



WESTPORT CONNECTICUT
PARKS AND RECREATION DEPARTMENT
LONGSHORE CLUB PARK
260 SOUTH COMPO ROAD
WESTPORT, CT 06880

LEGAL NOTICE OF MEETING

Notice is hereby given that the Westport Parks and Recreation Commission will hold a Special meeting **Wednesday, September 13, 2023, at 7:30 p.m.** It will be held electronically via zoom. Meeting materials will be available on the Meeting List & Calendar page of the Town website westportct.gov, along with the meeting notice.

Join Zoom Meeting

<https://us02web.zoom.us/j/85315663953?pwd=SGN4cThBd2N1ZGVvYzJvS1orYkhXUT09>

Meeting ID: 853 1566 3953

Passcode: 368253

MEETING AGENDA

1. To take such action as the meeting may determine relative to a request by Westportmoms to hold a Fall Festival at Compo Beach.

David Floyd, Chairman
Parks and Recreation Commission

It is the policy of the Town of Westport that all Town-sponsored public meetings and events are accessible to people with disabilities. If you need assistance in participating in a meeting or event due to a disability as defined under the Americans with Disabilities Act, please contact Westport's ADA Coordinator at 203-341-1043 or eflug@westportct.gov at least three (3) business days prior to the scheduled meeting or event to request an accommodation.

Parks and Recreation Commission

Meeting Date: September 13, 2023

Agenda Item: #1

To take such action as the meeting may determine relative to a request by Westportmoms to hold a Fall Festival at Compo Beach.

Background Information:

The Westportmoms have held a Fall Festival event at GFA the past 2 years. They recently were informed that the space is not available to them and have requested the use of Compo Beach for their event on October 14 (raindate October 15).

Back-up Documents:

Proposed Event Operating Plan

Who and What is Westportmoms? presentation

Staff Recommendation:

Due to the circumstances of Westportmoms losing their event space with short notice and that a percentage of the proceeds will be going towards a future downtown playground, staff recommends allowing this event for this year.

Resolution Format:

The Parks and Recreation Commission approves a request for Westportmoms to hold a Fall Festival at Compo Beach on Saturday, October 14, 2023 (raindate October 15, 2023).

Proposed Event Operating Plan

Today's Date: September 6th, 2023

Organization: Westportmoms

Address: 820 North Ave, Greenwich, CT 06880

Date of Event: Saturday, October 14th (rain date Sunday, October 15th)

Name of Individual in charge on-site day of event: Melissa Post and Megan Rutstein

Contact Number: 617-835-7772 (melissa) | (203) 214-6878 (Megan)

Email Address: melissa@westportmoms.com or megan@westportmoms.com

ANTICIPATED REVENUE: With estimated numbers, we anticipate revenue of ~\$9750K. Given the expenses noted below, the Net Revenue would be closer to \$7,200K.

Total Entry Fees: 300 (families) x \$20= \$6,000 (again this is an estimate)

Expected Number of Participants: 750-1000* (roughly 250-300 families) - Given there are several other events that day, we have reduced our numbers a bit from past years, but will use the upper end for estimation purposes.

Entry Fee to be charged: \$20 per family

Sponsors: We have historically had 2 main sponsors PLUS GFA. GFA gave us the space, so there was no fee, and our other sponsors are annual clients so sponsorship for events is included in their packages. This year our two primary sponsors are Connecticut Children's Hospital and Laurel Rock Landscaping. Tend Dental and The Westport Playhouse have also shown interest as they are partners of ours as well, and we always want to help our partners have maximum visibility! The sponsors get a table near the entry to the event, and are included on all marketing of the event, leading up to it and day of!

Vendors: We typically charge \$250 per vendor but approximately 1/3 are ongoing clients who do not pay explicitly to participate in this event OR are donating a service (i.e, face paint, art project, pumpkin decorating, food truck).

We typically have 25-30 vendors, so if approximately 15 are paying, its \$250 x 15 =\$3,750 from vendors

Expenses:

What are your out-of-pocket expenses?

- **Tables and Chairs:** Approximately \$1000 for tables and chairs, tablecloths, and setup day of (we bring in someone to help and pay them)
- **Signage:** \$1000 for marketing flyers , Step and Repeat, Posters, Marketing Efforts
- **Custodian/Support Staff:** \$500 - We typically tip the people who help with set up and clean up as a thank you for their time

Total Expected Revenue: \$6000+\$3750 = \$9750

Total Expected NET Revenue: \$9,750-\$2500 = \$7250

HOW WILL PROCEEDS BE DISTRIBUTED? We plan to donate 10% of the revenue to The Westport Downtown Playground fund, which we helped create before COVID and have contributed over \$20K to thus far. It is an official 501©3 fund sitting with the town, and this donation would go directly toward that.

