

Preliminary Report

Call to Action for NonProfits – “CONNECT” Program Rollout Held on April 6, 2019



Summary

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Call to Action – CONNECT! Program Rollout

April 6, 2019 •

The FHB Call to Action to Nonprofits was answered by the participation of more than fifteen organizations at the Bristol Statehouse on Saturday morning. Tom Bergenholtz, an FHB advisory member, began the program by reviewing key points given by economist Donovan Rypkema at the previous FHB Brighter Future presentation in February on how to grow the local economy.

Questionnaire prompts brainstorming session.

Keith Maloney led a group discussion based on questionnaires that were distributed asking participants to identify products and services not being offered or are difficult to find in the current local economy. The lively participation yielded information about what types of services and infrastructure would help the organizations provide more opportunities locally by sourcing their needs in Bristol. There was a general opinion that there is not enough information about resources, some services are difficult to find, it is difficult to navigate the multiple platforms offering information, information on current platforms are incomplete, and there is a need for more information sharing among all entities to create connections with one central information source.



FHB Presents the “CONNECT!” program.

FHB is dedicated to taking action to promote growth in our local economy and support business growth is offering a solution. Marianne Bergenholtz presented “CONNECT” – a multi-faceted program methodology created by FHB that can be used to connect business to business, business to customer, business to vendor, vendor to customer, education to community, and nonprofits to visitors – all to boost the local economy. The program is more broad than a single association, bringing multiple entities together for an all-inclusive listing of providers of products and services in Bristol, particularly currently unidentified resources in the “gig economy,” people who create income from short-term projects and tasks.

Every point of contact becomes an opportunity to generate business for one another.

Resources Provided to Nonprofits at FHB Call to Action Meeting

KC Ferrara, of RWU Community Partnership Center presented information about how to use community resource programs offered by RWU through internship programs and RWU student volunteer organizations.

Main Street America Tom Bergenholtz closed the program with a recap of PlaceEconomics principal Donovan Rypkema’s presentation on what Main Street America’s program has done for other communities who participate. Rypkema’s full presentation can be seen at FHBRI.org



Friends of Historic Bristol

Call to Action for NonProfits –

“CONNECT” Program Rollout Attendees List and Survey

Name Signed In	organization	Informative?	Future Events?	Help FHB?
Bob Aldrich	Save Bristol Harbor	I(nformative)	Y	Very
Linda Aruda	Bristol merchants	V(ery Informative)	Y	Very
Fr. Marinaldo Batista	St. Elizabeth	I	N	Somewhat
Karen Binder	Blithewold	V	Y	Very Retail survey
Mike Byrnes	Explore Bristol			
KC Ferrara	RWU	V	Y	Very
Jane Fallon	St. Mary's	I	Y	Very
Kady Harrington	Colt/Andrews	I	Y	Very TC meetings
Jeff Hirsch	Explore Bristol			
Michael Hovarth	St Michael's		Y	Very
Steve Lake	Coggeshall Farm		Y	Very
Paul Mancieri	Leo's			
Juan Mariscal	Former BHPS	V	Y	Very
Susan Maloney	Mt. Hope Farm	V	Y	Very
Pat McLaughlin	EOCD former			
Raymond Murray	Bristol Train of Artillery			
Bradley Wester	Arts In Common	I	Y	Very
Mary Kae Wright	Community Strings	I	Y	Very



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“How are We Doing” Survey results

100% of participants who completed the survey would like to continue working with FHB

80% found the program Very Informative to Informative

90% were interested in attending future programs

77% response rate



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Results of Brainstorming Session

Needs/Problems	Possible Solutions
Lack of Collaboration	Jointly Hire One to Two People to be a Central Marketing Agency for All
Where is Town Government?	Need more statistics
Where's the Shopping?	
Lack of Promotion	Improve and Enhance Visitor's Experience
Not enough lodging	Create Package Deals
Need Hotel	Identify Short Term Rentals in one place
Empty Storefronts	Study by FHB
Not enough Parking	Signage to Municipal Parking Lots
Confusing Parking Signs	Email Blasts
Parking Spots being taken all day by employees	Leave Spots available for Visitors
Getting word out about needs	Include Whole Town of Bristol
Not Enough Gathering/Meeting Space	Add shared space, gathering places, meeting places
Herreshoff Room Hard to Get	Expand Use of Maritime Center
Babysitters for visitors	
Can't Find out what's going on around town	Reinstate Visitors Center
Classroom programs for Colt/Andrews	Build future jobs to fill industrial space
Explore Bristol participation wanes in good econ	
Explore Bristol website not complete	Broader Sharing of information and events
Volunteer Burnout – same few people stick with it	
Vendors have to keep updating Explore Bristol	Museum Pass
Fragmenting missions?	
Silos	Foster Better Connections
Volunteers Group	Know what each other are doing
Community Spirit	I need this/I can provide this
1 - 2 day weekend visitors	Harbor Cruises
Need more weekday visitors	Get Word Out
Things could be better	Change the model
Indoor Recreational Space for elementary schools	
Industrial Park Focus	Industrial Park Focus
Orgs/Businesses compete instead of working jointly	Sharing Economy
	Health Equity Zone
	Courageous Kids on the Common



	Conference space for community gallery
	Pop-up businesses in empty storefronts
	Design "Connect" Program
Not enough millennial focus	Create apps, use apps
	Get modern focus on communications
April 22 Town Council Budget 2019	Work Together – Better Together