes	town	I live locally	Dine out	Social Media	right wing group. What connection does it have to an Irish	No	return.		
Yes	Out of State	Hotel/Motel	Visit Family/Friends	Word of Mouth	Parade in Buffalo every year. My only comment would be	Yes			
Yes	town	I live locally	Dine out	Word of Mouth	The only negative and it was a big one that would make	Maybe			
No	town	I live locally	Shop	Radio	the fact that the vehicles weren't decorated doesn't make	Maybe			
Yes	Yarmouth	I live locally	Sons of Erin	Local	So well organized	Yes	ahoo.com		
No	town	I live locally	Visit Family/Friends	Social Media	Cape Patriots are part of the authoritarian axis that is	Maybe			
No	town	day trip	Nothing live locally	Word of Mouth	A good event distrustng politics	No			
Yes	town	I live locally	Dine out	magazine, flyer)	overturning the elected government of the United States.	No	know about		
Yes	Massachusetts	Hotel/Motel	Dine out	Social Media		Yes			
Yes	town	I live locally	I live here	Word of Mouth	Disappointed to see cape patriots group	Yes			
Yes	town	I live locally	went home	magazine, flyer)	few marching bands with music or Irish music or all hardly	No	about going to the		
No	town	I live locally	disappointed	Social Media	United Cape Patriots to participate in your parade this year.	No			
Yes	town	I live locally	Brewster, not a visitor.	Social Media	representing UCP/Adam Lange and other right-wing	Maybe	No, thanks.		
Yes	town	I live locally	Dine out	Word of Mouth	was deeply disappointed seeing the "cape cod patriots"	Maybe			
Yes	town	I live locally	Shop	Word of Mouth	members were arrested at the January 6th insurrection?	Maybe	you ban Cape cod		
Yes	town	I live locally	Dine out	magazine, flyer)	truck rolling down the street! Then we and a few other	No			
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	Patriots group (not remembering exact name, but was	Maybe	adiesinc.com		
Yes	town	I live locally	Sightsee	Social Media	Why do you allow fascism into your parade? They hate the	No	any more support.		
Yes	town	I live locally	Dine out	Word of Mouth	Parade	No	be political		
Yes	town	I live locally	Sightsee	Social Media	disappointment. They act as a hate group and are linked to	Maybe	com		
Yes	town	I live locally	went home	magazine, flyer)	Cape United Patriots are allowed to participate in a	No			
No	town	I live locally	I did not attend	Social Media	inclusion of United Cape Patriots and other hate groups. If	No			
No	town	I live locally	Dine out	magazine, flyer)	they are a hate group and associated with the Capitol	Maybe			
No	town	I live locally	Visit Family/Friends	Word of Mouth	who do not support America.	No			
Yes	town	I live locally	Dine out	magazine, flyer)	"Patriots" being a part of a parade that should have had	Maybe			
Yes	Massachusetts	Hotel/Motel	Dine out	Social Media	A great day had by all.	Yes	m		
Yes	town	I live locally	didn't do anything	Committee.	Assistant at Cape Cod Tech and we didn't participate this	Maybe	ech us		
No	town	I live locally	None	Social Media	They have no place in this or any parade. Absolutely	Maybe			
Yes	town	day trip	came and went	magazine, flyer)	wonderful event generally but I and many parade viewers	Maybe			
No	town	I live locally	What?!	Social Media	not o.k.	Maybe	Yarmouth is with		
No	town	I live locally	I work	Social Media	permitted in the parade. Their message is one of the	No			
Yes	town	I live locally	Nightlife	for the past 6 years		Yes	vermarina.com		
Yes	town	I live locally	Visit Family/Friends	Word of Mouth	see the parate with my kids. A military vehicle with a	No			
Yes	town	I live locally	Dine out	Social Media	Great Parade - always fun to participate	Yes	com		
Yes	town	I live locally	Sightsee	Social Media	organized parade, Great job Des Keogh and crew!	Yes	.com		
Yes	town	day trip	Shop	Radio	scatter joy.	Maybe			
Yes	Yarmouth	I live locally	Live here year round	Social Media	attending with their Mags machine gun truck. I won't be	No			

