

Is this anonymous political advertising? Why?

Screen captures of three advertisements running every 13 minutes (as of Monday, March 28, 2016 on Time Warner Cable's local notices and advertising crawl (Channel 22) on the cable system serving North Adams, Adams and Williamstown.

Mon. March 28 8:01 pm
Current Temp: 45°

**If the Waubeeka resort is built, Waubeeka will pay the Town of Williamstown \$300,000 in property taxes, \$100,000 in Sales Tax and \$100,000 in room tax!
\$500,000 in additional tax revenue to the Town of Williamstown starting in 2020!
Waubeeka - It's a WIN/WIN**

Mon. March 28 7:58 pm
Current Temp: 46°

**If the Waubeeka resort is built, every home owner in Williamstown will see a \$400 offset on their tax bill!!
Every single homeowner starting in 2020!
Waubeeka it's a WIN/WIN**

Mon. March 28 8:03 pm
Current Temp: 46°

**If the Waubeeka resort is built, Waubeeka will not get any tax break, will not need extra police, fire or town services, will not ask for water or sewer line and will not populate the school system! Waubeeka will add 60 year round additional jobs+remain a good corporate citizen
WAUBEEKA - It's a WIN/WIN**

Where are the data to back these assertions?

Questions from Bill Densmore:

1. Why doesn't Time Warner state who is paying for these ads?
2. How can these statements be asserted as fact when nothing of substance is before any town board?
3. Would the water-sewer line promise be legally binding under all circumstances?
4. What is "the Waubeeka resort"? How many square feet? How many rooms? What other facilities?
5. What is the overall investment in the resort by a developer that would produce these estimated financial payments to the town?
6. What are the assumptions about the value of improvements (buildings) to yield \$300,000 in property taxes? Is that an annual figure?
7. What are the assumptions about occupancy or meals which would yield \$100,000 in sales tax and \$100,000 in room tax?
8. Over what period are these calculated?
9. What is the assumed life of the project; i.e., how long will these payments be sustained?
10. What assumptions about the market for hotel or timeshare or other lodging units are these based upon?
11. Has a market analysis specific to the project proposed been provided to the town?