



City of Bristol
Economic and Community Development Board
INFORMATION TO ACCESS THIS MEETING

<https://bristolct-gov.zoom.us/j/88677210794?pwd=M2xhTXBOVlRsSDROR1VlSmtnbmdudz09>

Meeting ID: 886 7721 0794
Passcode: 379107

The ECD Board Meeting will be held on Thursday, December 4, 2025, at 5:00pm in City Council Chambers, City Hall, 111 North Main Street, Bristol, CT.

- I. Call to Order
- II. Public Participation
- III. Approval of Minutes
 - A. Minutes of the November 6, 2025 Regular Meeting
- IV. Consent Agenda
 - A. Communications
 - B. Economic Development/Grants/Marketing Report
- V. New Business
 - A. Downtown Update
 - B. Marketing Campaign Update
 - C. Industrial Update
 - D. ECD Incentive Budget
 - E. Committee Assignments
 - F. ECD Budget Preview 2026-2027
- VI. New Business by Commissioners

VII. Old Business by Commisioners

VIII. Committee Reports

A. City Council Member Report

IX. Adjournment

PER ORDER OF THE CHAIRPERSON

Ellen Zoppo-Sassu

Mayor

ECONOMIC & COMMUNITY DEVELOPMENT

Regular Meeting Minutes

Thursday, November 6, 2025 at 5:00pm

City Council Chambers, City Hall, 111 N. Main Street and on Zoom

ATTENDEES: Mayor Caggiano, Council Member Dickau, Commissioner Goldwasser, Cowdell, Provenzano (Zoom), Mills, Hick, and Kearney-Gonzales (Zoom)

ABSENT: Commissioner Schmelder

STAFF PRESENT: Justin Malley - Executive Director, Dr. Dawn Leger - Grants Administrator, and Dawn Nielsen - Marketing & Public Relations Specialist

GUESTS: Mr. Michael Dudko, 116 Lewis Rd., Bristol
Scott Beaulieu, President of Operations, Integrity Manufacturing
Steve Pustola, P.E., Pustola & Associates Engineers/Constructors
Andrew Pustola, Construction Supervisor, Pustola & Associates Engineers/Constructors

Commissioner Goldwasser served as Chairman as Mayor Caggiano was detained at an earlier meeting and would be joining late.

I. Call to Order

Commissioner Goldwasser called the meeting to order at 5:01pm and led all present in the Pledge of Allegiance. There was a quorum.

II. Public Participation

Michael Dudko asked if Integrity Manufacturing will be moving from its current location to Bristol or if Bristol is an additional location. He was advised that the question would be answered in the Industrial Committee Report presented in this meeting.

III. Approval of Minutes

A. Minutes of the October 2, 2025 Regular Meeting

Commissioner Goldwasser called for a motion to approve the Minutes of the October 2, 2025 meeting. Commissioner Hick made the motion to approve, which was seconded by Commissioner Mills. There were no changes or updates for the Minutes. All were in favor, and the Minutes were accepted into the record.

IV. Consent Agenda

A. Communications

B. Economic Development/Grants/Marketing Report

Commissioner Goldwasser called for a motion to approve the Consent Agenda. Commissioner Hick made the motion to accept the Consent Agenda, which was seconded by Commissioner

Cowdell. No discussion was noted for the Consent Agenda items. All were in favor, and the Consent Agenda was accepted into the record.

V. New Business

A. Marketing Campaign Update

Dawn Nielsen reviewed a document shared with the ECD Board Members that covers the new ad campaign focusing on the younger demographic in Bristol. She played the :30 second ad airing on NBC CT Premium, non-cable stations. All pieces in the campaign, both in the ad and in print and online marketing, direct people to a dedicated site for this branding initiative, which then links them to the All Heart site with its existing neighborhood and event information.

A LinkedIn page was also created in conjunction with the campaign. An NBC CT segment is also being planned to focus on Downtown Bristol with the city's Arts and Culture Supervisor, Arianna Therriault representing the city in the piece. Additional marketing avenues and details were then discussed.

Commissioner Goldwasser called for a motion to accept the Marketing Campaign Update. All were in favor, and the update was accepted into the record.

At this time Commissioner Goldwasser called for a motion to move the discussion to Agenda Item **VIII. Committee Reports B. Industrial Committee Report** with guests from Integrity Manufacturing present to speak to the Board.

The motion to move the agenda item up for discussion was made by Commissioner Mills and was seconded by Commissioner Hick. All were in favor and the discussion turned to the Industrial Committee Report.

Mayor Caggiano joined the meeting at 5:14pm.

VIII. Committee Reports

B. Industrial Committee Report

Lot #6 in the Southeast Bristol Business Park (SEBBP) is being considered by Integrity Manufacturing who is looking to move its operations from Farmington to Bristol. The owners of Integrity Manufacturing spoke to Board regarding their history and growing precision grinding business. This move is expected to double the company's current employee count from 20 to upwards of 44. In answer to Mr. Dudko's earlier question during Public Participation, the company plans to move its full operation from Farmington to Bristol. Additional discussion followed including the proposed facility size with parking included.

Justin Malley advised the Board that tonight's motion will be to authorize the mayor to write a letter of intent, and to provide the time for Integrity Manufacturing and their team to work on approvals needed for the construction. The finalized site plan will come back to the Board with regards to SEBBP Guidelines.

Commissioner Goldwasser read the Motion as follows:

Motion: To approve that the mayor execute a Letter of Intent with Integrity Mfg. LLC or its assigns for the purchase of Lot #6 of the Southeast Bristol Business Park at the listed price of

\$156,000 for development of Phase One, 17, 500 square feet, and then followed by a Phase Two, 15,000 square foot manufacturing facility for Integrity High-Precision Grinding, and to forward this motion to the Office of Corporation Council for review.

Mayor Caggiano made the motion to approve as read by Commissioner Goldwasser. The motion was seconded by Commissioner Hick. There were no other questions from the Board. All were in favor, and the Motion was accepted into the record.

V. New Business

B. Downtown Update: RFPs

Mayor Caggiano and Justin Malley provided updates on the two (2) Requests for Proposals (RFPs) for both the 1.35-acre parcel at Centre Square in Downtown, and 273 Riverside Avenue aka the Sessions Building. The RFPs are being advertised through various channels, with two pre-bids scheduled for 273 Riverside Avenue between the current week and next. Additional discussion followed around the next steps after the RFPs are received.

Monterey Restaurant is planning a soft opening next weekend, possibly November 15th, and the space looks terrific. Dr. Dawn Leger completed and submitted the Grant Application for the Pocket Park a few weeks ahead of the December 17th deadline.

