



ADHOC FALMOUTH TERCENTENNIAL PLANNING COMMITTEE

REPORT to the TOWN COUNCIL on PLANNING FOR MARKING FALMOUTH'S 300TH ANNIVERSARY IN 2018

March 2017

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1. Introduction

The 300th anniversary of Falmouth's incorporation as a town will take place in 2018. Falmouth has a long history of marking these milestones through community celebrations. The Town Council established an Ad-Hoc Tercentennial Committee in 2015 and charged it with the task of recommending and facilitating events to mark this momentous occasion in Falmouth's history. The Committee has compiled research, met with constituent groups, held public meetings and taken public surveys in order to establish goals and priorities for the creation of meaningful events and activities to be held in 2018. Working in conjunction with community partners, the Committee has identified five key events and several additional activities to meet these goals for the benefit of the entire community during 2018 and beyond. Planning and implementation has begun and is rapidly progressing. This report presents an update of the Committee's work to date.

2. Project Background

The Ad-Hoc Tercentennial Committee was created in 2015 and charged with:

1. Developing recommendations for event(s) to celebrate the Town's tercentennial year and to promote Falmouth's historic resources, such as participation in Historic Preservation Week. The Committee is encouraged to work in cooperation with the Falmouth Memorial Library, Falmouth Historical Society, Falmouth Schools, Greater Portland Landmarks, the Maine Historic Preservation Commission and other appropriate organizations.
2. Providing status reports to the Town Council on a regular basis.
3. Offering a full report and recommendation to the Town Council, consistent with the purpose and goals of the Committee no later than February 1, 2016.
4. Meeting as necessary, with the Chair, or Vice Chair in his/her absence, having the authority to schedule meetings.

Between September 2015 and July 2016, the Committee met monthly and hired Erin Bishop Cadigan to staff the Committee as the new Tercentennial Coordinator. They conducted research on how neighboring communities market their commemorative milestones. They met with stakeholder groups for one-on-one and group meetings to engage and build consensus and hosted a Stakeholder Forum on February 29, 2016, with the purpose of generating interest in 300th, soliciting input from stakeholders, brainstorming ideas, and identifying priorities and goals. Likewise, the Committee hosted a Public Forum on March 7, 2016 and created public survey online and in print to gather additional feedback from Falmouth residents. A review of these findings helped determine the Tercentennial's overall structure, priorities and goals. Additionally, the Committee gathered information and data on costs associated with key events, identified funding sources and drafted a preliminary budget.

After reviewing this information, the Committee determined that there was support and enthusiasm among community stakeholders and residents to commemorate Falmouth's 300th anniversary via a town-wide, multi-generational, all-inclusive series of events and activities taking place throughout 2018. The Committee has identified numerous community organizations willing to partner in collaborative efforts to celebrate Falmouth's 300th. Furthermore, the Committee established the following goals for a town-wide tercentennial commemoration: ***Honor the Past, Celebrate the Present, Invest in the Future.***

In May 2016, the Town Council accepted and approved the Committee's recommendations to:

1. Amend and extend the charge of the Committee through December 2018 so that it can carry out these recommendations.
2. Serve as the umbrella organization under which a larger town-wide, year long, commemoration of Falmouth300 is organized, promoted, and marketed by maintaining a part-time Tercentennial Coordinator who will assist the Committee with its organization and implementation.
3. Create a collaborative history of Falmouth project.
4. Organize 5-7 commemorative events or activities including community-oriented celebratory events as well as events that attract visitors from elsewhere for greater economic impact.

3. Purpose and Goals of Commemorating Falmouth's 300th

The Ad-hoc Tercentennial Planning Committee has established three goals for the commemoration of Falmouth's 300th anniversary:

Honor the Past, Celebrate the Present, Invest in the Future.



Honor the Past

- The primary purpose of marking the tercentennial is to honor the sacrifices and steadfastness of the people that founded and developed the Town of Falmouth. The commemoration seeks to educate residents, students and the larger community about Falmouth's place in Maine and American history and to showcase the wealth of historical resources Falmouth has to offer. Our goal is to tell the story of Falmouth through the personal stories of its founders and residents from its inception to today in an exciting and engaging way. In doing so, residents will feel more connected to their home and understand its place in the larger world. The creation of a multi-media history project will provide a legacy of historical scholarship for future generations.

Celebrate the Present

- The commemoration also provides an opportunity to celebrate who we are as a community today by showcasing the many cultural, recreational, and natural resources Falmouth offers its residents and visitors. By celebrating the present, the commemoration will encourage community spirit and civic pride while enhancing the quality of life here in Falmouth. We will emphasize that Falmouth is a giving community by organizing collaborative events with fundraising capacity in support of our local non-profits and service organizations. Creating multi-generational activities, events, and opportunities in Falmouth will allow our community to come together and strengthen our links to local organizations.

Invest in the Future

- Finally, we seek to invest in the future of Falmouth through the creation of events and activities that will generate economic impact for our businesses and non-profit organizations. Working collaboratively to create both community events for residents and events that will attract visitors will result in increased revenue for our town, its businesses, and community organizations. By shining the spotlight on Falmouth during its 300th year, we will promote Falmouth's businesses and services and well as its recreational opportunities, its membership and service organizations, and its cultural offerings to a broader audience.