If 10% is donated (\$725), the remaining \$6525 **would be reinvested into Westportmoms, and our organization.** As outlined in the attached presentation, we are an organization whose primary goal is to create a community for the moms – and parents – of Westport via our multi-channel marketing platform through events, partnerships, resources, and more. We are – in full transparency – a for profit organization, but neither Megan or Melissa takes a salary, and all profit from events like the Fall Family Festival is reinvested into future events, our website, our marketing efforts, and our partnerships.

Some of these events and efforts would include:

- **Maintenance of our Westportmoms website** which is supported by a tech team in Boston. Our website is where our blog, resources, guides, and most of our partner information lives.
 - We also pay monthly for access to programs for creating our emails (Mailchimp), Marketing Materials (CANVA and Photo Shop) and our Google Analytics platform.
- **Family Friendly Events:**
 - Annual Easter Egg Hunt
 - In 2023, we had 1500+ kids and parents join us at Long Lots for an Easter Egg Hunt and day of fun
 - In 2022, we had 750-1000 kids and parents join us at Saugatuck Church for an Easter Egg Hunt and day of fun (it got too small for us quickly!)
 - Summer KidsFest – NEW this year
 - In August, 2023, we hosted our first annual KidsFest with 250+ kids, many vendors, and tons of fun for kids at Greens Farms Nursery School).
 - We have been asked to do this again – and more often, so we are planning a Winter Wonderland for Kids in January or February
 - Fall Family Festival
 - In 2022 and 2023, we have had 1000-1200 people join us at GFA for an amazing fall family festival with fun for all. This is the event we are hoping to partner with Parks & Rec on as GFA can not host us this year for a variety of staffing and construction-related reasons
 - Kids Classes – We are constantly partnering with local businesses to offer free Music Classes, Art Classes, Sports Classes and more for kids to try when new businesses or studios open – or when a business is trying to spread the word!
 - Non-Profit/Family Events - We consistently participate in and promote events like the Star Walk & Run, The Raveis Run / Walk, the Westport Halloween

Festivities, Westport Playhouse Shows/Family Days, Wakeman Town Farm Events, and more!

- **Annual Shopping Events** – since our inception in January 2017, we began planning and hosting TWO annual shopping events – one before Mother’s Day, and one in advance of the Holidays. This November will be our 14th event. At these events we typically have 25-30 vendors come from within – and outside of- Westport and share what they offer with the moms – and parents- in our community. Hundreds of moms attend these events, and are always waiting for the next one!
 - We have hosted these at a variety of locations, including Christ & Holy Trinity Church, The Westport Women’s Club, and The Westport Playhouse (inside their Barn and in their parking lot during COVID). The biggest challenge is that these events keep growing, and we need increasingly bigger spaces!
- **Networking and Panel Events** -over the years we have hosted dozens of events for people in the community to meet one another, via casual happy hours, more formal panel events, and even setting up discussions during COVID with people of interest
 - We have always hosted several happy hours and casual meet ups during the year
 - We have hosted formal panel events on important topics – The Digital Dilemma, Gun Violence in our Schools, Insta Lives during COVID on Sustainability, staying safe during such a scary time with Scott Gottlieb, a panel which we streamed with Chief Foti, Jen Tooker and the Police Department about the break ins happening across Westport, and more!
 - Our goal is to hear what is important to the community and to create ways for them to get information, connect with each other and more!
- **Upcoming Events**
 - **Digital Dilemma 2.0 Panel** - We are currently working on a Digital Dilemma follow up panel as there has been so much interest and kids are having more and more access to content at a younger age- and parents are seeking guidance and support!
 - **Mom Entrepreneur Panel** – Pre-COVID we hosted an amazing panel discussion with several rockstar moms (Alyson Camerota, Melissa Bernstein, Emily Liebery and others) to discuss their career paths, balancing work and home life, and more. We are currently working with the Westport Playhouse to do this again later this fall!
 - **Beach Yoga** – we did this over the summer, and the interest was huge, so we are doing it again before it is too cold. This is open to everyone!
 - **Shopping Event with Vuori, Rhone, Rowan and a few others** – we have several upcoming events with new – and existing businesses – to spread the word, and bring moms together!
- **Local Love** – One other initiative we are quite proud of – and hope to bring back possibly this holiday season is Local Love. In 2018 we created Local Love which helped drive business to the downtown merchants, and raised money for a downtown playground.
 - When downtown Westport was struggling a bit, we wanted to help find a way to drive more business to those merchants, so we invented Local Love