Commissioner Goldwasser called for a motion to accept the Downtown Update. The motion was made by Commissioner Hick and was seconded by Commissioner Cowdell. All were in favor, and the report was accepted into the record.

C. 2026 Board Meeting Schedule

The ECD Sr. Administrative Assistant reviewed the proposed meeting dates for 2026, including alternate dates when conflicts with holidays were noted, such as January 1, 2026 as the first Thursday of the month when the Board would usually meet. Also noted were dates when alternate meeting rooms were needed due to Council Chambers being otherwise reserved.

There were no questions from the Board regarding the review of the proposed 2026 ECD Board Meeting schedule. Commissioner Goldwasser called for a motion to approve the proposed schedule. The motion was made by Commissioner Hick and seconded by Mayor Caggiano. All were in favor, and the update was accepted into the record.

D. Strategic Plan and ECD Incentive Budget

Justin Malley reviewed the current Incentives Budget Chart numbers for the record and it will be referenced in the CDBG Policy Committee Report. The budget numbers for the Revolving Loan Program and the remaining Grant Programs are the same as when last presented to the Board. The ECD Five-Year Strategic Plan Priorities was also shared for the record as discussions about the city's overall Strategic Plan continue.

VI. New Business by Commissioners

Commissioner Goldwasser took this time to express his thanks to Mayor Caggiano for his service to the city, and the example he set for everything that the ECD Committee is about. Mayor Caggiano expressed his gratitude for the Board and the work that they've done. He said they were a great Board to be a part of.

There was no other New Business by Commissioners.

VII. Old Business by Commissioners

Commissioner Goldwasser spoke to Commissioner Schmelder's recovery from recent surgery and is in good spirits. Commissioner Schmelder has a special anniversary coming up in the next few weeks regarding his time serving on the ECD Board as well. Commissioners will be notified of steps being taken to celebrate with him when he is back.

VIII. Committee Reports

A. CDBG Policy Committee Report

The CDBG Policy Committee had met to discuss the use of some ECD Incentives funds in the future to assist non-profits, specifically for use as capital improvements and/or emergencies. Commissioner Provenzano spoke to the idea of funding being for both non-profits and community development. Discussion followed including entertaining a cap on the funds when awarded.

Commissioner Goldwasser called for a motion to accept the CDBG Policy Committee Report. The motion was made by Mayor Caggiano and was seconded by Commissioner Hick. All were in favor, and the Report was accepted into the record.

C. City Council Member Report

Commissioner Goldwasser congratulated Council Member Dickau on being re-elected to City Council and thanked him for his service on the Board. It was noted that a new Council Member may be assigned to the ECD Board going forward. Council Member Dickau did not have a Council Member Report, but he did extend thanks to Mayor Caggiano for his helpful mentorship over the past year.

IX. Adjournment

With no other items to discuss, Commissioner Goldwasser called for a motion to Adjourn. The motion was made by Commissioner Hick and was seconded by Commissioner Cowdell. All were in favor, and the meeting adjourned at 5:39pm.

Respectfully Submitted,

Sharon Arsego
Recording Secretary

Interactive sculpture at Casey Field

The Bristol Press · 8 Nov 2025 · 1 · BRIAN M. JOHNSON @BRIANJOHNSONBP

BRISTOL — A new “Locks at Stocks” interactive sculpture has been installed at the entrance to James P. Casey Field and E. G. Stocks Playground.



A ribbon cutting was held for the six-foot-tall metal heart sculpture. The heart is powder coated a bright red and contains a heavy-duty steel grid for attaching locks. Daniel Christopher, of Bristolbased Christopher Concrete Services, poured the concrete base and surrounding sidewalk that supports the 300 lb. structure.

City Arts and Culture Commission Chair Walter Lewandoski explained “the concept for the sculpture is based upon various sites around the world where people can leave locks, in many cases just attached to a fence, to commemorate togetherness.”

“Being that we are the All Heart City, we chose the heart shape,” Lewandoski said. “The concept was initially proposed to the Arts and Culture Commission over a year ago by John

Cunningham, owner of Farmington Metal Fabrication, a Bristol based business, who very generously wanted to give back to the community.”

Arts and Culture Supervisor Arianna Therriault said visitors are “encouraged to bring locks and padlocks to lock onto the sculpture and leave their mark.”

“With support from the Parks, Recreation, Youth and Community Services administration and the Board of Park Commissioners, The Arts and Culture Commission proceeded with research about other ‘Locks of Love’ sites, potential park locations, and began fabricating designs,” said Erica

Sculpture at Casey Field

The Bristol Press · 8 Nov 2025 · 4

Ussery, community engagement coordinator with the Bristol Parks, Recreation, Youth and Community Services Department.

Lewandoski said the project came to fruition as the result of a “convergence of culture, community and cooperation.”

“Without the vision, generosity and determination of everyone involved, there would be no ‘Locks at Stocks,’” he said. “When a community embraces a concept and joins together, great things happen and we look forward to further enhancing the Culture and Climate of Bristol.”

The City Arts and Culture Commission meets on the first Wednesday of the month at Bristol City Hall at 111 N. Main St. at 6:30 p.m.

FEATURED

Got \$5 Million? Chippanee CC property is for sale

BRIAN M. JOHNSON @brianjohnsonBP
Nov 18, 2025



Above, the clubhouse at Chippanee Country Club. The property is up for sale for an asking price of \$5 million.

BRISTOL — Chippanee Country Club's property, which has been a golf course and club since 1923, is up for sale for \$5 million.

Chippanee Country Club at 6 Marsh Road is an 18-hole golf course and membership only country club with a golf course and a gift shop. It was originally designed in 1923, starting as a 9-hole course that was later expanded to an 18-hole course. It also has an Olympic swimming pool and clubhouse. According to the property listing, various plans have been developed "for informational purposes only." There are 133 acres available for residential development.

Mayor Ellen Zoppo-Sassu said she spoke to Fritz Blasius, who owns Chippanee Country Club, Monday morning about the potential sale.

“I had a very good conversation about this issue this morning,” Zoppo-Sassu said. “He is doing due diligence in terms of the value of his asset and long-term planning. We are going to be speaking again soon with members of his team to ensure that we have open discussion as it relates to this property as he evaluates his options and what role the city may play as well.”

In 2023, Chippanne celebrated its 100th anniversary with city leaders, including then-mayor Jeff Caggiano, Sen. Henri Martin, State Representatives Mary Fortier, Cara Pavalock-D’Amato and Joe Hoxha and Justin Malley, economic development director. Juan Rodriguez, manager at the time, said he attributed the longevity of Chippannee to its “great membership” and the “invaluable” people who come to work there every day.

