

Attachment C



Application Summary Form

APPLICATION SUMMARY	
Name of Event	2023 Special Events & Exhibits
Date of Event (Date must be firm. Funding will be subject to scheduled date)	01/01/2023-12/31/2023
Location of Event	Cultural Center of Cape Cod, S. Yarmouth
Amount Requested	\$30,000
Total Event Budget	\$261,787
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	Cultural Center of Cape Cod, Inc.
Primary Contact Name (person who will manage project and is authorized to execute contracts)	Molly Demeulenaere, Executive Director
Secondary Contact Name (authorized to act in the place of the Primary Contact)	Meg McNamara, Director of Business Operations
Mailing Address	307 Old Main St., S. Yarmouth, 02664
Telephone	508-394-7100
Email	mollyd@cultural-center.org
Website	https://www.cultural-center.org/
Federal Tax ID or 501 C3 number	043553295
For Profit or Not for Profit?	Not for Profit
Applicant Signature*	<i>Molly Demeulenaere</i>

* Signature acknowledges that Applicant has read Request for Proposals.

**Town of Yarmouth
 Tourism Revenue Preservation Fund
 Special Event & Programs Grant Application
 January 1, 2022– December 31, 2023**



NARRATIVE FOR CULTURAL CENTER OF CAPE COD

Name of Event	Special Events and Exhibits 2022
Date of Event	January 1-December 31, 2023
Location of Event	Cultural Center of Cape Cod
Amount Requested	\$30,000
Total Event Budget	\$268,000

EVENT SUMMARY

The Center has completed programming for 2023 and will drive tourism in Yarmouth through strategic integration of the three main pillars of our business - events, exhibitions, and arts education - to enhance the visitor experience and use marketing dollars more strategically.

After a banner year in 2022, our upcoming year will bring an even more diverse program in exhibitions, music, and events. We anticipate bringing in over 500 visual and performing artists this year and will continue the growth in our off Cape marketing and PR to increase tourism in Yarmouth.

Our exhibition schedule will feature a large-scale kinetic sculpture exhibition and an exhibition of three-dimensional and relief woodcarving, where Boston-based C.A. Stigliano presents work with political and social implications. In addition, we are bringing in NY based artist Luba for an exhibition called Storm, featuring large-scale oil paintings that orchestrate color, space, and movement through fluid emotion and personal awakening from her time on Cape Cod.

In the fall, we are co-producing an exhibition and symposium with the International Society of Experimental Artists (ISEA), a global non-profit organization with the mission to encourage artists to explore new techniques and media, discover new compositional approaches, and find new concepts to create - with no rules to limit creativity. The ISEA symposium, held in conjunction with this exhibition, will also be held at the Center, 9.18-22, with workshops, demos, an opening reception, and an awards dinner this week. Room nights directly attributed to this partnership is 150.

We will produce over 65 concerts bringing in artists from around the Cape and worldwide. In addition, we have brought on a Boston-based PR team, Ellis Strategy, to target out-of-town visitors.

Last year we produced the first multi-day writing workshop and hosted 16 people from around the country in Yarmouth for a four-day seminar. After this success, we secured Kwame Alexander again in 2023 for a memoir writing retreat and are expected to book 125 room nights because of this workshop.

Kwame Alexander is a poet, educator, publisher, and New York Times Bestselling, author of 37 books, including SWING, BECOMING MUHAMMAD ALI (co-authored with James Patterson), BOOKED (longlisted for the National Book Award), REBOUND (shortlisted for the UK Carnegie Medal and The

Caldecott Medal), the Newbery Honor-winning picture book *THE UNDEFEATED* (illustrated by Kadir Nelson), and the NEWBERY medal-winning middle-grade novel *THE CROSSOVER*. A regular contributor to NPR's Morning Edition, Kwame is the recipient of numerous awards, including The Lee Bennett Hopkins Poetry Award, The Coretta Scott King Author Honor, Three NAACP Image Award Nominations, and the 2017 Inaugural Pat Conroy Legacy Award. In 2018, he founded the publishing imprint VERSIFY. He opened the Barbara E. Alexander Memorial Library and Health Clinic in Ghana as a part of LEAP for Ghana, an international literacy program he co-founded. In addition, he is the writer and executive producer of *THE CROSSOVER* TV series on Disney plus.

The Cultural Center's events and exhibits attract visitors from all Cape towns and across the bridges, especially Boston and the south shore, and tourists from across the world who have come to the Cape to vacation.

