



Town of Bristol
Town Administrator
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MEMORANDUM

TO: Addison County Regional Planning Commission
FROM: Bristol Selectboard
DATE: April 8, 2024
RE: Municipal Small Grant Request: Bristol Wayfinding Branding

Thank you for the March 15, 2024 invitation to apply for up to \$10,000 in small grants on a first come first served basis. We understand funds would need to be obligated by June 30, 2024 and spent within six months and that a one-page final report would be required discussing the results of the project and any plans or other tangible information produced.

Proposal / Request

The Town of Bristol requests up to \$10,000 in funding to hire a consultant to lead community stakeholders through a design process to develop a unified logo, imaging, messaging theme, or "branding" of Bristol's downtown and recreational assets. The end product would be a logo and messaging package that could be used under subsequent initiatives on such things as wayfinding signage throughout the town, kiosks, letterhead, merchandise, and more to provide a cohesive image of the community with the downtown as a centerpiece. Waterbury, Burlington, and Stowe are examples of successful branding.

LEGISLATIVE BODY

Joel Bouvier, Chair
Michelle Perlee, Vice Chair
Ian Albinson
John "Peeker" Heffernan
Jessica Teets

Attest: