

Organization Name:

East Greenwich Chamber of Commerce

Address:

580 Main St.

City, State, Zip Code:

E.G. RI 02818

Contact Person:

Stephen M. Lombardi

Email:

steve@eastgreenwichchamber.com

FY 2018 Fund Balance:

\$ 34,338

FY 2019 Budget:

+ 2,500 = \$273,000 total revenue

FY 2019 Projected Fund Balance:

- 31,838

FY 2020 Budget (proposed):

\$ 25,000

FY 2020 Funding Requested from EG:

Other Municipal Contributions:

FY 2019

East Greenwich

\$ 20,500

North Kingstown

Warwick

Coventry

West Warwick

Other: _____

East Greenwich Chamber of Commerce

Dr. Mark Schwager, President East Greenwich Town Council
125 Main Street
East Greenwich, RI 02818

February 19, 2019

Thank you for the support the Town of East Greenwich gives to the East Greenwich Chamber of Commerce. We feel that our working relationship greatly enhances the East Greenwich community and makes it one of the best in the State of Rhode Island.

Last year, the East Greenwich Chamber of Commerce asked the Town of east Greenwich for \$25,000 and we received \$20,500. This year, we are once again asking for \$25,000. Our Board of Directors and Staff feel very strongly that this has been earned and is a great investment for the Town of East Greenwich.

Several years ago, the Town earmarked \$18,500 in its budget for a Main Street Coordinator. When the Town dropped that amount and the position that went with it from its budget, the Chamber stepped up and took over the role. Not only did we pick up that responsibility, but we have grown the Strolls and increased the visibility of all of East Greenwich and Main Street. Our efforts have produced national and regional publicity which has included MSNBC (Your Business TV show), New England Boating TV show and Small Business Saturday promotional visits by the Rhode Island Foundation, Lt. Governor McKee, Congressman Langevin, Senator Reed, and the New England SBA. What's more, we started a very successful Restaurant Week which complements the very strong restaurant community that we help attract and support. All this restaurant activity contributes greatly to the meals tax for the Town. Our Welcome to East Greenwich (WTEG) book, which is a complete guide to the Town, is very important resource for the Town and the entire community. WTEG itself costs \$25,000 a year to produce.

Not only has the Chamber increased events and activity in East Greenwich, but our promotion of the Town as a destination and as a great place to live, work, play, dine and do business is ongoing. This is a great challenge given the retail climate and the relatively small base that the Chamber serves. We continue to be unique as one of the few stand-alone chambers in Rhode Island. This status gives us the unique ability to focus on East Greenwich and its economic development matters.

As we have indicated previously, we appreciate the Town's support, but we also feel that the \$25,000 request has been earned and is a great investment for the Town. Keeping in mind that \$18,500 was previously allocated by the Town, plus all the additional promotion that we have taken on, it should be evident as to how we are being stretched to be an important cog in the economic well-being of East Greenwich.

We appreciate all the previous support and hope that you will honor our request for 2019 as we feel it has been earned.

Sincerely,
Steve



Stephen M. Lombardi
Executive Director

Sincerely,
Ross



Ross Di Segna, Tio Mateo's
EG Chamber President

Sincerely,
Mike



Mike Mancuso, Cartridge World
EG Chamber President-Elect

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OFFICE OF THE
TOWN MANAGER

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03/08/18

Accrual Basis

East Greenwich Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through December 2017

