



Board of Park Commissioners
Fund Development Committee
Wednesday, September 14, 2022 at 5:00 p.m.
Bristol Parks, Recreation, Youth & Community Services – 51 High Street, Bristol CT
Special Meeting Agenda

- 1) Call to Order**
 - a. Attendance
- 2) Acceptance of meeting minutes**
 - a. May 9, 2022 Special Meeting Minutes
Documents: Attachment A (Pg. 2)
- 3) Public Participation**
- 4) Old Business**
 - a. FY22 fundraising actuals and revised FY23 proposed
Documents: Attachment B & C (Pgs. 3-5)
 - b. By Commissioners
- 5) New Business**
 - a. 2nd Annual Dinner on the Diamond Fundraising Event
 - b. Marketing and Communications Plan Outline
Documents: Attachment D (Pg. 6)
 - c. By Commissioners
- 6) Adjourn**

Respectfully submitted,

Jazzya Coakley
Recording Secretary
Board of Park Commissioners



Board of Park Commissioners
Fund Development Committee
Monday, May 9, 2022 at 3:30 p.m.
Youth and Community Services – 51 High Street
Special Meeting Minutes

1) Call to Order

- a. Chair Cynthia Donovan called the meeting to order at 3:29 p.m.
- b. Attendance

Present: Cynthia Donovan, Chair
Sandra Bogdanski, Commissioner
Emily Michaud, Commissioner

Dr. Joshua Medeiros, Superintendent
Erica Benoit, Community Engagement Coordinator

2) Acceptance of meeting minutes

- a. **MOTION:** Made by Commissioner Bogdanski to accept the May 9, 2022 Special Meeting Minutes. Seconded by: Chair Donovan, all in favor; motion carried.

3) Old Business

- a. Community Engagement Coordinator Benoit reviewed the status of the Dinner on the Diamond Fundraiser with the Committee. Discussion followed.
- b. Community Engagement Coordinator Benoit provided updates on the Fundraising Strategy (strategic plan objective 12a). Discussion followed.
- c. Community Engagement Coordinator Benoit reviewed the alternative funding sources and resources master grid with the Committee. Discussion followed.
- d. By Commissioners:
 - i. Chair Donovan inquired about adding senior events to the BPRYCS Newsletters, and on the re-planting of trees on Veterans Memorial Boulevard now that the bridge is primarily completed and will Department of Public Works incur that cost. Discussion followed.

4) New Business

- a. The Committee reviewed the draft of private-public partnerships master grid (strategic plan objective 6c). Discussion followed.
- b. By Commissioners:
 - i. Commissioner Michaud inquired about the potential of this Committee supporting other community events. Discussion followed.
 - ii. Chair Donovan inquired about FOI. Discussion followed.

5) Adjourn

- a. **MOTION:** Made by Commissioner Bogdanski to adjourn the meeting at 4:54 p.m. Seconded by: Commissioner Michaud, all in favor; motion carried.

Respectfully submitted,
Jazzya Coakley
Recording Secretary
Board of Park Commissioners

ATTACHMENT B

FY22
Dinner on the Diamond Fundraiser
ACTUALS

Item	Price	QTY	Revenue	Expense	Sub Total	Provider	Notes
"Buffet"	\$ (29.95)	74		\$ (2,216.30)			
<i>Plated Salad, Family Style Pasta, Plated Entrée</i>							
Hors D'oeuvre	\$ (10.00)	74		\$ (740.00)			
Table Settings	\$ (9.75)	74		\$ (721.50)			
<i>Dinnerware, flatware, glassware, napkins, tablecloths</i>							
Beer & Wine	\$ (10.00)	74		\$ (740.00)			
Bar Permit & Set Up	\$ (200.00)	1		\$ (200.00)			
Service Charge	\$ (1,075.22)	1		\$ (1,075.22)			
<i>BPRYCS To Pay Invoice</i>					\$ (5,693.02)		
Table Rental	\$ (8.00)	13		\$ (104.00)			
Chair Rental	\$ (1.00)	75		\$ (75.00)			
Damage Waiver	\$ (17.90)	1		\$ (17.90)			
<i>Paid via CC to Rev. Special Events</i>					\$ (196.90)		
Band - Deposit	\$ (250.00)	1		\$ (250.00)			
Band - Balance	\$ (250.00)	1		\$ (250.00)			
<i>Paid via CC to Rev. Special Events</i>					\$ (500.00)		
Entertainment Banner	\$ (29.92)	1		\$ (29.92)			
<i>Paid via CC - Charged to Adv. Line</i>					\$ (29.92)		
					\$ (6,419.84)		