4. Organizational Structure and the Committee's Role

The Committee sees its role in reaching these goals as:

- Encouraging and building consensus among constituent groups to participate in the commemoration as partner organizations who will then organize, implement, and host their own events, activities, or initiatives to mark the anniversary.
- Developing a branding strategy that unites all participating organizations, activities, and events into a single, identifiable town-wide commemoration.
- Serving as an information hub for all commemorative activities via a commemoration website and social media outlets as well as providing the presence of a dedicated project coordinator who serves as the town point person/liaison for all commemorative activities.
- Organizing a realistic number of significant events and activities to mark the commemoration and meet the goals outlined above.

5. Planned Events & Activities

The Committee has strategically planned around events already happening in Falmouth. By piggy backing on these already-established events, the Committee seeks to benefit from the established attendance numbers and their proven record of success, mitigate the use of finite resources in terms of time, staffing and money as compared with creating entirely new events, and enhance these annual events to promote their economic and community impact as well as future growth.

1. Marketing & Promotions

- Serve as the umbrella under which all commemorative events are promoted;
- Facilitate partnerships between the town, schools, businesses, organizations, and community groups to develop commemorative activities;
- Maintain a calendar of all Tercentennial activities and events;
- Solicit sponsorships and grants;
- Establish a brand, website and social media presence.

2. Create a collaborative history of Falmouth project.

- An attractive, photo rich book on the history of Falmouth;
- A travelling exhibit documenting the town's history;
- A self-guided historical tour of Falmouth;
- An engaging lecture series in conjunction with community partners.

3. Special Events

- Kick-Off Event as part of Very Merry Falmouth, December 2017
 - Add fire-works or laser light show to the annual Very Merry festivities
- Old Home Days, Memorial Day Weekend 2018
 - Festival, games, food, entertainment, arts/craft show, historical tours, and concert
 - Annual Memorial Day Parade
- Community Picnic & Street Dance Alumni Event, Summer 2018

- Hosted in conjunction with annual alumni reunion event
 - Incorporation Day Event, November 11/12, 2018
 - Birthday cake, proclamations, and musical entertainment in conjunction with Veteran's Day Tributes.
 - Closing Event as part of Very Merry Falmouth, December 2018
 - Add fire-works or laser light show to the annual Very Merry Festivities
4. Community Engagement
- *Falmouth300 Challenges*
 - Engage Falmouth Residents to participate in the 300th anniversary and potentially generate long-term impact by challenging them to act individually or collaborate as families, neighbors, and businesses/organizations to reach the challenge goals.
 - Challenges include: Move300; Explore300; Donate300 and Create300
 - *Grant Program*
 - Encourage local non-profit, booster, and service organizations to host events and activities or enhance current offerings to mark the 300th anniversary by providing support to these organizations so they can showcase their organization and assist in filling out the anniversary year with a variety of events, activities, and offerings, thus mitigating the workload required on the part of the volunteer Committee and Town staff and overall costs of the commemoration.

6. Summary of Committee's Completed Tasks July 2016-March 2017

Strategic Planning

The Committee faced serious challenges in the past six months: one member resigned, one passed away and three other members underwent major surgery. However, the Committee continued to hold monthly meetings and from October through December the Committee met twice monthly. Two new members came on board bringing the numbers back to a full committee. Additionally several sub-committees have been created including: History, Fundraising, Outreach, Old Home Days, Incorporation Day, and Volunteer Recruitment. A revised work plan developed for January through June 2017 guides our work and includes the following goals:

Goal #1: Establish a strong identity and presence within the community

Goal #2: Clearly Define and Establish Organizational Structure

Goal #3: Engage Community

Goal #4: Refine list of events & activities

Goal #5: Continue Multi-media History of Falmouth Project



Marketing

The Committee contracted with Words@Work to develop a logo, brand and preliminary marketing plan for the tercentennial. The logo was completed in December 2016. In addition to the logo, the design firm provided brand standards, stationary package, a rack card and basic design

templates that can be repurposed for additional marketing promotions. Words@Work also established preliminary interest with Town Square Media and the Forecaster as media partners for Falmouth’s 300th. The preliminary marketing plan was submitted in January 2017 and was carefully reviewed and revised to align with our projected budget allocations for marketing. It was determined that the majority of marketing could be done in-house by staff rather than relying on continued professional services of a marketing firm. Staff can repurpose the design templates provided to generate new promotional materials. Additionally, staff will follow the guidelines from the marketing plan to promote tercentennial events through paid promotions, as well as leverage free advertising channels such as Facebook, Town email blasts, Community Programs brochures, school distribution lists, partner organizations emails, social media and email lists, free online calendars, etc.

The Committee joined the Greater Portland Convention and Visitors Bureau to ensure a listing in the 2017 Portland Visitor Guide. This membership includes a general listing in the guide promoting Falmouth’s 300 anniversary kick-off in December 2017-through December 2018 as well a specific listing for the Kick Off Event at Very Merry Falmouth 2017. Membership also affords free calendar listings on the CVB website and the distribution of rack cards via the Ocean Gateway Visitor Center in Portland.

The Committee is developing content for a social media campaign to launch in April.