We collect data about our audience members from online ticket sales, tuition, and registrations. Still, we can only estimate the number of attendees since many of our events are free, and we charge no admission to the galleries.

EVENT/PROGRAM LOGISTICS AND MANAGEMENT

Thanks to a small but highly qualified and woman-led team, the Cultural Center serves as a venue for over 1,500 events annually.

All staff members are involved in the planning, scheduling, promoting, executing, and evaluating of programs led by the directors. As we work toward being a more inclusive organization, we are also looking at the diversity of our audience and performers. For example, in 2022, 46% of our concerts were headlined by women, and BIPOC artists headlined 27%.

We have strong ties to our local businesses (hotels, restaurants, and merchants). We started Yarmouth-based collaborations with the Family Table Collaborative producing the Inaugural Bass River Multi-cultural Food Festival, and our Executive Director serves on the Yarmouth Area Chamber of Commerce board.

Listed below are key team members involved in the programs offered at the Center.

Name	Years involved with Event	Area of Event OR Program Responsibility
Molly Demeulenaere	Since 2019	Executive Director
Diane Giardi	Since 2021	Director of Learning
Meg McNamara	Since 2015	Business Administrator
Julian Loida	Since 2021	Head of Music
Bea Gremlich	Since 2015	President of the Board
Jason Lilly	Since 2017	Treasurer

FINANCIAL MANAGEMENT

The Cultural Center of Cape Cod employs a full-time Director of Business Operations. It also relies on the expertise of a Treasurer who is highly respected in the world of finance: Jason Lilly, SVP, Chief Wealth Management Services Officer, Cape Cod Five. The Center also engages a bookkeeper employed at Glivinski and Associates and engages Sanders, Walsh, and Eaton to handle an annual audit. The staff, finance committee, and board of trustees work together to raise funds, spend them wisely and well, and account for them meticulously. Fundraising efforts are continuous and diversified. They include the submission of many grant proposals, an Annual Fund, membership, corporate sponsorship, planned giving, and appeals to other funding sources. Of great significance is the revenue produced by ticket sales and tuition. In 2022 we established an endowment with the support of a legacy gift, and there is a rainy day fund to ensure year-round cash flow management.

Suppose there is less event revenue/support than expected. In that case, we tailor future programming accordingly. Still, our mission is to be accessible, democratic, and welcoming to artists, whether established or emerging, regardless of the size of their following. By giving them a chance to perform/exhibit/teach, we encourage growth and help them build an audience.

Given the cost of running and maintaining a historical venue such as the Cultural Center of Cape Cod (approximately \$275 per hour in overhead) and our mission is to serve the entire Cape community and visitors to the area by offering instruction, entertainment, and exhibition in the visual, literary, and performing arts, the need for support is great.

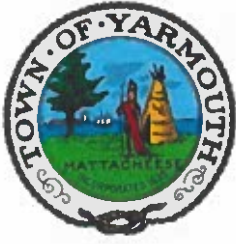
ECONOMIC IMPACT

Those who attend Cultural Center events and exhibits frequently combine the outing with local shopping, a restaurant meal, and, sometimes, a hotel stay of at least one night. In addition, the special events and exhibits that are the subject of this proposal are likely to attract many out-of-towners.

Further, the caliber of Cultural Center programs is well known, and we see a high number of repeat customers. Thanks in part to the Cultural Center of Cape Cod, Yarmouth is, increasingly, a destination for those interested in high quality but affordable cultural events.

We also host weddings and private events throughout the year where guests frequently stay at area hotels and B&Bs (including the Captain Farris House and other local hotels).

Consequently, we receive accolades from many area businesses.



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:

Since 2007, the Cultural Center of Cape Cod has hosted over 1,150 visual art exhibitions on campus and dozens of online collections, several thousand arts education experiences, and nearly 15,000 events ranging from small gatherings to major festivals. Exhibitions include artists from the Cape and worldwide, attracting widespread attention and prompting artists and art lovers to visit Yarmouth. Likewise, events showcase both local and touring performers, frequently selling out and eliciting encore performances. Events include concerts, art receptions, dance parties, readings and lectures, films, art demonstrations, festivals, and seasonal special events.

OBJECTIVES

The event's marketing objectives will be the following:

The Cultural Center's marketing objectives are comprehensive, including digital, print, social, media, PR, and in-person delivery methods. Our main objectives for 2023 are as follows:

#1 Increase Brand Awareness

#2 Attract New Customers

Focus #1 Tour Groups

Focus #2 Off-cape shoulder season

#3 Retain Current Customers

TARGET AUDIENCE

Please describe who your target market is (demographics):

The target audience of the Cultural Center closely mirrors the tourism population visiting Cape Cod each year, making the Center a perfect partner in the tourism business.

