



Town of Bennington

Communications Coordinator Report – July 24, 2023

Summer is Here!

Suddenly it's summer and we have the heat and humidity to prove it! We have also had a lot of rain, but luckily we escaped the worst of it last week with only minor flooding in a few areas. We extend our sympathy and support to our fellow VT towns who were not so fortunate.

Public Outreach

Recent outreaches included the Community Policing Advisory Review Board listening session and the proposed design for the skate park idea. I was also involved in helping with the 4th of July Bell Ringing ceremony at the Town Offices, as well as being an active participant with the BPD's New Experience Camp where I led a wild caving trip to Clarksville Cave and assisted with the paddling and fishing program at Lake Somerset. I was also involved with outreach regarding the sudden closure of the Rotary Park (also known as the "Peoples" Park or Bennington Station Park) and the re-opening a few days later.

250th Planning

I was the lead in organizing a meeting of 250th regional planners from NY, VT, MA, CT, and RI at Fort Ticonderoga. Over 50 folks from the five states attended. Our guest speakers included the chair of America 250, and the President of Fort Ticonderoga. Breakout sessions included a task force focused on the Capture of Fort Ticonderoga, marketing and outreach, and education. While Vermont is small... our leadership in regional 250th planning looms large. I also attended the quarterly VT250 Commission meeting at Mount Independence where the draft resolution for towns that I proposed was accepted. I'm also the chair of the VT250 educational committee and we concluded a listening session with Ver-

mont social studies teachers in June. The local Bennington 250 Anniversary Committee which I also chair has been active and is pursuing a number of planning efforts for our own commemorations. A website has been created and is under development: bennington250.org

Community Events

Planning is well underway for the second annual Bennington Trailfest. Trailfest celebrates the Long Trail and Appalachian Trail which run as one through Bennington County. The event is to increase awareness and stewardship of the trail by locals, and to encourage hikers to visit Bennington as part of their journey and to build our reputation as an outdoor recreation destination. The event will be held on July 29 from noon to 2:30 pm. More information is available on the Town website.

Organizational Outreach

My primary focus this past month has been working with area organizations around the end of the motel voucher program. One idea that is gaining momentum is the purchase and re-purposing of an area motel to provide transitional and permanent housing. What began as an idea of how the town can help extend some vouchers has evolved into what looks like a much more impactful and permanent solution. To this end, I have been working primarily with BCCH, Hale Resources, Turning Point, and the Project Alliance Housing sub committee and John Rogers.

Bennington Trail Maps

I worked with BCRC, the Bike Hub, the Chamber of Commerce, and Shannon, director of Community Development to reprint the popular "Bennington Trail Map" brochure. This 11 x 17

map shows the 16 trails in our community for hiking, biking, and even canoeing. The map had been out of print for a few years, existing only in PDF format online. Thanks to Shannon for finding some dollars in a recreation grant from the Vermont Community Foundation, we were able to reprint 2,500 brochures and have provided them to the chamber, BBC, and Bike Hub for distribution.

By The Numbers

This past month I interacted with thirteen citizens and I had eight public records requests and related followups

FACEBOOK POST OF THE MONTH: Fourth of July

Sometimes the most important thing about a post is simply the information, and the timing. In this case, our biggest post of the month did not even have an image. It was in the evening on the Fourth of July, and folks needed to know about the fireworks since the weather was iffy. A whopping 10,000+ folks were reached in just a couple hours.

Performance

Reach	Reactions, comments and shares	Results								
<p>Total</p> <p>10,555</p> <p>Worst Best</p> <p>This post reached more Accounts Center accounts than 100% of your 50 most recent Facebook posts and stories.</p>	<p>Total</p> <p>296</p> <p>Worst Best</p> <p>This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.</p>	<p>Total</p> <p>--</p> <hr/> <p>Link clicks</p> <p>--</p>								
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