

**Town of Pomfret**  
**Tax Collector's Report**  
 Period Ending November 30, 2020

TAXATION EFFORT 2020-2021						
GRAND LIST 2019	BUDGET AMT TO BE COLLECTED	CORRECTED LEVY	ACTUAL COLLECTED	% COLLECTED ON CORRECTED LEVY	% COLLECTED ON BUDGETED LEVY	
Current Tax Effort	9,364,464	9,631,269	5,580,514	57.9%	59.6%	
Prior Taxes	50,000	230,025	60,041	26.1%	120.1%	
Interest	35,000	N/A	26,409	N/A	75.5%	
Supplemental (Current)	95,000	0		#DIV/0!	0.0%	
Misc. Tax Fees & Liens	1,000	N/A	1,016	N/A	101.6%	
<b>TOTAL AMOUNT COLLECTED TO DATE</b>	<b>9,545,464</b>	<b>9,861,294</b>	<b>5,667,979</b>	<b>57.5%</b>	<b>59.4%</b>	

TAXATION EFFORT 2019 - 2020						
GRAND LIST 2018	BUDGET AMT TO BE COLLECTED	CORRECTED LEVY	ACTUAL COLLECTED	% COLLECTED ON CORRECTED LEVY	% COLLECTED ON BUDGETED LEVY	
Current Tax Effort	9,178,100	9,408,841	5,405,444	57.5%	58.9%	
Prior Taxes	50,000	236,828	66,189	27.9%	132.4%	
Interest	35,000	N/A	25,994	N/A	74.3%	
Supplemental (Current)	95,000	0		#DIV/0!	0.0%	
Misc. Tax Fees & Liens	1,000	N/A	990	N/A	99.0%	
<b>TOTAL AMOUNT COLLECTED TO DATE</b>	<b>9,359,100</b>	<b>9,645,669</b>	<b>5,498,617</b>	<b>57.0%</b>	<b>58.8%</b>	