Audiences for exhibits and events typically include residents of Yarmouth, but when we look at the data from web traffic and social media, we know that Boston and New York are prominent in our marketing ROI, as well as other Cape towns. The shoulder seasons are a focus here at the Center as our programs attract many off-Cape visitors, and we have invested in a year-round PR company to increase this impact.

STRATEGY

How will you achieve your objectives?

Strategy	Timeline
Example: Print advertising	Date xx/xx – xx/xx
Digital Media - Facebook, Instagram, Google Ads	01/01 - 12/31/2023
Radio	01/01 - 12/31/2023
Print ads in the Cape Cod Times and local papers, magazines like Cape Cod Life, Love-Live-Local, Yarmouth Town Book, Mid-Cape Guide, Cape Cod and the Islands, SummerGuide, and others; a printed newsletter; and signage. The Cultural Center also enjoys considerable coverage through PSAs in various print, web, and broadcast media.	01/01 - 12/31/2023

PARTNER ORGANIZATIONS

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

The Cultural Center partners with many arts entities to deliver programming whether through exhibition or event. In 2023 the Center is working with agencies for George Winston and Kwame Alexander. We are bringing the International Society of Experimental Artists to Cape Cod for the first time and bring back the annual Pastel Painters Society International Juried Exhibition. We are also hosting international calls for art from January through December featuring over 350 artists worldwide.

BUDGET SUMMARY

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

Outlet	Cost
Example: Radio Ads	\$
Print Ads	\$ 10,000 ✓
Radio	\$ 6,000 ✓
Digital	\$ 15,000 ✓
Rack Cards / Season Brochure	\$ 3,000 ✓
Marketing Design Services	\$ 12,000 ✓
PR	\$ 18,000 ✓
	\$
	\$

TOTAL: \$ 64,000

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

INCOME	2021 Actual	2022 Actual	2023 Estimate
Reserves			
Grants	24000	17500	30000
Promotional Sales	40751	97040	140,000
Vendor Fees			
Parking Fees/Contributions			
Ticket Sales			
Program Advertising			
Sponsorships (list below)			
Sponsor 1 (all combined)	2900	600	10000
Sponsor 2			
Sponsor 3			
Sponsorships - Sub-total	2900	600	10000
Contributions (list below)			
Contribution 1 (inkind photography)	3200	1000	3000
Contribution 2 (Inkind salaries)	86751	84309	85000
Contribution 3			
Contributions - Sub-total	89951	85309	88000
Other (describe below)			
Other 1			
Other 2			
Other 3			
Other Sub-total	0	0	0
TOTAL INCOME	157602	200449	268000

MARKETING EXPENSES	2021 Actual	2022 Actual	2023 Estimate
Print Media (list below)			
Print Media 1	5454	6712	10000
Print Media 2			
Print Media 3			
Print Media Sub-total	5454	6712	10000 ✓
Print Materials			
Brochures/Programs	0	1851	1500 ✓
Rack Cards	0		1500 ✓
Direct Mail & Packages			
Posters/Flyers	572	1148	1500
Print Materials sub-total	572	2999	4500
Radio Ads (list below & include stations)			
Radio Ad 1	4140	2500	6000
Radio Ad 2			
Radio Ad 3			
Radio Ads - Sub-total	4140	2500	6000 ✓
TV Ads (list below)			
TV Ad 1			
TV Ad 2			
TV Ad 3			
TV Ads - Sub-total	0	0	0
Online Media			
Online Display		3000	7500
Social Media	3130	3196	7500
Other (website)	4800		
Online Media - Sub-total	7930	6196	15000 ✓
Other Marketing			
Design Services	10000	12000	12000 ✓
Printed Program			
Professional Media Consultant		7500	18000 ✓
Professional Photographs			
Other			
Other Marketing - Sub-total	10000	19500	30000
MARKETING - Sub-total	28096	37907	65500

