



City Arts & Culture Commission

Wednesday, October 4, 2023 at 6:30 p.m.

<https://bristolct-gov.zoom.us/j/83140924688?pwd=ubbKtcepy0h7aQxtalAlSpO9LwOppi.1>

Bristol Parks, Recreation, Youth and Community Services – 51 High Street, Bristol CT 06010

Regular Meeting Agenda

1. Call To Order
 - a. Attendance
2. Acceptance of Meeting Minutes
 - a. September 6, 2023 Regular Meeting Minutes (Attachment A)

Documents:

[ATTACHMENT A.PDF](#)

3. Public Participation
4. Arts & Culture Supervisor's Report
 - a. Financials (Attachment B)
 - b. Project Updates (Attachment C)
 - c. Special Events Updates
 - d. Downtown Live at Rockwell Theater Updates

Documents:

[ATTACHMENT B1.PDF](#)
[ATTACHMENT B2.PDF](#)
[ATTACHMENT C.PDF](#)

5. Chairman's Report

6. Old Business

a. Heart Sculpture

b. By Commissioners

7. New Business

a. Discussion of Downtown Live Theater Sponsorships (Attachment D)

b. By Commissioners

Documents:

[ATTACHMENT D1.PDF](#)

[ATTACHMENT D2.PDF](#)

8. Committee Reports

a. City Council Liaison Updates

9. Adjourn

Respectfully submitted,

Jazzya Coakley

Recording Secretary

City Arts & Culture Commission



City Arts & Culture Commission
Wednesday, September 6, 2023 at 6:30 p.m.

<https://bristolct-gov.zoom.us/j/87968441095?pwd=N1grUy9UUTE2M0VicU04VUVvZ0dvdz09>

Bristol Arts & Innovation Magnet School – 70 Memorial Boulevard, Bristol CT
Regular Meeting Minutes

1. Call to order

- a. Arts & Culture Supervisor, Arianna Therriault, called the meeting to order at 6:35 p.m.
- b. Attendance:

Present: Walter Lewandoski, Chair
April Dews, Vice Chair
Andrea Adams, Commissioner
Tiffany Howe, Commissioner
Julie Norton, Commissioner
Nigel Wynter, Commissioner
Cheryl Thibeault, City Council Liaison

Dr. Joshua Medeiros, Superintendent
Arianna Therriault, Arts and Culture Supervisor

2. Acceptance of meeting minutes

- a. **MOTION:** Made by Chair Lewandoski to accept the August 2, 2023 Regular Meeting Minutes.
Seconded by: Commissioner Norton, all in favor; motion carried.

3. Public participation

- a. **MOTION:** Made by Commissioner Adams to move up Old Business Item 6a.
Seconded by: Vice Chair Dews, all in favor; motion carried.
Commissioner Norton has been in correspondence with John Cunningham, owner of Farmington Metal, in regards to fabricating and donating a Heart Sculpture to the Commission; discussion followed.
MOTION: Made by Commissioner Adams to conceptually approve the fabrication and donation of a Heart Sculpture by Farmington Metals with design and location to be determined.
Seconded by: Commissioner Wynter, all in favor; motion carried.

4. Arts & Culture Supervisor's Report

- a. Arts & Culture Supervisor Therriault reviewed the Financials; discussion followed.
- b. No Project Updates to report.
- c. Arts & Culture Supervisor Therriault provided Special Events Updates; discussion followed.
- d. Arts & Culture Supervisor Therriault provided Downtown Live at Rockwell Theater Updates and prepared Commissioners and volunteers for the first show, *Queen*, at Rockwell Theater on September 9th. Discussion followed.
- e. No Personnel Updates to report.

5. Chairman's Report

- a. Chair Lewandoski provided details on the Diversity Council Art Show.
- b. Chair Lewandoski proposed a project design for the traffic box located next to the Imagination Museum, where Bristol students will perform the project; discussion followed.

MOTION: Made by Commissioner Adams to approve the project design of the traffic box located next to the Imagination Museum.

Seconded by: Vice Chair Dews, all in favor; motion carried.

6. Old Business

- a. By Commissioners discussed in Public Participation.

7. New Business

- a. Discussion of Downtown Live Theater Sponsorships is tabled for the October meeting.
- b. By Commissioners: None.

8. Committee Reports

- a. City Council Liaison Updates: City Council Liaison Thibeault provided City Hall renovation updates, as well as details regarding the one-year anniversary of the fallen Bristol police officers; discussion followed.

