

2016 Very Merry Weekend Report

Prepared for the Falmouth Town Council, September 26th, 2016

The Falmouth Economic Improvement Committee, in partnership with many local businesses, launched its first shop local campaign in 2012.

This annual celebration has showcased events to include: children daycare services, “drop and shop” at community programs; tree lighting; business scavenger hunts, and open ice-skating to the public. In more recent years, the list of events have expanded to include “touch-a-truck;” horse and buggy rides; Segway Santas; and this year’s second annual chili, soup and chowder cook-off. We are hoping to add a beer and wine tasting event to be held on Friday evening and a fun-run up Route 1 on Saturday morning. We think these additions will add more fun and interest to the weekend celebration.

This event has grown and is being built upon previous years’ events. We have seen more interest and excitement to participate in this event. The interest is both from the community at large and the Falmouth business community. We expect this to translate into increased corporate partnerships and sponsorship in future years.

We would like Shop Falmouth to evolve from a merchant focus to a more community engagement celebration. This is why we are planning to rename the event to: “Very Merry Weekend”.

In the most recent 2013 Comprehensive Plan, there are goals and strategies that focus on the enhancement of Falmouth’s local economy. There are also policies that support this event in the Economic Development Strategy Plan, as well as the Route 1 South Tax Increment Financing District. Examples of these strategies, which offer support to Very Merry Weekend, include the following excerpts, in corresponding order:

- “Support the type of economic development activity that reflects the community’s role in the region; make a financial commitment to support desired economic development; and seek business community input on a regular basis to help shape the strategies and tactics of Falmouth’s economic development.”
- “Support programs and events that increase activity in the town, bring in new visitors, and create a more vibrant commercial environment”
- “Costs of funding economic development programs and events and marketing materials that increase the municipality’s identity and ‘brand’ and market it as a business location including promotional activities”

Very Merry Weekend 2016 Proposed Budget

Item	SHOP FALMOUTH 2015	VERY MERRY WEEKEND 2016
Tent	3,091	4,600
Advertising - Radio	3,000	4,000
Advertising - Print	1,200	1,200
Advertising - Digital	2,000	2,000
Electrical	1,840	2,000
Website	380	380
Banner	250	800
Reusable Supplies (lights, etc.)	1,900	200
Scavenger Hunt	600	350
Cook-off Trophies	100	100
Disposable Supplies for Cook-off	300	300
Photography	400	400
Event Organization	14,940	10,000
Casco Bay Hockey	300	300
Headlight A/V	160	160
Wagon Ride	400	600
DigSafe	300	300
Holiday Happy Hour		
• Bartending		2,000
• Permits		100
• Music		500
• Supplies		200
Ugly Sweater Fun Run		
• Race Director		750
• Event Logistics		2,095
Expense Total	31,161	33,335
Revenue		
• Town of Cumberland	6,500	0
• General Sponsorships		5,000
• Ugly Sweater Sponsorships		1,500
• Race Registration (100 x \$20)		2,000
• Fri Ticket Sales (100 x \$15)		1,500
• Sat Ticket Sales (300 x \$10)		3,000
• Offset from Chamber	2,000	2,000
Revenue Total	8,500	15,000
Total Cost to Town of Falmouth		18,335