Ordinary Income/Expense	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
Income				
4000 • DUES REVENUE				
4201 • Dues	92,820.50	100,000.00	-7,179.50	92.8%
4202 • Annual Sponsorship	38,630.00	32,640.00	5,990.00	118.4%
4208 • Greeter Program	15,610.00	11,496.00	4,114.00	135.8%
4226 • Medical Ins. Rebate	52.00	300.00	-248.00	17.3%
4456 • Advertising	-450.00	150.00	-600.00	-300.0%
Total 4000 • DUES REVENUE	146,662.50	144,586.00	2,076.50	101.4%
4204 • Interest	14.38			
4209 • Misc	11,171.56	1,992.00	9,179.56	560.8%
4209.1 • Rent	4,550.00			
4220 • EVENT REVENUE				
4211 • Annual Meeting	0.00	4,800.00	-4,800.00	0.0%
4253 • State-Wide Business After Hours	3,385.00	1,500.00	1,885.00	225.7%
4417 • Annual Meeting 2017	8,125.00			
4418 • Annual Meeting - 2018				
Annual Meeting 2018 Admission	420.00			
4418 • Annual Meeting - 2018 - Other	200.00			
Total 4418 • Annual Meeting - 2018	620.00			
4444 • Arts On Main	0.00	400.00	-400.00	0.0%
4457 • Restaurant Week	5,230.00	3,400.00	1,830.00	153.8%
4458 • Membership programs	805.00	2,000.00	-1,195.00	40.3%
4569 • Fashion Show Event-Income	0.00	7,000.00	-7,000.00	0.0%
4220 • EVENT REVENUE - Other	500.00			
Total 4220 • EVENT REVENUE	18,665.00	19,100.00	-435.00	97.7%
4317 • WTEG - 2017				
1/4 Color Ad-2017 WTEG Book	350.00			
4317 • WTEG - 2017 - Other	450.00	47,000.00	-46,550.00	1.0%
Total 4317 • WTEG - 2017	800.00	47,000.00	-46,200.00	1.7%
4318 • WTEG Book- 2018				
1/16 Page Ad -2018 WTEG Book	465.00			
1/2 page inside cover-18 -color	2,250.00			
1/4 page color ad 2018	11,160.00			
1/8 page ad - 2018 WTEG	2,340.00			
Full page ad - 2018	875.00			
Full page Color Ad - 2018 WTEG	13,675.00			
WTEG 1/2 Page Color Ad - 2018	1,200.00			
4318 • WTEG Book- 2018 - Other	17,346.00			
Total 4318 • WTEG Book- 2018	49,311.00			

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East Greenwich Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through December 2017

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
4320 · Spring Golf Tournament -17				
15th Hole	250.00			
Auction for Spring 2017 Golf	4,100.00			
Double Your Money-17	167.00			
Golf-2017 Sponsor	2,690.00			
Golf-2107-Dinner Sponsor	50.00			
Golfers-2017-	9,925.00			
Mulligans - 2017 Spring	90.00			
Putting Contest-17 Spring	185.00			
Raffle-2017 Spring Golf	2,310.00			
Tee Sign-2017 Spring	7,500.00			
4320 · Spring Golf Tournament -17 - Other	2,600.00			
Total 4320 · Spring Golf Tournament -17	29,867.00	25,000.00	-22,400.00	10.4%
4325 · Fall Golf Tournament-17				
Fall-2017 Golf Putting Contest	140.00			
Fall Golf Raffle	555.00			
Golfers-Fall 2017	4,800.00			
Package Deal-2017 Fall Golf	1,450.00			
Silent Auction Fall Golf-17	370.00			
Sponsor-Fall Golf 2017	4,125.00			
Tee Sign-Fall -17	2,970.00			
4325 · Fall Golf Tournament-17 - Other	6,300.00			
Total 4325 · Fall Golf Tournament-17	20,710.00	15,500.00	-9,200.00	40.6%
4326 · Golf Tournament Fall 2016				
Golfers-Fall 2016	115.00			
Total 4326 · Golf Tournament Fall 2016	115.00			
4463 · The Chamber Sent Me-Income	1,160.00	830.00	330.00	139.8%
4576 · WTEG 2017	-35.00			
Total Income	282,991.44	254,008.00	28,983.44	111.4%
Gross Profit	282,991.44	254,008.00	28,983.44	111.4%
Expense				
6000 · PROGRAM EXPENSE				
6331 · Golf Tournament Fall 2016	93.13			
6402 · WTEG-2017	650.00	16,000.00	-15,350.00	4.1%
6511 · Annual Meeting	4,239.88	4,000.00	239.88	106.0%
6569 · Women's Event	0.00	4,700.00	-4,700.00	0.0%