9. Adjourn

- a. **MOTION:** Made by Commissioner Adams to adjourn the meeting at 8:19 p.m.
Seconded by: Commissioner Wynter, all in favor; motion carried.

Respectfully submitted,
Jazzya Coakley
Recording Secretary
City Arts & Culture Commission

YEAR-TO-DATE BUDGET REPORT

FOR 2024 13

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
001 GENERAL FUND							
0017021 PARKS ADMINISTRATION							
0017021 583120 ARTS & CULTURE C	15,000	0	15,000	2,912.61	321.10	11,766.29	21.6%
TOTAL PARKS ADMINISTRATION	15,000	0	15,000	2,912.61	321.10	11,766.29	21.6%
TOTAL GENERAL FUND	15,000	0	15,000	2,912.61	321.10	11,766.29	21.6%
TOTAL EXPENSES	15,000	0	15,000	2,912.61	321.10	11,766.29	
GRAND TOTAL	15,000	0	15,000	2,912.61	321.10	11,766.29	21.6%

** END OF REPORT - Generated by Jazzya Coakley **

G/L ACCOUNT DETAIL

Org: 0017021 Object: 583120
ARTS & CULTURE COMMISSION

YEAR	PER	JOURNAL	EFF DATE	SRC T	PO/REF2	REFERENCE	AMOUNT	P	CHECK NO	WARRANT	VDR NAME/ITEM DESC	COMMENTS
2024	03	175	09/18/2023	API 1	22401787	W AB091823	678.90	Y	511015	AB091823	LIZZETTE RIVERA	SOUND ENG
2024	01	274	07/31/2023	API 1		1562	942.25	Y		0	4IMPRINT INC	P-Card in
2024	01	274	07/31/2023	API 1		1562	1,291.46	Y		0	AMAZON MKTPLACE	P-Card in
2024	01	259	07/01/2023	GEN 1	TRANSFERS	PARKS	-2,233.71	N		0		MOVE FY23

Total Amount: 678.90

** END OF REPORT - Generated by Jazzya Coakley **

Active Projects	Description	Anticipated Cost	Type of Project	Funding Source	Location	Artist(s)	Completion Date Goal	Maintenance Dates	Notes	Fiscal Year	Status
Heart Lock Sculpture	Sculpture with grids throughout for locks and caribeaners to attach	in kind	Sculpture	In kind farmington metal	Unknown	Farmington Metal	2025			2024	
Future Project Considerations	Description	Anticipated Cost	Type of Project	Funding Source	Location	Artist(s)	Completion Date Goal	Maintenance Dates	Notes	Fiscal Year	Status
Heart Sculpture	Public Art Sculpture(s) outside of the	\$15,000.00	Sculpture	ACC Fund/Fundraising	in (exact location requires Park	Robert Hudson (TBD)	TBD			FY24	PENDING
Interactive Mural 1	Pride/Rainbow Mural	\$500.00	Mural	ACC Fund/Other	Carousel Museum?	Brandi Pichette	TBD		Partnership w/ CT Museum	TBD	PENDING
PAN Am Mellen ST Bridge	Mural	TBD	Mural	TBD	Mellen St Bridge	TBD	TBD		Resident requested Hannah Hintz. Bridge is not p	TBD	PENDING
Interactive Mural 2	"Mama Bristol" Mural	\$500.00	Mural	ACC Fund/Other	None identified	Brian Triccolo	TBD		Partnership w/ CT Murals	TBD	PENDING
Completed Projects/Events	Description	Anticipated Cost	Type of Project	Funding Source	Location	Artist(s)	Completion Date Goal	Maintenance Dates	Notes	Fiscal Year	Status
Duck Race	Taking over Bristol's annual Duck Race for a one-year trial to act as a fundraiser for ACC		Event		Forestville/Quinlan Park	Staff & Volunteers	2-Oct-22		Purchasing banner for the event to advertize over Mem Blvd	FY23	COMPLETE
MLK Mural	Partnership with CT Murals to bring an MLK mural to our community	\$15,000.00	Mural	Community Funded	106 Riverside Ave	Micaela Levesque	14-Jul-05				COMPLETE
Public Art Plaques	Public Art plaques for each of ACC's projects: Mem Blvd Tree Carving, Main St Mural, Centre Square Mural, Page Pool Mural, PanAm Mural	\$1,975.00	Plaques	ACC Fund	Each Site	Artistic Bronze	30-Jun-22				COMPLETE
Traffic Box Art	Reimbursed artists that completed art on traffic boxes across the city	100/artist	Public Art	ACC Fund			2018				COMPLETE
Traffic Box Vinyl Wrap	Postcard vinyl wrap	\$500.00	Public Art	ACC Fund			2018				COMPLETE
Concert Kick Off Event	Art mural boards for youth		Activity	ACC Fund			2018				COMPLETE
Pencil Hunt	Informational booth and art activities for children		Activity	ACC Fund			2018				COMPLETE
Rockwell Festival Participation	Activities		Activity	ACC Fund			2018				COMPLETE
Farmers Market Music	Coordinated music for farmers markets		Music	ACC Fund			2018				COMPLETE
Co-Sponsored Art Jazz Gala at Mum Fest			Event	ACC Fund			2018				COMPLETE
Craft booth for BPRYCS Truck or Treat	Glow in the Dark Slime	\$400.00	Event	ACC Fund			2018				COMPLETE
Holidays on the Hill event	Program and Banner		Event	ACC Fund			2018				COMPLETE
Farmers Market Music	Coordinated music for farmers markets		Music	ACC Fund			2019				COMPLETE
BOE Art Show Sponsor		\$500.00	Event	ACC Fund			2019				COMPLETE
BPRYCS Concert Kick Off Sponsor		\$1,000.00	Event	ACC Fund			2019				COMPLETE

