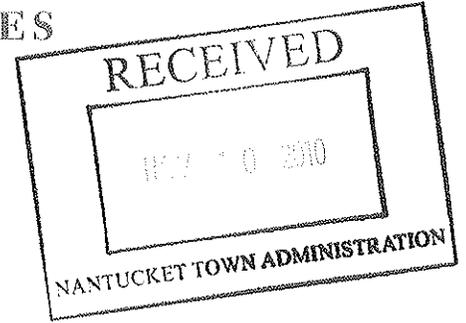




Town of Nantucket
NANTUCKET VISITOR SERVICES



To: Libby Gibson

From: Kate Hamilton *KH*

Date: November 10, 2010

The Visitor Services Advisory Committee would like to be put on the Board of Selectmen agenda for November 17 to discuss their proposal regarding fundraising for the fireworks. Gene Mahon, the Chairman, will be dropping the actual draft proposal to your office on Friday so you can make it available to the Board.

A few points from the proposal that will be discussed at the meeting:

- A fundraising letter will be sent out to various island organizations and individuals.
- Set a deadline date.
- Set a specific amount to raise by that date
- Divide fundraising responsibilities between Visitor Services and Chamber of Commerce.
- Getting information out via media and other avenues.
- Specific options to pick up applications, download online or pick up

Thank you very much and please let me know if you have any questions.

PROPOSAL TO RAISE FUNDS FOR THE 2011 4TH OF JULY FIREWORKS
BY
NANTUCKET VISITOR SERVICES AND THE
NANTUCKET ISLAND CHAMBER OF COMMERCE
11.12.10

Background: The Nantucket Island Chamber of Commerce ("Chamber") had been producing the fireworks up until 1993, when it was turned over to Nantucket Visitor Services ("VS"). Until 2003, the fireworks were funded through the VS budget. Since 2003, the Town of Nantucket has paid for the fireworks from the proceeds of the Cape and Islands License Plate Fund. For 2011, the License Plate Funds have been appropriated for another project.

The 2010 actual cost of the fireworks was \$32,000. No contract has yet been signed for 2011, but must be signed by the end of January.

Due to nesting plovers, a barge has been necessary, costing \$16,000, which includes the cost of the mooring. In 2002, VS sent letters to businesses and residents of the Brant Point/ Cliff area to help pay for the cost of the barge, and were able to raise the \$11,000 cost that year.

Other costs include 10 portapotties for \$750, and hotel for fireworks crew (2 nights) for \$1,100.

Total cost for the 2011 fireworks is expected to be from \$50,000 - \$53,000.

In 2010, VS produced and sold t-shirts with a net profit of about \$6000 which can be applied toward the cost of this year's fireworks. There may be \$5000 left over in the License Plate fund, but that will not be known before the end of January deadline.

At the 11.3.10 meeting of the Board of Selectmen, the board suggested the formation of committee comprised of representatives from Visitor Services, Chamber of Commerce and the IAC to come up with a plan to raise the money, and that the plan presented to the BOS as soon as possible. A further communication from the Town Manager recommended that the Chamber collect the donations.

FUNDRAISING GOAL

This proposal sets a fundraising goal of \$50,000.

Due to the limited time available, we don't have time to try some methods to see if they work before trying other methods, so we recommend that everything listed here be accomplished as soon as possible.

If we are successful at raising more than \$50,000, we can choose to order a longer show for this year, add amplified music at Jetties Beach (which many have requested), or save any remaining funds for future fireworks.

CHAMBER AND VISITOR SERVICES RESPONSIBILITIES

Chamber and VS will together:

Write a sample email solicitation letter, talking points, and a form to be filled out and sent with each donation. That form can be modified for each non-profit to indicate that the donation came from their mail list, and each participating non-profit could be listed in a thank you ad with the amount they brought in.

The form to be filled out should include name, address, email address, phone, whether the donor wants to be mentioned by name and if so, what name, credit card info, a statement saying that checks will not be cashed nor credit cards run until we have met our goal, and a space for the logo of the organization making the solicitation so they will receive credit for it.

If the responsibilities are split to be split by the Chamber and VS, each should receive equal credit for presenting the event, so the fireworks should be credited as "presented by Nantucket Visitor Services and the Nantucket Island Chamber of Commerce.