- For a small fee, a family received a Local Love card which gave them access to discounts and special offers at over 100 restaurants, fitness studios, stores and more over the course of a week in December during the holidays
- In the two years we ran this pre-COVID, we raised over \$20K for a downtown playground that is currently sitting in a 501©3 account that we are the co-presidents of.
- All participating businesses had window decals, marketing campaigns to drive people to their stores, and we helped spread the word across all of our channels and platforms.
- We have been asked by families- and merchants- if we can bring this back, so we hope to do so!
- **Westportmoms Resources** – in addition to the events we work to plan, we have a website, social media platform, and email list where we try to keep people in the know!
 - While you can check out our website (www.westportmoms.com), we constantly keep the following content updated – and add to it as needed:
 - Private School Guide, Preschool Guide, Tutor & Educational Services Guide
 - Lists of Local Berry Picking, Ice Cream Spots, Movies for Kids, Rainy Day Activities
 - We publish Fairfield County’s most comprehensive CAMP GUIDE, sharing the many camps – general and specialty – offered across Westport and the neighboring towns, typically including 60-75 camps!
 - We have a list of Local Photographers, Local Decorators, Local Real Estate Agents, SAT Prep Courses and Classes, Local Dentists, Doctors & Healthcare Professionals
 - We have a Job Listing page where local businesses can post about new opportunities!
 - And more...
 -

Please see the attached to better understand all that we have built over the past 7 years, and we are here to answer any and all questions we can!

Huge thanks,
Melissa & Megan



Who and What is Westportmoms?

Presented by Melissa Post and Megan Rutstein

What is Westportmoms?

- In January 2017, Megan and Melissa launched Westportmoms, a one-stop-shop resource for moms – and parents – in the Westport community (also Weston, Wilton and Norwalk) to have a way to stay “in the know” about local happenings, events, interesting people doing interesting things, and to learn about new and existing businesses – and their offerings
 - In the last 7 years, Westportmoms has grown to have:
 - A social media following of 21,000+
 - An email subscriber base of 2,100+ with 66.8% open rates (yearly average) and a Click through rate of 3.9% (yearly average)
 - A website that gets 75,000+ page views annually, and provides a wide variety of resources to the community, including a calendar of local events, information on Schools and Camps locally, Guides to local activities, ice cream shops, local tutors & educational services, non-profits, and more
 - A “Meet a Mom” feature 2-3 times/month (shared on social media and our website) highlighting a mom doing something interesting, impactful, or new in the community!
 - In addition to our Marketing channels, we plan dozens of events each year for the community, which have become a staple to many, and we hope to continue to do so
-

What is the Local Mom's Network?

- As a quick background, Westportmoms was the THIRD local mom community that was created back in 2017, with the goal of providing a place for moms to stay in the know
 - Today, Westportmoms is one of 150+ local mom communities across the country that provide these benefits to their moms- and parents.
 - As one of the founding communities, we have created the playbook for many of these other towns and Westport has been a wonderful example of how something like the community we have built can support people and give them a way to connect, settle, celebrate and learn.
 - We have loved the opportunity we've had to built this platform and community, and to watch it grow as our children have and our areas of focus evolve and expand
-

What do we do?



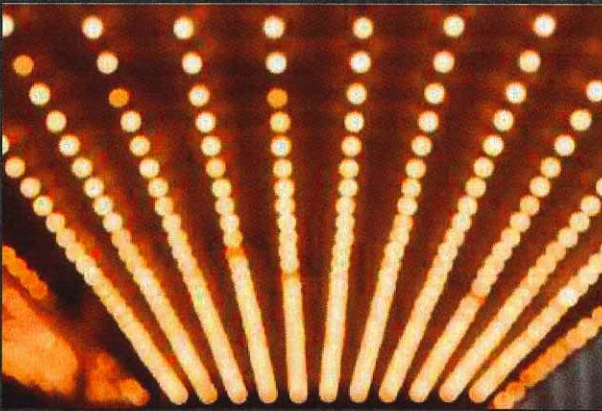
We plan events on topics of interest



We provide resources



We help moms stay informed



We celebrate exciting things



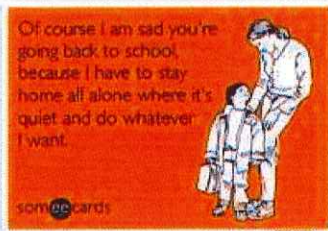
We set up meaningful panels



We help families find fun

Sample Monthly Newsletter- September 2023

[View this email in your browser](#)



September Stuff

September is all about routine.