Mike Reiss at BPL	Sponsorship and Simpsons Cut Out	\$725.00	Event	ACC Fund			2019				COMPLETE
Duck Race Festival Sponsorship	active large art experience and music	\$2,000.00	Event	ACC Fund			2019				COMPLETE
Traffic Box Wraps	six additional	\$3,000.00	Public Art	ACC Fund			2019				COMPLETE
Senior Center Concert Sponsorship		\$2,000.00	Event	ACC Fund			2019				COMPLETE
Public Works/BPRYCS Birdhouse Painting	Sponsor	\$300.00	Event	ACC Fund			2019				COMPLETE
Bristol Hospital Public Opening	Attendance		Event	ACC Fund			2019				COMPLETE
Mural Zoning Guidelines	Instigated modification of Zoning guidelines to allow murals within the city		Initiative				2019				COMPLETE
Co-Sponsored Federal Hill Green Concert	Sponsor		Event	ACC Fund			2019				COMPLETE
Blown Glass Scavenger Hunt	Sponsor		Event	ACC Fund			2019				COMPLETE
Page Park Pavilion Writers Workshop	Sponsor		Event	ACC Fund			2019				COMPLETE
Federal Hill Turtle Painting	Funded BPRYCS painting of Federal Hill turtle		Public Art	ACC Fund			2019				COMPLETE
Main Street Mural*	Corey Payne mural at 150 Main Street	\$14,000.00	Mural	ACC Fund			2020	ACC plans on sealing in FY23			COMPLETE
Carousel Museum Mardi Gras Art Projects	Sponsor	\$1,200.00	Event	ACC Fund			2020				COMPLETE
Carousel Museum Chalk Art Trail	Sponsor		Event	ACC Fund			2020				COMPLETE
Page Pool Mural with Sugarfox*		\$7,500.00	Mural	ACC Fund			2021				COMPLETE
Centre Square Mural*	Collaboration with Economic and Community Development	\$7,400.00	Mural	ACC Fund			2021				COMPLETE
Memorial Boulevard Wood Carving*	JareBear Carvings completed a woodland- inspired carving on a dead tree on Memorial Boulevard	\$4,000.00	Wood Carving	ACC Fund			2021	Jared recommends we bring him out for a one- time repaint and seal for \$750, after that, our Parks crew will reseal 2-3 times/year. If we ever need another touch up from Jared, it's \$400			COMPLETE
Bristol Brass and Wind Ensemble Concert	Sponsored	\$600.00	Event	ACC Fund			2021				COMPLETE
Time Frames of Bristol	Collaboration with the Historical Society to celebrate their 50 years	\$2,500.00	Temporary Art Installment	ACC Fund			2021				COMPLETE
Little Bilingual Library/Rec N Read	First in the city		Fundraiser				2021				COMPLETE
American Clock and Watch Museum Mantels for the Season	Sponsorship	\$1,000.00	Event	ACC Fund			2021				COMPLETE
Hispanic Heritage Month Concert	Sponsorship	\$4,000.00	Event	ACC Fund			2021				COMPLETE
Carousel Museum ACE Awards	Sponsorship	\$2,600.00	Event	ACC Fund			2021				COMPLETE
PanAm Bridge Mural*	Commissioned through CT Murals	\$10,000.00	Mural	ACC Fund			2021				COMPLETE
CT Wildflower Mural	Reseal mural	\$3,500.00	Mural	ACC Fund	Main Street	Corey Payne	6/30/2023	UNABLE TO RESEAL DUE TO PRIVATE OWNERSHIP			COMPLETE