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	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
6572 · Golf tournament-Fall 2017				
Bank for Fall Golf	0.00			
Fall-Prize Money/Golf 2017	870.00			
Fall Golf-2017 Expense	659.05			
6572 · Golf tournament-Fall 2017 - Other	6,478.05			
Total 6572 · Golf tournament-Fall 2017	8,007.10	7,500.00	-1,021.95	86.4%
6650 · Golf Tournament-Spring 2017	15,679.32	16,000.00	507.10	106.8%
6666 · Arts On Main-Expense	170.00		-320.68	98.0%
6710 · Restaurant Week	1,494.50	2,200.00		
6711 · State-Wide Business After Hours	339.13		-705.50	67.9%
6713 · Membership Programs	634.50	192.00		
6000 · PROGRAM EXPENSE - Other	450.00		442.50	330.5%
Total 6000 · PROGRAM EXPENSE	31,757.56	50,592.00	-18,834.44	62.8%
6016 · Spring 2016 Golf Expense				
Marketing/Misc. Expenses -	402.27			
Total 6016 · Spring 2016 Golf Expense	402.27			
6041 · Fall 2016 Golf Expense	0.00			
6218 · WTEG 2018 - Expenses	18,719.17			
6300 · OPERATING EXPENSES				
1020 · Payroll				
1020.1 · Prior period payroll Taxes	1,950.42			
1020 · Payroll - Other	122,909.00			
Total 1020 · Payroll	124,859.42	113,490.00	9,419.00	108.3%
1021 · Bonus/Incentive	3,500.00	2,500.00	11,369.42	110.0%
6222 · Website Expense	3,794.00	3,096.00	1,000.00	140.0%
6299 · Membership/ Commissions/Consult	22,750.50	15,000.00	698.00	122.5%
6400 · Telephone	1,944.67	2,220.00	7,750.50	151.7%
6405 · Postage	781.31	1,300.00	-275.33	87.6%
6410 · Supplies/Maint	3,538.28	4,212.00	-518.69	60.1%
6415 · Dues/Subscrpt/Ent	1,360.41	2,880.00	-673.72	84.0%
6416 · L&P Fees	0.00	240.00	-1,519.59	47.2%
6425 · Taxes/Withholding	2,028.56	10,998.00	-240.00	0.0%
6426 · Seminars & Meetings	2,716.36	2,160.00	-8,969.44	18.4%
6430 · Office Ins.	3,407.04	3,240.00	556.36	125.8%
			167.04	105.2%