Heavy Hitter Ticket - Profit Per Person (\$95)	\$ 35.03	4	\$ 140.12				
MVP Couple - Profit Per Two People (\$160)	\$ 40.60	9	\$ 365.40				
All Star Table Profit Per Table of Six (\$475)	\$ 116.80	8	\$ 934.40				BBGC, Mayor, Donovan, Fire Dept., Fiorito, ROJO, BPRYCS, Benoits (All Pd)
Donation	\$ 500.00	1	\$ 500.00				Bristol Sports Hall of Fame (Check made to MSCF)
Donation	\$ 160.00	1	\$ 160.00				Sue Tyler (Pd)
					\$ 2,099.92		
Entertainment Sponsorship	\$ 1,300.00	1	\$ 1,300.00				Thomaston Savings Bank (Pd)
Program Book Sponsor	\$ 800.00	1	\$ 800.00				D'Amato Construction (Pd)
					\$ 2,100.00		
Advertisement - Back Cover	\$ 450.00	1	\$ 450.00				Vollono & Donovan (Pd)
Advertisement - Full Page	\$ 300.00	1	\$ 300.00				Chamber of Commerce (Pd)
Advertisement - Half Page	\$ 250.00	1	\$ 250.00				Rotary Club
Advertisement - 1/8 Page	\$ 75.00	1	\$ 75.00				United Way (Pd)
					\$ 1,075.00		
					\$ 5,274.92		

Expenses \$ (6,419.84)
Gross Profit \$ 5,274.92
Net Profit \$ (1,144.92)



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Fund Development
Revised FY23 Fundraising Strategy
 September 8, 2022

Introduction / Background

Following the final fundraising event of FY22, the first Dinner on the Diamond, and the establishment of a newly appointed Fund Development Committee, this document serves as a revision to the FY23 Annual Fundraising Strategy, supported by Strategic Plan Objective 12a.

FY23 Fundraising Strategy Goals

- Align efforts with Strategic Plan initiatives
- Provide feedback, input, and support, as part of the Strategic Action Plan Accountability Framework
- Support, promote, and assist with the development of the 2nd Annual Dinner on the Diamond, the committee's "marquee" annual fundraising event
- Shift focus from initially proposed and approved plan to incorporate multiple diverse streams of funding into Dinner on the Diamond efforts. Alternative resources and priority funding sources previously identified by the Fund Development Committee are to be pursued via Strategic Plan Objective 12c.

Dinner on the Diamond Planning Schedule

Timeframe		BPRYCS Action Items	Fund Development Committee Action Items
2022	September	- Review 2022 Event Outcomes - Identify Catering Options - Identify Available Event Dates	- Review the Revised FY23 Fundraising Strategy - Finalize Event Date - Establish "Elevator Pitch" - Review Catering Options
	October <i>(No Fund Dev. Meeting)</i>	- Review Catering Options - Begin to Build out Event Budget - Identify Entertainment Options - Identify Event Enhancements to Pursue - Review ticket pricing	
	November	- Meet with Parks Division to establish layout and facility needs - Establish fundraising goals	- Select Catering Provider - Identify Entertainment Options of Interest - Finalize Ticket Pricing - Finalize Sponsorship Packages - Establish Outreach Roles - Review Event Enhancements to Pursue
	December <i>(No Fund Dev. Meeting)</i>	- Identify early partners to help promote, invite for involvement, and support - Ex. Main Street Community Foundation, Mayor's Office - Fill out event application with City	



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2023	January	- Ensure application for alcohol permit has been submitted - Promotional materials created	- Review potential sponsors & begin outreach - All promotional materials circulated to partners to help promote
	February <i>(No Fund Dev. Meeting)</i>	- Full marketing push to the public by BPRYCS & partners - Ex. Press Release, Flyers, Social Media Events, Promo Video - Order Rentals (Ex. furniture) - Determine staffing needs and establish a plan for staff/ volunteers (Ex. Check In)	
	March	- Begin ordering any necessary supplies - Establish event flow / day of timeline - Event Promotion	- Review staffing needs and establish a plan for staff/ volunteers (Ex. Check In) - Determine signage & collateral needs
	April	- Meet with Parks Division to review staffing, timing, layout, equipment, etc. - Order/print signage and collateral	- Review event flow / day of timeline - Follow up & confirm guest attendance / sponsor attendance - Event Promotion - Event Preparations
	May	- Follow up & confirm guest attendance / sponsor attendance	
	June		
	July		
	August		
	September		



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Marketing and Communications Plan Outline

1. Summary / Introduction
2. Situational Analysis
 - a. Demographics
 - b. Internal Landscape
 - c. Economic climate / trends / social conditions
 - d. Alternative Providers/Competition
 - e. Communication assets, strengths, opportunities, & weaknesses
3. Marketing and Communications Objectives
4. Market Segmentation / Target Audiences
 - a. Target markets identified
 - b. Key messages for target markets
 - c. Positioning
5. Media Mix / Marketing Methods
 - a. Social media strategies
 - b. Communication channels
 - c. Content schedule
6. Identity
 - a. Marketing & Outreach Tools (toolkit)
 - b. Brand use / protocol
 - c. Messaging
7. Evaluation Criteria & Methods
 - a. Staff roles / responsibilities / requirements
 - b. Internal communication process