September 27, 2023

Christine Malay
Director of Sales and Catering

Double Tree by Hilton Bristol
42 Century Drive Bristol, CT 06010



Dear Christine Malay,

I hope this message finds you well. I'm pleased to present you with the Downtown Live at the Rockwell Theater 2024 sponsorship packet. As you consider budgeting for next year, we hope to be a giving priority for your organization. Your support allows us to fund big name events at Downtown Live at the Rockwell Theater which will attract more tourism to the City of Bristol. In return for your sponsorship, we're offering multiple advertising opportunities throughout the 2024 season with upward reach of almost 400,000 people annually through our social media presence alone.

At your convenience, please view the attached sponsorship packet. If you are not seeing a package that works for you, please let me know and I will be happy to work with you on a package that best suits the Double Tree. I look forward to discussing this with you soon and appreciate your consideration.

Sincerely,

Arianna Therriault
Arts & Culture Supervisor

Downtown Live at Rockwell Theater
70 Memorial Boulevard
Bristol, CT 06010
ariannatherriault@bristolct.gov
860-584-6120

DOWNTOWN LIVE AT THE ROCKWELL THEATER

SPONSOR OPPORTUNITIES

2023 - 2024



Downtown Live at The Rockwell Theater

Sponsorship Opportunities

September 2023 - September 2024

Sponsorship levels vary in marketing and promotional exposure.



GOLD SPONSOR \$20,000

- Logo included on the full projector screen advertisement, rotating one hour before live show
- Logo at concessions/ticketing
- Logo on digital promotional banner at BAIMS (Bristol Arts and Innovation Magnet School)
- Verbal recognition during the event
- Acknowledgement in press release, newsletter, and all various media and publications (pre- and post- event)
- Logo on event webpage with link to company website (if applicable)
- Logo included in e-communication (13,000+ subscribers made up of residents, supporters, and community leaders)
- Logo recognition in program book
- Your organizational literature and opportunity to advertise at merchandise table
- 6 tickets to 8 shows throughout the year in VIP seats

SILVER SPONSOR \$15,000

- Logo included in half projector screen advertisement rotating one hour before the live show
- Logo at concessions/ticketing
- Acknowledgement in press release, newsletter, and all various media and publications (pre- and post- event)
- Logo on event webpage with link to company website (if applicable)
- Logo included in e-communication (13,000+ subscribers made up of residents, supporters, and community leaders)
- Logo recognition in program book
- 6 tickets to 6 shows throughout the year in VIP seats

BRONZE SPONSOR \$12,000

- Logo at concessions/ticketing
- Logo included in one quarter of the projector screen advertisement rotating one hour before the show
- Logo at concessions/ticketing
- Logo on event webpage with link to company website (if applicable)
- Logo included in e-communication (13,000+ subscribers made up of residents, supporters, and community leaders)
- Logo recognition in program book
- 4 tickets to 6 shows throughout the year in VIP seats

COMMUNITY PARTNER \$5,000

- Logo on event webpage with link to company website (if applicable)
- Logo at concessions/ticketing
- Logo included in e-communication (13,000+ subscribers made up of residents, supporters, and community leaders)
- Logo recognition in Program Book
- 2 tickets to 5 shows throughout the year in VIP seats

EVENT SUPPORTER \$1,000

- Name on event webpage with link to company website (if applicable)
- Logo at concessions/ticketing
- Logo included in e-communication (13,000+ subscribers made up of residents, supporters, and community leaders)
- Logo recognition in program book
- 2 tickets to 4 shows throughout the year in VIP seats

Questions? Not seeing what you were looking for? We'd love to discuss your vision and work together to meet the needs of your business!
Please call City Arts and Culture Supervisor, Arianna Therriault, at (860) 584-6120.