Prepared by: Pamela N. Gaumond, CCMC, Tax Collector

# Town of Pomfret

## GENERAL FUND REVENUES For the Period 07/01/2020 through 11/30/2020

Fiscal Year: 2020-2021

		<u>07/01/2020 - 11/30/2020</u>	<u>Year To Date</u>	<u>Budget</u>	<u>Budget Balance</u>	
<b>INCOME</b>						
<b>GENERAL FUND REVENUES</b>						
<b>TAXATION EFFORT (+)</b>		<b>\$5,652,962.47</b>	<b>\$5,652,962.47</b>	<b>\$9,664,964.00</b>	<b>\$4,012,001.53</b>	<b>58.5%</b>
1005.00.0000.41211.21101.00000	BUDGETED CURRENT YEAR TAXES COLLECTIONS	\$5,566,152.72	\$5,566,152.72	\$9,364,464.00	\$3,798,311.28	
1005.00.0000.41212.21201.00000	BUDGETED PRIOR YEARS TAX COLLECTIONS	\$60,314.28	\$60,314.28	\$50,000.00	(\$10,314.28)	
1005.00.0000.41213.21301.00000	BUDGETED INTEREST ON DELINQUENT TAX COLLECTIONS	\$25,479.96	\$25,479.96	\$35,000.00	\$9,520.04	
1005.00.0000.41214.21401.00000	BUDGETED MOTOR VEHICLE SUPPLEMENTAL TAX COLLECTIONS	\$0.00	\$0.00	\$95,000.00	\$95,000.00	
1005.00.0000.41215.21501.00000	BUDGETED TAX LIENS & FEES	\$1,015.51	\$1,015.51	\$1,000.00	(\$15.51)	
1005.00.0000.41216.21601.00000	TAXES COLLECTED TO BE REFUNDED	\$0.00	\$0.00	\$10,000.00	\$10,000.00	
1005.00.0000.41217.21701.00000	TAXES-UNDER CONTRACTUAL AGREEMENT	\$0.00	\$0.00	\$109,500.00	\$109,500.00	
<b>LICENSES &amp; PERMITS (+)</b>		<b>\$32,105.47</b>	<b>\$32,105.47</b>	<b>\$72,380.00</b>	<b>\$40,274.53</b>	<b>44.4%</b>
1005.00.0000.42611.61101.00000	PERMIT FEES FOR DRIVEWAYS/PISTOL/RAFFLES ETC	\$2,590.00	\$2,590.00	\$2,200.00	(\$390.00)	
1005.00.0000.42618.61801.00000	BUILDING PERMIT FEES-NEW CONSTRUCTION, ELECTRICAL	\$27,175.47	\$27,175.47	\$55,000.00	\$37,824.53	
1005.00.0000.42623.62301.00000	MARRIAGE LICENSE FEES, CERT. COPIES OF ALL VITAL RE	\$2,192.00	\$2,192.00	\$3,500.00	\$1,308.00	
1005.00.0000.42624.62401.00000	TOWN CLERK'S PORTION OF DOG LICENSE FEES	\$81.00	\$81.00	\$1,300.00	\$1,219.00	
1005.00.0000.42625.62501.00000	TOWN CLERK'S PORTION OF SPORT LICENSE FEES	\$7.00	\$7.00	\$80.00	\$73.00	
1005.00.0000.42626.62601.00000	TOWN CLERK FEES-NOTARY FILING, LIQUOR PERMIT FILIN	\$60.00	\$60.00	\$300.00	\$240.00	
<b>INTERGOVERNMENTAL REVENUE (+)</b>		<b>\$725,847.00</b>	<b>\$725,847.00</b>	<b>\$2,808,794.00</b>	<b>\$2,082,947.00</b>	<b>25.8%</b>
1005.00.0000.43301.30101.00000	BUDGETED STATE EDUCATION COST SHARING REVENUES	\$667,747.00	\$667,747.00	\$2,664,431.00	\$1,996,664.00	
1005.00.0000.43407.40701.00000	STATE REVENUES IN LIEU OF STATE OWNED PROPERTY	\$29,556.00	\$29,556.00	\$29,556.00	\$0.00	
1005.00.0000.43408.40801.00000	TOTALLY DISABLED TAX BREAK REVENUES STATE PORTION	\$0.00	\$0.00	\$400.00	\$400.00	
1005.00.0000.43411.41101.00000	MOTOR VEHICLE FINES FROM STATE CIRCUIT COURT TOWN	\$40.00	\$40.00	\$1,000.00	\$960.00	
1005.00.0000.43412.41201.00000	STATE LIBRARY GRANT	\$0.00	\$0.00	\$300.00	\$300.00	
1005.00.0000.43416.41601.00000	MUNICIPAL PROJECT GRANT	\$0.00	\$0.00	\$27,820.00	\$27,820.00	
1005.00.0000.43418.41801.00000	MUNICIPAL STABILIZING GRANT FORMERLY REV SHARING	\$23,434.00	\$23,434.00	\$23,434.00	\$0.00	
1005.00.0000.43421.42101.00000	TELECOMMUNICATIONS ACCESS TAXES REQUIRED BY STATE	\$0.00	\$0.00	\$11,000.00	\$11,000.00	
1005.00.0000.43422.42201.00000	VETERANS TAX BREAK STATE'S PORTION	\$0.00	\$0.00	\$5,300.00	\$5,300.00	
1005.00.0000.43425.42501.00000	LOCAL CAPITAL IMPROVEMENTY GRANT FROM STATE	\$0.00	\$0.00	\$45,553.00	\$45,553.00	
1005.00.0000.43426.42601.00000	MISC. STATE REVENUES	\$5,070.00	\$5,070.00	\$0.00	(\$5,070.00)	
<b>GENERAL GOVERNMENT-CHARGES FOR SERVICES (+)</b>		<b>\$17,438.75</b>	<b>\$17,438.75</b>	<b>\$36,834.00</b>	<b>\$19,395.25</b>	<b>47.3%</b>
1005.00.0000.44610.61001.00000	FEES FOR COPIES OF FIELD CARDS & MAPS	\$20.00	\$20.00	\$400.00	\$380.00	
1005.00.0000.44613.61301.00000	POMFRET FIRE DISTRICT-COST OF SHARED SERVICES	\$0.00	\$0.00	\$12,234.00	\$12,234.00	
1005.00.0000.44621.62101.00000	LAND RECORDS RECORDING FEES	\$13,654.00	\$13,654.00	\$17,000.00	\$3,346.00	
1005.00.0000.44622.62201.00000	PHOTOCOPIES FEES-LAND RECORDS, MINUTES, PROBATE RE	\$1,866.75	\$1,866.75	\$3,500.00	\$1,633.25	

