



Town of Falmouth
Ad-hoc Tercentennial Committee
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Memorandum

Date: November 19, 2015
To: Town Council
From: Tercentennial Committee
Cc: Nathan A. Poore, Town Manager
Re: Tercentennial Committee Progress Report

In 2015, the Falmouth Town Council established the Ad-Hoc Tercentennial Committee and appointed seven Falmouth residents as its volunteer members. The Town Council requested the Committee develop recommendations for event(s) to celebrate the Town's tercentennial year and charged the Committee to "offer a full report and recommendation to the Town Council, consistent with the purpose and goals of the Committee no later than February 1, 2016".

The Committee has met three times since September 2015. The Committee quickly realized that a celebration of this magnitude and significance must include a very well thought out series of events and productions. The quality of events and the production of materials will come with a significant need for financial and human resources.

To help distill the goals of the Committee, members have been working to draft a mission statement. While it is not finalized, it currently reads: *The mission of the Tercentennial Planning Committee is to recommend events that will instill pride in our town's history and heritage and promote community spirit. Working closely with other organizations, we will ensure each goal is fulfilled as Falmouth celebrates its 300th birthday in 2018.*

The Committee believes that developing a great celebration will require much public input. Although the Committee has developed ideas for events and publications, it recognizes that the greater public should offer their ideas and input so that the celebration evolves into what the people of Falmouth want it to be.

A. Initial Public Input Process

1. Invite representatives from organizations and established groups within Falmouth such as: Historical Society, Library, School Department, Churches, Rotary, Lions, Businesses, and other known groups. Treat these representatives as stakeholders.
2. Invite specific residents to offer input. Residents with interest in this event could include older residents, former elected officials, heirs of families who have been part of Falmouth for many years, and former citizen of the year recipients.
3. Hold open informational and idea exchange public forums.

B. Town Sponsored Events (sample of ideas)

1. Maritime events (islands, boat parade, etc.);
2. Community photo (gather thousands for one photo);
3. Time capsule (locate current capsules and create a new one);
4. Parade;
5. Movies in park (rent or purchase a mobile large inflatable screen);
6. Carnival and street fairs;
7. Build on established events (Library Sunday in July, Memorial Day parade, etc.);
8. Food festival;
9. Hot air balloons (tethered);
10. Vintage events (sack races, vintage baseball game, fire department muster);
11. Running/hiking/trail running/mountain biking events;
12. Skiing (recreate the ski slope on Hurricane mountain);
13. Recreate Underwood Springs amphitheater (different location);
14. Commission an original play/community theater production (School Department);
15. Bob Marley show;
16. Create a Guinness World record event;
17. Charity/fundraising events such as a golf-a-thon, events for Food Pantry, etc
18. Cemetery tours;
19. Holiday events; and
20. Community Programs tour and possible exchange programs with Falmouth, Cornwall, England

C. Education Programs, Publications and Art

1. Produce a series of documentaries that can be shown through movies in the park, YouTube, public access cable TV, web site, etc. Such documentaries to be about historic events and times in Falmouth.
2. Intellectual series on public access cable TV that could include local historians, interviews with local residents, and former elected officials. The subject matter could include many items including but not limited to – history of businesses, periods of immigration, not so flattering moments in history, etc.;
3. Publications and lectures that could cover specific subject matter that would include: first church, first high school, soldiers who died in the line of duty, trolley system, historic sites, development of a new complete history of Falmouth publication;
4. School Department involvement including added curriculum, history clubs, theater production, bands, and other activities; and
5. Commission local artists – public lands, buildings, parks etc.

D. Promotion, Branding and Merchandizing

1. Develop branding that will become part of the entire celebration
2. Promotion through social media, signs, banners, businesses and media
3. Merchandizing - mint a commemorative coin, mugs, hats, clothing, historical photo reprinting, historical map printing, note cards and stationary, etc.

Event Budget, Staffing Support, Funding and Policy

A. Budget

Documentaries, branding, book publications, advertising, marketing, equipment rental, art commissioning, event costs, and other expenses will cost a significant amount of money. These costs could approach \$200,000 or more. While there are no specific cost estimates at this time, the Committee believes it is important to recognize that a high-quality celebration will require significant resources. An example of costs includes the following:

- i. Fireworks - \$20,000
- ii. Documentaries/shorts - \$5,000 to \$10,000 per film with up to 10 films covering many subjects that could be combined into one longer production.
- iii. Carnivals and Fairs - \$10,000 to \$20,000 per event.

B. Staffing Support

The Committee and staff liaisons recommend that a hired professional will be necessary to coordinate event planning, volunteers, and all other aspects of this important celebration. Staffing support should begin immediately and will be needed through the end of the event year, 2018. Staff support will average 750 hours for each year and the cost of staff support will approach \$100,000.

C. Funding

The Committee recommends a combination of funding sources to support the expenses referenced above, including the following:

- i. Sale of merchandise
- ii. Fundraising
- iii. Sponsorships
- iv. Town TIF development plans

D. Policy Support for Events and Town Financial Support

The Town has adopted several policy documents that support the concept of event planning and financial support:

i. 2013 Comprehensive Plan

Volume I, page 68, Theme 4 Communication and Coordination, Action 28:

“In cooperation with the Falmouth Memorial Library, Falmouth Historical Society, Falmouth Schools, Greater Portland Landmarks, and the Maine Historic Preservation Commission and other applicable organizations, conduct educational event(s) to celebrate Falmouth’s Tercentennial in 2018 and promote Falmouth’s historic resources, such as participation in Historic Preservation Week.”

ii. 2015 Economic Development Strategy

PDF page 23, Goal 3: Enhance Falmouth's Recruitment, Creation, Retention, and Expansion Efforts of Retail Businesses:

Strategy 3A: Increase patronage of local businesses and community organizations
Description: Support programs and events that increase activity in the town, bring in new visitors, and create a more vibrant commercial environment.

Action 37: “Create an expanded calendar of events that will bring people into Falmouth including festivals, fairs, races, celebrations, and other events. Encourage participation from local retailers.”

iii. **2013 Route 1 South Tax Increment Financing District**

New project added with Third Amendment:

“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 by Falmouth Economic Improvement Committee and Greater Portland Economic Development Corporation membership fees.” Cost: \$100,000 (2013-2030)

iv. **2015 OceanView-Natural Gas Tax Increment Financing District**

Exhibit G: Municipal TIF Improvements

Project 17: Economic Development Projects

Project Description: “Economic Development Projects including business marketing/promotion, market studies aimed at commercial vacancy reduction.” Total cost (30 years): \$500,000.