Holiday and Special Event Opportunities

Special Event	Support Needed	Exposure
Halloween Spooktacular Rocky Horror Picture Show October 28, 2023 3:00 - 10:00 PM	Gold Sponsors: \$2,000 Silver Sponsors: \$1,000 Bronze Sponsors: \$600 In Kind Donations: Candy/Treats Volunteers: Set Up & Check In Contests & Activities	• Approx. attendance: 2,000+ people • Reach over 30,000 community members through seasonal brochure, social media, press releases, and special announcements • Since 2013, this FREE community event has offered treats, games, contests, and interactive activities for children of all ages • Rocky Horror Picture Show is playing at the Rockwell Theater right next to the field, with an estimated 620 patrons attending the show.

Sponsor Information

Organization/Company: _____

Company Address: _____

Company Phone: _____

Contact First & Last Name: _____

Contact Title: _____

Contact Email: _____ Contact Phone: _____

Authorized Signature: _____

Sponsorship Commitment (please check all that apply):

Halloween Spooktacular: ☐ \$2,000 ☐ \$1,000 ☐ \$600

.....

☐ In-Kind Donation of Goods/Services, please list value here: \$ _____

☐ Volunteers, please provide # of volunteers expected here: _____

List Event / Opportunity (from list above): _____

List Good / Service to be provided: _____

Payment Options

Please complete and return this form to Arianna Therriault with the City of Bristol's Parks, Recreation, Youth and Community Services Department:

Mail: Parks, Recreation, Youth and Community Services
51 High Street, Bristol, CT 06010
Email: Ariannatherriault@bristolct.gov
Phone: (860) 584-6120



Total Amount Due: \$ _____

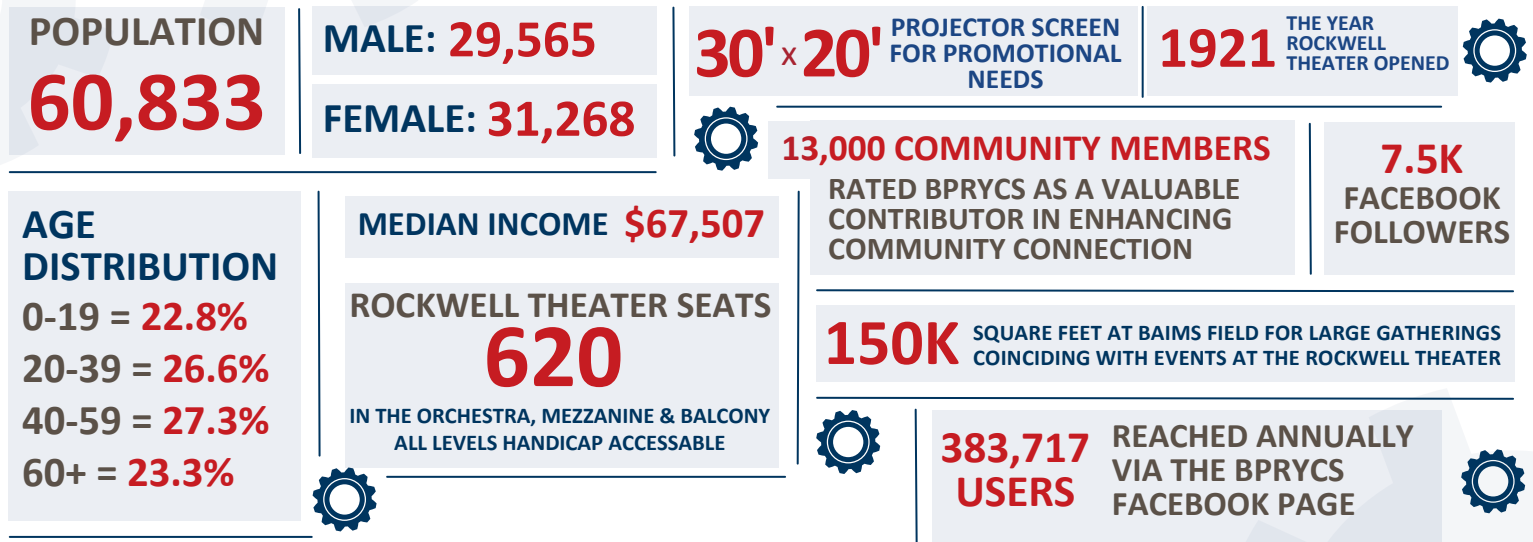
☐ Check Enclosed # _____

Please make checks payable to Bristol Parks, Recreation, Youth and Community Services

☐ Invoice us on _____ (date)

Community Snapshot & Promotional Benefits

CITY OF BRISTOL



Sources: 2020 American Community Survey (ACS) Decennial Census & the 2020 ETC Master Plan Report

BPRYCS MISSION STATEMENT

It is the mission of the City of Bristol Department of Parks, Recreation, Youth and Community Services (BPRYCS) to deliver high-quality services and facilities that enhance the community's quality of life, meet the diverse needs of all citizens, and build a sustainable future.