Operating Statement with Budget

# Town of Pomfret

## GENERAL FUND REVENUES For the Period 07/01/2020 through 11/30/2020

Fiscal Year: 2020-2021

	<u>07/01/2020 - 11/30/2020</u>	<u>Year To Date</u>	<u>Budget</u>	<u>Budget Balance</u>	
1005.00.0000.44627.62701.00000	TOWN CLERK'S FEES-RECORDING/FILING SURVEY & SUBD.	\$0.00	\$0.00	\$300.00	\$300.00
1005.00.0000.44640.64001.00000	PLANNING & ZONING PERMIT APPLICATION FEES	\$1,286.00	\$1,286.00	\$2,800.00	\$1,514.00
1005.00.0000.44641.64101.00000	INLAND WETLANDS PERMIT APPLICATION FEES	\$612.00	\$612.00	\$600.00	(\$12.00)
<b>GENERAL GOVT-FINE &amp; SPECIAL ASSESSMENTS (+)</b>		<b>\$8,310.00</b>	<b>\$8,310.00</b>	<b>\$4,000.00</b>	<b>(\$4,310.00) 207.8%</b>
1005.00.0000.45628.62801.00000	OPEN SPACE PENALTY-LAND DECLASSIFICATION ON PROPER	\$8,310.00	\$8,310.00	\$4,000.00	(\$4,310.00)
<b>INVESTMENT EARNINGS (+)</b>		<b>\$14,360.76</b>	<b>\$14,360.76</b>	<b>\$88,626.00</b>	<b>\$74,265.24 16.2%</b>
1005.00.0000.46601.60101.00000	INVESTMENT INCOME ON CD'S MONEY MARKETS STIF FUNDS	\$14,360.76	\$14,360.76	\$85,000.00	\$70,639.24
1005.00.0000.46603.60301.00000	SCHOOL FUND-INVESTMENT INCOME	\$0.00	\$0.00	\$9.00	\$9.00
1005.00.0000.46604.60401.00000	HAMMOND TRUST-INVESTMENT INCOME	\$0.00	\$0.00	\$190.00	\$190.00
1005.00.0000.46605.60501.00000	OVERLOCK TRUST-INVESTMENT INCOME	\$0.00	\$0.00	\$200.00	\$200.00
1005.00.0000.46606.60601.00000	AVERILL BUILDING TRUST FUND-INVESTMENT INCOME	\$0.00	\$0.00	\$3,187.00	\$3,187.00
1005.00.0000.46619.61901.00000	BRUCE, CHANDLER, DENNIS CEMETERIES INVESTMENT INCO	\$0.00	\$0.00	\$40.00	\$40.00
<b>LOCAL GOVT-OTHER REVENUES (+)</b>		<b>\$71,996.25</b>	<b>\$71,996.25</b>	<b>\$59,100.00</b>	<b>(\$12,896.25) 121.8%</b>
1005.00.0000.48607.60701.00000	MISC. LOCAL REVENUES	\$0.00	\$0.00	\$4,000.00	\$4,000.00
1005.00.0000.48609.60901.00000	CONTRIBUTIONS-IN LIEU OF TAXES ETC	\$41,000.00	\$41,000.00	\$15,000.00	(\$26,000.00)
1005.00.0000.48615.61501.00000	YIELD TAX ON FORESTED LAND	\$0.00	\$0.00	\$100.00	\$100.00
1005.00.0000.48620.62001.00000	CONVEYANCES TAXES-REAL ESTATE SALES	\$30,996.25	\$30,996.25	\$40,000.00	\$9,003.75
<b>OTHER FINANCING SOURCES (+)</b>		<b>\$79,788.00</b>	<b>\$79,788.00</b>	<b>\$539,788.00</b>	<b>\$460,000.00 14.8%</b>
1005.00.0000.49010.01001.00000	SURPLUS TO OFFSET THE MILL RATE	\$0.00	\$0.00	\$455,000.00	\$455,000.00
1005.00.0000.49010.01002.00000	BOE NON-LAPSING FUND-BUDGETED SURPLUS	\$79,788.00	\$79,788.00	\$79,788.00	\$0.00
1005.00.0000.49100.10005.00000	RECREATION OPERTING FUND-INTERFUND TRANSFER.	\$0.00	\$0.00	\$5,000.00	\$5,000.00
<b>Sub-total : GENERAL FUND REVENUES</b>		<b>\$6,602,808.70</b>	<b>\$6,602,808.70</b>	<b>\$13,274,486.00</b>	<b>\$6,671,677.30 49.7%</b>
<b>Total : INCOME</b>		<b>\$6,602,808.70</b>	<b>\$6,602,808.70</b>	<b>\$13,274,486.00</b>	<b>\$6,671,677.30 49.7%</b>
<b>NET ADDITION/(DEFICIT)</b>		<b>\$6,602,808.70</b>	<b>\$6,602,808.70</b>	<b>\$13,274,486.00</b>	<b>\$6,671,677.30 49.7%</b>

End of Report

Operating Statement with Budget

Printed: 12/09/2020 10:04:24 AM

Report: rptGLOperatingStatementwithBudget

2020.3.09

Page:

