



*City of Bristol
Board of Park Commissioners*

INFORMATION TO ACCESS MEETING

<https://bristolct-gov.zoom.us/j/81751784112?pwd=YwjFTLmytI9Njwiqbm0xm2bWpNLpkY.1>

The regular Board of Park Commissioners meeting will be held on Wednesday, September 18, 2024, at 5:30 PM. in City Hall Meeting Room 1-2 111 North Main Street, Bristol, CT 06010.

AGENDA

1. Call to Order
 - a. Attendance
2. Approval of Minutes
 - a. Approval of Minutes - February 21, 2024 Regular Meeting Minutes
3. Public Participation
4. Old Business
 - a. By Commissioners
5. New Business
 - a. Discuss the Future of Dinner on the Diamond and to Consider a Proposal to Prioritize Establishment of a 501c3 Parks Foundation Aligned with The Strategic Plan
6. Adjournment

PER ORDER OF THE CHAIRPERSON
Sandra Bogdanski



*City of Bristol
Board of Park Commissioners
Fund Development & Advocacy Committee*

INFORMATION TO ACCESS MEETING

<https://bristolct-gov.zoom.us/j/84840677723?pwd=B1OUBPPCH5sAfP838L7xeiTAIauqer.1>

Ladies and Gentlemen:

The Special Board of Park Commissioners Meeting was held on Wednesday, February 21, 2024, at 5:00 PM in Meeting Room 1-2 in City Hall, 111 North Main Street, Bristol, CT 06010.

Minutes

1. Call to Order

Commissioner Bogdanski called the meeting to order at 5:02 p.m.

a. Attendance

Members Present:

Sandra Bogdanski, Chair
Leonard Lamothe, Commissioner
Emily Michaud, Commissioner
Robert Fiorito, Board of Park Commissioners
Chair
Cynthia Donovan, Commissioner

Erica Benoit, Community Engagement
Coordinator
Sarah Larson, Deputy Superintendent
Dr. Joshua Medeiros, Superintendent
None.

Absent:

2. Public Participation

None.

3. Old Business

a. Dinner on the Diamond 2024 Planning

Community Engagement Coordinator Benoit presented planning for the 2024 Dinner on the Diamond; discussion followed.

b. Sponsorships and Financials

Community Engagement Coordinator Benoit presented current Sponsorships and Financials for

the 2024 Dinner on the Diamond; discussion followed.

c. Dinner on the Diamond Silent Auction Program

Community Engagement Coordinator discussed details and strategies for the Dinner on the Diamond Silent Auction Program; discussion followed.

d. Establish Fund Development & Advocacy goals for the strategic use of the Friends of Bristol Parks and Recreation Fund and refer to Finance Committee

Commissioners discussed goals for the strategic use of the Friends of Bristol Parks and Recreation Fund and chose to table the discussion to the next meeting due to time restraints. Discussion for the next meeting will include creating/analyzing the mission statement and future goals that coincide.

4. New Business

None.

5. Adjournment

MOTION: *Made by Commissioner Lamothe to Adjourn at 5:59 p.m.*
Seconded by: Commissioner Michaud, all in favor; motion carried.

Respectfully submitted,
Madison Fostervold
Recording Secretary
Board of Park Commissioners



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Fund Development and Advocacy Committee
Investment Analysis - 2024 Dinner on the Diamond
September 18, 2024

Executive Summary

In an effort to better analyze and evaluate the impact of Dinner on the Diamond, the Department of Parks, Recreation, Youth and Community Services (BPRYCS) compiled success outcomes for review following the 2024 event.

There are a number of metrics that can be used to evaluate the success of a fundraising event. BPRYCS compiled outcomes that demonstrate the investment of time and resources allocated by the department and their impact/return. Specifically, BPRYCS examined the longevity and sustainability of allocating Community Engagement Coordinator (CEC) time as it compares to profit and cost.

When looking at Return on Investment (ROI), you can see the return for the 2024 Dinner on the Diamond is above industry standard at 70%. However, when you factor in CEC staff time that doesn't hit the fundraiser budget/ bottom line, you can see the return on investment drops significantly to 6%.

Measuring Success

- Attendance Rate
- Revenue & Return on Investment
- Awareness
- Participant Satisfaction
- Demand
- Engagement & Conversion Rates
- Impact (On Goals, Budget, Team, etc.)

2024 Dinner on the Diamond Outcomes

Return on Investment (ROI)

Revenues = \$34,374.92

Expenses = \$20,518.08

Net Profit = \$34,374.92 - \$20,518.08 = \$14,374.92

ROI = (\$14,374.92/\$20,518.08) x 100 = 70%

How Community Engagement Coordinator (CEC) Time Impacts ROI

25% of CEC Time (Industry Minimum) from Sept. – May (32 weeks) = 300 Hours

300 Hours x \$40/hour = Approx. \$12,000 of CEC staff time not accounted for

Revenue = \$34,374.92

Adjusted Expenses = \$32,518.08

Net Profit = \$34,374.92 - \$32,518.08 = \$1,856.84

ROI = (\$1,856.84/\$32,518.08) x 100 = 6%



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Value

- Approx. Hourly Wage of Community Engagement Coordinator: \$40/hr. (before taxes)
- DOTD '24 Profit: \$14,374.92
- Profit / Hourly Wage: \$14,374.92 / \$40 per hr. = DOTD is worth 359 Hours of Planning
 - o Approx. 8 Months / 32 Weeks of Planning (September – May)
- 359 Hours / 32 Weeks of Planning = 11.2 Hours per week = (30%) Time from Sept. to May
 - o If the CEC commits more than 30% of time on DOTD there is lost value

Compare To

Local Organizations / Fundraisers

- Boys and Girl Club of Hartford: [\\$582,183 revenue generated in 2023 through special events](#)
- Farmington Watershed Association: [\\$32,307 revenue generated in 2023 through special events and sales](#)
- Cocktails@8: [An average of over \\$10,000 is raised and put right back into the community every year.](#)
- St. Vincent DePaul Shamrock Run: [Since the race's inception in 2003, the event has raised over \\$190K for the shelter. \(21 Years, Average of \\$9k per year raised\)](#)
- United Way of Western Connecticut: [\\$63,736 reported in contributions from Fundraising Events in 2023](#)

General Industry Figures

- "A successful fundraiser should net a minimum of \$2 for every \$1 spent"
- "For perspective, a large-scale fundraiser generally requires 500 to 1,500 hours of work to produce. The average full-time employee works 2,080 hours per year, so the event requires a minimum of 25% of one person's time."
- "Research shows that the average ROI for events is 25-34%. However, this percentage varies depending on the attendance rate, sponsorship revenue, brand awareness, and more."
- "A good expense ratio to aim for is 35 percent or less. This means that for every \$100 raised, your organization should have paid \$35 or less in expenses."