BPRYCS CORE PRIORITIES

- **Commitment to Service:** Utilize a responsive, customer-centric, resident-driven professional approach to all areas of service delivery which includes transparency, strong communication and public outreach.
- **Commitment to Partnership:** Develop strong internal and external partners and sponsors to ensure the changing recreation, leisure, and community service needs of a diverse community are being met.
- **Commitment to Diversity, Inclusion and Social Equity:** Ensure every resident feels welcome and has access to high-quality parks and services; regardless of age, ability, ethnicity, gender, sexual orientation and socio-economic status.
- **Commitment to Fiscal Stewardship and Innovation:** Engage in strong financial leadership across every level of the organization to ensure all areas of service are administered in a fiscally responsible way.



Partner With Us

MESSAGE FROM THE ARTS AND CULTURE SUPERVISOR

It is my pleasure to share with you the City of Bristol's Department of Parks, Recreation, Youth and Community Services (BPRYCS) and Downtown Live at The Rockwell Theater opportunities. Sponsorships range from holiday events and programs to the Downtown Live series at Bristol's own state of the art Rockwell Theater.

The City of Bristol is committed to building relationships with local businesses and organizations. Your role as a sponsor and partner is vital to the well-being, livability, and vitality of our City and region. BPRYCS' picturesque parks and unforgettable experiences provide the perfect occasion for you to support and engage local community members. Working in conjunction with Bristol Arts and Innovation Magnet School (BAIMS), Downtown Live at The Rockwell Theater offers eclectic events, activities and services, and there is truly something presented for every age, ability, and interest to attract new customers and build relationships. Together, we can continue to make the City of Bristol the most desirable place to live, work, and play!

Warmly,

Arianna Therriault

City Arts and Culture Supervisor, Parks, Recreation, Youth and Community Services

CONTACT INFO

Arianna Therriault, City Arts and Culture Supervisor

Bristol Parks, Recreation, youth and Community Services (BPRYCS)

Office: (860) 584 - 6120

Email: AriannaTherriault@bristolct.gov

BPRYCS Office: 51 High Street, Bristol, CT 06010





DOWNTOWN LIVE - SPONSORSHIP COMMITMENT FORM

Organization/Company: _____

Contact First & Last Name: _____

Contact Title: _____

Address: _____

Contact Email: _____ Contact Phone: _____

Authorized Signature: _____ Date: _____

Commitment Level (please check all that apply):

Sponsorships

- | | |
|---|----------|
| ☐ Gold Sponsor | \$20,000 |
| <i>Four (4) Available</i> | |
| ☐ Silver Sponsorship | \$15,000 |
| <i>Four (4) Available</i> | |
| ☐ Bronze Sponsorship | \$12,000 |
| <i>Four (4) Available</i> | |
| ☐ Community Partner | \$5,000 |
| ☐ Event Supporter | \$1,000 |

Program Advertisements

- | | |
|---|-------|
| ☐ Outside Back Cover (5.5" x 8.5") | \$300 |
| ☐ Inside Back Cover (5.5" x 8.5") | \$270 |
| ☐ Inside Front Cover (5.5" x 8.5") | \$250 |
| ☐ Full Page (5.5" x 8.5") | \$225 |
| ☐ Half Page (5.125" x 4") | \$175 |
| ☐ Quarter Page (5.125" x 2") | \$110 |

☐ In-Kind Donation of Goods/Services, please list value here: \$ _____

List Good/Service to be provided: _____

Payment Options

Please complete and return this form to Arianna Therriault with the City of Bristol's Parks, Recreation, Youth and Community Services Department:

Mail: Parks, Recreation, Youth and Community Services
51 High Street, Bristol, CT 06010
Email: Ariannatherriault@bristolct.gov
Phone: (860) 584-6120
Fax: (860) 584-6120

Total Amount Due: \$ _____

☐ Check Enclosed # _____
Please make checks payable to "Bristol Parks,
Recreation, Youth and Community Services"

☐ Invoice us on _____ (date)