Website Development

The Committee is working with Virtual Town and Schools to create a sub-site within in the Town’s website. The domain name www.falouth300.org has been purchased and email addresses created. The site template has been created and content is drafted. VTS is currently building the site with an estimated launch date of April 2017.

Communications & Outreach

The Committee and Tercentennial Coordinator continue to reach out to and meet partner organizations and individuals to promote work and join forces on projects and programming.

In November the Committee oversaw the creation of a Town-wide Volunteer Fair held on November 13 in which 18 local organizations participated to recruit volunteers to their organizations and promote their activities or services.

Meetings during the past few months have included:

- Annalee Rosenblatt, Chair, Scarborough 350th
- Ole Amundsen, Director, Audubon, programming for 300th
- Eric Topper and Bryce Hach, Audubon, regarding lecture series and other programming
- Community Programs Advisory Committee, update on tercentennial planning



Holly MacEwan, Volunteer Service Coordinator, Falmouth High School, recruiting high school volunteers
Jerry Berry, Band Director, Falmouth Middle School, involvement of school music departments
DeDe Waite, Theater Director, Falmouth High School, theatrical production in 2018
Gloria Noyes, Principal, Falmouth Elementary School, partnership with elementary school
Janet Adams, Principal, Falmouth Middle School, partnership with middle school
Gregg Palmer, Principal, Falmouth High School, partnership with high school
Dan Wolotsky, Tech Librarian, Falmouth High School, using high school tech students for 300th projects
John Kraljiic, Senior Projects Advisor, Falmouth High School, senior projects related to tercentennial
Phil Morse, Seashore Trolley Museum, Narcissus trolley which ran through Falmouth, use of historic trolleys as shuttles
Ford Reiche, local historian and researcher, historic research project
Falmouth Historical Society, presentation at annual meeting, use of historical society resources
Mary Lynn Engle, Assistant Professor, St. Joseph's College, recruitment of marketing interns
Danielle Purington, Plummer School Senior Living Project, partnership/sponsorship opportunities
Cumberland-Falmouth Chamber of Commerce, kick off at Very Merry and other partnership opportunities
Falmouth Pastoral Committee, partnership with churches for day of service

Upon the launch of the website, the Committee will meet personally with all non-profits, booster groups and other organizations in order to update them on planning, engage them as official partners and encourage participation in specific events and activities. A social media and launch campaign is being planned to launch the website and establish a strong social media presence in order to solicit volunteers and engage enthusiasm.

Events Calendar

The Committee has established the following events calendar for Falmouth's 300th:

- December 1, 2017—Kick Off event as part of Very Merry Falmouth to include fireworks or laser light show.
- May 25-28, 2018—Memorial Day Weekend Old Home Days Event
- August 2018—Alumni Reunion Community Picnic and Street Dance
- November 11-12, 2018—Incorporation Day events in conjunction with honoring Veterans Day
- December 2018—Closing event as part of Very Merry Falmouth to include fireworks or laser light show

Additional events organized and hosted by partnering organizations will round out the year of activities.

Fundraising/Development

The Committee has established a Fundraising Sub-committee and created a number of sponsorship opportunities at various levels for businesses. Sponsorship packets are under development and solicitation will begin in April.

The Committee has been working with American Business Solutions, to identify promotional merchandise to sell to raise funds to offset costs. This firm can provide an online store front within the Falmouth300th webpage and they will handle maintaining inventories of 300th merchandise and shipping merchandise to consumers. Additional items can be sold at Town Hall, local businesses and during tercentennial events.

The Committee has researched appropriate grant opportunities and established a grants deadline calendar and will begin submitting applications for various project grants this spring.

History Project

The History Sub-Committee has met frequently and spent extensive time researching and compiling information and images for a History of Falmouth publication and exhibit. A design firm has been selected to handle the layout and graphic design for the book and a volunteer editor has been identified. A timetable for the publication has been determined. The Historical Society has made their collections open and available to the Committee and Tercentennial Coordinator for research purposes as well as providing scanned images for use on the website, in publications and on social media at no charge to the Town. Committee members are also in the process of creating a self-guided tour of Falmouth and a timeline of Falmouth History for the website.

APPENDICES:

Appendix 1: Data Gathered by Tercentennial Committee in Formulating Recommendations to Town Council

DATA GATHERED

Review of Falmouth's Past Commemorations

In March 1918, Falmouth held a town meeting. On the agenda, among other items was, "To see what action the town will take in relation to the 200th anniversary of its incorporation, November 11, 1918, by raising a sum of money, or acting anything relative thereto." Over 1,000 people attended the resulting commemorative event held on the grounds of the Town Hall that summer. Performances by the American Legion Band kicked off the day followed by "athletic stunts,"—three legged and potato sack races as well as a 50 and 100 yard dash. After a free baked bean dinner, attendees heard lectures and musical performances before an awards ceremony honored race winners as well as "the oldest man and woman present" and "largest family." The day concluded with a baseball game between West Falmouth and Falmouth Corner.