PROGRAM EXPENSES	2021 Actual	2022 Actual	2023 Estimate
Entertainment (Payments to performers)	20012	51300	84000
Food & Beverages	3792	2148	3500
Transportation	0	2372	3000
Set up & Clean up			
Equipment Rental			
Insurance	14709	15162	16000
Office Supplies	5089	6484	6500
Postage (other than advertising)			
Other Supplies			
Rent			
Salaries	86751	84309	85000
Security			
Miscellaneous			
PROGRAM EXPENSES - Sub-total	130353	161775	198000
TOWN FEES			
Use of Town Land			
Police Admin			
Police Detail			
Police Equipment			
Fire Admin			
Fire Detail			
Fire Equipment			
Trash Pickup			
Licensing (i.e. Alcohol, Special Entertainment)			
Building Dept (i.e. Signs, Tents)			
Board of Health (i.e. Food)			
Other			
TOWN FEES - Sub-total	0	0	0
TOTAL EXPENSES (Marketing, Program and Fees)	158449	199682	263500
NET PROFIT/LOSS	-847	767	4500

Attachment A, Continued

**Tourism Revenue Preservation Fund
Statement of Work Completed**

Project name: Cultural Center Special Events & Exhibits, 2022

Amount requested: \$17,500

Grantee: Cultural Center of Cape Cod Inc.

Date: January 4, 2023

Describe Work Completed (attach supporting documents):	Cost	Completion Date
Marketing, PR and advertising of events, exhibitions, and programming	\$17,500	Jan-Aug 2022
TOTAL (not to exceed):	\$17,500	

Required Documentation Checklist:

- Completed Surveys
- Final Report
- Actual Expense Report

Grantee Authorization:

Person completing form (please print): Molly Demeulenaere

Signature: *Molly Demeulenaere*

FOR TOWN OF YARMOUTH USE ONLY

Contract:

Grant Total: \$ _____

Balance: \$ _____

This Payment Request: \$ _____

Amount Remaining: \$ _____

MUNIS Account # :

Payment Approval: _____ Date: _____

Payable to: MUNIS Vendor #: _____

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

See attached

Attachment B

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

Grantee: Cultural Center of Cape Cod Inc
Project: Cultural Center Special Events & Exhibits, 2022
Event Date: January 1, 2022 – December 31, 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):*
2. Was the Event successful? Did residents benefit from the Event? Did the Event bring visitors to Yarmouth? Explain.
3. What was the overall economic impact of the event, program or project? How do you measure the economic impacts of your Event?
4. What factors contributed to the overall successfulness of the Event?
5. How was the Event marketed? What marketing was used to promote the Event regionally? Statewide? Nationally?
6. How did you partner with local restaurants/lodging properties or other business to create packages to co-market?
7. Which element(s) of Marketing were most useful? How did you determine what made the marketing useful?
8. How could marketing in connection with Event be improved?
9. How could the Event execution be improved?
10. Do you intend to undertake any future related Event?
11. Comments or suggestions for future similar Events?
12. Attach Actual Expense Report for the event. Please provide a narrative describing your ability to raise additional funds through donation and sponsorship.
13. Provide copies of (high-definition) photos and/or videos from the event (please provide photos in electronic form to kpedicini@yarmouth.ma.us).

Said materials become Town of Yarmouth property. The Town reserves the right to use and reuse, in any manner at all, in whole or in part, modified or altered, by itself or in conjunction with other materials, in any medium or form of distribution, for the purpose, including, without limitation, all Town materials.

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

Signature: _____ Date: _____

Cultural Center Attachment B

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):

2022 was a strong year at the Cultural Center, with 2022 attendance at pre-pandemic levels. We served 3,528 individuals at concerts in 2022, 3,273 in classes, and 946 artists submitted artwork worldwide. We also brought over 10,000 people through the gallery in 2022 and created a summer art installation geared toward families that drew thousands of people throughout the summer from 1-91. Our zip code data shows substantial tourism numbers. Though a small percentage of people fill out the guest book, we saw an increase in out-of-area zip codes over previous years.

2. Was the Event successful? Did residents benefit from the Event? Did the Event bring visitors to Yarmouth? Explain.

YES! We produced 65 concerts in 2022, 23 art exhibitions, and 514 hands-on classes. We also produced the Cape Cod Glass Show created the Inaugural Bass River Food Fest in collaboration with the Family Table Collaborative and a two-week Bass River Artisans Market. Our events and exhibits did bring many visitors to Yarmouth but also enhanced the quality of life for residents, including students, seniors, and people with special needs.

3. What factors contributed to the overall successfulness of the Event?

Marketing and professional expertise. The Cultural Center is led by a museum professional with over 20 years in the guest experience business, and every team member acts as a first impression specialist. With 194 professional musicians in 2022, quality and accessibility are top of mind at the Center and make for successful events.

