



Attachment C

Application Summary Form

APPLICATION SUMMARY	
Name of Event	Yarmouth Seaside Festival
Date of Event (Date must be firm. Funding will be subject to scheduled date)	Oct. 7-9, 2023
Location of Event	Josua Sears Field Rte. 28 S. Yarmouth
Amount Requested	\$30,000
Total Event Budget	
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	Yarmouth Seaside Festival
Primary Contact Name (person who will manage project and is authorized to execute contracts)	Jan Butler
Secondary Contact Name (authorized to act in the place of the Primary Contact)	Joe Jasie
Mailing Address	PO Box 489, S. Yarmouth MA 02664
Telephone	508-577-9765
Email	butlerji@verizon.net
Website	www.yarmouthseasidefestival.com
Federal Tax ID or 501 C3 number	47-4913348
For Profit or Not for Profit?	Non profit
Applicant Signature*	

* Signature acknowledges that Applicant has read Request for Proposals.

**Yarmouth Seaside Festival
October 7, 8, 9, 2023
Tourism Grant Program Narrative**

□ Event Summary:

The Yarmouth Seaside Festival has been one of Yarmouth's signature events for the past 43 years drawing thousands of attendees. This free, three day annual event continues to showcase the culture of Yarmouth as a friendly and welcoming community to our thousands of visitors, many who return yearly to attend.

The festival which was founded originally to help create community spirit for our citizens has grown into a gala event that has become a tradition for our citizens, but also for many of the thousands of visitors who come to our town to enjoy the huge arts and crafts fair with over 125 crafters from around New England, continuous musical entertainment, professional children's entertainers, bonfire on the beach, canoe/kayak race, amusements rides, food, and police and fire demonstrations and a spectacular fireworks display.

Our target audience is everyone: residents, non-residents, young, old and those in between.

As the festival has many expenses, three of our largest expenses/payees are the Town of Yarmouth, field entertainment and the fireworks show provider. We are looking to pay fireworks and/or contracted field entertainment with grant funding. We look to use these grant funds for the following:

Fireworks (to offset)	\$20,000
Contracted field entertainment Expenses	\$10,000
Total Request	\$30,000

□ Event Logistics/Management

The event will be managed as it has been for the past 43 years. Planning for the next year's event usually starts before the current event even takes place with brainstorming and new ideas. The committee meets nearly year round to plan and execute the festival. Committee members have specific tasks as well as contributing to the overall success of the event. We continue to fine tune the process each year.

We support and are supported by numerous local non profits and school groups. We offer free spaces for school groups and many assist us with parking etc. We also never turn away a helping hand when needed.

Name	Years involved with Event	Area of Event OR Program Responsibility
Janice Butler	44	Chair
Joe Jasie	33	Parade
Mimi Bernardo	14	Treasurer
Susan Harrison	28	Kids Events/Clerk
Ryan Holmes	28	Field Operations
Jamie Missios	5	Road Race
Erin/George/Kathy Watson	26	Canoe/Kayak
Rhonda Lafrance	21	Crafters

Financial Management

As costs have risen over the years, we have consistently balanced our budget. We've identified new revenue sources such as VIP Parking and having our own food booth to offset new/rising costs. Additionally, vendor fees have been kept in line to offset expenses. Vendor fees are one of our major revenue sources and due to past Covid issues, we had experienced fewer vendors in 2021. We were extremely lucky this year to have a few new vendors to help bring our crafter numbers back up. We are always faced the unknown of what our application response will be especially now due the ever-changing costs of materials, goods and their availability. Although we try to incentivize vendors to apply early, many wait until the last moment, some wait to check the extended weather forecast before they apply which makes it very difficult to budget events. It is almost essential for us to be able to rely on grant funding assistance so that we may continue plans for the festival well before we can be sure of our vendor revenue.

The festival returns 100% of proceeds back to the festival. Any surplus/reserve funds are used for the following year. We do maintain a small reserve/rainy day fund as one lost day can prove costly.

All major decisions are made by the committee. Normal day to day budget decisions are made by the chair. All new events are vetted and approved by the committee. Our budget is monitored daily up to the event and is always in check. We don't budget more than we know we have on hand.