In 1968, the Town appropriated funding from its Economic Development line to mark the 250th anniversary of incorporation. Held in July, celebratory events included an auction and carnival hosted by the Lions, an outdoor religious service, lobster bake, historic house tours, sailing races, and a fair held on the high school athletic grounds as well as a parade and Teen Dance. The event was capped off by the Clamdiggers Cotillion. A commemorative book was published and given free to residents. Other souvenir items sold to raise funds included bronze coins, straw hats, and banners.

In 1976, the Town formed a commission to mark the occasion of the U.S. Bicentennial. Commemorative events were held in June including a big band concert, a bike rodeo, historic tours, "firemen's water fight," church suppers, and a Bicentennial Ball. In addition, the Falmouth Historical Society conducted a survey of historic homes. Town beautification projects and the extension of bike paths were also part of the commemoration.

In June 1993, Falmouth marked its 275th anniversary with a day-long celebration held on the high school fields. The event included a parade, a 10K race sponsored by the Forecaster, tours of historic homes, games, and entertainment. In addition, the Town Clerk oversaw the publication of a collection of photographs and text "displaying a sampling of the quality and diversity of living in Falmouth."

Phippsburg 200th

Phippsburg hosted 93 events during its year-long commemoration in 2014 including a bonfire, firefighter's field day, fireworks, memorial dedications, concerts, historic tours, lectures, and exhibits. In 2007, the Phippsburg community also recognized the 400th anniversary of the Popham Colony.

Cape Elizabeth 250th

Cape Elizabeth began their year-long celebration in Fall 2014 and concluded November 1, 2015. The committee partnered with local organizations to offer a wide-range of experiences that would enable residents to learn more about the legacy of the town and celebrate it as a distinct community. Events included a Farm to Table

dinner showcasing locally harvested food, films, lectures, parades, an ice cream social, a pancake breakfast, and self-guided historical tours. The largest event was a “Night at the Light,” featuring a concert by the Portland Symphony Orchestra at Fort Williams Park attended by 3,000 people.

Saco 250th

Saco chose to commemorate with a series of events over five weekends beginning in June and ending July 8, 2012. Kicked off by a parade, events included a reading of the proclamation at the original meeting house in Biddeford, a city-wide historic scavenger hunt, photo displays in storefronts, historic timeline, an authentic encampment, horse drawn historic tours, guided historic walking tours, events at the Dyer Library and the Saco Museum, and a 2-day old fashioned street fair.

Hallowell 250th

Hallowell used their annual Old Hallowell Day event to cap a year-long celebration of their 250th anniversary in 2012. The year kicked off in January with the city council inauguration. Lectures, dinners, the dedication of a Veteran’s Memorial, a dramatic play, historic tours, and an art show were also held throughout the year. The Old Hallowell event, held in July, included a 5K road race, fun run, parade with the Maine Army National Guard marching band, Hallowell Community band concert, craft show, food vendors, musical performances, birthday cake contest, bocce tournament, and fireworks.

Bristol 250th

Bristol marked its 250th year in 2015 alongside the annual week-long Olde Bristol Days in August. Events included a parade, concerts, 10K road race, craft and food vendors, kids’ games, chicken BBQ, antique cars, and lobster boat races.

Berwick 300th

Berwick marked its 300th with a weekend-long celebration in 2013. A flag raising ceremony attended by political dignitaries was followed by a festival including historical displays, quilt show, live music, and vendors. Other events included a pancake breakfast, parade, firefighter’s muster, youth baseball game, and fireworks. A Sunday worship service and car show rounded out the weekend.

Georgetown 300th

Georgetown marks its 300th anniversary in 2016. Thus far, they have raised funds via merchandise sales, fundraising events and raffles, hosted a trivia night at the historical society in February, planned a “birthday party” in June and a blessing of the fleet and fireworks show in July.

Overview of Stakeholder Meetings and Forum

During the past several months, the Committee has met with numerous stakeholder groups through one-on-one conversations and group presentations to engage these organizations and determine interest in, capacity for, and resources available to mark the 300th anniversary. These groups included:

- American Legion
- Cumberland-Falmouth Chamber of Commerce
- Falmouth Economic Improvement Committee
- Falmouth Education Foundation

- Falmouth Fire/EMS, Police and Public Works
- Falmouth Food Pantry
- Falmouth Historical Society
- Falmouth Land Trust
- Falmouth Lions
- Falmouth Memorial Library
- Falmouth Rotary
- Falmouth Senior Citizens Advisory Committee
- Falmouth School District
- Falmouth Parks & Community Programs

During these conversations, the Committee encouraged these organizations to think of ways to mark the anniversary that did not significantly drain their resources (time, money and personnel). The Committee recommended that organizations “tweak” events or activities they already regularly host to fit with the theme of the 300th anniversary. Organizations were also encouraged to consider long-held ideas or plans that might now be possible when packaged as a “legacy project” to mark the tercentennial. The response from these meetings was an overwhelmingly positive and enthusiastic desire to participate in marking the town’s 300th anniversary.

Falmouth stakeholders are eager to participate in commemorative events to promote the Town’s history, honor the past, educate its youth, and encourage community spirit and pride of place. They supported the goal of increasing economic impact with events that would showcase all Falmouth has to offer and bring visitors to Falmouth, to shop in its stores, dine in its restaurants, and enjoy its recreational offerings. They hoped the 300th would send a message to entrepreneurs, as well as potential residents, that Falmouth was a great place to live and do business. Additionally, they recognized the unique opportunity the anniversary presents to leverage publicity for their own organizations. The level of attention such a high-profile event generates offers opportunities for increased support for their organizations. They were excited at the prospect of working collaboratively and developing new partnerships with other Falmouth groups. They believed the commemoration will generate increased attention to the work they do that could, in turn, enhance visitation, membership, volunteerism, and charitable support.