2

# Town of Pomfret

## GENERAL GOVERNMENT EXPENDITURES For the Period 07/01/2020 through 11/30/2020

Fiscal Year: 2020-2021

	<u>07/01/2020 - 11/30/2020</u>	<u>Year To Date</u>	<u>Budget</u>	<u>Budget Balance</u>	
<b>EXPENSES</b>					
EXPENDITURES BY DEPARTMENT					
4102 BOARD OF SELECTMEN (+)	\$57,524.61	\$57,524.61	\$140,628.00	\$83,103.39	40.9%
4130 BOARD OF FINANCE (+)	\$11,345.00	\$11,345.00	\$20,390.00	\$9,045.00	55.6%
4131 TOWN TREASURER (+)	\$11,140.75	\$11,140.75	\$26,922.00	\$15,781.25	41.4%
4132 TAX COLLECTOR (+)	\$31,681.51	\$31,681.51	\$76,658.00	\$44,976.49	41.3%
4133 TAX ASSESSOR (+)	\$25,381.99	\$25,381.99	\$50,634.00	\$25,252.01	50.1%
4134 BD OF ASSESSMENT APPEALS (+)	\$40.00	\$40.00	\$875.00	\$835.00	4.6%
4140 P & Z COMMISSION (+)	\$3,845.55	\$3,845.55	\$17,136.00	\$13,290.45	22.4%
4142 CONSERVATION COMM (+)	\$0.00	\$0.00	\$375.00	\$375.00	0.0%
4143 INLAND WETLANDS COMM (+)	\$3,254.11	\$3,254.11	\$15,622.00	\$12,367.89	20.8%
4144 ZONING BOARD OF APPEALS (+)	\$30.09	\$30.09	\$1,275.00	\$1,244.91	2.4%
4145 REGINAL GRANTS (+)	\$33,456.00	\$33,456.00	\$33,824.00	\$368.00	98.9%
4146 AGRICULTURAL COMMISSION (+)	\$0.00	\$0.00	\$700.00	\$700.00	0.0%
4147 ECONOMIC PLAN.& DEVEL (+)	\$0.00	\$0.00	\$750.00	\$750.00	0.0%
4151 TOWN COUNSEL (+)	\$3,900.00	\$3,900.00	\$9,000.00	\$5,100.00	43.3%
4152 PROBATE COURT (+)	\$4,660.00	\$4,660.00	\$4,810.00	\$150.00	96.9%
4161 TOWN CLERK (+)	\$33,183.06	\$33,183.06	\$77,994.00	\$44,810.94	42.5%
4164 CENTRAL SERVICES (+)	\$27,042.11	\$27,042.11	\$41,052.00	\$14,009.89	65.9%
4171 ELECTIONS & PRIMARIES (+)	\$15,042.56	\$15,042.56	\$12,800.00	(\$2,242.56)	117.5%
4172 REGISTRARS OF VOTERS (+)	\$14,692.25	\$14,692.25	\$14,350.00	(\$342.25)	102.4%
4181 TOWN OFFICE BUILDING (+)	\$9,608.41	\$9,608.41	\$22,350.00	\$12,741.59	43.0%
4182 LIABILITY & PROPERTY INS (+)	\$50,680.38	\$50,680.38	\$50,000.00	(\$680.38)	101.4%
4221 FIRE MARSHAL (+)	\$6,406.35	\$6,406.35	\$18,156.00	\$11,749.65	35.3%
4231 CIVIL PREPAREDNESS (+)	\$440.12	\$440.12	\$1,850.00	\$1,409.88	23.8%
4234 BUILDING INSPECTION (+)	\$8,068.30	\$8,068.30	\$20,617.00	\$12,548.70	39.1%
4241 CANINE CONTROL (+)	\$13,242.60	\$13,242.60	\$13,625.00	\$382.40	97.2%
4311 ROADS & DRAINAGE (+)	\$130,503.13	\$130,503.13	\$362,731.00	\$232,227.87	36.0%
4312 SNOW REMOVAL (+)	\$730.00	\$730.00	\$71,500.00	\$70,770.00	1.0%
4314 TOWN HIGHWAY GARAGE (+)	\$7,925.15	\$7,925.15	\$19,200.00	\$11,274.85	41.3%
4315 FLEET MAINTENANCE (+)	\$17,478.23	\$17,478.23	\$64,500.00	\$47,021.77	27.1%
4316 BULK & HAZARDOUS WASTE (+)	\$15,278.86	\$15,278.86	\$24,200.00	\$8,921.14	63.1%
4317 GREEN TEAM (+)	\$0.00	\$0.00	\$700.00	\$700.00	0.0%
4319 CEMETERIES (+)	\$5,450.00	\$5,450.00	\$14,700.00	\$9,250.00	37.1%
4411 HEALTH SUPERVISION & OPER (+)	\$28,173.00	\$28,173.00	\$31,616.00	\$3,443.00	89.1%
4425 SENIOR SERVICES (+)	\$18,280.99	\$18,280.99	\$52,775.00	\$34,494.01	34.6%
4510 PARK & GROUNDS (+)	\$9,815.14	\$9,815.14	\$33,400.00	\$23,584.86	29.4%
4511 POMFRET PUBLIC LIBRARY (+)	\$46,854.89	\$46,854.89	\$118,219.00	\$71,364.11	39.6%
4512 ABINGTON SOCIAL LIBRARY (+)	\$16,000.00	\$16,000.00	\$16,000.00	\$0.00	100.0%

Operating Statement with Budget

# Town of Pomfret

## GENERAL GOVERNMENT EXPENDITURES For the Period 07/01/2020 through 11/30/2020

Fiscal Year: 2020-2021

	<u>07/01/2020 - 11/30/2020</u>	<u>Year To Date</u>	<u>Budget</u>	<u>Budget Balance</u>	
4521 RECREATION COMMISSION (+)	\$25,239.63	\$25,239.63	\$63,234.00	\$37,994.37	39.9%
4531 COMMUNITY PROGRAMS (+)	\$0.00	\$0.00	\$1,200.00	\$1,200.00	0.0%
4532 HISTORICAL SOCIETY (+)	\$4,200.00	\$4,200.00	\$4,200.00	\$0.00	100.0%
4821 BOND & NOTE RETIREMENT (+)	\$4,000.00	\$4,000.00	\$259,000.00	\$255,000.00	1.5%
4822 BOND & NOTE INTEREST (+)	\$64,462.50	\$64,462.50	\$127,575.00	\$63,112.50	50.5%
4985 CAPITAL & NON-RECURRING (+)	\$363,143.00	\$363,143.00	\$390,793.00	\$27,650.00	92.9%
5281 EMPLOYMENT BENEFITS (+)	\$278,240.13	\$278,240.13	\$460,300.00	\$182,059.87	60.4%
Sub-total : EXPENDITURES BY DEPARTMENT	\$1,400,440.40	\$1,400,440.40	\$2,788,236.00	\$1,387,795.60	50.2%
<b>Total : EXPENSES</b>	\$1,400,440.40	\$1,400,440.40	\$2,788,236.00	\$1,387,795.60	50.2%
<b>NET ADDITION/(DEFICIT)</b>	\$1,400,440.40	\$1,400,440.40	\$2,788,236.00	\$1,387,795.60	50.2%

End of Report

## **Air Line Trail State Park Marketing Brochure Proposal 2020 Regional Marketing Partnership Program**

### **Synopsis:**

The Air Line State Park Trail (ALSPT) encompasses roughly 80 miles of trails in two states, crossing 12 Connecticut towns from the northern-most point in Thompson to its southern terminus in Portland. The Trail also continues into Massachusetts under the name "Southern New England Trunkline Trail." This proposal seeks match funding from the Eastern Region Tourism District (ERTD) to produce a series of attractive, durable fold-down map-brochures (z-cards), with connectivity to digital landing pages, promoting the each of the participating communities that fall along the trail. Although not a direct goal of this proposal, is our further hope that, following the production of the z-cards for the ERTD towns, the remaining towns will be inspired to petition the Central Region Tourism District similarly to match funds and create the map-brochures for their stretch of the trail.

