

BRISTOL CORE

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Bristol's local downtown organization, Bristol CORE, is an essential part of our active and engaged community. Our mission and passion are to unite people to keep our town vibrant, celebrate its history, and plan for its future.

As the global COVID-19 pandemic continued to linger in 2022, online meetings continued for board meetings throughout the year. The Bristol CORE board also postponed our June Main Street music event *Pocock Rocks* until 2023. With the uncertainty of COVID-19 case numbers in the state, the Board felt it best to focus on projects with less associated risk.

In March, Bristol welcomed a new business to 16 Main Street - *Minifactory and V Smiley Preserves*, which opened in the former Bristol Cliffs Cafe. A vibrant space that is open daily, offering grocery, dining, coffee, and jam. In November, *Silkworm Studio* opened at 27 Main Street, offering boutique vintage clothing. CORE has worked with both businesses on marketing and promotion, especially during their initial launches.

The *Main Street Flower Basket project* returned this year with two hanging baskets per lamppost for a total of 28 baskets on Main Street. All Main Street lamp posts had sponsorship from generous local businesses and individuals. Our thanks to Rocky Dale Gardens for basket design and planting.

The *Bristol COWORKING* space, centrally located on Main Street, operated with Dedicated and Shared memberships through September. Bristol CORE then helped facilitate a new tenant relationship directly between the property owners and dedicated members, and as such, Bristol CORE is no longer involved.

In the Fall, Alicia Standridge, formerly a CORE board member, stepped into the role of Executive Director. She brings her entrepreneurial expertise to the role and a passion for marketing and promoting events. As a Main Street business owner, her commitment to a thriving downtown goes hand in hand with CORE's mission.

The Board continued to work with a marketing consultant to develop campaigns for local businesses in downtown Bristol and beyond. Sarah Audet of Hedgehog & Fox Collaborative has extensive experience working with nonprofits and has been a great addition to CORE. She has successfully worked with CORE and Bristol businesses to craft engaging promotions that have boosted sales and brought traffic to our downtown shops. This partnership continued through November, and the marketing torch was then passed on to our Executive Director.

Alicia spent the fall networking with local businesses, fellow Downtown Partnerships, and local organizations. She also expanded efforts to bring business to the downtown shops during the

Bristol Harvest Festival through marketing and promotions. This year we saw a significant increase in traffic downtown during the event. Bristol CORE continued its yearly tradition of decorating the downtown area for the Winter Holidays with wreaths and lights that added an inviting and festive feel to the downtown landscape. We thank Scentsations for the wreaths and the Bristol Recreation Department for their assistance in decorating.

In December, CORE revived the *Chocolate Walk* and the *Lumen Celebration of Fire & Light*. These events offered an opportunity to gather the community and support local businesses throughout the Holiday season. *Lumen* was wildly successful; with the addition of the So-Full Sisters Food Truck, fire pits, and marshmallow roasting in the park, we saw our highest turnout yet for the event.

As the year drew to a close, CORE began looking at upcoming projects for 2023, including the return of Bristol's beloved music festival *Pocock Rocks*.

Fundraising, sponsorships, and volunteer person-power enable Bristol CORE to implement the projects and events that keep Bristol buzzing. A town appropriation provides a third of our funding, and we are truly grateful for the support of the Town Administrator, the Selectboard, and taxpayers in our fantastic community.

We welcome your ideas, involvement, enthusiasm, and financial support! To learn more about our signature events, current projects, get involved or make a tax-deductible contribution, please visit our website, www.bristolcore.org.

Respectfully submitted,
Bristol CORE Board of Directors

Board Members:

Ian Albinson, Maura Donnelly, Kelly Hamshaw, Aidan Lenihan, Meridith McFarland, Taylor Welch

Ex-officio:

Alicia Standridge, Executive Director | Valerie Capels, Town Administrator