We look for community sponsorship and donations. We do not seek major commercial sponsorship as we want to keep this the best local festival in the region!

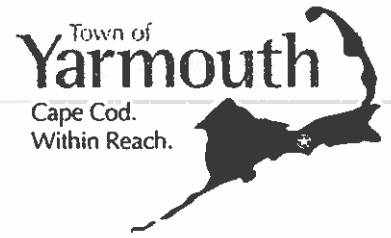
Marketing

Please see attached

Economic Impact

Historically the majority of the hotels and restaurants appear to be at or near peak capacity especially for the shoulder season. Our committee doesn't book any hotel rooms but uses various

multimedia products to help ensure that attendance continues to enhance our local businesses. As this is an ongoing event many visitors look forward to and book rooms months in advance. We look forward to continuing our relationship with the Chamber of Commerce and local businesses and resorts.



**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:

After a few rough years due to all the health concerns/mandates etc. we were thrilled to see that our attendance was back to our usual, if not more than our traditional attendance. People seemed to appreciate being able to celebrate and participate in the festival again. Our survey results show the enthusiasm of our attendees.

OBJECTIVES

The event's marketing objectives will be the following:

In the last few years, we have experienced decreased numbers of craft vendors (due primarily to all the health concerns) but we were pleased to see this years numbers were much better. We constantly market our show to attract new high quality artisans to keep up the quality and freshness of the event. In recent years we have also had difficulty getting enough food vendors to handle our crowds. This is due in part to labor shortages, food costs and product availability. Many restaurants/food trucks have gone out of business so we will be working to market the festival in those two areas to get our numbers back to where they should be as well our traditional marketing of the entire festival.

TARGET AUDIENCE

Please describe who your target market is (demographics):

Our target market is everyone: tourists, local residents non-residents, young, old and in between.

We typically use our website results of last year's grant survey which we alter to include pertinent questions related specifically to the festival to help us determine target markets.

STRATEGY

How will you achieve your objectives?

Strategy	Timeline
Example: Print advertising	Date xx/xx – xx/xx
Ad in chamber booklet	Summer
Website, Social Media, Facebook	Ongoing
Event Calendars throughout New England	Summer/Fall
Rack Cards, Schedule of Events and our vendors using the same through their contacts	Summer/Fall

PARTNER ORGANIZATIONS

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

Yarmouth Chamber of Commerce
 Mid-Cape Cultural Council

BUDGET SUMMARY

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

Outlet	Cost
Example: Radio Ads	\$
Chamber Ad	\$ 1200 ✓
New Website Domain/Facebook/	\$ 500 ✓
Printing	\$ 550 ✓
Professional Media Consultant/Photographer	\$ 500 ✓
	\$
	\$
	\$
	\$

TOTAL: \$ 2,750 ✓

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

INCOME	2022 Actual	2023 Estimate	2023 Actual
Reserves		9855	
Grants	25000	30000	
Food Booth Revenue	10627	8000	
Vendor Fees	36220	34000	
Parking Fees/Contributions	9604	7000	
Road Race/Canoe Race Fees	6221	4500	
Ticket Sales-Rides	5525	4500	
Sponsorships (list below)			
Road Race	640	400	
Sponsor 2			
Sponsor 3			
Sponsorships - Sub-total	640	400	
Contributions (list below)			
Contribution 1			
Contribution 2			
Contribution 3			
Contributions - Sub-total	0	0	0
Other (describe below)			
Donations	1770	1500	
Tip Jar	157		
Other Sub-total	1927	1500	
TOTAL INCOME	95764	99,755	

MARKETING EXPENSES	2020 Actual	2023 Estimate	2023 Actual
Print Media (list below)			
Chamber ad	1144	1200 ✓	
Print Media 2			
Print Media 3			
Print Media Sub-total	1144	1200	
Print Materials			
Brochures/Programs			
Rack Cards			
Direct Mail & Packages			
Posters/Flyers	440	550 ✓	
Print Materials sub-total	440	550	
Radio Ads (list below & include stations)			
Radio Ad 1			
Radio Ad 2			
Radio Ad 3			
Radio Ads - Sub-total	0	0	0
TV Ads (list below)			
TV Ad 1			
TV Ad 2			
TV Ad 3			
TV Ads - Sub-total	0	0	0
Online Media			
Online Display			
Social Media Website	146	500 ✓	
Other			
Online Media - Sub-total	146	500	
Other Marketing			
Design Services			
Printed Program			
Professional Media Consultant		500 ✓	
Professional Photographs			
Other			
Other Marketing - Sub-total	0	500 ✓	
MARKETING - Sub-total	1730	2750 ✓	