The Committee also hosted a Stakeholder Forum on February 29 with the purpose of gauging interest in 300th, soliciting input from stakeholders, brainstorming ideas, and identifying priorities and goals. Open to the public, organizations represented at this meeting included:

- Falmouth Education Foundation
- Falmouth School Board
- Falmouth Elementary School
- Class of 2018
- Falmouth Memorial Library
- Falmouth Lions Club
- Falmouth Town Council
- Falmouth Historical Society
- Local Girl Scouts
- The Forecaster
- Falmouth Food Pantry
- Maine Audubon
- OceanView at Falmouth
- Maine State Ballet
- Falmouth Congregational Church

During the forum, the group considered why they love Falmouth and what goals are important in marking its 300th anniversary. They identified the audience for commemorative events and then brainstormed ideas for events and activities. Several themes emerged from this session. Participants gravitated toward ideas that:

- Spanned the entire anniversary year, possibly culminating in a week-long or weekend event;
- Offered something for all ages (multi-generational);
- Demonstrated a love of Falmouth, a pride of place;
- Showcased all we as a community have to offer;

- Provided an opportunity for the community to get together;
- Provided an opportunity for raising funds for charitable giving;
- Focused on telling the story of Falmouth residents;
- Focused on Falmouth’s history;
- Allowed for celebration and fun;
- Brought visitors to Falmouth for economic impact on the town;
- Highlighted the environment, getting outside and taking advantage of Falmouth’s nature, trails, and open spaces.

Overview of Public Forum

The Committee strongly believes that in order to make the commemoration meaningful to the entire town of Falmouth and inclusive of all the varying interests in the community, public input is required in setting priorities and goals, as well as identifying events and activities. Therefore, on March 7, the Committee hosted a Public Forum for the purpose of gauging public interest in the 300th, gaining input from Falmouth’s residents, and brainstorming ideas, activities, events, and goals. Approximately 20 individuals attended.

Like the Stakeholder Forum, attendees discussed what they love about Falmouth and why it was important to mark the occasion of its 300th anniversary. They continued by identifying goals and priorities, the audience for commemorative events, and concluded with brainstorming specific ideas for events and activities.

As with the Stakeholder Forum, clear themes emerged. The group overwhelmingly supported the idea of marking the 300th anniversary in a significant way. They were most drawn to events and ideas that:

- Focused on education;
- Offered a variety of activities throughout the year, not just on one day;
- Inspired involvement from all sectors of the Falmouth community, including the business community;
- Highlighted Falmouth’s history and heritage;
- Celebrated the natural attributes of the community with lots of outdoor activities;
- Expanded on existing events;
- Promoted collaboration amongst Falmouth organizations.

Overview of Public Survey and Results

In an effort to gather more public input, the Committee created a survey for additional feedback. The 7-question survey was available online and promoted via email. Hard copies were also available at the Town Hall, Library, and other locations throughout town. The 84 respondents were overwhelmingly in favor of marking the town’s 300th anniversary in a significant way. Forty-one said it was “very important” to mark the occasion, an additional 32 respondents felt it was “fairly important” or “important.” Four respondents indicated it was “not at all important” to celebrate the anniversary. The majority of respondents identified learning about Falmouth’s history and having a fun celebration as important goals for the commemoration. While respondents were interested in a variety of events and activities to mark the occasion, historic preservation, historical tours, and a fair or festival were the top choices.

When asked why we should mark the occasion, comments from respondents included:

“Falmouth is viewed by many as a bedroom community to Portland. This is an event that could help embolden Falmouth's identity.”

“Falmouth needs to celebrate as a community more :)”

"It increases joy in life to celebrate landmark events."

"I was a new resident of Falmouth during the "sestercentennial" and felt that it was a good way to bring the community together."

"It's a wonderful opportunity to celebrate our town, its history and a look to the future. It is something in which we all can participate; I think it has the potential to increase a sense of community as people experience what binds us all, our town's particular biography. It may provide an opportunity to try something new... that may be replicable another year, making a new tradition. It's an opportunity to celebrate! It's an opportunity to bring new people into a community project."

"Milestones are important to acknowledge and celebrate. They provide an opportunity to remind residents of the town's history from its inception and the changes and events that have formed the town we know today. It is also a good time to look forward and set goals that ensure we pass along to the generations to come a community to be proud of."

"We'd look pretty lame if we didn't!"

"It's an opportunity to strengthen the community and celebrate."

Themes also emerged from the comments in the survey. Respondents who favored a commemoration encouraged events that:

- Spread across the year;
- Included a multi-day fair or festival;
- Were multi-generational, offering something for all ages;
- Emphasized nature and getting outdoors;
- Focused on history and historic events;
- Brought the community together in celebration;
- Highlighted personal stories of residents.