Yes	Yarmouth	I live locally	Dine out	Parades	Amazing day.. Hoping for the return of the Irish Festival!	Yes			
Yes	town	day trip	Dine out	Radio	PLACE in a family oriented parade Please do not allow	Yes			
Yes	town	I live locally	Enjoyed nature	magazine, flyer)	of Adam Lange of the United Cape Patriots and his	No	obal.net		
Yes	Yarmouth	I live locally	Dine out	Word of Mouth		Yes			
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media	paramilitary town. Especially with the huge tank of	Maybe			
Yes	town	I live locally	Dine out	Word of Mouth	parades on Cape Cod period. They have no place in	Maybe			
Yes	Massachusetts	Hotel/Motel	Pool side	Word of Mouth		Yes	ahoo.com		
Yes	town	I live locally	Sightsee	Social Media	after the Covid stuff. Seeing all the Irish dancing and	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	Social Media	Ban privately owned military vehicles with machine guns	Yes			
Yes	town	I live locally	Shop	Social Media	the United Cape Patriots truck which was totally	Maybe			
Yes	town	I live locally	Coffee	magazine, flyer)	Please be more careful who participates. That was just	Maybe			
Yes	Yarmouth	I live locally	Dine out	In the parade	Well organized this year	Yes			
Yes	town	I live locally	Not applicable	magazine, flyer)	presence. Really not good with what's going on in the	No			
Yes	Yarmouth	I live locally	I live here	Social Media	participating in the parade. This is a far-right, extremist	Maybe			
Yes	Yarmouth	I live locally	Visit Family/Friends	repeat attendee	judgment. By allowing the United Cape Patriots to	Yes	gmail.com		
Yes	Massachusetts	Home/Rental	Dine out	Word of Mouth	okay with parking and using bathrooms! It makes a huge	Yes	.com		
Yes	town	I live locally	Shop	Social Media	parade with their military vehicle ESPECIALLY considering	No	m		
No	town	I live locally	Hike	Social Media	Hate not welcome	No			
Yes	town	day trip	n/a	Social Media	I found it chilling	Maybe			
Yes	Massachusetts	Home/Rental	Visit Family/Friends	Word of Mouth		Yes			
Yes	town	I live locally	Sightsee	Social Media	should not have been allowed in the parade. A St. Patnck's	Maybe			
No	town	I live locally	Visit Family/Friends	magazine, flyer)	United Cape Patriots were there with guns on their vehicle.	Maybe			
No	town	I live locally	Visit Family/Friends	magazine, flyer)	The patriot tank is not appropriate	Yes			
Yes	town	I live locally	Dine out	magazine, flyer)	Patriots in parade. They're rhetoric, actions and spreading	Maybe			
No	town	I live locally	N/A	Word of Mouth	Shame on you.	Maybe			
Yes	Massachusetts	day trip	Dine out	Social Media		Yes			
Yes	town	I live locally	Dine out	Word of Mouth	the parade. The truck and their message are offensive and	Maybe			
Yes	Yarmouth	I live locally	Shop	Social Media	Group who were first time marchers. AS we were in the	Yes	nityconnectionsinc.		
Yes	Other- Cape Cod tow	I live locally	Dine out	Social Media	Did not like to see the tank. Has nothing to do with scattering	No			
No	Other- Cape Cod tow	I live locally	Native Cape Codder	Friends	I feel that it is in appropriate and irresponsible that UCP was	Maybe			
Yes	Other- Cape Cod tow	I live locally	Visit Family/Friends	I live here. Everyone kn	Adam Lange and the UCP and their tank do NOT belong in a	No			
No	Other- Cape Cod tow	I live locally	Visit Family/Friends	Social Media	Horified by the inclusion of the far right UCP, their undecora	Maybe			
Yes	Other- Cape Cod tow	I live locally	Live here	Social Media	The alt right tank was a disgrace. May not come back if thes	Maybe			
No	Other- Cape Cod tow	Relative/Friend	Dine out	Social Media	It is disappointing to see that The Cape Patriots were allowe	No			
No	Other- Cape Cod tow	I live locally	Visit Family/Friends	Social Media	Please don't allow united cape patriots at such an event. The	Maybe			
No	Yarmouth	I live locally	Live here at home to avoid	Print (newspaper, maga	Many people participated which seemed celebratory, but no	Maybe	Only if Cape Cod Patriots are not included	christinearmismd@gmail.com	
No	Other- Massachusetts	Relative/Friend	Dine out	Social Media	Never attendance event with ucp again	No	No		
Yes	Other- Cape Cod tow	I live locally	I live here I did normal life	Word of Mouth	United cape patriots are disgraceful and should not have bee	No			

**Town of Yarmouth  
Request for Proposals  
CALENDAR YEAR 2023  
Tourism Fund Special Event/Programs**



**Application Checklist**

- Application Summary (Attachment C)
- Narrative with answers to all five questions
- Marketing Plan (Attachment D)\*  } \$3000 mktg budget =  
\$1300 radio +  
\$1700 magazine.
- Complete Budget (Attachment E)\*
- Final Report from last year's event (if applicable)
- Required Documentation
  - Tax Determination Letter
  - W9 Form
  - Form PC
  - Annual Corporate Report  Pg. 1
  - Form 990

\*Please make sure the expenses on your marketing plan correlate with the marketing expenses listed on your budget.