PROGRAM EXPENSES	2022 Actual	2023 Estimate	2023 Actual
Entertainment	25941	32000	
Food Booth	2560	3400	
Labor-Trash/Parking/Security	2750	3000	
Port A Potties	4587	5000	
Equipment Rental/Field Operations (Elect. Panel repl)	1500	2500	
Insurance	3933	4300	
Road Race Expenses	1828	2400	
Field Operations	2424	2800	
Fireworks	25000	27000	
Parade	0	0	
Administration/Miscellaneous	3151	3500	

PROGRAM EXPENSES - Sub-total	73674	85900	
TOWN FEES			
Out of Town Police Details	242	300	
Police Admin			
Police Detail (Add. Police details for Old Main)	6632	7500	
Police Equipment			
Fire Admin			
Fire Detail	5689	6000	
Fire Equipment			
Trash Pickup			
Licensing (i.e. Alcohol, Special Entertainment)	55	55	
Building Dept (i.e. Signs, Tents)			
Board of Health (i.e. Food)			
Other			
TOWN FEES - Sub-total	12618	13855	
TOTAL EXPENSES (Marketing, Program and Fees)	86,292	99755	
NET PROFIT/LOSS	9472	0	

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

Grantee: Yarmouth Seaside Festival

Project: 2022 YSF Festival

Event Date: October 8 – 10, 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)*: **Approximately 25,000. There is no gate and multiple locations so this is very difficult to gather. It is strictly an estimation by public safety and our vendors. Our electronic survey showed 35.7% were Yarmouth residents. It also showed 14.4% were first time attendees.**

2. Was the Event, Program or Project successful? Explain. **Yes, a tremendous success! People were so excited to be able to celebrate in a normal fashion that our crowds were amazing, even on Saturday morning after the early morning drizzle. We are a local event and believe both residents and visitors benefit from it. The event absolutely brought visitors to Yarmouth. Survey results show 52.4 % have attended 5 or more festivals with 14.7% from out of state and 35.7% from other Massachusetts Towns and 18.7% from other Cape towns.**

3. What was the overall economic impact of the event, program or project? **As this is the longest running and largest town wide event it's hard to determine today what has built up for decades. We measure our success through feedback from our web site and social media as well as our vendors and local businesses which show we bring many people to Yarmouth who stay in local hotels/motels, dine out, shop and visit our local businesses.**

4. What factors contributed to the overall successfulness of the event, program or project? **Maintaining a high quality free event, the weather and a dedicated group of volunteers who work hard to keep our most loved traditions while keeping it fresh by searching for new attractions and finding things of interest for all ages.**

5. Was the marketing for the Event, Program or Project successful? If so, what elements of marketing were most useful? **Yes, electronic/social media seems to be the most productive for us. We had so much traffic on our site this year that it crashed during the weekend. We are in the process of changing our domain so this will not happen again in the future. Our vendors also use the same**

through their contacts to help promote our event. We purchase an advertisement in the Chamber's annual guide, are registered with many off-Cape event calendars and locally use posters, rack cards, and schedules of events. Many local town and Cape businesses promote our festival on their website and through their own marketing.

6. How could marketing in connection with Event, Program or Project be improved? By partnering with other events to show ALL of what Yarmouth has to offer throughout the year. Our event which has been occurring for the last 44 years is at its saturation level. Just looking at our survey results will show generations of families that attend. The field and adjacent area really can't facilitate much more growth so the need for marketing isn't as high for us as it is for new events.

7. How could the Event, Program or Project's execution be improved? While it continues to be fine-tuned, 44 years of success shows it all. We have expanded the Town's survey to include specific festival feedback which helps us make improvements. We have a few long-term supporters but would like to find a way to get more local businesses involved to support it.