For those against the idea of a commemoration, opposition was based on the financial costs associated with hosting these types of events. Comments included:

"I feel it would be a waste of our tax dollars. We already pay a high number and I would like to see those funds go to something worthwhile, not a one time event."

"[I] feel the town spends too much money on non-essentials. The tax rate is terrible!"

"THE COST. The town will no doubt spend a lot of money we can't afford. Stop spending!!"

FINDINGS

Upon concluding its research, the Committee has determined that there is enthusiastic support among community organizations, stakeholders, and residents for marking the Town's 300th anniversary. The Committee also takes very seriously the concerns of residents who are opposed to commemorative activities that place an undue financial burden upon the Town and its residents. There is an opportunity to form collaborative partnerships with Falmouth's non-profit and business community to minimize costs, as well as

distribute event organization among these groups. Finally, the commemoration presents an opportunity to shine a spotlight on Falmouth's diverse offerings in order to attract visitors to shop, dine, work, and play here.

Appendix 2: Policy Support for Town Funding

Policy Support for Town Funding

i. 2013 Comprehensive Plan

Volume I, page 64. Theme 2: Conservation, Protection, and Connectivity, Action 23: Continue to promote awareness of existing open space properties and the recreational opportunities they offer to Falmouth residents.

The Committee recommends commemorative activities to encourage and promote the recreational opportunities of Falmouth's open space properties.

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.

Action 27: Provide a signage system and town website to guide people to, and provide information about, sites (buildings and open spaces) of significant historic and cultural value.

Part of the recommended multi-media history project includes the creation of a self-guided driving tour of Falmouth's significant historic and cultural sites.

ii. 2015 Economic Development Strategy

Goal 1: Improve Falmouth's Economic Development Climate

Strategy 1D: Improve engagement and dialogue to promote the future of economic development in Falmouth; Encourage open communication and collaboration among the business and resident communities through different outlets.

Working collaboratively with other for-profits, non-profits, and schools toward the shared goal of commemoration will open communication channels and allow for greater networking and interaction between these organizations. This will facilitate long-term opportunities for future joint efforts.

Strategy 1E: Work regionally to attract businesses to Falmouth. Description: Actively market Falmouth to the Maine business and real estate community as a viable option within the Greater Portland region. Action 10: Create promotional material and a website that highlights the assets of Falmouth including the schools, recreation, transportation, accessibility, and quality of local workforce. Focus on digital and web mediums as opposed to brochures and hard copy material.

Cohesive promotional and marketing materials created around commemorative events and activities will showcase all the amenities and attractions Falmouth has to offer and promote Falmouth as a great place to live, work, and do business.

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.

Well-planned and well-marketed commemorative events and activities have the potential to bring increased traffic and new patronage to local businesses and community organizations. The calendar of events created for the commemoration can be a prototype for an ongoing community calendar.

Strategy 3C: Support and enhance the expansion of culinary establishments and events.” Description: “Work with local and regional partners to build up Falmouth as a “food” destination including the attraction of restaurants.

Recommended commemorative events that feature the pairing of local restaurant offerings with a beer or wine tasting have the capacity to attract visitors from beyond Falmouth and promote Falmouth as a “food destination.”

Strategy 3D: Support existing and establish new cultural and recreation options throughout Falmouth. Description: Maintain and enhance the quality of life and healthy living culture of Falmouth by attracting cultural and recreational options such as health clubs, racquet clubs, indoor swimming, and multipurpose performance spaces. Action 48: Support and market existing cultural and recreational resources.

Recommended commemorative activities such as the Walk300 Challenge or bringing a Triathlon or Road Race to Falmouth foster and support the idea that Falmouth is a community committed to healthy living and recreational opportunities. Other proposed events that promote the use of Falmouth recreational facilities, trails or bike routes further promote the quality of life and healthy living culture of our community. Marketing town-wide commemorative events hosted by partner organizations in a cohesive package will support existing cultural and recreational opportunities by broadcasting them to a larger and broader audience.

Goal 4: Cultivate Falmouth’s Innovation and Entrepreneurial Community

Strategy 4B: Build on the town's healthy living culture. Description: Build the town's formal and informal brand as a healthy and active community by leveraging the many assets and continuing to build on the recreation, arts and culture. Action 53: Host a community calendar to be able to list all the events in the community and continue to build this.

Marketing all events and activities in Falmouth during 2018 under the umbrella of the commemoration and creating a community calendar to promote these events can serve as a prototype for future community calendars and event listings.

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

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

Appendix 3: Falmouth300 Budget Proposals March 2017

TOWN OF FALMOUTH TRICENTENNIAL CELEBRATION PROJECTED COSTS				
Actual FY16 (December 2015-June 30-2016)				
Expenses		Actual		Notes
Tercentennial Coordinator		\$ 7,250	\$ 7,250.00	Average 6 hours per week
Social Security/Medicare		\$ 555	\$ 555.00	
Misc.		\$ 225	\$ 225.00	Refreshments for two public meetings
SUBTOTAL+A1+A1		\$ 8,030	\$ 8,030	
FY2016 Appropriation		\$ 30,000.00	\$ 30,000.00	
Spending vs. Appropriation		(\$21,970.38)	(\$21,970.00)	

