

To: BOS

From: Mark Fougere

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Pumpkin Festival – Future Options

This past May it was announced that the Director of the Milford Improvement Team (MIT) Wendy Hunt had resigned and taken a position with the Souhegan Chamber of Commerce. Given the timing, the MIT Board made arrangements to have the Chamber (Wendy) run the event. Cost detail from 2017 are attached; MIT paid the Chamber \$38,745 to run the Festival. MIT informed the BOS this past summer that they would not replace the position immediately and see how the Festival went and then make a decision on how to proceed. In late November, members of MIT met with the Town Administrator and again noted the Board was tired and had not made a final decisions on its direction or future.

From its inception, the Festival has been run by an “outside” committee, overseeing the event.

History: Pumpkin Festival began in 1990

- From 1990 – 2002 no warrant article for Pumpkin Festival, Town covered costs.
- 2003 First Pumpkin Festival warrant article.
- 2004 – 2014 DO-IT Funding warrant article funding added \$10,000-\$20,000 in addition to Pumpkin Festival warrant article for \$20,000.
- Since 2015 Pumpkin Festival **warrant article only for \$20,000.**

Given this uncertainty, these are the options moving forward:

a. MIT (Milford Improvement Team)

Recruit new members for the Board and re-energize the Committee. Hire a new Director and continue the Mission of MIT. Review revenues to determine if monies can be returned to the Town to offset costs. Assistance from the Chamber may be necessary to help bridge information this year.

b. Contract with Chamber: This is no longer an option, the Chamber informed Mark Bender and Mark Fougere that they will no longer run the Festival.

~~Dissolve MIT. Continue to have the Chamber run the Festival for a fee or % of revenue. Town will receive balance of all monies raised to offset costs. Funds raised could also be directed to a capital account for Town Hall.~~

c. Form a Festival Committee

Dissolve MIT. Recruit a group of local citizens to set up a committee to run the Festival. These would be volunteers, so administrative expenses would be minimized. This approach would maximize potential revenues to the Town, with monies being directed to the General Fund or to future Town Hall capital costs.

d. Hire staff person

We could hire a temporary seasonal worker in town hall to oversee the Festival. Monies raised could offset costs for the position and other department costs.

e. The option NO Body wants, end the Pumpkin Festival.