### **Proposal Narrative:**

The Air Line Trail is the very definition of a regional attraction, given the number of towns it crosses as it winds its way across the state. Each of the towns it traverses has a distinct character, from very rural communities with strong agritourism attractions to those with busier downtowns featuring breweries, antiques shops and restaurants. **The towns that fall within the ERTD are, from north to south: Thompson, Putnam, Pomfret, Hampton, Chaplin, Windham, Lebanon and Columbia with a spur in Colchester.** At this time, the only central location for information regarding the trail is found on the Air Line State Park Trail page, hosted by CT DEEP. The marketing tool we propose, in the z-card map-brochure, would be extremely helpful to visitors as a practical, compact navigation tool for use while on the trail; would have additional utility in terms of guiding visitors to attractions in the individual towns via scannable codes that would jump to local, regional and state tourism pages; and would reinforce the regional nature of the trail in the manner of its presentation, as further described below.

**Attachment A** shows a scanned sample of the z-card specialty brochure card the partners propose to create: each side unfolded, as well as the closed brochure. The finished piece folds down from a 2-sided full color map (available sizes vary, but the example shown is 15-1/2"x9-1/4") to a closed size of 3-1/2"x2-1/8", roughly the size of a credit card. On our series, "Side A" will consist of a full-color map of the complete Air Line Trail, whereas "Side B" will be an excerpt of the Trail for each host town, and will include the scannable codes to direct trail users to additional attractions within the community. In addition to the local codes, each map-brochure in the series will also contain **scannable jumps to CTVisit.com, to the ALSPT page on the CT DEEP site** and, once it is fully developed, the dedicated website for the trail itself. This latter site is a part of the master-planning being performed by **Connecticut Resource Conservation & Development (CT RC&D)**, as part of a grant award received by that organization from CT DEEP. The goal of the Master Plan is to re-establish the economic significance and value of the Air Line State Park Trail. The project's scope encompasses over 50 miles of the Air Line State Park Trail and properties adjacent to the trail, including town centers, state and town parks, forests located within the twelve towns, four Council of Government regions, and the Last Green Valley region.

For the purposes of this proposal, **CT RC&D will act as an “in-kind” partner**, coordinating with the participating towns on the design process. That process would work to connect the localized aesthetics of towns that have already developed strong municipal brand identities with the requirements of CT DEEP and the nascent brand identity of the Air Line Trail itself. For towns that may not have embarked upon a municipal branding program, the design elements developed under this brochure program could also serve to guide them in future efforts.

### **Digital Connectivity:**

#### **Website**

In addition to directing trail users to the CT Visit website, the z-cards will also be designed to integrate with a new Air Line State Park Trail website designed and developed as part of the Master Plan’s goal to build collaboration among the adjacent towns. This will be a branded, marketing-savvy website to promote the trail, with a regional approach encompassing all twelve towns. The website will house links to state and town web pages and resources, and highlight recreation gear shops, dining, lodging, cultural attractions, as well as natural features along the trail.

#### **QR Code Tracking**

The map-brochures will incorporate **dynamic QR code links to CTVisit and the new Air Line State Park Trail website, as well as to relevant pages within the individual host communities**. Dynamic QR codes are trackable, creating a record of information such as the location of the scan, the number of scans, what time the scans took place, as well as the operating system of the device used. A tool to track the metrics, such as Google Analytics, will be integrated into the new website. Google Analytics can keep track of the referred users that are sent to the website as a result of the QR code scan and maintain this data in a single location

#### **Partner Social Media Campaigns**

Once the design parameters and templates have been established, partner towns will have a great deal of autonomy in the way they choose to direct traffic to their own online resources. The specific assets to be promoted and the local websites to which visitors will be guided will be entirely determined by individuals “on the ground.” The templates and messages that come out of the design process can then be easily applied to local social media and other campaigns. Having such templates is of particular benefit to the smaller partner towns, which may lack the resources to dedicate much time to creating online campaigns of their own.

#### **Trail Census – User Data**

Participation on the trail will also be gauged by utilizing tracking methods from the Connecticut Trail Census, a statewide multi-use trail user study. A goal of the Trail Census is to collect long-term quantitative trail user information in order to gain an understanding of total trail use, identify use patterns and trends, and to enable tracking of changes over time. For the pilot program, passive infrared (pyroelectric) trail counters manufactured by TRAFx Research Ltd. were selected as the preferred technology due to comparative cost per unit, durability, ease of setup, and portability. The counters work by detecting the heat difference between passing trail users and the ambient air or background temperature. The counters record warm objects passing by the count site 24 hours per day, compiling them into one hour time blocks. The data is recorded in .txt files, and the data needs to be physically downloaded from the counter using a TRAFx docking station. TRAFx

maintains a cloud based data application that allows users to upload counter data, and that can be used to manage store, and view data, conduct analysis and produce reports.