Budget FY17 (June 1, 2016-June 30, 2017)				
Expenses	Estimated	Actual To Date		Notes
Tercentennial Coordinator	\$25,000	\$ 14,210	\$ 14,210.00	Estimated at 15 hours per week;
Social Security/Medicare	\$1,913	\$ 1,087	\$ 1,087.00	
Logo Development/Branding	\$5,676	\$ 5,676	\$ 5,676.00	tpda design work contracted through Words@Work
Publicity Marketing Plan	\$13,813	\$ 13,813	\$ 13,813.00	Words@Work
History Publication	\$7,500	\$ 202	\$ 202.00	Equipment, book layout/design, image procurement
Grants Program	\$10,000			grants distributed in Spring 2017
Preliminary Marketing	\$3,000	\$ 490	\$ 490.00	Facebook promotion, Forecaster Ads, banner stand, CVB Visitor Guide, Adobe Design Suite
Website Development	\$2,000	\$ 174	\$ 174.00	Virtual Town and Schools web design, web domain
Misc.	\$5,000	\$ 526	\$ 526.00	Printing (business cards/note cards), Volunteer Fair
SUBTOTAL	\$73,902	\$ 36,177.99	\$ 36,178.00	
FY2017 Appropriation	\$85,000	\$ 85,000.00	\$ 85,000.00	
Remaining	\$11,099	\$ 48,822.02	\$ 48,822.00	

Budgeted Income FY2018 (July 1, 2017-June 30, 2018)				
Event	Income	Estimated	Revised	Notes
Tercentennial Major Sponsorship	Sponsorship	\$ -	\$ 5,000	
Kick Off Event at Very Merry	Sponsorship	\$ 3,000.00	\$ 5,000	
	In-Kind Donation	\$ -		
Stories of Falmouth Multi-Media History Project	Grants	\$ 10,000.00	\$ 10,000.00	
	Sponsorship	\$ 3,000.00	\$ 5,500.00	\$3000 for Lecture Series & \$2500 for Exhibit
	In-Kind Donation	\$ -		
	Publication sales	\$ 17,500.00	\$ 17,500.00	\$35 per book x 500 sales
Parade	Admission/Participation Fee	\$ -		
	Sponsorship	\$ 3,000.00		
	In-Kind Donation	\$ -		
Community Picnic/Street Dance	Admission	\$ -		
	Sponsorship	\$ 3,000.00	\$ 3,000.00	
	In-Kind Donation	\$ -		
Old Home Days/Memorial Day Weekend	General Admission	\$ 10,000.00	\$ 10,000.00	\$5 x 2000
	Sponsorship	\$ 9,000.00	\$ 5,000.00	Stage, food tent, general
	In-Kind Donation	\$ -		
	Vendor Registration	\$ 2,000.00	\$ 2,000.00	\$100 x 20 vendors
	Food Truck/Vending Sales	\$ 2,000.00	\$ 2,000.00	generally 20% of sales
	Concert	\$ 2,500.00	\$ -	\$5 x 500
	Lantern Sales	\$ 750.00	\$ 750.00	\$3 x 250
Merchandise Sales	Merchandise Sales	\$ 10,000.00	\$ 10,000.00	
Brochure/Magazine	Sponsorship ads	\$ 10,000.00	\$ 10,000.00	
SUBTOTALS	Sponsorship	\$ 31,000.00	\$ 33,500.00	
	Sales/Ticketing	\$ 44,750.00	\$ 42,250.00	
	Grants	\$ 10,000.00	\$ 10,000.00	
Total Income		\$ 85,750.00	\$ 85,750.00	

Budgeted Expenses FY2018 (July 1, 2017-June 30, 2018)				
Event/Activity	Expenses	Estimated	Revised	Notes
General	Publicity & Marketing	\$ 50,000.00	\$ 44,000.00	revised marketing budget; minus geo-fencing; minus all radio, OHD rack card, Tile Ad CVB, Geofencing
	Brochure/Magazine Publication	\$ 15,000.00	\$ 15,000.00	5000-8000 copies; 72 page full color magazine; including layout and printing postage
	Merchandise	\$ 5,000.00	\$ 2,500.00	coffee mugs, t-shirts, bags, ball caps, lanterns, etc.
	Route 1 Banners	\$ 3,000.00	\$ 3,000.00	30 signs per Jay. \$100 per banner x 30
	Tercentennial Coordinator	\$ 40,000.00	\$ 35,000.00	20 hours p/w x 50 weeks @\$40 p/h thru June 2018; 15-20 hours p/w x 50 weeks @\$40 p/h thru June 2018; 15 hours p/w x 50 weeks @\$40 p/h thru June 2018
	Car Decals	\$ 1,500.00	\$ 1,500.00	
	Shirts/Uniforms/Badges	\$ 5,000.00	\$ 5,000.00	with 300 logo
	GENERAL SUBTOTAL:	\$119,500.00	\$ 106,000.00	
Kick Off at Very Merry	Misc.	\$ 2,500.00	\$ 2,500.00	signage, supplies, entertainment
	Fireworks/Laser Light Show	\$ 7,500.00	\$ 7,500.00	approximately 18 minute show
	KICK OFF EVENT SUBTOTAL	\$ 10,000.00	\$ 10,000.00	
Stories of Falmouth Multi-Media History Project	Lecture Series	\$ 5,000.00	\$ 5,000.00	\$250 speaker stipend x 15 lectures; refreshments, supplies
	Digitize FHS Collections	\$ 700.00	\$ -	\$35 per cassette x 20 cassettes
	Banner Exhibit	\$ 5,000.00	\$ 5,000.00	\$300 per banner stand including printing x 10 banners; graphic design
	History Publication	\$ 6,000.00	\$ 6,000.00	Printing
	STORIES OF FALMOUTH SUBTOTAL	\$ 16,700.00	\$ 16,000.00	
Community Picnic/Alumni Event/Homecoming	Porta Potties/Handwashing	\$ 780.00	\$ 700.00	2 stations (each has two sinks w/ soap & paper towels); 10 potties @ \$65 each
	Staging	\$ 1,000.00	\$ 1,000.00	
	Sound System/Electrical	\$ 3,000.00		
	Kids Games	\$ 300.00	\$ 300.00	hoola hoops, bubbles, potato sacks, face painting,
	Trash Cans	\$ 100.00		20 x \$5
	Misc.	\$ 1,700.00	\$ 2,000.00	Entertainment; supplies; signage
	Talent	\$ 1,500.00		band; DJ
	Shuttle	\$ 120.00		1 bus x 3 hours
	Payroll	\$ 1,500.00		per clam festival concert
	Police	\$ 1,500.00		per clam festival concert
Public Works	\$ 1,500.00		per clam festival concert	
	COMMUNITY PICNIC SUBTOTAL	\$ 13,000.00	\$ 4,000.00	

