



*Report & Recommendations
for marking
Falmouth's 300th anniversary in 2018*

Ad-Hoc Falmouth Tercentennial
Planning Committee

May 2016

What's Been Done Before

In Falmouth

- 1918 (200th)
- 1968 (250th)
- 1976 (200th U.S.)
- 1994 (275th)

Nearby

- Phippsburg (200th)
- Cape Elizabeth (250th)
- Saco (250th)
- Hallowell (250th)
- Berwick (300th)
- Georgetown (300th)

Stakeholder Meetings & Forum

Stakeholders Groups

- American Legion
- Cumberland-Falmouth Chamber of Commerce
- Falmouth Class of 2018
- Falmouth Congregational Church
- Falmouth Economic Improvement Committee
- Falmouth Education Foundation
- Falmouth Fire, Police & Public Works
- Falmouth Food Pantry
- Falmouth Historical Society
- Falmouth Land Trust
- Falmouth Lions Club
- Falmouth Memorial Library
- Falmouth Parks & Community Programs
- Falmouth Rotary
- Falmouth School District
- Falmouth Senior Citizens Advisory Committee
- Falmouth Town Council
- Girl Scouts
- Maine Audubon
- Maine State Ballet
- OceanView at Falmouth
- The Forecaster

General Themes

- Year-long event, culminating in a week-long or weekend event
- Multi-generational
- Demonstrates love of Falmouth
- Showcases Falmouth's offerings
- Community get-together
- Raises funds for charitable giving
- Tells the story of Falmouth residents
- History focused
- A fun celebration
- Brings in visitors for economic impact
- Highlights outdoor recreation

Public Survey & Forum

Survey Results

- 84 respondents
- 41 said it was “very important” to mark the 300th
- 32 said it was “fairly important” or “important”
- 4 said it was “not at all important”
 - Objections based upon cost
- Majority saw learning about Falmouth’s history and having a fun celebration as most important goals
- Historic preservation, historical tours and a fair or festival were the top choices for ways to mark the 300th.

General Themes

- Focuses on education
- Year-long offering of activities
- Inspires involvement from all sectors of the Falmouth community
- Has economic impact
- Highlights our history and heritage
- Celebrates the natural attributes of our community with lots of outdoor activities
- Expands on existing events
- Promotes collaboration amongst Falmouth organizations

Goals

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

- ***Honor the Past***
 - Honor the town's founders and those who contributed to its history
 - Tell the story of Falmouth's history through personal stories
 - Create a multi-media history project as a legacy of historical scholarship
- ***Celebrate the Present***
 - Showcase the many cultural, recreational, and natural resources Falmouth offers
 - Foster community spirit and civic pride
 - Highlight that Falmouth is a giving community
 - Create multi-generational activities for fun and community building
- ***Invest in the Future***
 - Create events to attract outside visitors for increased economic impact
 - Shine a spotlight on Falmouth to encourage residents & visitors to choose Falmouth when considering leisure, business or commercial pursuits

Recommendation #1

Amend and extend the charge of the Committee through December 2018 so that it might carry out the following recommendations.

Recommendation #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.

- Host a web and social media presence
- Develop a logo and branding
- Market and promote all commemorative events
- Facilitate partnerships between the town, schools, businesses, organizations and community groups to develop activities

Recommendation #3

Create a collaborative history of Falmouth project.

- Digitizing current oral histories held by Falmouth Historical Society
- Town-wide Oral/Video History Project in partnership with Falmouth Memorial Library, Falmouth Historical Society, Falmouth Schools and the town's senior community
- Published history of Falmouth
- Travelling exhibit documenting the town's history
- Self-guided historical tour of Falmouth

Recommendation #4

Organize 5-7 commemorative events or activities.

- *Community Celebrations*
 - Kick-Off Event
 - Multi-Day Event (Old Home Days)
 - Closing Event
- *Economic Impact Events* to bring visitors into Falmouth. The Committee suggests:
 - Triathlon or Road Race
 - Taste of Falmouth /Wine or Beer Tasting Festival
- *Falmouth300 Challenges*
- *Grant Program*

Costs & Funding

Estimated Costs: \$282,000

- Potential Fundraising: \$90,000
 - Sale of Food and Merchandise
 - Sponsorship
 - Admission Fees/Ticket Sales/Registration Fees
 - Grants
 - In-Kind Donations
- Town Support: \$192,000
 - Town TIF Development Plans

Conclusion

- The Committee is confident that the following recommendations are:
 - Consistent with prior commemorative events held in the Town of Falmouth
 - Consistent with the actions of neighboring communities
 - Consistent with the opinions voiced by community stakeholders
 - Consistent with the outcomes of our survey and public forum
 - Consistent with the Town's Comprehensive Plan
 - Consistent with the Town's Economic Development Strategy