

Expense Break-down for Merchants of Chester ARPA Request Proposal

Submitted by Mandy Carroll, Facilitator, The Merchants of Chester



Expense/ Item	Cost	Frequency	Total Cost Yearly in 2022	Notes
Print Advertising		As needed	TBD	For Reference - Jan,1 - June,1, 2022: 1. \$275 for Inn Booklet for Copper Beech + Griswold Inn (this is a yearly ad) 3. \$375 CT Mag, Best of Summer 2022, 1/8pag ad, newspaper insert \$140, Shore publishing, Best of Shoreline 2022 magazine insert 4. \$65, 1/4page ad in DR Muster booklet 2022
Chester Rack cards	\$ 160 / 1000 cards	As needed	TBD	
Digital Advertising		As needed	TBD	
E-list digital banner	\$150.00	Monthly	\$1800.00	
Mailchimp	\$11.00	Monthly renewal subscription	\$132.00	Chester Newsletter for 500 contacts or less
Squarespace		Yearly renewal subscription	\$312 + tax	Vistichesterct website
Canva		Yearly renewal subscription	\$120 + tax	Digital design application for social media, newsletters and advertising
Repost		Yearly renewal subscription	\$8.99	Application for social media sharing
QRgenerator	\$14.00	Monthly renewal subscription	\$168 + tax	Activity maintains all of the printed QR code links in print media
Zoom		Yearly renewal subscription	\$160 + tax	Monthly Merchants meetings, held remotely
Transport and installation of Chester Stars on the hill behind the package store	\$500-\$600	Yearly	\$500-\$600	
One time cost to re-string the Chester Stars with new lights	\$3,5000	Once	\$3500.00	New lights, labor to restring, moving truck to transport from storage
Merchandise to sell ie. Chester T-shirts, key chains, magnets and buttons	TBD	As needed	TBD	
Middlesex County Chamber of Commerce membership	\$220.00	Yearly renewal subscription	\$220.00	For Reference - Jan,1 - June,1, 2022: 1. \$100 handmade keychains