“When people come to see our venue for the first time, the first thing we always hear is ‘wow,’” he said. “It’s an easy venue to sell. Our members are very happy with their experience.”

Rodriguez said Chippanee also has “outstanding” food and several golf professionals who can help people take their game to the next level.

[Learn more about your privacy options](#)

Bristol receives grant for Emmett sidewalk

The Bristol Press · 19 Nov 2025 · 1 · BRIAN M. JOHNSON

BRISTOL — Bristol will receive more than \$569,000 in state funding for Emmett Street sidewalk improvements as part of infrastructure grants announced by Gov. Ned Lamont.



Lamont and Connecticut Transportation Commissioner Garrett Eucalitto announced a total of \$12 million in grants to 17 towns and cities Monday. The grants were for projects to improve transportation safety and mobility. Bristol will receive \$569,106 for the Emmett Street sidewalk improvements as one of these grants.

“Connecting residents with their communities through these projects is vital to boosting economic development, creating dynamic town centers and encouraging alternative modes of transportation like walking or biking,” Lamont said. “Supporting this program improves the quality of life for towns and cities across the state.”

The grants are being awarded through the Connecticut Department of Transportation’s Community Connectivity Grant Program. This was the seventh round of awards from this program, which provides financial

Emmett Street sidewalk improvements

The Bristol Press · 19 Nov 2025 · 4

1 support for local infrastructure initiatives. The goal of the funding is to “make conditions safer and more accommodating for pedestrians and bicyclists in urban, suburban and rural centers.”

“We remain focused on increasing safety and enhancing connectivity across Connecticut,” Eucalitto said. “This grant program, which helps fund these important community-driven projects, is an integral part of our mission. This state funding is helping towns and cities deliver important projects. We’re grateful to Governor Lamont and the General Assembly for their continued support of these efforts.”

The funding limits for grants awarded in this solicitation can only be used for construction activities that range from \$100,000 to \$800,000. To date, 155 awards totaling approximately \$74 million have been invested from this program into Connecticut’s towns and cities. Municipalities selected to receive grants are expected to complete the projects within three years.

'Mi Casa Es Su Casa'

Monterrey Mexican Restaurant reopens

The Bristol Press · 22 Nov 2025 · BRIAN M. JOHNSON @BRIANJOHNSONBP

BRISTOL — Monterrey Mexican Restaurant has opened a new, larger location on North Main Street.



Lina Guzman, who runs the restaurant's new location with her sister, Alejandra Guzman, her mother, Jesus, and her father, Angel, said the restaurant completed its move to the new space at 96 N. Main St. and has resumed serving customers. The family-owned restaurant, which was previously located at 170 Riverside Ave., has served the Bristol community since 2007.

"We have a lot of good customers, thankfully, so we needed a much bigger space," Guzman said. "Our regulars are so happy for us. It's nice to see them again."

The new restaurant is 4,000 square feet, almost double the 2,500 square feet of the previous space.

Guzman said besides the food and margaritas, customers like the way the family makes them feel at home.

"When we say 'mi casa es su casa,' we really mean it," she said.

Mi casa es su casa is a Spanish expression meaning "my house is your house." It is meant as a welcome.

In a video shared on the restaurant's Facebook page, the family said their team is proud to have served Bristol for 18 years and eager to welcome customers to their brand new location. The move represents "our recipes, our traditions, our family, all brought together under one new roof."

"You can look forward to the same authentic flavors you've loved for years in a new space built for the next generation," the family said.

The family thanked their customers for their support and said they can't wait to serve them.

The family-owned restaurant also thanked By Carrier Homes for helping them to "create this beautiful space for our family and community." They also credited APK Designs LLC for helping to design the space.

According to the restaurant for Monterrey

Continued

Mexican Restaurant, "Whether you're here for a casual lunch, a family dinner or just craving great tacos and margaritas, Monterrey is your go-to neighborhood spot. We combine traditional recipes, fresh ingredients and friendly service to make every visit feel like a fiesta. Come hungry, leave happy — you're always part of the family at Monterrey."

For more information, visit monterreymexican.online or call 860-5850710.

Flash Car Wash opens new location

The Bristol Press · 29 Nov 2025 · BRIAN M. JOHNSON

BRISTOL — Flash Car Wash has opened a new location on Farmington Ave. and is also renovating a new location on Pine Street.



The new location at 1255 Farmington Ave. was acquired along with another Bristol location at 155 Pine St. from Platinum Car Wash & Oil. Dan Milone, senior account manager with Media Results, said on behalf of Flash Car Wash the move “supports Flash’s continued growth in the state and brings the total number of locations in Connecticut to 13, with additional locations planned.”

Milone said this acquisition brings Flash Car Wash’s total to 24 locations operating across Rhode Island, Massachusetts and Connecticut. The company expects to reach a milestone of 25 car wash locations by the end of 2025.

Flash Car Wash celebrated its grand opening of the 1255 Farmington Ave. location last weekend. Within a couple of weeks following the opening of the Farmington Ave. location, Milone said, the Pine Street location will close for renovations.

“During that time, Flash will upgrade the facility with the state-of-the-art equipment and technology

Flash Car Wash opens new location

The Bristol Press · 29 Nov 2025

1 that customers know and love from all of its locations,” Milone said.

According to its website, the family-owned and operated business offers express car wash services. Since 2012, Flash has “focused on a consistently clean car, friendly service, and a quick, straightforward customer experience.”

“Each location uses industry-leading technology and equipment to produce a better wash while helping to conserve resources,” the website states.

“Flash continues to grow by delivering a noticeably cleaner car and customer experience that keeps people coming back.”

FEATURED

Holiday Stroll: Bristol hosting inaugural event

BRIAN M. JOHNSON @brianjohnsonBP
Nov 28, 2025



John Beardsley will perform as part of Downtown Live in Bristol as "The Nashville KING."

BRISTOL — From local businesses offering treats and activities to a concert featuring the music of Elvis Presley, there is much to look forward to during the city's inaugural Holiday Stroll.

The Holiday Stroll will be held from 10 a.m. to 6 p.m. Dec. 13 in the city's cultural district, which includes Federal Hill and downtown. Many businesses within the cultural district will be offering specials or hot cocoa stations for visitors who stop in. Arts and Culture Supervisor Arianna Therriault said "quite a few" local businesses have already come on-board.

"The Arts and Culture Commission is pleased to sponsor the first Holiday Stroll through many small businesses within the Cultural District," she said. "There will be so many specials offered and this is a great chance to shop local and small this holiday season."

The Holiday Stroll will end with a performance from Bristol native John Beardsley, who will perform “The Nashville KING” show at Downtown Live. The show, featuring the music of Elvis Presley, will be held from 7 to 9 p.m. in the Rockwell Theater at the Bristol Arts & Innovation Magnet School (BAIMS) at 70 Memorial Boulevard.

“We are excited to end the Holiday Stroll with Bristol’s own John Beardsley performing his “The Nashville KING” show at Downtown Live where the music of Elvis will come to life,” Therriault said.

Tickets for the Downtown Live performance are still available at downtownlivect.com.

“We look forward to seeing the whole city come out and enjoy the Cultural District this holiday season,” Therriault said.

In addition, Creative Jam Art Co. at 350 Riverside Ave. will be offering hot cocoa and story time with Jamming Jazzy the Elf at 11 a.m. plus a 6x6 canvas splatter paint experience, followed by two creative stations running from noon to 3 p.m. Creative Jam will offer a 6x6 canvas for splatter painting for \$10 and the option to create a 4 ounce jar of winter slime for \$10.

Imagine Nation at 1 Pleasant St., will be open from noon to 4 p.m. for hands-on exploration of the museum studios and festive holiday craft making. They will offer complimentary cider and donuts. A guided tour will be offered from noon to 1 p.m., where visitors can meet Imagine Nation’s Early Childhood Director. Admission is \$10 per person or free for children under 1 year old.

Other participants so far include Fork+Band Slingshot Shooting Gallery at 99 Main St., Fresh & Green Plate at 118 Main St., Bristol Public Library at 5 High St., Worthwhile Reads at 1 Richmond Place, Pure Foods at 110 N. Main St., Parkside Cafe at 224 N. Main St.



RESIDENT ATTRACTION & RETENTION MARKETING CAMPAIGN RESULTS

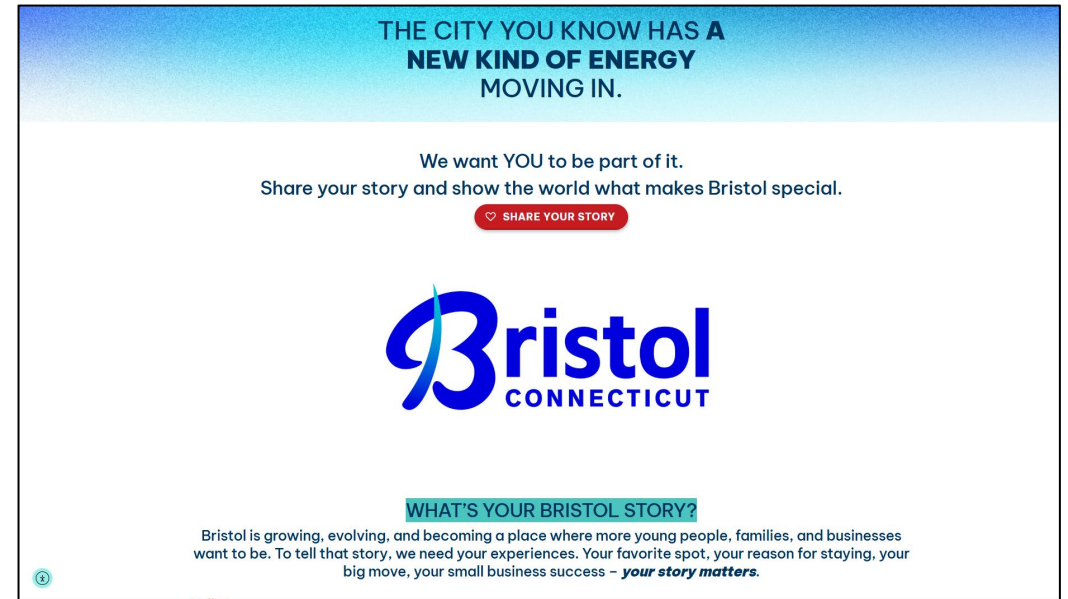
December 4, 2026

DEDICATED WEB PAGE

A dedicated web page was created to capture photos and stories from local residents and Bristol businesses to be used for future initiatives:

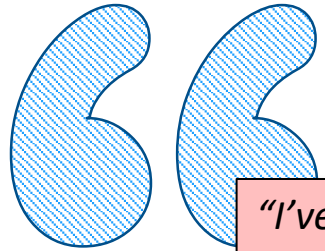
BristolAllHeart.com/SomethingHappening which is also a link from the home page.

The web page also includes links to view Bristol's neighborhoods, things to do, and life in Bristol – from schools to places worship, and a thriving Cultural District.



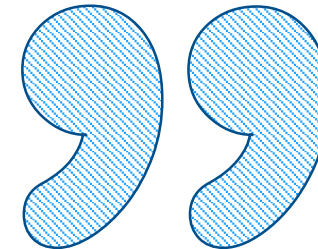
DEDICATED WEB PAGE - RESPONSES

Through organic and paid social media posts on Facebook, Instagram, and the new Bristol All Heart LinkedIn page driving viewers to this dedicated web page, we captured several responses from Bristol residents and business owners who were willing to share their experiences and stories about what Bristol means to them.



"I've lived in Bristol since 2011 and have seen it grow into a vibrant community that perfectly blends small town connection with modern opportunity. It's that spirit that inspired me to start Hearts & Crafts, my laser engraving company based right here in Bristol. The city's support for local entrepreneurs and its creative energy make it an incredible place to live, work, and build something meaningful." – Erin Cote, Bristol Resident and Small Business Owner

"We opened our restaurant 18 years ago and couldn't be more proud and happy we chose Bristol." – Lina, Co-Owner of Monterrey Mexican Restaurant.



