



February 7, 2007

Dear M:

The Blackstone Valley Tourism Council is restarting our visitor information distribution system. Our brochure distribution system was developed in 1988 to insure that tourism marketing brochures representing the tourism activities in the Blackstone Valley would receive wide distribution inside and around the Blackstone Valley. In the 1990's, this system was funded and expanded into the Massachusetts side of the Blackstone Valley courtesy of the Blackstone River Valley National Heritage Corridor Commission. This service continued to be managed by our staff member Wendy Jencks.

As of July, the continuance of the system was not funded hence there has been no monthly brochure distribution service since that time. Due to requests from tourism businesses and organizations in Massachusetts and Rhode Island, the Tourism Council has decided to again implement this important internal marketing program. Our aim is to develop a highly-efficient visitor brochure distribution system for Blackstone Valley businesses and organizations, that will maintain high service levels at over 100 visitor contact locations in and around the Blackstone Valley.

In February 2007, the **Blackstone Valley Visitor Information Distribution System** will begin, and I invite you to join us to help make it a success. We have developed a business and financial plan that is modest in cost.

This is how the system will work: your visitor brochures are to be delivered, by the 15th of the month, to our Visitor Center in Pawtucket. We will then deliver them, the first week of the following month, to at least 80 visitor contact locations in and around the Blackstone Valley. You can enter, or leave the program at any time. We estimate seasonal changes in demand for your information but estimate that we will need at least 1,000 brochures, for each month of distribution services. That is all there is to it.

As for the cost, this is how that will work: brochure distribution will cost \$25 per month per type of brochure. We prefer a three month distribution run. If you have more than one type of brochure for distribution, the price for the service will be adjusted accordingly. Event posters will also be distributed to those locations that allow them to be installed. The cost will be \$25 distribution month.

We do hope that our new self-supporting information distribution system will help your organization with its marketing goals and help the Blackstone River Valley become a sustainable visitor destination.

Please contact us with questions and to indicate your interest in the program. Attached is the list of *Information Distribution Locations*, and a *System Participation Form*. Please complete the form and return it to us by fax or mail. It will help us plan our services for 2007.

Sincerely,

Robert D. Billington, Ed. D, President

Enclosures: Blackstone Valley Visitor Information Distribution System - *Information Distribution Locations*
Blackstone Valley Visitor Information Distribution System - *System Participation Form*

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