The Connecticut Trail Census advisory team has committed to assisting the Air Line State Park Trail project by:

- Installing, monitoring, and collecting data on additional infrared counter sites as outlined
- Integrating data into the aggregated data set from the 16 existing counter data collection points around the state as well as calibrating, cleaning, analyzing and reporting data
- Providing support to each of the new sites including training for local volunteers to clean and monitor counters, conduct manual counts for calibration, and conduct trail user intercept surveys and
- Providing educational programming about interpreting data and creating action steps for integration into the broader marketing plan, and technical assistance

One of the founding principles of the Trail Census is to make trail user data accessible and available to decision makers. Census data is used to make more informed trail decisions, in long term planning efforts, to communicate trail data to local officials or the public, identify patterns and trends on the trail, and leverage other resources.

#### **Identified Partners**

As has been previously described, a majority of the towns along the ALSPT fall within the ERTD footprint. Of those towns, 5 have verified commitments of \$3000 each toward the match fund: Thompson, Putnam, Pomfret, Windham and Hampton. In the case of Hampton, that funding has been pledged by the municipality, local non-profit **Friends of the Goodwin Forest** and private **donors**. Columbia has committed \$2000 at this time, with the possibility of contributing more at a later point in the project. The town of Portland (in the Central Region) has also committed \$3000 toward the pool of funding. The remaining Eastern Region towns (Chaplin, Lebanon, and Colchester) have indicated interest in being a part of the project, and their participation toward the match is anticipated, but as of the submission of this proposal the level of their funding has not been verified. To make any difference in financial participation as fair as possible to all partners, the municipal funds will be directed toward the final production costs of the map-brochures. ERTD funds will be directed toward the overarching design and digital work benefitting all participants. Once the design work has been completed, and templates created for the map-brochures, it may also be possible to add partner towns in later rounds of production. As previously stated, CT RC&D is a partner in the project, but is not a cash contributor, providing organizational assistance only at this time. **Attachment B** is a letter of support from Stephanie Stroud of the National Park Service Rivers, Trails and Conservation Assistance program, indicating their willingness to provide additional assistance in the development of the final product. We may also seek distribution assistance from The Last Green Valley, in conjunction with some of their popular tourism brochures (Explore, Walktober); however, that has not been formally explored, and so it is presented here as a future avenue to pursue, not as an indication of partnership or a part of the proposal as it stands. Therefore, the cash funds from the partners are \$20,000, with a request for matching funds from ERTD for \$25,000, to make a total project budget of \$45,000 for design and production of the final brochures.



### **Proposal Timeline**

Upon confirmation of the award of the ERTD funds, CT RC&D will initiate the design process. Anticipating a requirement from the State to go out to bid, the designer will be solicited via a formal RFQ. There are local designers who have done work with member towns and the ALSPT, and they will be specifically invited to submit proposals. **As a matter of full disclosure: Quinn & Hary has provided some assistance with the language describing digital tie-ins for this project, and is anticipated to be among the firms providing quotes for the contract.** Below is a rough anticipated timeline of the project's component steps:

	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
Design RFQ							
Design Process							
Print Production							
Distribution Begins							

With distribution anticipated in late winter/early spring 2021, the map-brochures will serve to entice New Englanders to discover the Air Line Trail after the inevitable cabin fever of winter. Furthermore, we believe that outdoor recreation sites will continue to experience a boost in users, given the perception of hiking, cycling, skiing, etc. as safe activities during the COVID-19 pandemic. Regardless of the progress made in controlling the virus, we believe that travelers will continue to be more favorably disposed toward open-air recreation for the foreseeable future.

### **Project Budget**

The partners working together on this project are doing so as volunteers, and so there are no administrative costs anticipated in terms of salaries, office space, etc. Because the ERTD fund matches only verified cash funds, we are not calculating the in-kind value of the partners' time. Anticipated project costs, therefore, are solely for design and production of the series of map-brochures. **Attachment B** shows a project quote from the specialty vendor Z-Card North America, in support of this project. We propose production of 6,000 units per participating town<sup>1</sup> for an initial run, although that quantity may be increased if the design RFP returns bids that are significantly lower than expected. Our proposed breakdown of costs, then, is as follows:

- Design = \$18,000
  - Digital = \$7,000
  - Printing = \$20,000 (assumes 6,000 units for each of 6 towns, plus 4,000 units for Columbia, based on contributions committed)
- Total = \$45,000

As previously stated, towns may continue to enter the partnership following the submission of this proposal, in which case the budget would be adjusted upward accordingly.

---

<sup>1</sup> Based on a funding threshold of \$3000 per municipality. Towns contributing lower amounts may receive a commensurately smaller number of the final product.

