



America 250 | CT Commission

Marketing and Tourism Subcommittee

Subcommittee Meeting Minutes

Wednesday, May 15th, 2024

Virtual Attendees:

Robert A. Kret
Frank Burns
Aaron Marcavitch
James Fowler
Blair Bendel
Chris Regan
Rachel Gonzalez
Cyndi Tolosa
Dana Barcellos-Allen
Ashley Malcolm

The meeting began at 3:03PM

1. Status of State Funding

Robert Kret discussed the status of State Funding. The State of Connecticut has allocated \$100,000.00 to support the administration of CT250.

a. Low-Cost marketing options

Mr. Kret asked the subcommittee to begin to think about low-cost marketing options or other funding options.

b. Other funding options

Mr. Kret commented that organizations like the Connecticut Museum will likely utilize existing or special grant funds for America 250 programming. Mr. Burns discussed the possibility of additional unused American Rescue Plan Act funds to support CT250.

2. Review of CT250 Website

AMERICA 250

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There was a discussion about a more robust website to promote specific CT250 activities across the state. Several examples from other sites such as Virginia, Massachusetts, and South Carolina were shared. Frank Burns offered to pursue an in-kind donation from a web developer to enhance the existing website.

Ms. Tolosa discussed a conversation with Anthony Anthony and Felicia Lindau about incorporating CT250 into the CTVisit website. Ms. Tolosa was under the impression that the website would be ready by the July 4th holiday and Mr. Burns believes it will be closer to October 2024.

Ms. Tolosa has prepared sponsorship packets and shared that CT250 is looking to raise \$5,000,000.00 from the private sector. She shared the budget and walked the committee through the details, which includes Administration, Cultural Grants, Education, Engagement, Marketing & Tourism and Capital Improvements. This budget is through 2028.

Mr. Kret discussed the next steps, which would be to speak with Anthony Anthony and reaching out to marketing companies to discuss in-kind or pro-bono work.

Mr. Marcavitch asked if the Connecticut Council of Municipalities had been contacted. Ms. Tolosa has confirmed that it has. Mr. Marcavitch further discussed economic development groups who could possibly help to secure private funding.

3. Work with appropriate committees to develop and market a heritage tourism narrative that intersects with key events, people, and ideas of the revolutionary era.

Ms. Tolosa discussed a typical heritage tourism narrative, that addresses questions such as “What is the Story?”. Why should people come to Connecticut? Mr. Marcavitch briefly discussed his experience with heritage tourism and suggested that it should start as a one-pager, focusing on the business side.

Mr. Kret suggested that a small group be formed to draft the document and asked for volunteers. Mr. Marcavitch offered his support. The draft will be presented at the next meeting.

4. Other Business

There was no other business to discuss.

The meeting ended at: 3:31PM.

Next Meeting: Wednesday, August 14th, 2024, at 3:00PM via Zoom