4. How was the Event marketed? What marketing was used to promote the Event regionally? Statewide?

We market all events through a combination of efforts: print advertising, radio, signage, and an increasing amount of digital and social media efforts. Our website activity continues to grow, moving from 37,000 to 50,000 unique users, and we almost doubled our pageviews from 160,000 in 2021 to 318,000 and saw 1.75M impressions between all platforms.

5. Nationally?

Social media / digital marketing efforts reach a national audience. We did not purchase advertising from media outlets off Cape in 2022.

6. How did you partner with local restaurants/lodging properties or other business to create packages to co-market?

Yes, we partner with Captain Farris House to bring people to the Cape. We filled the hotel on several occasions in 2022, including for our writing retreat and George Winston, we also partner on weddings. We also put Jeff Watson on our Board of Trustees in 2022 to strengthen the relationship for the future.

7. Which element(s) of Marketing were most useful? How did you determine what made the marketing useful?

It is the diversification that makes our marketing strong. We were recognized as a Best of the Best art gallery in 2022, and our 5-star reviews on Google help drive traffic. Social media is where we see the greatest return on investment, with radio coming in after that.

8. How could marketing in connection with Event be improved?

Given sufficient funding, we would spend additional money on marketing.

9. How could the Event execution be improved?

We are also learning and working to make the Center a world-class organization.

10. Do you intend to undertake any future related Event?

Yes, we have booked 70 concerts for 2023 and have a full gallery schedule.

11. Comments or suggestions for future similar Events?

12. Attach Actual Expense Report for the event. Please provide a narrative describing your ability to raise additional funds through donation and sponsorship.

We raise about 50% of our operating budget each year. The support from the Town of Yarmouth is crucial to the Center's success and tourism in Yarmouth. The accounting is only for a partial year as we exceeded the marketing reimbursable by August of 2022.

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

Attachment C

Estimated & Actual Expense Report

These financials are through August 2022 when we expended the full grant amount

Name of Event: Cultural Center Special Events & Exhibits,

Date of Event: January 1, 2022 – December 31, 2022

INCOME	2022 Estimated	2022 Actual
Grants	32,000	17,500
Promotional Sales		
Ticket Sales	114,987	98,040
Program Advertising		
Sponsorships (list below)		
Sponsor 1	10,000	600
Sponsor 2		
Sponsor 3		
Sponsorships - Sub-total	\$ -	\$ -
Contributions (list below)		
Contribution 1	5000	1000
Contribution 2	99,800	84,309
Contribution 3		
Contributions - Sub-total	\$ -	\$ -
In-Kind Contributions in kind (list below)		
In-Kind Contribution 1		
In-Kind Contribution 2		
In-Kind Contribution 3		
In-Kind Contributions - Sub-total	\$ -	\$ -
Other (describe below)		
Other 1		
Other 2		
Other 3		
Other Sub-total	\$ -	\$ -
TOTAL INCOME	\$ 261,787	\$ 200,449

TOWN OF YARMOUTH, MASSACHUSETTS – STANDARD CONTRACT FORM

EXPENSES	2022 Estimated	2022 Actual
Marketing		
Print Media (list below)		
Print Media 1	13,700	6712
Print Media 2		
Print Media 3		
Print Media Sub-total	\$ -	\$ -
Brochures	3000	1851
Direct Mail & Packages		
Posters -signage	1500	1148
Radio Ads (list below)		
Radio Ad 1	4850	2500
Radio Ad 2		
Radio Ad 3		
Radio Ads - Sub-total	\$ -	\$ -
TV Ads (list below)		
TV Ad 1		
TV Ad 2		
TV Ad 3		
TV Ads - Sub-total	\$ -	\$ -
Web-based Advertising	16,800	6196
Design Services		
Printed Program		
Professional Media Consultant		
Professional Photographs		
Other		
Marketing - Sub-total	\$ 39,850 -	\$ 18,407 -
Set up & Clean up		
Equipment Rental		
Insurance	15,137	15,162
Office Supplies	6000	6484
Postage (other than advertising)		
Other Supplies F&B	5000	2148
Rent		
Salaries	99,800	84,309
Security Performers	63,000	51,300
Miscellaneous Transportation	4000	2372
TOTAL EXPENSES	\$ 232,787 -	\$ 180,182 -
NET PROFIT/LOSS	\$ 29,000 -	\$ 20,267 -