8. Do you intend to undertake any future related Event, Program or Project? We plan on seeking funding in the 2023 grant cycle to help ensure the continuation of this town wide event.

9. Comments or suggestions for future similar Events, Programs or Projects. One of our major hurdles is trying to budget our expenses. Our event happens late in the season and often town departments don't have time to discuss details regarding our event until the end of summer. This means any changes that effect finances haven't been discussed with us until a month or two prior to the event which makes it difficult to finalize budgetary plans. Although, we have made some headway with departments communicating their newly approved fee structures it would be helpful to event organizers to find a way of communicating other town initiatives or new safety mandates that affect event budgets.

10. Submit the Event budget and actual expenses. Event budget and actual expenses to follow as we have not finished paying for the event.

11. Please provide copies of photos and/or videos from the event (please provide 1 hard copy and 1 cd).

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:

James Butler

Date:

12-31-22

Website ANALYTICS - Site was so busy during weekend that it crashed!

Website analytics comparison between 2022 and 2021 YSF event

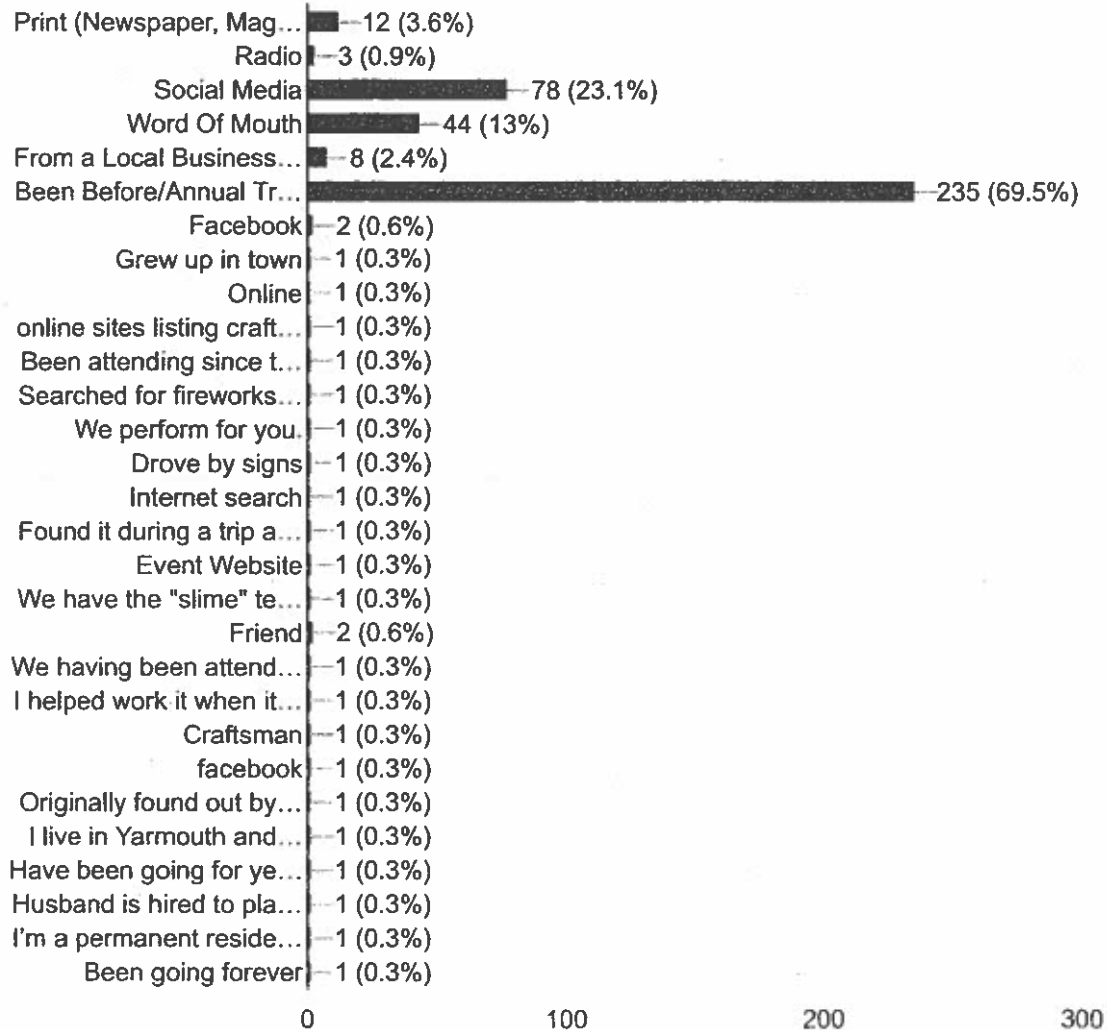
	January 1–November 7, 2022	September 30–October 11, 2022	January 1–November 7, 2021	October 1–12, 2021
Pageviews	67,550	35,353	65,942	40,572
Top five web pages				
Home	41.26%	Home 36.54%	Home 36.04%	Event schedule 35.65%
Event schedule	22.12%	Event schedule 27.49%	Event schedule 29.69%	Home 32.89%
Craft fair	6.62%	Craft fair 7.92%	Directions/parking 5.49%	Directions/parking 7.27%
Directions/parking	4.47%	Directions/parking 6.22%	Craft fair 5.34%	Craft fair 6.54%
Fireworks	4.38%	Fireworks 4.13%	About the festival 3.24%	Fireworks 3.89%
Average bounce rate	60.85%	59.59%	64.08%	51.75%
New users	26,728	12,554	22,450	12,389
Top methods for accessing site				
Organic search	45.52%	Organic search 49.44%	Organic search 50.5%	Organic search 56.9%
Direct links	26.15%	Direct links 21.75%	Direct links 28.5%	Direct links 21.5%
Referral links	21.83%	Referral links 20.48%	Referral links 11%	Referral links 13.9%
Social media	9.8%	Social media 12.43%	Social media 8.9%	Social media 7.7%
	Facebook accounted for 97.91% of sessions.	Facebook accounted for 99.01% of sessions.	Facebook accounted for 99.61% of sessions.	Facebook accounted for 99.30% of sessions.