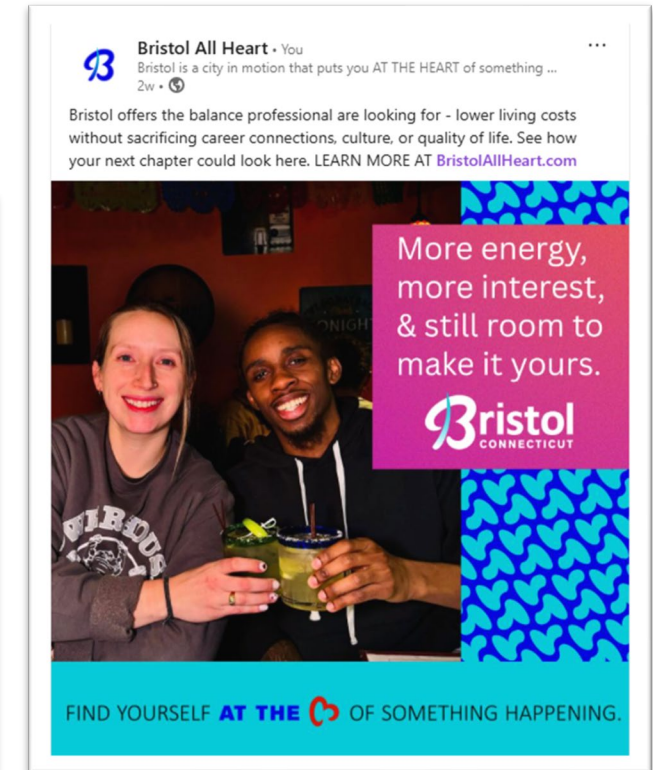
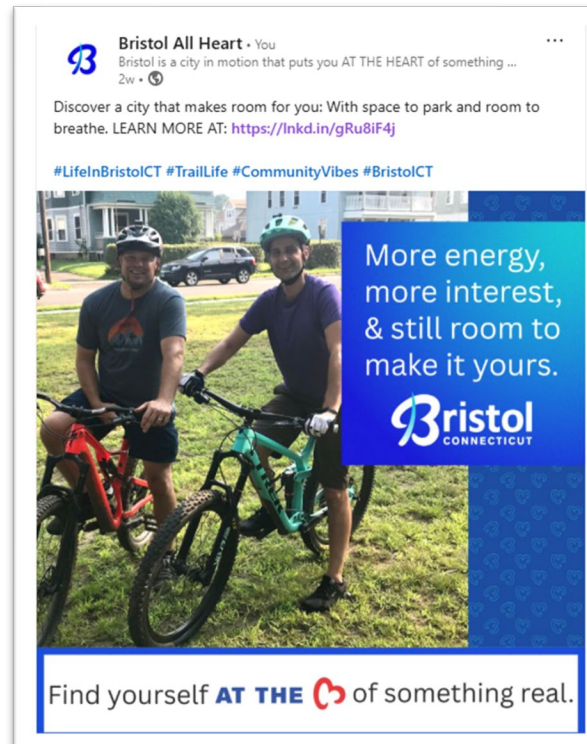
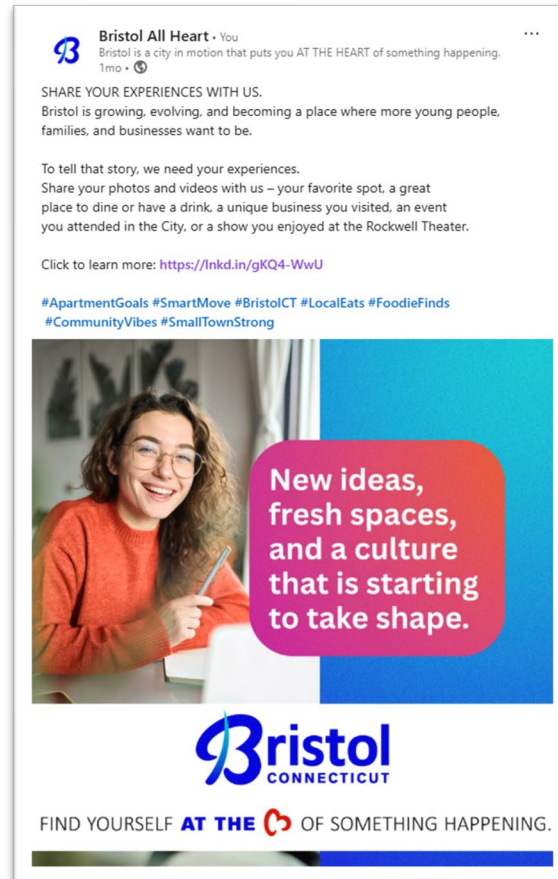
SOCIAL MEDIA MARKETING

- Organic and paid boosted social media posts on Facebook and Instagram
- Paid Sponsored ADs on both Facebook and Instagram – Target Audience = 20-39 age group within 20 miles of Bristol.
- A LinkedIn account was created with the new sub-brand
- The Bristol All Heart Instagram and YouTube pages were updated with the new sub-brand to resonate with the younger demographic

SOCIAL MEDIA MARKETING - INSIGHTS

A combination of stock photography and local Bristol photography was used to show real people and places in Bristol.

LinkedIn
Posts –
Organic and
Boosted:



Facebook Organic Posts vs. Boosted and Paid AD Posts

Organic Post



Bristol All Heart

Published by Dawn Nielsen · November 5 at 6:00 PM · 🌐

Discover a city that makes room for you: With space to park and room to breathe. LEARN MORE AT: <https://bristolallheart.com>