CHAMBER RESPONSIBILITIES

The Chamber will add a form to the Chamber website that can be downloaded and filled out to accompany check donations or to write in credit card information.

VISITOR SERVICES RESPONSIBILITIES

Visitor Services will continue to produce the fireworks, and make the determination on weather. VS will also sell t-shirts beginning Stroll weekend.

DONATIONS

- Donations will be by check or a credit card and held by the Chamber, so that if the minimum amount of \$50,000 cannot be raised, no checks will be cashed and no credit cards run.
- The Chamber will collect and hold, and then if the goal is met, deposit the checks and process credit card payments.
- The Chamber will set up to accept credit card donations by phone.
- All donations must be accompanied by a completed form, or the form can be filled out over the phone or in person by Chamber or by Visitor Services staff.
- Checks will be made out to The Nantucket Island Chamber of Commerce with a notation for the "Fireworks Fund". Credit card donations will be billed to customer credit card from the Chamber.
- The Chamber will deduct credit card service charges from the proceeds.

FUNDRAISING METHODS

The following is our fundraising plan, to be launched no later than 7 days after approval from the Board of Selectmen. As most of the work is email based, it can be accomplished very quickly once approval is received. Under this proposal, Visitor Services and the Chamber will together agree on who shall do what.

Corporate Sponsorships

We propose to hire an experienced fundraiser to solicit corporate sponsorship on a commission basis only. Businesses would be offered an exclusive sponsorship for \$50,000, which would include their logo in the sky at the end of the show. Or co-sponsorships could be sold to two businesses for \$25,000 each. Candidates: Ralph Lauren, Island Airlines, Nantucket Airlines, Nantucket Shuttle, Hy-Line, Tradewind Aviation, First Republic Bank, Cape Cod 5, N Magazine, Citation Air, Fidelity, Adobe, ReMain, etc.

Mail

Fundraising letter to Brant Point and Cliff Road residences.

E-Mail Solicitations

- The Chamber of Commerce will ask member businesses to both make a contribution and to send an email blast to their client list.
- All non-profits, not-for-profits, civic organizations, area associations, etc. that maintain an email database
- Realtors, perhaps through NAREB
- Mahon About Town, Yesterday's Island, YackOn
- Retail shops and restaurants

Media

- Plum TV and Geno TV scroll, using phone number to donate.
- I&M and Yesterday's Island: We will ask for free ads, but if not available, the Chamber will pay for the ads, and then deduct the cost of those ads from the proceeds to be used to pay for the fireworks. Each ad must include a form to be clipped and filled out to accompany any donation.

REPORTS

- The Chamber will issue a weekly summary of total donations received to date every Monday of the campaign, and deliver the total to local media, Visitor Services, and the Board of Selectmen. Media will be encouraged to include campaign totals in their reporting.
- Visitor Services and the Chamber shall deliver a progress report to the Board of Selectmen before the deadline of the BOS December 15, 2010 meeting.
- Visitor Services and the Chamber shall deliver a final report to the Board of Selectmen before the deadline for the BOS January 12, 2011 meeting. At that time, the Board will consider the total funds raised from fundraising efforts and the sale of t-shirts, possible funds left over from the License Plate Funds, and any other source of funds the Town is able to provide. The BOS will then make a determination as to whether the funds are sufficient to contract fireworks for July 4, 2011.

FOLLOW UP

- If the BOS determines that funds **are not** sufficient to contract fireworks for 2011, The Chamber of Commerce will return all checks received, and will notify by email or mail all those who made credit card donations that their cards will not be charged.
- If the BOS determines that funds **are** sufficient to contract fireworks for 2011, The Chamber of Commerce will deposit all checks received, run the credit card charges, and will notify by email or mail them that their cards will be charged. All those who donated will also be thanked by email or mail.
- Visitor Services and the Chamber will together create a thank you ad for at least the Inquirer and Mirror, listing all those who made the fireworks possible.
- The Chamber, after deducting credit card service charges and the cost of advertising from the proceeds, will issue a check to either the Town of Nantucket or the fireworks provider, as directed by the BOS.

Submitted by Gene Mahon as a director of the Nantucket Island Chamber of Commerce and chair of the Visitor Services Advisory Committee on Friday, November 12.

*Gene Mahon
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