

NORTH READING

ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

DATE: JULY 19, 2022

Time: 6:15p.m.

Facilitator: Dave O'Neil, Chairman

Board members (in attendance)

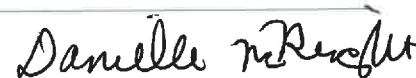
1. Dave O'Neil, Chair | Chris Hayden, CPC | Pat Lee, Vice Chair | Tom Ollila, Associate | Liane Gonzalez, Select Board | Caitlin Sullivan, Associate | Lisa Egan

Staff (in attendance)

1. Danielle McKnight, Town Planner

Time	Item	Owner
6:15p.m.	Greetings & Welcome	Dave O'Neil
6:30p.m.	Minutes from October and June to be approved at the next meeting	Danielle McKnight
6:35p.m.	Chamber/EDC shop local partnership. Ms. Egan reviewed last year's Shop the Readings program, including program tracking and results, as requested at the last meeting. She presented a summary of overall impressions from billboard viewings, and the results of the text campaign to promote weekend specials for local businesses. She distributed the budget summary as well as the Chamber's final report to the state for the Travel and Tourism Recovery (TTR) grant they received (please see the attached documents). Ms. Egan left at 7:15 p.m.	Lisa Egan
7:15p.m.	The group discussed possible plans for two EDC events, focused on engaging with the business community about sewer plans. The organization of officers will be postponed to the next meeting.	All
7:20p.m.	Adjournment	Dave O'Neil

Submitted By: Danielle McKnight





Commonwealth of Massachusetts
**EXECUTIVE OFFICE OF
HOUSING & ECONOMIC DEVELOPMENT**
Massachusetts Marketing Partnership
Massachusetts Office of Travel & Tourism
136 Blackstone Street, 5th Floor
Boston, MA 02109

Attachment B
COST INVOICE and FINAL REPORT
FISCAL YEAR 2021 TRAVEL AND TOURISM RECOVERY (TTR) GRANTS

Due: July 15, 2021 5:00 pm

A. General Information

Organization Name: Reading-North Reading Chamber of Commerce
FEI/ Tax ID: 04-3057681
Address: PO Box 771, Reading MA 01867
Contract Manager: Lisa Egan
Email: legan@mrchamber.com
Phone: 978-664-5060
Grant Award Amount: \$24,745

B. Expenditures Report

Complete and include copies of all receipts for expenditures covered by this Travel and Tourism Recovery (TTR) Grant.. List vendor name and expense description, total cost. Add more lines to the budget template as needed.

Invoice #	Line Item (include vendor name where applicable and/or description of expense)	Date of Expenditure	Grant Amount Used	Total Cost of project
965	Mark Field Design (marketing and design)	5/21/21	\$2,500	\$5,000
1234	Siphon Marketing (creation of website and business database and functionality)	5/21/21	\$5,000	\$10,000
2525	Dell Marketing (printing and postage for direct mail piece)	6/11/21	\$4,958	\$7,858
n/a	Program Management, Lisa Egan Employee		\$4,940	\$10,000
0013m00002O8keq	The Patch Advertising (digital advertising)	6/30/21	\$2,000	\$2,000
305	Daily Times Chronicle (newspaper advertising)	6/29/21	\$500	\$500
2533	Dell Marketing (100 lawn signs)	6/26/21	\$995	\$995
63117597671	Chambermaster (Text Notification service)	6/30/21	\$500	\$500
n/a	Branding Band (editorial services and focus group moderation)	6/11/21	\$665	\$665
n/a	Host Gator (new website domain)	4/9/21	\$92.11	\$92.11

**FISCAL YEAR 2021
TTR GRANT SCOPE & BUDGET**

	and hosting services)			
2224507318	Printing of Shop the Readings flyers at Staples	5/26/21	\$147.00	\$147.00
1455287	Staples Poster Supplies for Shop the Readings	5/25/21	\$14.89	\$62.05
100	Julie Ross (social media work July)	6/29/21	\$860	\$860
101	Julie Ross (Social media work through August 2021)	6/29/21	\$900	\$1050
49922-000367	Antea Amoroso (hand lettering artist, decorate 40 business windows for Shop the Readings campaign)	6/30/21	\$673	\$1000

C. Final Summary

Provide a brief summary of how the grant funds were expended and address all elements of the budget. Include measurable outcomes and quantifiable details to show return on investment. Minimum 250 words.