Some Survey Results

How did you hear about the Seaside Festival?

 Copy

338 responses



If Other, how did you hear about the Festival?

30 responses

Facebook

Been going for about 3 yrs

Parents live here

Online search for festivals

Grew up in Yarmouth

Vendor

Yarmouth web site

We found it by chance last year (weather was supposed to be beautiful, so we decided to head to the Cape so we could go to the Skipper and have some beach time) Bev at Village green told us about the festival, so we went and had an amazing time. Planned a trip out this year specifically for the weekend and had another amazing time. Stayed an extra night (compared to last year) so we could be a part of the Sunday activities this year. A new family tradition for us!! Thank you

Originally word of mouth

Above-Facebook event search

Drove by signs

Grew up on Cape cd

Also banner at field

Internet search

FestivalNet

Facebook

Friend

Not sure family, I think as we having been attending for years now.



Face Book

Crafter for years..was sick this year, will be attending next year

A friend

facebook

Another vendor

Also from the facebook groups

Originally found out by Village Green owner when there for an impromptu October getaway in 2017. Now we specifically come Columbus weekend for this festival!

Signs, flyer from kids school

Family home in South Yarmouth

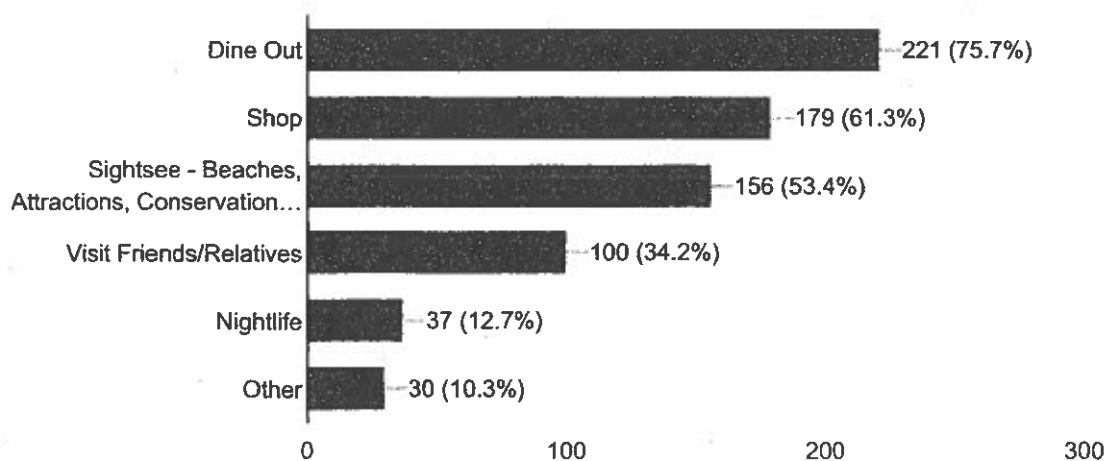
Husband is hired to play music

I'm a permanent resident of yarmouth, I know when the festival takes place every year

What else did you do during your visit?

 Copy

292 responses



Please list other things you did?

51 responses

Fireworks

Live here

Went home

Relax

P-town

P-town

Estate sales

Attend most or all of Seaside Festival activities

Golf

Stayed home

Online

Mini golf

Visited local farms/farmers market/farm stands

Taylor bray farm festival

3 hr Canal Cruise

Played in the parade.

Bonfire and Fireworks

Ferry to Martha's Vineyard

Craft Fair, Fireworks

Biking



Fireworks by boat

Craft Fair. Chatham Center. Captain Parker's. Sea Dog. Bonfire. Parade. Fireworks

Went to Annie's Crannies with my daughter and neighbor.

Fireworks, bonfire, parade, cranberry Bog tour

Waliked on beach

Shop

Walking, shopping in town. And we would NEVER miss a couple visits to THE SKIPPER

Time with family

Swim, bonfire, fireworks

Spent time around a firepit with family.

The Bonfire

I'm one of your vendors....I worked, prepped for the next day and slept.....sorry, no extracurricular activities.....

Sandwich Glass Museum

Provincetown

Beach, walk, care for our vacation home

Bonfire

Mini golf at Pirates cove

Ate at The Skipper several times, including ice cream breaks.

Went out for lunch, went mini golfing

Used pool and shuffleboard at hotel.

Nothing..... Just usual weekend chores...

Bonfire fireworks day trips



Beach, biking

Went for dinner

Went to grocery store, restaurants, antique stores

Relaxed at home

Cape Cod Dinner Train

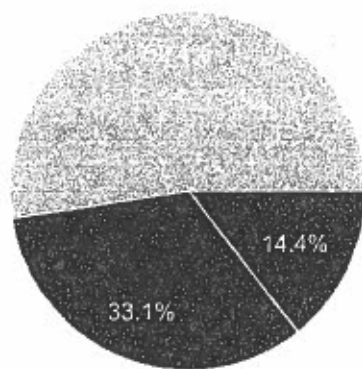
Went to your awesome bonfire and fireworks!

I live in the area.

Have you attended the Yarmouth Seaside Festival before?

 Copy

347 responses



- First Time
- 2 to 5 Times
- More than 5 Times



Thank you for all you do!

Fireworks on Saturday night. Lots of folks have to work on Monday now.

Ensure that bagpipes are played at the bonfire early every year.

keep up the good work !! it is appreciated !!

Love the festival ; it would be nice to see a little change though... I realize its run by a volunteer committee, and it is MUCH APPRECIATED - but we'd love to see some new items/changes, etc. Parade and Fireworks keep us coming!

You are doing great!

Very well run

Keep up the incredible work, all those who plan, organize and execute this weekend's worth of events, are just awesome!

I would like to volunteer my services to design next year's 5K and Kayak race T-shirts

Needed more seating near the food trucks.

I miss the bed races...those were always fun to watch

Great event as always. I do wish midway was more affordable but understand that's out of your control. Would also be great to see some new attractions/events. Look forward to coming from NY every year. Keep up the good work!

Definitely missed the parade this year

None. Always love the fireworks!!