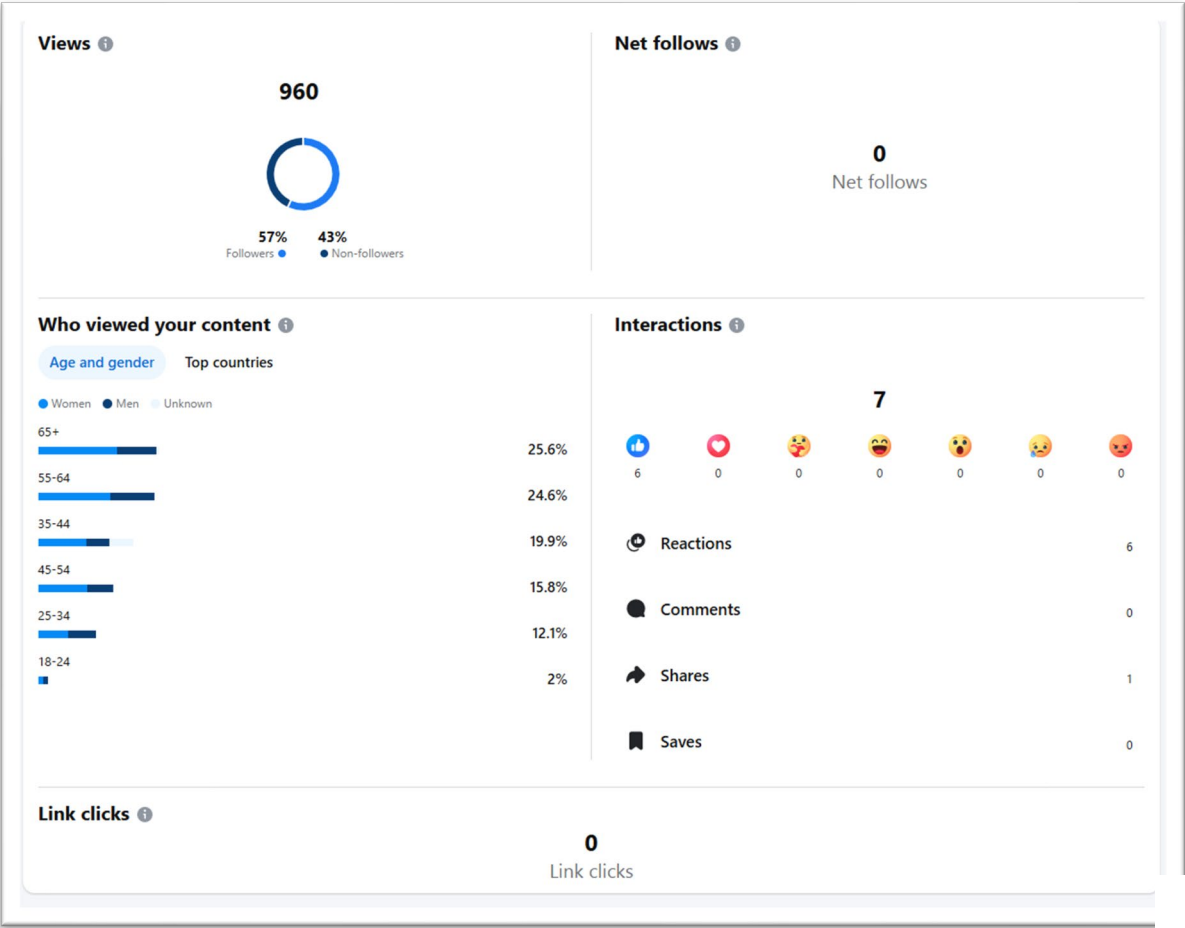
#CommunityVibes #getoutside #BristolCT #bristolallheart



More energy,
more interest,
& still room to
make it yours.



Find yourself **AT THE**  of something real.



Who viewed your content ¹

Age and gender

Top countries

Women

Men

Unknown

65+

55-64

35-44

45-54

25-34

18-24

Interactions ¹

7

👍

6

❤️

0

😂

0

😍

0

😮

0

😞

0

🔥

0

Reactions

6

Comments

0

Shares

1

Saves

0

Link clicks ¹

0

Link clicks



Organic Post

Views

505



65% Followers ● 35% Non-followers

Net follows

0

Net follows

Who viewed your content

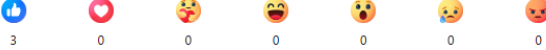
Age and gender Top countries

● Women ● Men ● Unknown

Age Group	Women (%)	Men (%)	Unknown (%)
35-44	25.4%	0%	0%
65+	25.1%	0%	0%
55-64	19.7%	0%	0%
45-54	16.7%	0%	0%
25-34	11.6%	0%	0%
18-24	1.5%	0%	0%

Interactions

3



3 0 0 0 0 0 0

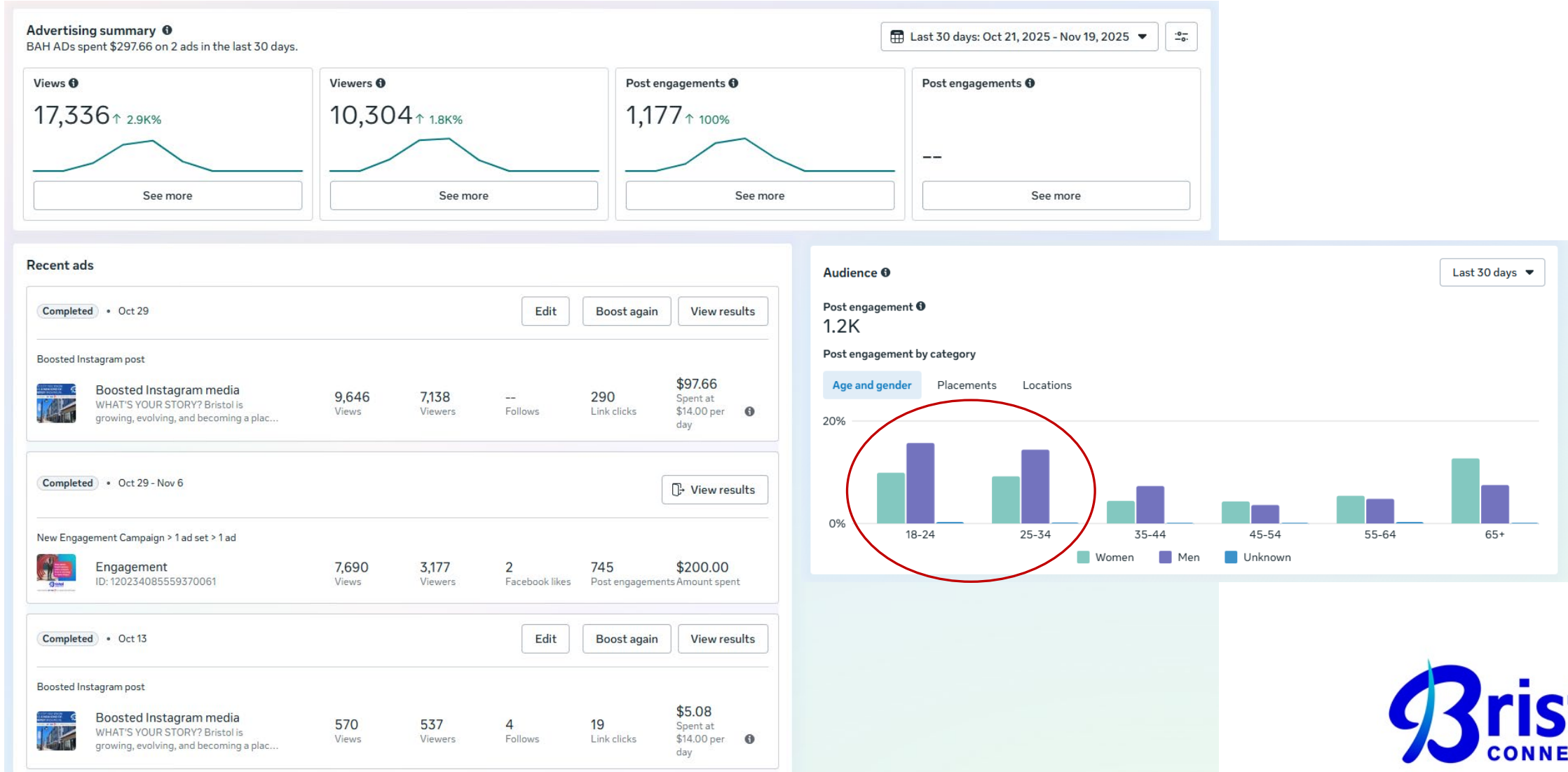
-  Reactions 3
-  Comments 0
-  Shares 0
-  Saves 0

Link clicks

0

Link clicks

Facebook Organic Posts vs. Boosted and Paid AD Posts



30-SECOND COMMERCIAL

We worked with NBC CT on producing a 30-second commercial which aired on Premium OTT Advertising Platforms through NBC CT, delivering content directly to viewers over the internet for one month. The Call-to-Action screen at the end brought viewers to the Bristol All Heart website.