Our MOTT grant was used to create a website and dynamic marketing campaign, which was re-named "Shop the Readings", to address three goals:

- 1- Highlight the variety of local businesses and services found in Reading and North Reading, and to feature an inclusive list of all local business. To achieve this goal, we created a business database which lists all businesses in Reading and North Reading. Residents can easily browse, and the database includes desirable features such as outside dining, curbside pickup, and online ordering.
- 2- Demonstrate the tangible benefits of shopping locally for residents. This was achieved through multiple infographics and data points on the Shop the Readings website. The infographics and data points have been repeated throughout the program on marketing pieces, social posts and newspaper advertising.
- 3- Invite visitors to the area by highlighting our many parks, recreational activities and attractions. These are featured on our website, Shop the Readings.

Shop the Readings program will continue through August 2021, and we will submit an update upon its completion.

Program Reach:

Direct Mail Piece: 15,875 residents and businesses in Reading and North Reading

Billboard on Main Street: 54,900 weekly impressions for 4 weeks = 219,600 total impressions

Print Advertising weekly throughout program: Reading Daily Times Chronicle: 2,500

North Reading Transcript: 4,200 households and newsstand sales

Email List distribution supporting the program:

Reading Recreation: 5,056

North Reading Recreation: 8,417

Chamber Mailing List: 1,500

FISCAL YEAR 2021
TTR GRANT SCOPE & BUDGET

Posters: 100 posters will be hung in local businesses (in process). Goal of poster and lawn signs is to help keep Shop the Readings program and local businesses top-of-mind.

Lawn Signs: 100 lawn signs to be distributed and placed in Reading and North Reading.

Social Media: 33 Facebook posts to date. Page likes up 78% from previous 28 days and followers up 100% from previous 28 days for a total of 2,114 followers. Page views: 1,112.

Hand Lettering Business Windows: Local artist Antea Amoroso will hand letter 40 business windows with positive, welcoming messages that tie in with the Shop the Readings Campaign in Reading and North Reading over the course of July. Postponed due to rain.

Google Analytics for Shop the Readings (brand new website created for program): 710 users had 1,037 sessions with 88% returning to the site for additional sessions over the course of the last month. This demonstrates the website and business database is helpful and people are utilizing it.

Patch Advertising to date:

Ad unit	Ad unit ID	Ad server impressions	Ad server clicks	Ad server CTR
reading-ma	21622154687	12452	29	0.23%
northreading-ma	21622238301	2874	3	0.10%
Total		15326	32	0.21%

Text Opt in List: 370 people have opted in for weekly listing of local events and specials from local businesses and community organizations. Total to date: 1,164 views of the special offers and 154 category searches. Outreach and weekly texts to continue through August 2021.

These expenditures are in accordance with the FY21 Travel and Tourism Recovery Grant contract, and all funds disbursed by the Executive Office of Housing and Economic Development have been accounted for with this submission.

Risa Egan Executive Director 7/12/21
Signature, Title Date

Updated 4/19/21

- | | |
|-------------|--|
| \$2,500.00 | Brand Development and Marketing Design |
| \$3,000.00 | Administration costs for chamber |
| \$5,000.00 | Website design/management |
| \$2,900.00 | printing and mailing post card to each business and household in North Reading via Post Office's Every Door Direct program |
| \$500.00 | print advertising |
| \$1,000.00 | social media management and advertising |
| \$500.00 | text message opt-in marketing (through chambermaster. List of 500 numbers = \$25 per week @ 12 weeks = budget \$500 in case list is large? |
| \$2,000.00 | Additional outreach to North Reading Businesses |
| \$1,850.00 | Billboard on Rt 28/Main Street at 62/Winter Street across from Stop and Shop (discounted rate) |
| \$500.00 | lawn signs |
| \$250.00 | supplies for Antea Amoroso to decorate store windows (25 in North Reading) |
| \$250.00 | printing of flyers for windows |
| \$20,250.00 | |

54900 weekly impressions

[illegible]