

ORDER

STANDISH TOWN COUNCIL

DATE: June 18, 2016
ORDER NUMBER: 77-16

Submitted by: Blanck

TITLE: AUTHORIZE USE OF TOWN COUNCIL CONTINGENCY TO SUPPORT REGIONAL
BRANDING CAMPAIGN SPONSORED BY SEBAGO LAKES REGION CHAMBER OF COMMERCE

WHEREAS the Town of Standish has been a been a member of the Sebago Lakes Region Chamber of Commerce for a number years, and

WHEREAS this regional collaboration promotes common goals and improves economic growth for the entire area, and

WHEREAS the Sebago Lakes Region Chamber of Commerce is developing video spotlight that will run on major networks to bring attention to the attractions and opportunities that each of the municipalities in the area offers, and

WHEREAS the Town of Standish wishes participate in this program by contributing funding towards the program, now be it

ORDERED that an amount not to exceed \$2,100 will be taken from the Town Council Contingency Account for the funding of the project.

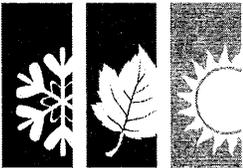
NOTE: FY 2016 Town Council Contingency Appropriation \$8,000
Encumbered to date:

71-15 - Invasive Plant Management Matching Grant Funds	\$970
4-16 - Lakes Region Chamber of Commerce, Dues	\$350
44-16 - Bike Rack Matching Grant Funds	\$561

APPROVED _____ DISAPPROVED _____

ROLL CALL	YEA	NAY	ABSTAIN
BLANCK	_____	_____	_____
DEL COURT	_____	_____	_____
HIGGINS	_____	_____	_____
NESBITT	_____	_____	_____
POMERLEAU	_____	_____	_____
SARGENT	_____	_____	_____
SIRPIS	_____	_____	_____

CLERK/SECRETARY _____

**SEBAGO
LAKES
REGION** 
CHAMBER OF COMMERCE

June 7, 2016

Mr. Gordon Billington
Town Manager – Standish
175 Northeast Road
Standish, ME 04084

OFFICERS

Tina Christophersen
President

Bob Caron
1st Vice President

Vickie McMullen
2nd Vice President

Jason Straetz
Treasurer

Deborah McPhail
Secretary

Dawn D. Dyer
Corporate Clerk

Aimee Senatore
Executive Director

DIRECTORS

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Tom Bartell
Cyndy Bell
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Kevin Brunelle
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Bob Cyr
Larry Eliason
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Dave Pollard
Beth Richardson
Emily Wainwright
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Ed Powell
Dr. Ted Rogers
Lee Ann Sanborn
Ann Marie Swenson
Karen Thompson
Christine Williams

Dear Gordy,

The Sebago Lakes Region Chamber of Commerce is excited to collaborate with the town of Standish on the second phase of our regional branding campaign to highlight the communities within the Sebago Lakes Region to a broader audience.

On May 25th, I presented the second phase opportunity: a 28 minute long, professionally produced television spotlight on the region titled ***“48 Hours in the Sebago Lakes Region”***. Each community that participates would have 3 minutes of time to highlight the “insider perspective” on visiting, living and working in their community as well as “hidden gems” and “must sees”.

The piece would be aired 90 times between January and June of 2017 on local networks and cable television stations. The piece can also be used on websites, social media, YouTube stations and more for further promotion.

My hope is that Standish will participate in this branding opportunity and help the SLRCC spotlight the region in a way it never has been before. We would like to see the piece go viral online and tell the story of the Sebago Lakes Region in a new and exciting way.

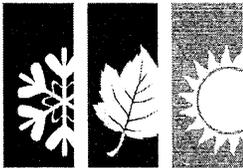
DETAIL REVIEW:

- >3 Minute Segment on each community – ***48 Hours in the Sebago Lakes Region***
- >Segments would include events, tips and “insider knowledge” of each community during all seasons of the year.
- >Led by a TBD show “host” for continuity. Host can interview leaders from each community if necessary.
- >Transitional pieces in-between segments would be regionally focused with Chamber / Cumberland County slant

- 90 Airings in Southern Maine, Northern Maine and Time Warner Channel 9 markets
- Air time would be purchased for viewings between Jan and June 2017
- Video can be used on websites, social media, trade shows, office locations etc.

YOUR INVESTMENT: \$2,100,000

We are hoping to secure (8) communities for this project to keep our costs as low as possible. The County of Cumberland willing to support the effort as well.

**SEBAGO
LAKES
REGION** 
CHAMBER OF COMMERCE

To confirm your support of this initiative please sign where indicated below and remit the attached invoice at your earliest convenience. Upon receipt of payment, we will be able to begin production work with **Kenneally & Company** – our production and marketing partner on this project.

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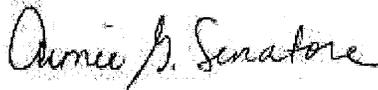
Lee Ann Sanborn

Ann Marie Swenson

Karen Thompson

Christine Williams

Warmest Regards,



Aimee G. Senatore
Executive Director
Sebago Lakes Region Chamber of Commerce

I, _____ confirm the town of _____ participation in Phase 2 of the regional branding campaign organized by the Sebago Lakes Region Chamber of Commerce.

I agree to support the **"48 Hours in the Sebago Lakes Region"** television spotlight, which will feature a 3 minute segment on my town, to air 90 times between January and June of 2017, by sponsoring a fee of \$2,100.00.

Town Manager

Date