Opening Screen



Call-to-Action End Screen



30-SECOND COMMERCIAL - METRICS

The commercial aired from 10/22/2025 through 11/16/2025



TOP TEN STREAMING PLATFORMS:

LG Channels = 45,789 Impressions
Samsung = 13,129 Impressions
Pluto = 10,201 Impressions
NBC = 8,360 Impressions
CNBC = 2,135 Impressions
NBC News = 2,111 Impressions
Fubo TV = 1,283 Impressions
Vizio Production = 997 Impressions
Oxygen TV = 510 Impressions

OF IMPRESSIONS BY ZIP CODE:

06010 = 75,321
06011 = 23,158

Series	Impressions
NBC News: NBC News NOW: News Now: Full Episode	1,299
Genre: Drama: Samsung TV Plus: Full Episode	1,111
Genre: News: Samsung TV Plus: Full Episode	1,064
NBC News: Dateline NBC: Full Episode	629
NBC News: Dateline NBC: News Now: Full Episode	619
Genre: Entertainment: Samsung TV Plus: Full Episode	547
MSNBC: Morning Joe: Full Episode	513
CNBC: Squawk on the Street: Full Episode	404
CNBC: Squawk Box: Full Episode	392



SOCIAL VIDEO

A social media video for Facebook and Instagram is being produced to highlight all that Bristol has to offer through compelling, targeted social campaign with CT LIVE through NBC CT. It will feature Downtown LIVE at the Rockwell Theater and a walkable downtown Bristol. The video will run on social media the week of 12/8 or 12/15 depending on production completion.





FIND YOURSELF **AT THE**  OF SOMETHING HAPPENING.

Economic Development/Marketing/Grants/CDBG Report

December 2025

Downtown/West End Updates

- Centre Square:
 - Centre Square Village tenant Monterrey is open and doing well. Construction of Centre Square Village “Phase II” continues and has committed commercial tenants. More info to come at the December meeting.
 - The RFP for the remaining Centre Square development lot is live, with a due date of January 29, 2026.
 - Local developer Eric Carrier has purchased the Centre Square property on Main Street south of the railroad overpass with plans for design/construction following development of Mr. Carrier’s Haviland Street development.
- ECD staff are working with Public Works to implement public parking and similar wayfinding signage downtown.
- The owner of 40 West Street continues to plan for the remediation/demolition of the structure.
- CTDOT and engineers GM2 are finalizing design of the Riverside Avenue and Park Street portions.
- Express Kitchens continues work on its headquarters build out. Current work involves utilities coordination, programming of a sophisticated automated “smart” production system which will be the first-of-its-kind in the cabinet industry. Ribbon cutting TBD.
- The RFP for the “Sessions” building at 273 Riverside Avenue is live with a due date of December 17, 2025. An update to come in December.

Development Outside Downtown

- Industrial Update:
 - An update on Southeast Bristol Business Park as well as a future project at the 229 Technology Park will take place at the December meeting.
 - Staff is working with a longtime manufacturer in need of expanding to a larger facility to consolidate a few businesses. More to come on this potential new construction.
- Route 6:
 - Wing Stop is now officially open in the Bristol Farms Plaza. One large national tenant is very close to committing to a portion of the former Big Lots space.
 - The Shell gas station is open at 551 Farmington Ave.
 - The traffic signal on Route 6 to serve the “ProHealth, Car Wash, Chic-fil-A” development, businesses across the street, and those on Sheila Court, is running.
- Forestville/Other
 - City staff are working on the potential of two larger multifamily projects in the Forestville area for the future.
 - Luna’s is open at the former Nuchies property.

- Staff continue to work with House of BBQ and Bacon in Forestville Center toward the opening of the storefront to complement the food truck.
- Grant-funded environmental assessment work at the city-owned 43 East Main Street continues. Staff received a draft environmental assessment report and have requested cost estimates for remediation.
- The new owners of the former Sessions factory on East Main Street are planning a partial conversion of the site to residential, and staff met with the historical consultant assigned to this project in October.
- The city will soon make the vacant land at 135 East Main Street available for purchase. The site is in the floodway but may be used for parking/open space.

Business Incentives

Small Business Micro Grants in Progress

- Working with a new accountant locating to School Street
- Inject is a new manufacturer relocating from a nearby community to the Race St./Valley St. area
- Royal Screw for HVAC upgrades
- Bristol Bazaar for a small construction project
- Staff is working with popular local barber and business owner, Andy Mendoza, on a new venture at 277 West Street

Downtown/West End/Forestville Façade Grants in Process

- Working with the property owner of 176 Main Street on façade upgrades at the “Lorraine” building
- Shaffer-Beacon Mechanical upgrades on Main St.
- Smith Cycles on Riverside Ave.
- Work for 135 Center Street
- Coordinating with the “NAPA” building owner at 65 Memorial Blvd.

Marketing

1) Marketing and Public Relations Initiatives:

The marketing campaign to target young people living in Bristol has been deployed (*see campaign results presentation in Communications*). Campaign results to date will be discussed at the meeting.

2) America250 Committee Updates:

A new event is being planned for January 2026 to kick off the year-long celebration of America’s birthday. The Committee continues to recruit community members to volunteer to help promote the activities and other events being planned for. Please contact Lee McFadden at lee@gomcf.com to be added to the email list or visit: <https://bristolallheart.com/america250/> to learn more.

Grants Administration

Awarded:

A grant was awarded by the State of CT Dept. of Transportation for the Community Connectivity Program to improve sidewalks and pedestrian access on Emmett Street. The award is for \$569,106.

Awaiting news:

An Urban Green & Community Garden grant application was submitted on Nov. 5. to the State Dept. of Energy & Environmental Protection (DEEP) to fund the design and construction of a Pocket Park on the corner of North Main Street and Riverside Ave. as part of the Centre Square development.