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	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
6435 • Health Ben./Employees	208.27			
6445 • Rent	8,700.00	9,000.00	-300.00	96.7%
6450 • Auto Mileage	1,622.65	1,104.00	518.65	147.0%
6480 • Bank Svc. Chg.	1,193.26	96.00	1,097.26	1,243.0%
6481 • Credit Card Charge	1,144.78	1,500.00	-355.22	76.3%
6489 • Internet	3,372.26	1,320.00	2,052.26	255.5%
6490 • Bookkeeping/temp help	4,978.25	3,900.00	1,078.25	127.6%
6500 • Misc.	1,736.72	600.00	1,136.72	289.5%
6510 • Goodwill	708.80	660.00	48.80	107.4%
6515 • Printing	2,087.68	3,000.00	-912.32	69.6%
6535 • Electric	2,066.50	1,020.00	1,046.50	202.6%
6560 • Gas / Office Heat	1,154.01	1,500.00	-345.99	76.9%
6570 • Ambassadors/Committees	7.25	144.00	-136.75	5.0%
6571 • Greeter Expense	509.50	600.00	-90.50	84.9%
6590 • Advertising	2,074.45	1,440.00	634.45	144.1%
6595 • Inventory Tax	61.74	60.00	1.74	102.9%
6600 • Depreciation Expense	0.00	180.00	-180.00	0.0%
Total 6300 • OPERATING EXPENSES	202,306.67	187,460.00	14,846.67	107.9%
6417 • WTEG 2017 Expense	131.25			
6443 • The Chamber Sent Me - Expense	1,900.00	2,200.00	-300.00	86.4%
6550 • Copy Machine/Lease	375.79			
6577 • Golf tournament--Fall 2017	7,258.00			
66900 • Reconciliation Discrepancies	552.00			
6700 • Bad debt expense				
6700.1 • Income adjustmens	20,235.00			
6700 • Bad debt expense - Other	0.00	11,400.00	-11,400.00	0.0%
Total 6700 • Bad debt expense	20,235.00	11,400.00	8,835.00	177.5%
6999 • Uncategorized Expenses	946.49			
Total Expense	284,584.20	251,652.00	32,932.20	113.1%
Net Ordinary Income	-1,592.76	2,356.00	-3,948.76	-67.6%
Other Income/Expense				
Other Income				
4455 • Merchants Committee Annual Dues				
Merchant Sponsorship	6,405.00			
4455 • Merchants Committee Annual Dues - Other	1,400.00			
Total 4455 • Merchants Committee Annual Dues	7,805.00			
Total Other Income	7,805.00			

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	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
Other Expense				
6555 - Merchant Marketing Expenses	3,624.19			
Total Other Expense	3,624.19			
Net Other Income	4,180.81			
Net Income	2,588.05	2,356.00	232.05	109.8%



Town of East Greenwich

125 Main Street

P.O. Box 111

East Greenwich, RI 02818-0111

www.eastgreenwichri.com

RI Relay #711

800-745-5555

125 Main Street
Town Council
Town Manager
(401)886-8665

Town Clerk
(401)886-8604

Canvassers
(401)886-8603

Probate
(401)886-8607

Finance
(401)886-8612

Tax Assessor
(401)886-8614

Municipal Court
(401)886-3212

Planning
(401)886-8645

Human Resources
(401)234-9462

111 Peirce Street
Public Works
(401)886-8618

Building Official
(401)886-3214

121 Peirce Street
Swift Community
Center
Senior & Human Svcs
(401)886-8669

Information Technology
(401)886-8670

176 First Avenue
Police Department
Dispatch
(401)884-2244
Administration
(401)886-8640

284 Main Street
Fire Department
Dispatch
(401)884-4211

1127 Frenchtown Road
Parks & Recreation
(401)886-8626

February 19, 2019

Stephen M. Lombardi
EG Chamber of Commerce
580 Main Street
East Greenwich, RI 02818

Via EMAIL steve@eastgreenwichchamber.com

Dear Steve,

The Town of East Greenwich is in the process of assembling its fiscal year 2020 annual operating budget. If you are seeking funds from the Town, you must submit a written request to the Town Manager's office on the enclosed form by Monday, March 4, 2019. This request should include the amount requested, proposed budget, and other funding sources. Any fund balance or reserves should also be identified and submitted. A copy of your last audit is also requested.

Please note that submitting this request does not guarantee that any funds will be allocated to you.

Sincerely,


Joseph Duarte, P.E.

Acting Town Manager/Director of Public Works

Cc: Finance

May 2, 2019

To: East Greenwich Town Council and Acting Town Manager, Joseph Duarte

From: Stephen M. Lombardi, Executive Director on behalf of the East Greenwich Chamber of Commerce Board of Directors

In our correspondence of February 19, 2019, the EG Chamber requested **\$25,000** from the Town of East Greenwich to help us continue the quality of the promotion, events, and activities that benefit the entire community and help make East Greenwich a better place to live, work, play, dine, shop, and do business. We feel strongly that the East Greenwich Chamber has stepped into the role of being a de facto marketing, promotions and economic development arm for the Town of East Greenwich.