MAP 107TH ST SE

21. LA FENELLA
22. LA TOUTE ITALIAN DISTRO
23. MCDONALD'S
24. MOTHER'S
25. MOTHER HUBBARD'S RESTAURANT
26. PANDA EXPRESS
27. PARKWAY INN RESTAURANT
28. PETERMANS
29. PIZZA HUT
30. PUPP'S MEXICAN RESTAURANT
31. SARDINIA CAFE
32. SEVEN
33. SHERMAN
34. SUEDE
35. TACO BELL
36. THE HUNTER FUSION BULL
37. THE KITCHEN @ FIDMART BRAW
38. TONY'S
39. WARD'S TUBS & RECOMPANY

45. **MOBEL 4**  
 46. **SAN MARCOS HOTEL**  
 47. **A COUNTRY LANE MOTEL**  
 48. **SLEEPY HOLLOW MOTEL**  
 49. **FLYING FLAGS BY RESORT**

**HAMPTON INN & SUITES**  
**PEA SUPP. ANDERSEN'S INN**  
**QUALITY INN**  
**SANTA YNEZ VALLEY MARRIOTT**  
**STEWART'S INN**

52. UNION BANK  
53. WELLS FARGO BANK & ATM

[illegible]

CALIFORNIA HIGHWAY PATROL (CHP)  
 CALIFORNIA MEDICAL CENTER  
 CALIFORNIA POLICE DEPARTMENT  
 CALIFORNIA STATE DEPARTMENT



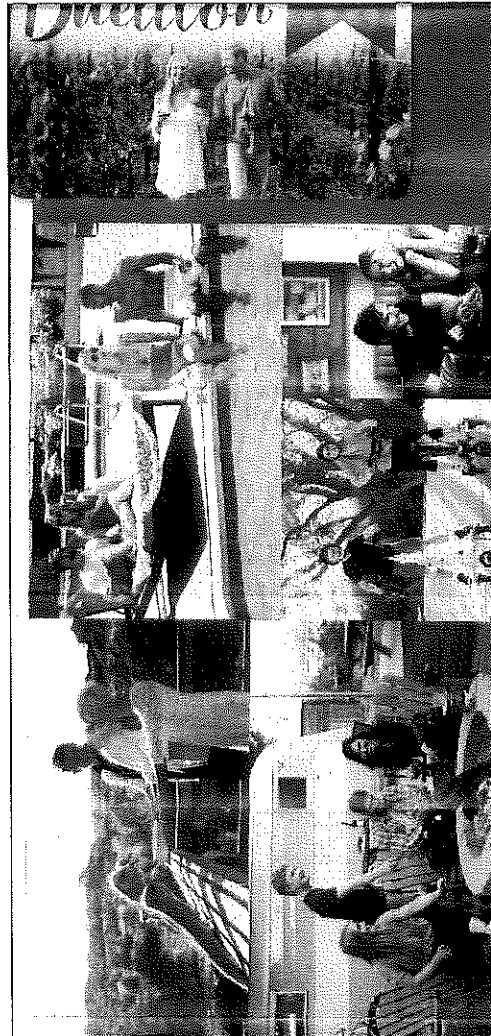
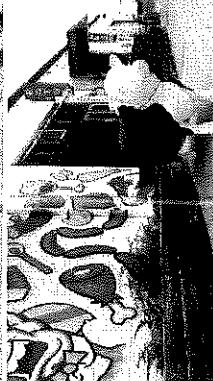
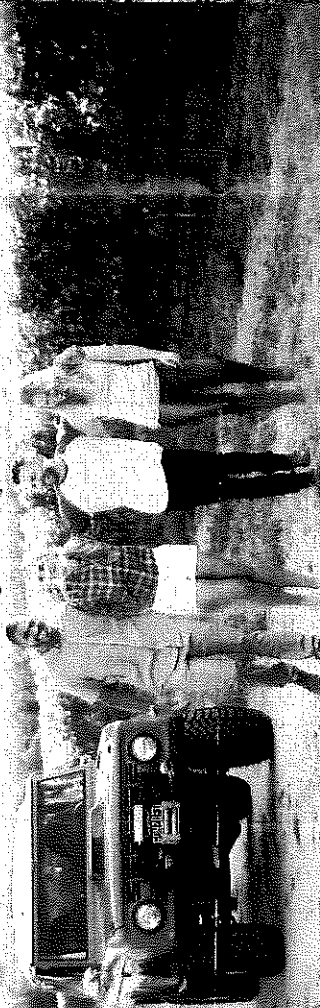
# BILLION STORES AWAK

- F. Elbert's Petaluma House
- G. Mendocino's Museum
- H. San Soma Amusement Restaurant
- I. Post Office
- J. First State Court

[illegible]

# Discover Buelton

Welcome to Buelton and thank you for being our Guest! We invite you to enjoy all the amenities we have to offer including our wide variety of great restaurants and hotel accommodations. Whether you're planning a weekend getaway or if you just need a place to put your head for the evening, we invite you to visit us here in Buelton.