Name	Comments	Zip Code
Rachel	My voice teacher's painting was here so I was happy to see it. All the artwork is nice	01778
Monica Phillips Young	Loved the judges' comments. Spot on. Excellent show!	02062
Rosemary	Beautiful Exhibit!	02330
Anne & Scott	Gets better and better!	02364
R. Grisnole	Inspiring, beautiful paintings that have inspired this pastel list!	02664
M D	Beautiful Exhibit - I'll be back!	02664
Robert Larson	Amazing! Thanx	02664
Carol Watson	Love, Love, Love!!	02664
John P.	Even better than usual!	02675
Sarah Brown	Love your painting, Janet!	02738
Carl	Great Show	02748
Susanne Fartham	It's great to be back!	03109
Serena	The hot air balloon piece was my favorite. Great Show!	07083
Mary Ellen Byrne	Such variety; breathtakingly beautiful. Another wonderful show.	08879
Oscar Capel	Fun exhibit	10543
Duane & Dorothy Tibbetts	Delightful	23188
Julie O.	Fabulous Pastel Show! Even better than usual!	34134
Sally Snyder	Colorado could take a lesson!	80112
Alan Grinberg	Wonderful!	94044
Oneil	Fantabulous (smiley face)	01867
Aviva	The vault thing is awesome!	01944
Marcia Reed	Impressive show	01963
Jane, Dana, Camden Marchant	Wonderful!	02155
Catherine Deutsch	Wonderful	02179
Ryan (age 7)	Did not want to leave the legos!	02179
Martyn, Paul, Dawn, Avery, Harper Mason	LOVED it!	02189
Ryan Delgado9 (5)	loved the interactive ball pit. So cool!	02461
Ava Rosenberg	so fun!	02461
Paley Family	This is awesome!	02465
Jae Roosevelt	LOVE the vault!	02482
Wilderness, Chuch, Skipper	So much fun. Our 5 yr old daughter loves it, especially the vault room!	02631
Foster Family	What a pleasure! (heart) LOVE bricks and Balls	02631
Rebecca Freeman	Terrific concept, very fun!	02632
Francoise a Edouard Rocher	delightful creation for a much too hot day at the real beaches! Merci.	02632
Richard & Lisa Oliver	Creative Fun	02635

Richard and Lisa Oliver	Creative fun	02635
Patsy and Linda Chappell	Fun!	02645
Molly McGregor, Quilt & Ian F. 6+3	Saw FB promoted ad. LOVE the vault!	02659
Ellis Family	Loved it (smile)	02659
Betty Ludeaker	So Fun! My grandkids loved it!	02660
McLean Family	Love it!!	02662
Olena Adamnantis	none	02664
Barbara Wood	Full of joy!	02666
Kristia & James Manchinney	great fun and joy!	02666
Aoife Rose	Fabulous! Kids loved it!	02673
Joanne W.	This is fun!	02675
The Boyle's	(big heart)	02675
Helena & Lester	Didn't want to ever leave!!	02790
John Corres	Great!	04605
Aden	Love it!	05486
Meg Mahoney	So great! I love the ice cream, it looks tasty. I'm 14 and had a ton of fun!	09312
Maarty Dugan	Amazing	2662
Lynne	Never realized how much detail and texture from pastels! Fabulous!	Australia
Kristen McNeil	So Fun !	Canada

New users

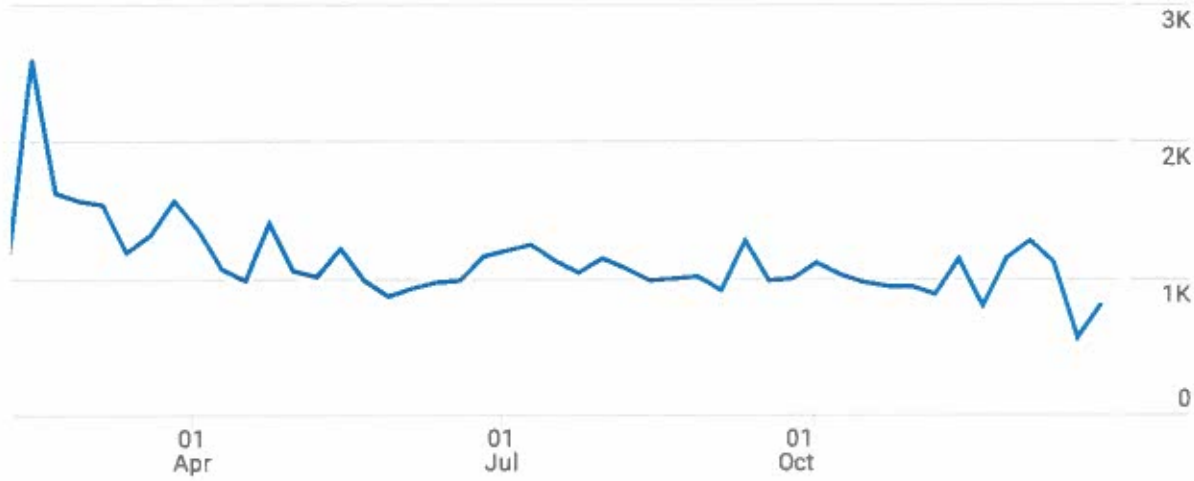
49K

Average engagement time ?

