



Mystic Country

Eastern Regional Tourism District Report March 2, 2021

FY20 Spending and Budget

For the year ending June 30, 2020 the District received \$400,000. The detailed expenses are below:

Vendor	Amount	Description
Quinn + Hary Marketing	\$10,000	Production of 8 experience videos for Eastern CT to be used on CTvisit.com and across social platforms
Quinn + Hary Marketing	\$44,280	Agency Fees for FY20 Media Buy
Quinn + Hary Marketing	\$130,720	FY20 Media Buy
Media Storm	\$25,000	Regional TV Campaign Partnership with CT Office of Tourism
Mystic & Shoreline Visitor Info Center	\$1,895	Lighted Display Board for Eastern CT Tourism at the center
Adams & Knight	\$20,000	COT Region-Supporting Initiatives and CT Welcome Center Signage Updates
Chamber of Commerce of Eastern CT & Greater Mystic Chamber	\$44,152	Administrative Partner Services & New Board transition expenses
Chamber of Commerce of Eastern CT	\$417.80	Reimbursed office expenses (Travel, Postage, Office Supplies)
Olde Mistick Village	\$25,000	FY20 Regional Marketing Partnership Program Grant
Greater Mystic Chamber of Commerce	\$20,000	FY20 Regional Marketing Partnership Program Grant

Town of Windham	\$25,000	FY20 Regional Marketing Partnership Program Grant
Norwich Community Development Corporation	\$25,000	FY20 Regional Marketing Partnership Program Grant
Chamber of Commerce, Windham Region	\$15,000	FY20 Regional Marketing Partnership Program Grant
Florence Griswold Museum	\$5,000	FY20 Regional Marketing Partnership Program Grant
CT Resource Conservation and Development (Airline Trail)	\$25,000	FY20 Regional Marketing Partnership Program Grant
Thames River Heritage Park Foundation	\$9,000	FY20 Regional Marketing Partnership Program Grant
Town of Voluntown	\$3,267	FY20 Regional Marketing Partnership Program Grant
City of New London	\$25,000	FY20 Regional Marketing Partnership Program Grant
The Last Green Valley	\$25,000	FY20 Regional Marketing Partnership Program Grant
Levine Insurance Group	\$647	Directors and Officers Insurance
Dime Bank	\$35	Bank Service Charges
Harland Clarke	\$303.57	Checks, Deposit Slips, Envelopes
	\$504,717.37*	

*FY20 Regional Marketing Partnership Program Grants also used remaining FY19 funds

The Regional Marketing Partnership Program awarded \$202,267 in funds and was matched with \$155,000 of private funding. Read more about the recipients and their projects [here](#) and [here](#).



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\$28,470.21 remains of FY20 funds that are budgeted for the following line items:

5120 Regional Marketing Partnerships	\$4,514.73
6250 Professional Fees	\$15,848.00
6300 Audit/Legal Fees	\$3,000
6400 Supplies & Office Expense	\$3,271.32
6450 Postage	\$937.37
6500 Other Expense	\$898.79

FY21 Spending and Budget

The FY21 grant funds first payment was received last week in the amount of \$300,000. We anticipate an additional \$100,000 this quarter.

FY21 Expenses to date:

Vendor	Amount	Description
Chamber of Commerce of Eastern CT	\$27,233	Administrative Partner Services
Greater Mystic Chamber of Commerce	\$3,888	Administrative Partner Services
Adams & Knight	\$11,666.67	One third cost of creation of new functionality for regional homepages on CTvisit.com
	\$42,787.67	

FY21 Remaining Budget

5100 Advertising	\$5,000
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5110 Agency Fees	\$40,000
5115 Social Media/Digital/Placement	\$110,000
5120 Regional Marketing Partnerships	\$60,000
5125 Cooperative Marketing COT	\$8,333.33
5130 Photography	\$5,000
5200 Collateral Material	\$10,000
5225 Brochure Distribution	\$32,000
5250 Dues & Subscriptions	\$3,000
5275 FAM & Site Visits	\$2,000
5300 Local Meetings & Travel	\$1,000
5350 Promotional Merchandise	\$5,000
5400 Market Research	\$4,000
5475 Trade Shows & Promotions	\$1,000
5500 Misc. Marketing	\$4,000
6100 Insurance	\$1,000
6250 Professional Fees	\$48,879
6300 Audit/Legal Fees	\$10,000
6400 Supplies & Office Expense	\$5,000
6450 Postage	\$1,000
6500 Other Expense	\$1,000
TOTAL	\$357,212.33

The Eastern Regional Tourism District is committed to spending their designated funds by the end of the fiscal year ending June 30, 2021.