Memorial Day Weekend Event/Old Home Days	Porta Potties/Handwashing Station	\$ 1,560.00	\$ 1,560.00	4 hand washing stations (each has two sinks w/ soap & paper towels) and 20 potties @ \$65 each; 2 hand washing stations and 10 potties @\$65 each
	Tents	\$ 8,000.00	\$ 8,000.00	2 tents plus set up (food tent, entertainment, etc.); 1 tent
	Staging	\$ 2,000.00	\$ 2,000.00	\$1000 ea.
	Sound system	\$ 900.00	\$ 900.00	\$300 each for small stage areas;
	Chairs	\$ 1,000.00	\$ 1,000.00	\$1 each
	Tables	\$ 800.00	\$ 800.00	\$8 each
	Kids Games	\$ -	\$ -	hoola hoops, bubbles, potato sacks, face painting,
	Bounce Houses	\$ 1,200.00	\$ 1,200.00	4 houses and velcro wall; 2 houses and velcro wall
	Rock Wall	\$ 500.00	\$ 500.00	
	Dunk Tank	\$ 175.00	\$ 175.00	
	Trash cans	\$ 400.00	\$ 400.00	\$5 each
	Misc.	\$ 7,500.00	\$ 7,500.00	signage, supplies, misc. entertainment
	Police	\$ 1,500.00	\$ 1,000.00	per clam festival concert
	Public Works	\$ 1,500.00	\$ 1,000.00	per clam festival concert
	Payroll	\$ 5,000.00	\$ 1,500.00	per clam festival concert
	Concert Stage	\$ 6,500.00	\$ -	per clam festival concert
	Concert Lights & Sound	\$ 6,500.00	\$ -	per clam festival concert
	Concert Talent	\$ 6,000.00	\$ -	per clam festival concert; DJ or band
	Electrical	\$ 5,000.00	\$ 5,000.00	sound system and lighting
Shuttles	\$ 2,000.00	\$ 1,000.00		
	OLD HOME DAYS SUBTOTAL	\$ 58,035.00	\$ 33,535.00	
Incorporation Day Event- -November 11/12	Stage	\$ 1,000.00	\$ 1,000.00	
	Sound System	\$ 300.00	\$ 300.00	
	Cake & Refreshments	\$ 1,000.00	\$ 500.00	
	Signage	\$ 500.00	\$ 300.00	
	Entertainment	\$ 500.00	\$ 500.00	
	Shuttle	\$ 120.00	\$ -	
	Chairs/Tables/Trash	\$ 500.00	\$ 400.00	
Misc.	\$ 1,000.00	\$ 1,000.00		
	CLOSING EVENT SUBTOTAL	\$ 4,920.00	\$ 4,000.00	
Total Expenses		\$ 222,155	\$ 173,535	
Adjusted Income Total		\$ (136,405)	\$ (87,785)	

OVERVIEW				
Total Appropriations To Date		\$ 85,000	\$ 85,000	FY2017 Special Revenue Fund
Expenses Through FY2017		\$ 81,931	\$ 81,932	FY2016 Actual + Projected FY2017 Expenses
Remaining FY2017 Appropriations		\$ 3,069	\$ 3,069	Appropriations Less Expenses FY2016 + FY2017
Budget Request FY2018		\$ 222,155	\$ 173,535	
TOTAL PROJECTED COSTS		\$ 304,086	\$ 255,467	
TOTAL PROJECTED INCOME		\$ 85,750	\$ 85,750	
FINAL NET COST		\$ 218,336	\$ 169,717	
FY2018 Required Appropriation		\$ 133,336	\$ 84,717	FY2018 Special Revenue Fund