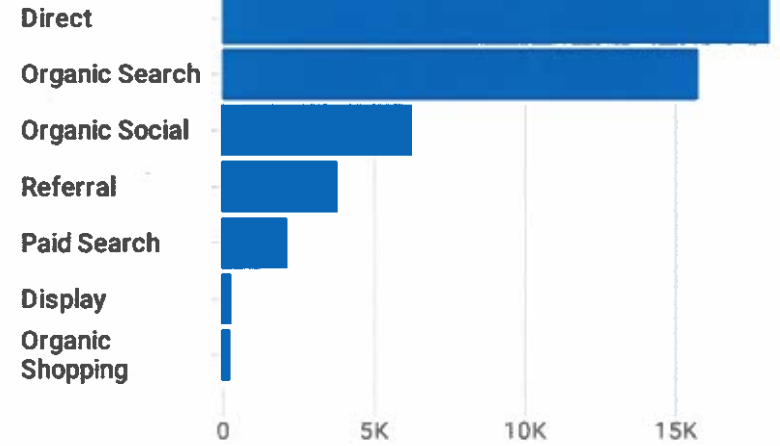
1m 05s

Total revenue ?

\$0.00



New users by First user default channel group ▾



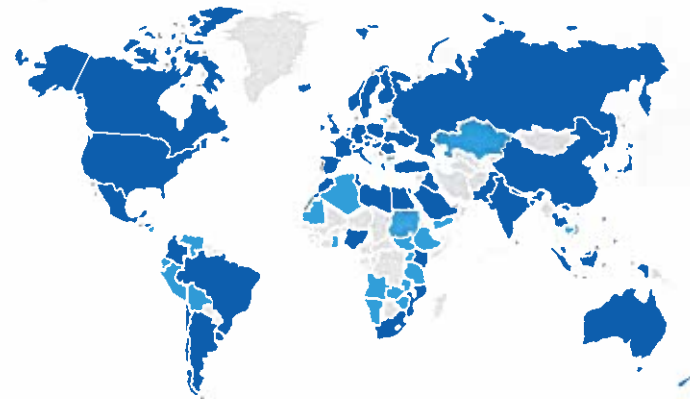
[View user acquisi](#)

IR TOP CAMPAIGNS?

▾ by Session default channel group ▾

DEFAULT CHANNEL G...	SESSIONS
Search	28K
Organic Social	27K
Referral	8.8K
Direct	7K
Paid Search	3K
Shopping	1.3K
Display	961