Discover **Buelton**  
597 Avenue of Flags Unit 101  
Buelton, CA 93427  
805-688-7829 / 800-324-3800  
WWW.DISCOVERBUELTION.COM

- ### RESTAURANTS
- 1. 555 BAR & LOUNGE  
805-688-1000 - 555 McMurray Road
  - 2. A-RI JAPANESE  
805-688-0001 - 225 D McMurray Rd
  - 3. A.J. SPIRITS  
805-688-1655 - 350 E Hwy 246
  - 4. ANTONIO'S PIZZA  
805-688-0028 - 280 E Hwy 246
  - 5. BLENDERS IN THE GRASS  
805-697-7643 - 234 E Hwy 246
  - 6. BURGER KING  
805-688-8286 - 238 E Hwy 246
  - 7. BURRITO LOCO  
805-693-3692 - 175 McMurray Rd
  - 8. CAL TACO  
(909) 688-8525 - 375 Ave of Flags
  - 9. CAMERON CAFE  
805-688-3716 - 180 Ave of Flags
  - 10. CARL'S JR.  
805-693-1125 - 208 E Hwy 246
  - 11. CHINA PANCA  
805-688-1291 - 272 E Hwy 246
  - 12. COFFEE CUBIN  
805-688-1717 - 284 E Hwy 246
  - 13. ELLEN'S DANISH PANCAKE HOUSE  
805-688-5312 - 272 Ave of Flags
  - 14. FIRESTONE WALKER TAVERN  
805-688-1557 - 620 McMurray Rd
  - 15. GINO'S PIZZA  
805-688-9442 - 383 Ave of Flags
  - 16. GUP'S COUNTRY PROVISIONS  
805-681-9222 - 252 E Hwy 246
  - 17. HITCHHIKING POST 2  
805-688-0676 - 406 E Hwy 246
  - 18. HITCHHIKING POST WINES  
805-688-8807 - 181 Industrial Way
  - 19. INDUSTRIAL EATS  
805-688-8807 - 181 Industrial Way
  - 20. JACK IN THE BOX  
805-688-8888 - 250 E Hwy 246
  - 21. LA TEBULA  
805-697-7778 - 35 W Hwy 246
  - 22. LA BOTTE ITALIAN BISTRO  
805-693-2154 - 225 McMurray Rd
  - 23. MICHIGAN'S  
805-688-1055 - 373 McMurray Rd
  - 24. MORRELL'S  
805-691-9890 - 225 McMurray Rd
  - 25. MOTHER HUBBARD'S  
805-688-3912 - 373 Ave of Flags
  - 26. PANDA EXPRESS  
805-688-0391 - 211 E Hwy 246
  - 27. PARKWAY MARKET RESTAURANT  
805-688-6618 - 265 Ave of Flags
  - 28. PASTA HOUSE  
805-688-5582 - 240 E Hwy 246
  - 29. PEA SOUP ANDERSEN'S  
805-688-5581 - 373 Ave of Flags
  - 30. RUBY'S  
805-688-5268 - 234 E Hwy 246
  - 31. STARBUCKS COFFEE  
805-688-6481 - 235 E Hwy 246
  - 32. STARTING GARY HARRIOTT  
805-688-1000 - 555 McMurray Road
  - 33. SUBWAY  
805-688-0022
  - 34. TACO BELL  
805-688-6663 - 191 E Hwy 246
  - 35. TACO BOC  
805-693-0539 - 245 Ave of Flags
  - 36. THE HARBOR BOUTIQUE GRILL  
805-691-9053 - 209 E Hwy 246
  - 37. THE KITCHEN @ THE WINE BREW  
805-684-2282 - 45 Industrial Way
  - 38. TONDO'S  
805-688-0740 - 301 Ave of Flags
  - 39. WOODY'S YOGURT & JUICE CO.  
805-683-1756 - 234 E Hwy 246
- ### HOTELS, MOTELS, RV RESORT & CAMPING
- 40. HAMPTON INN & SUITES  
805-688-1555  
600 McMurray Road  
www.hamptoninnshilton.com
  - 41. PEA SOUP ANDERSEN'S INN  
805-688-3216 / 800-PEA-SOUP  
51 E Hwy 246  
www.peasoupandersons.com
  - 42. QUALITY INN  
805-688-0022  
630 Ave of Flags  
www.choicehotels.com
  - 43. SANTA YNEZ VALLEY MARRIOTT  
805-688-1000 / 800-538-6882  
555 McMurray Road  
www.symarrriott.com
  - 44. SIDEWAYS INN  
805-688-8448 / 800-646-8122  
114 E Hwy 246  
www.highwaywestvacations.com
  - 45. MOTEL 6  
805-688-7797 / 800-466-8356  
333 McMurray Road  
www.motel6.com
  - 46. SAN MARCOS MOTEL  
805-688-5311  
538 Ave of Flags
  - 47. A COUNTRY LANE MOTEL  
805-688-4181  
412 Ave of Flags
  - 48. SLEEPY HOLLOW MOTEL  
805-688-6638  
550 Ave of Flags
  - 49. FLYING FLAGS RV RESORT  
805-688-3716 / 877-783-5247  
180 Ave of Flags  
www.highwaywestvacations.com





TOWN OF POMFRET  
BOARD OF FINANCE  
MEETING SCHEDULE 2021

The regularly scheduled meetings are the second Monday of each month at 6:30 pm at Pomfret Community School – Conference Room.

**Monday Regular Meetings**

January 11, 2021

February 8, 2021

March 8, 2021 (Boards of Selectmen & Education present budgets to the Board)

April 12, 2021

May 10, 2021

June 14, 2021

August 9, 2021

September 13, 2021

\*October 12, 2021

November 8, 2021

December 13, 2021

\*Second Tuesday due to Monday holiday

There is no regular meeting scheduled in July

**Additional Special Meetings or Workshops may be scheduled throughout the year. All of these will be posted at the Pomfret Town Hall and posted on the web at [www.pomfretct.gov](http://www.pomfretct.gov)**

**Schedule approved by the Board of Finance on:\_\_\_\_\_**