

January 5, 2023

Memo to: Peter Lombardi, Brewster Town Manager

From: Kyle Hinkle, Executive Director, Brewster Chamber of Commerce

Re: Request for consideration of increase in Town funding to the Brewster Chamber of Commerce

When I was hired by the Brewster Chamber as it's part-time executive director in July 2009, the organization was receiving \$24,500 in Town funding. Rooms and meals tax at that time was just over \$900,000 so the funding represents approximately 2.70% of that revenue.

In 2014 the Select Board approved an increase in the Town funding amount to the Chamber for FY15 to \$26,000 while the rooms and meals tax received increased to \$1.2 million: the ratio of funding to revenue dropped to 2.16%.

Then in 2018, for FY19 an increase for the Chamber to \$27,000 was approved and has remained at this level. Meanwhile, the rooms and meals tax revenue has continued to climb, and this past year exceeded \$2 million: a funding to revenue ratio of 1.35%.

Like every business in the country, the Brewster Chamber is now facing a substantial increase in fixed and semi-fixed expenses, as well as payroll, and I am working hard to keep non-fixed expenses to a minimum or eliminated altogether. I am also evaluating and increasing revenue streams where possible. For the first time since FY2009 I turned in a deficit budget for FY2023 with the promise to do my best to "close the gap" and finish the year balanced.

Considering that the rooms and meals tax revenue to the Town of Brewster comes from the visitors who arrive in Brewster and stay in our local inns, B&Bs, resorts, and rentals, and that the Chamber is critically involved in recruiting those visitors, I am requesting an increase in our Town Funding at this time.

It would be nice if that increase could be based on the 2.70% of rooms and meals tax that the Chamber was getting when I was hired: that would be \$54,000. The increase in funding would allow us to beef up our marketing as well as staffing. I realize this is a dramatic increase but would be happy with any increase that would help our budget.

Thank you for your consideration of this request.

Memo to: Peter Lombardi, Brewster Town Manager

From: Kyle Hinkle, Executive Director Brewster Chamber of Commerce

Re: Plans for use of increase in Town Funding

The Brewster Chamber of Commerce' total operating budget for FY 2023 is \$113,546. Of this, our payroll budget is \$70,389. Both year-round employees are part time with an FTE of 45 hours. Our summer employees are included in this budget as well for approximately \$5,000.

Our operating marketing budget is \$33,407. Brewster in Bloom and Brewster for the Holidays are managed separately and not included in this budget.

An increase in funding would allow us to

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| 1. Hire a contractor to manage social media and our websites: Brewster-CapeCod.com, BrewsterfortheHolidays.org, and BrewsterBlooms.com. | \$8,000 |
| 2. Create a promotional video about Brewster | \$6,000 |
| 3. Increase the content of our annual magazine by eight pages | \$4,300 |
| 4. Increase paid advertising (currently budgeted at \$3,500) | \$8,700 |

Total: \$27,000



Town of Brewster

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MEMORANDUM

TO: Peter Lombardi
CC: Donna Kalinick
FROM: Conor Kenny
RE: Annual Expenditures in Cape Cod Towns: Chambers of Commerce
DATE: 1/30/2023

Background

The Town of Brewster currently contributes **\$27,000** to the Brewster Chamber of Commerce. The Chamber of Commerce has requested a significant increase in these contributions from the Town. Below is a report on contributions from other Cape Cod towns to their respective Chambers of Commerce.

Annual Expenditures in Cape Cod Towns Comparison

	Chamber of Commerce
Orleans	\$33,000
Dennis	N/A*
Wellfleet	\$10,080
Harwich	\$30,000
Chatham	\$89,000
Eastham	\$18,000 (plus 12k for the Visitor Services Board)
Truro	\$29,145

** The Chamber of Commerce is a separate entity from the Town of Dennis – the Chamber receives no contributions from the Town.*

Average Figures

Chamber of Commerce: \$34,871