Maybe some more ride selections for kids that are 7 also a few more food trucks by the rides... the lines got soo long

I was a vendor and I have to say this was by far my best event that I've ever done! It was laid out well, the shoppers were wonderful and my family was able to really take advantage of the rest of the activities (that they raved about) while I worked. Thank you all so much!

In our area local fall festivals have started doing an area for the younger kids where we pay an entrance fee and then they do the rides and activities a bunch of times instead of paying per ride. It has been working really well.

We aren't usually around on Monday but we were able to go to Smugglers this year for the sand castles and the chalk. It was a really nice, positive scene. Thank you to the arts council!

Since we live further away we return home on Monday. Selfishly, I wish the family chalk even you added this year was Sunday morning instead, but we totally understand it's difficult to schedule at the same time as the craft fair. It is just an even we would attend as part of the weekend. Thank you for all you do!!

Move the fireworks to middle beach or smugglers, traffic at seagull was awful!

If there are other public places/beaches where fireworks are visible from make info available. We are new to the area and had a hard time getting in and out for them but they were amazing!!!

No. I think it is great. I just missed one of the long time vendors this year. Thank you!

You guys do a great job! We love attending every year ❤️

More food trucks. The lines were SO long on Saturday.

Let people use credit/debit cards for ride tickets

I would love to see dogs not allowed. When it is crowded and busy I see problems with people having dogs there.

Great job

Thank you!

Need more food trucks. Lines too long!

all volunteers that work this are wonderful and appreciate all the hard work they do

Better parking

More food trucks.

Your committee does a FABULOUS job. The festival is a highlight of our family's entire year and has been since our kids were toddlers. They are 20 and 17 now! It is the best.

Bring back parade

Thank you for being so welcoming to non-profits! (Latham Centers loves Seaside Fest!)

More rides or activities for teenagers to do, the rides are limited and cater to the younger kids, and the craft fair is generally things for adults. The fireworks and bonfire are cool for them but there should be more for them at the fair itself too

It was the best fair !! Great job !! Love it!!



You should sell beer and wine!

Keep up the great work! It's a fantastic event!

Keep up the great work

So well organized. Kudos to everyone and the many hands that it takes to pull this gigantic event off every year. THANK YOU!!!!

Please bring back the Parade!!!

Loved being in the same area as last year. Customers came looking for me and had a general idea where I was.

7 more responses are hidden

For further information please visit: www.yarmouthseasidefestival.com Thank You!

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Google Forms



If staying at a Hotel/Motel Which One?

69 responses

All Seasons

Mariner

Yarmouth Resort

Hyannis Inn

Tidewater Inn

The Cove in Orleans

Riverview Resort

Ambassador Inn and suites

Holly Tree Resort

Pier seven

Red jacket

Econo Lodge- W. Yarmouth

Ocean Club on Smugglers Beach

For us it would be the all seasons resort in yarmouth

Campers Haven RV Resort

The Garlands

Home

Sandwich lodge and resort

Lighthouse Inn in West Dennis

Village Green



Town and Country

The Cove

In Plymouth

Edgewater Resort

Sandwich Lodge and Resort

Pier 7

Time Share Riverview Resort

Hampton Inn W Yarmouth

Rivera/Red Jacket

Red Jacket

Escape Inn

River view resort

Irish Village

Seaside cottages

Blue Water

Red jacket inn

Seaside on South Shore Rd

Aiden Best Western

Blue Water

Hunters Green

The Mariner

Hampton inn



The Marina

Escape inn

All Seasons Resort

Seaside on Shore Rd South Yarmouth. Great viewing site for best anywhere fireworks, always!

Ambassador.

The mariner

motorhome

Surfcomber

Bluebird Parker Beach

Campground

Cutty Sark (Dennis Port)

Green Harbor

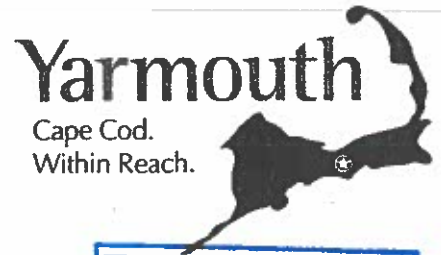
Riveria Beach Resort

Red jacket Beach resort



rec'd 1/3/22
1:49

**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.