The East Greenwich Chamber of Commerce spends approximately **\$52,000** per year promoting events and activities that benefit the Town of East Greenwich, its business community, and the overall quality of life in the community. The three activities below require many hours of boots on the ground efforts, electronic and social media marketing and promotion hours, plus various expenses including but not limited to, printing and signage. We also help raise money for charities and non-profits such as the London Bridge Project, Clothes to Kids RI, East Greenwich Little League, American Heart Association, Crossroads Homeless Shelter, RI Enlisted Association of the National Guard, and The Tomorrow Fund, among others. The Chamber's marketing efforts help in getting money to other non-profits in our community.

In the **\$52,000**, we have included nothing for overhead. The expenses we identified were all direct costs. We feel that the **\$25,000** requested has been earned and is a great investment for the Town of East Greenwich.

The following is a breakdown with associated costs of the activity.

1. The total cost of production, printing, and distribution of 5,000 Welcome to East Greenwich books (WTEG) is **\$25,000**. WTEG is a complete guide to the Town of East Greenwich and the community. This quality publication, which is 100 pages, includes information such as a telephone directory, town history, town government, town facilities and services, education, special housing, recreation, and youth activities and so much more.

WTEG has turned out to be an excellent promotional piece for the town and is used heavily by the real estate community in promoting East Greenwich as a place to relocate. The WTEG books are distributed to the public at the South County Tourism Center; the rest stop on Rt. 95 North upon entering Rhode Island; T.F. Green Airport; several Dave's Marketplaces; East Greenwich Town Hall; East Greenwich Free Library; and many other locations.

2. The total cost of a part-time Main Street Coordinator, plus direct advertising, marketing, print and production costs is **\$16,000**. In addition, the Chamber allocates a portion of its email advertising, website, and social media promotion of the Main Street Strolls and all activities on

Main Street such as the Holiday Parade and Christmas Tree Lighting, Trick-or-Treat on Main, Town of East Greenwich parades, and much more. The estimated allocation of these resources is **\$5,000** per year. In total, we allocate **\$21,000** for Main Street, its events, and overall promotion of East Greenwich.

Main Street advertising is seen by over 300,000 individuals through television, radio, print, and social media. The work and money we spend promotes all our Strolls, other Main Street events, as well as Main Street as a destination for shopping and dining.

These efforts have yielded national and regional publicity and recognition including MSNBC's *Your Business*; New England Boating television show on New England Sports Network; several media covered events on Main Street including Small Business Saturday visits by the New England Small Business Administration, Senator Reed, Congressman Langevin, The Rhode Island Foundation, and Lt. Governor McKee. Most recently, the Main Street Strolls received a Best in Rhode Island Award from RI Monthly for *Best Free Attraction on the West Bay*. We also received a citation from Governor Raimondo for this recognition.

3. East Greenwich Restaurant Week costs the Chamber approximately **\$6,000** per year in labor (to organize and promote), media expenditures and printing costs. It has been a huge addition to the Chamber activities and is largely done to promote a vibrant restaurant community and showcase East Greenwich as a destination for people all over the state. Each September, we get over 20,000 individuals to visit our website and learn about East Greenwich Restaurant Week. We know these visitors are from all over Rhode Island and other parts of New England. Our efforts to promote our restaurant scene all year long (including publishing a restaurant guide), and our concentrated effort on Restaurant Week, no doubt are a significant contributor to the 1% meals tax collected by the Town of East Greenwich. As a strong indication of this, we note that the meals tax receipts for the Town of East Greenwich have continually increased year after year. As an example, the meals tax was \$587,000 in 2015. In 2019, it was to \$914,000.

We are confident that this memo provides detail as to the importance of our grant request of **\$25,000** from the Town of East Greenwich. We believe it represents an important investment for the Town of East Greenwich. We thank you for your consideration.