The city applied for a Safe Streets 4 All grant from the U.S. Dept. Of Transportation to develop an action plan to implement roadway improvements that will reduce fatal accidents on City streets. The City will utilize the preliminary results of the regional study previously completed by NVCOG with grant funds from this program.

CDBG Program

5-Year CDBG Consolidated Plan – The Con Plan has been verbally approved by HUD. This includes the Annual Action Plan for Year 51. We are still awaiting the official notification and release of funds at this time.

The CAPER (Consolidated Annual Performance & Evaluation Report) for Year 50 was submitted on September 22.

Program Year 51: The first quarter of PY 51 is complete.



COMPILATION OF UTILITIES

LOTS #9 - #12 - BUSINESS PARK DRIVE

BUSINESS PARK DRIVE
BRISTOL, CONNECTICUT

DESIGN	DATE	BY

RJH
DESIGNED

RJH
DRAWN

RAR
CHECKED

1"=50'

NOVEMBER 12, 2025

DATE

XXXXX-XXXXX

PROJECT NO.

1 OF 1

SHEET NO.

SKETCH

SHEET NAME

131 NORTH MAIN STREET
BRISTOL, CONNECTICUT 06010
T: 860.534.6125
bristolct.gov

131 NORTH MAIN STREET
BRISTOL, CONNECTICUT 06010
T: 860.534.6125
bristolct.gov

NOVEMBER 12, 2025
BRISTOL, CONNECTICUT 06010
T: 860.534.6125
bristolct.gov

[illegible]

www.pustola.com

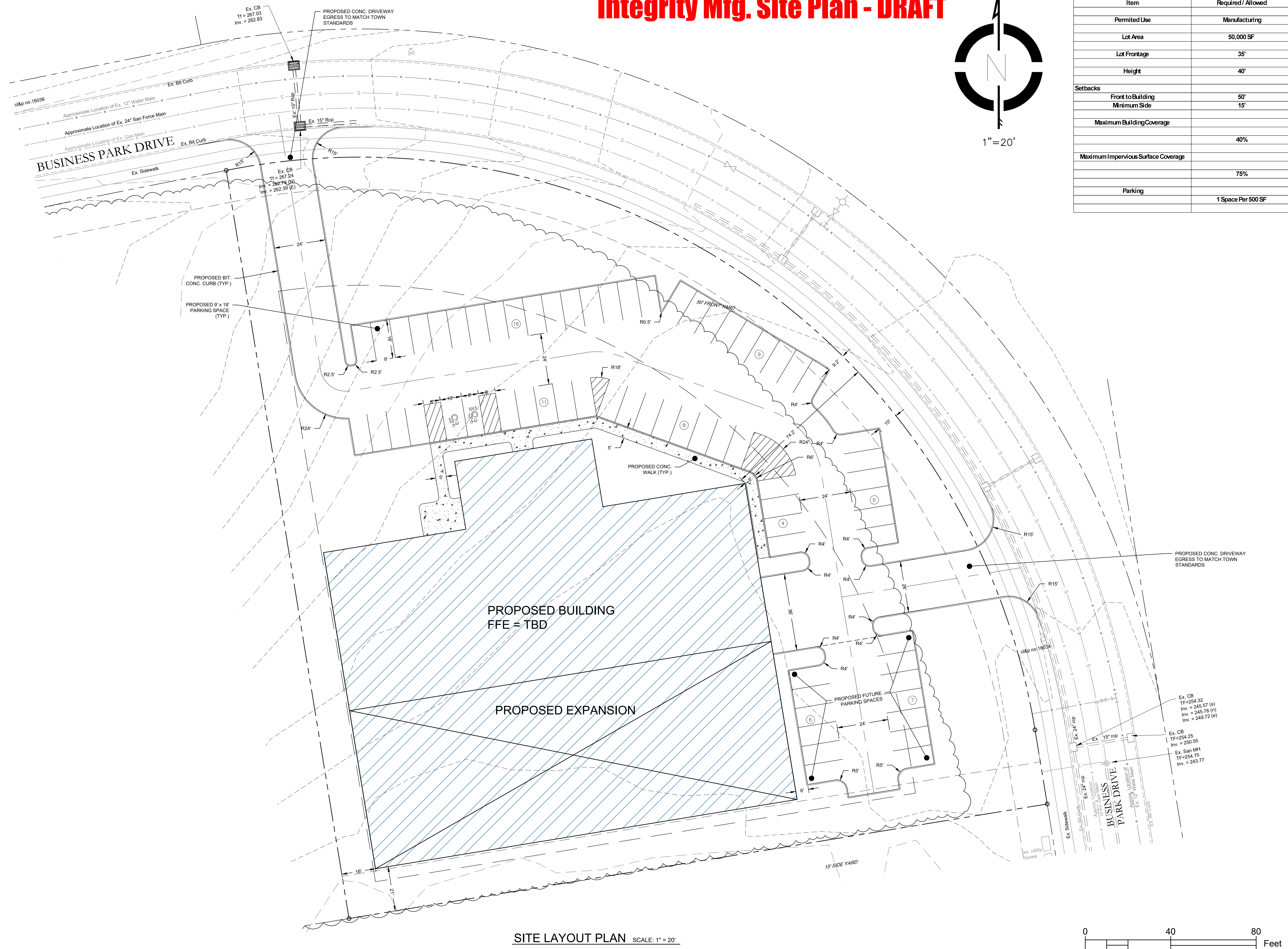
DATE: 10/29/2025

SCALE: 1"=20'

PROJECT NO.: 25068.00

CHECKED BY: KP

Page 3



ECD Special Incentives Chart November 2025

Program Name	Program Description	Available Account Balance
Economic Incentive Fund	This larger fund is used to populate the ECD's incentive programs below. If approved by the Economic and Community Development Board, the fund may also be used for local development efforts other than designated incentive programs.	\$270,591.02
Revolving Loan Fund	This loan fund is managed by Community Investment Corp. to provides low interest, forgivable loans to businesses.	\$131,250.00
Small Business Grant	These grants are capped at \$5,000 and provide 75% of the cost (up to the \$5,000 cap) of projects to improve the appearance and function of small business spaces. The program will fund "fixed asset" or "permanent building improvement" projects. Startup businesses are eligible to apply for 50% of the project cost (up to \$5,000 cap).	\$40,373.30
Façade Improvement Grant	This program is available to improve the appearance, functionality, and architectural heritage of commercial buildings located in Downtown area (as defined by Census Tract 4061), the "West End" and the area known as "Forestville Center.	\$53,664.09