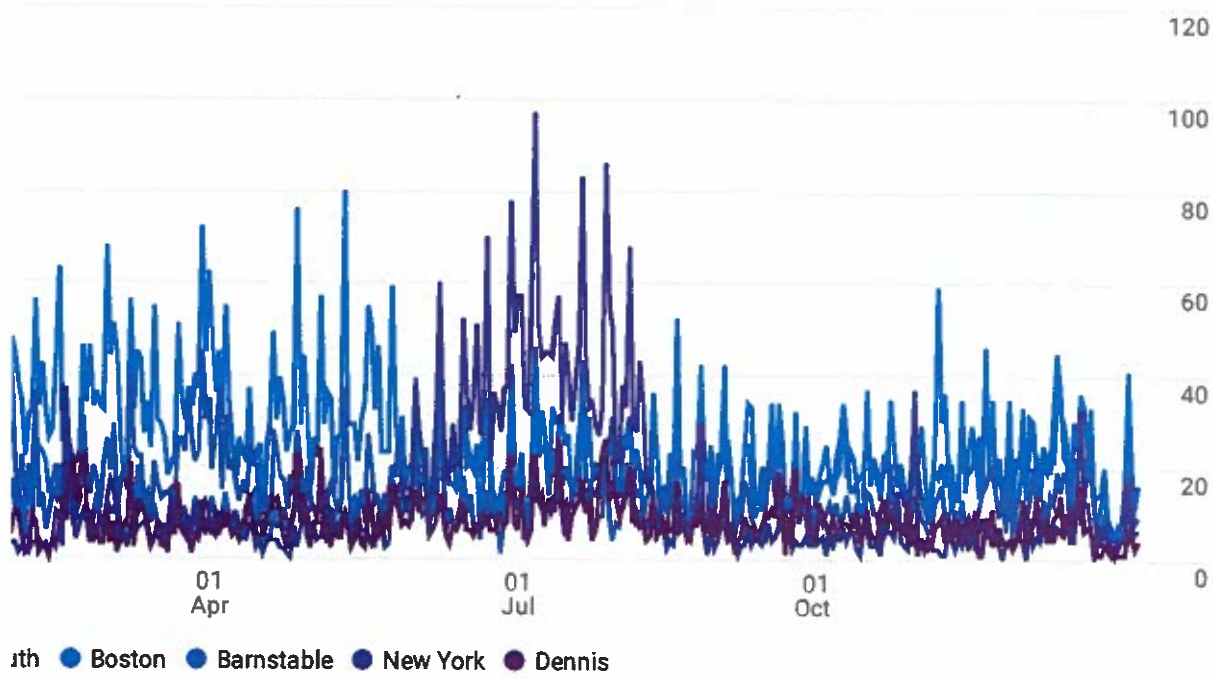
Users ▾ by Country



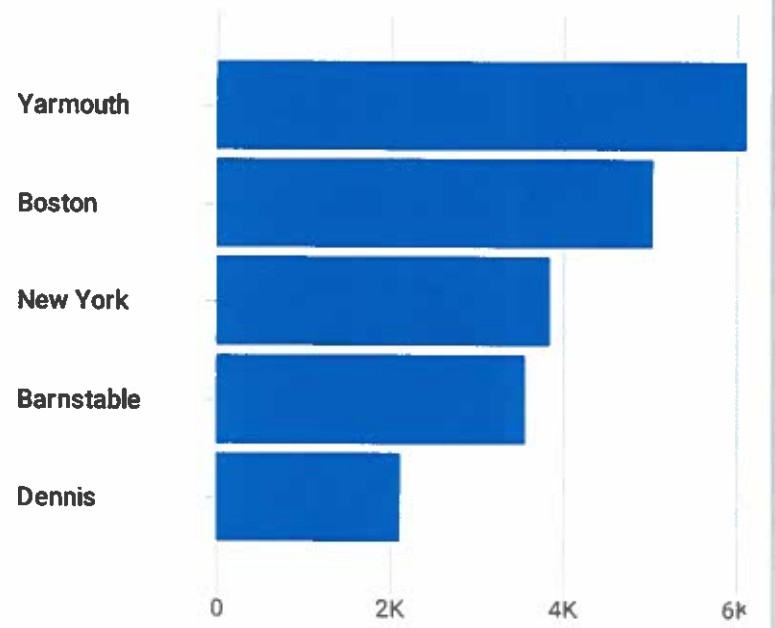
COUNTRY

United States
Canada
United Kingdom
Ireland
India
Netherlands
Philippines

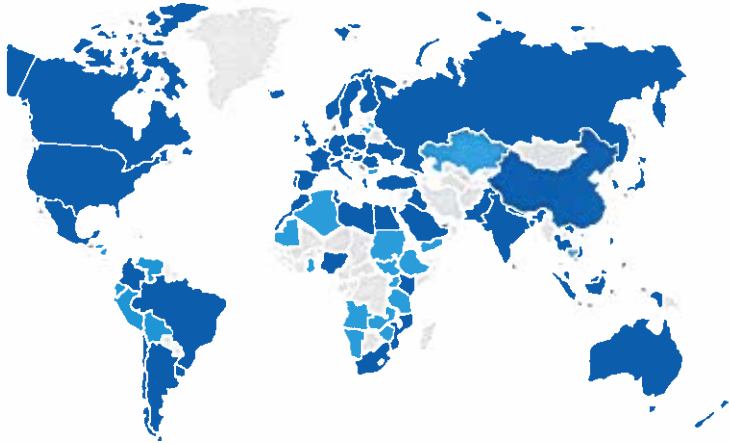
City over time



Users by City



by Country



COUNTRY	USERS
United States	48K
Canada	256
United Kingdom	160
Ireland	105
India	96
Netherlands	76
Philippines	69

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Users ▾ by City

CITY

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[Barnstable](#)

[Dennis](#)

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**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)*
- 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
 - Form 990

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