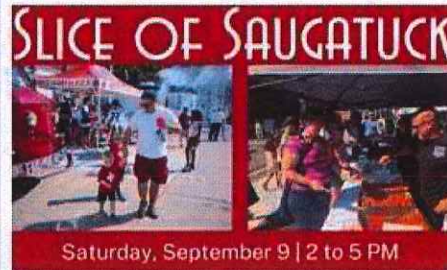
After a summer with looser bedtimes, a bit more screentime and a few less rules, the early Fall is all about dialing back into systems that help everyone get to school, practices, and other school year activities. While it can be sad to say goodbye to summer, the good news is that routines are great for kids—and even better for moms. We have worked hard to create some resources to help you transition back into that routine, and make it even easier! We also have some great events coming up, so **STAY TUNED!**

RESOURCES:

- [Back to School Activity Guide](#)
- [Biking & Hiking Trails](#)
- [Local Photographers](#)
- [Private School Guide](#)
- [Tutor & Educational Services Guide](#)

Remember - we are in this together, and are here to help! Keep an eye out for great fall events, mom interviews, back to school tips & more!
XOXO, Melissa & Megan

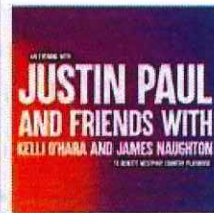
UPCOMING EVENTS



Slice of Saugatuck Returns for 10th year

The *Slice* returns for the tenth year on Saturday 9/9 from 2pm – 5pm with over four dozen of Saugatuck's finest restaurants, shops and galleries opening their doors and inviting the community to come and sample their offerings. Walk the streets of Saugatuck Center and taste your way from restaurant to restaurant. Bring the kids and check out the Fire Department's antique fire engine, the fire safety trailer and jump in 4 different bouncy houses, Balloon Bender and Face Painter and roving performances. Your stomach will be full before you get to the end. Adult Tickets \$15 | Children \$5.

[Learn more](#)



On September 9th

Oscar, Grammy, Tony, and Olivier Award-winning creator and Westport native Justin Paul (Dear Evan Hansen, La La Land, The Greatest Showman) is bringing his talented friends to town for a one-night-only concert benefiting the Playhouse! The evening will feature a group of talented Broadway performers, both from Justin's past projects and other award-winning Broadway musicals.



Due to popular demand, BEACH YOGA IS BACK!
Join us for Beach Yoga on Wednesday, September 27th at 9:30am on Compo Beach (by the cannons) with local mom and trained instructor, Elle Litton.
[RSVP here to save your spot!](#)
All levels (including beginners) welcome.

[RSVP TO YOGA](#)



SAVE THE DATE!!

The Horizons GFA Fall Gala is **November 16th at The Knowlton!** Save the date for this annual "can't miss" occasion – this year at a new location for an even better, bigger, and more meaningful event. The Fall Gala supports over 320 Bridgeport students from PreK through College & Careers, ensuring 100% graduation rates and long-term success. Visit [here](#) for updates and more info, or email rosen@tacademy.org to reserve your table or sponsorship now!

NEW TO WESTPORT

NEW!!!

- BRIDGES (Merch, shirts and plants)
- BOND GET (veterinary services)
- COSSANA (jewelry)
- ROSTERY BARN (New Location)
- SKIN LAUNDRY (beauty)
- ZECCA GASTROBAR (Italian Restaurant)
- EMMY SQUARED (Burger and Pizza Restaurant)
- PHONE (massage)
- REND (new identity concept)

COMING SOON!!

- DEE ROBYN TRAINING (Group Personal Training Studio)
- MONDRIAN (Ice Cream Restaurant)
- CAVE Mediterranean Restaurant
- LOMB BREAD (YUMMANS)
- LABE FACTORY (across from Trader Joe's)
- SWEET GREEN (the explanation needed)

Sample Monthly Newsletter

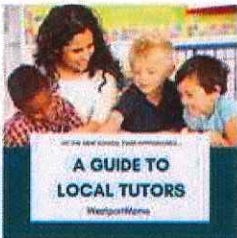
BACK TO SCHOOL- GUIDES, SAVINGS & MORE!



Fall Activity Guide is here!

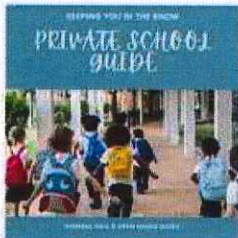
Part of getting kids back into a routine is about keeping them busy! See our 2023 Fall Activity Guide for classes ranging from sports to music, cooking, and more!

[See Complete Guide](#)



Tutor Guide

If your child may need some additional support, there are many incredible resources to choose from



Private Schools

Learn more about the many amazing Private School options in the area, and their upcoming open house events

Starting Off the School Year Right



School is back in session! Getting into the school groove with your kids early on will pay off big later. Read through Learning Specialist and local mom, Dana Aussenberg's, [latest blog post](#) to learn a few strategies to get your family into a successful routine at the start of the new school year. Wishing everyone a wonderful year ahead!



While back to school can be the most wonderful time of the year, it's perfectly common to feel all the feelings from excitement and curiosity to nervousness & uncertainty. [In this toolkit](#), Connecticut Children's pediatric experts share helpful, age-appropriate tips to navigate the start of the year and set your child up for success. Get answers to questions about tackling tough conversation topics, easing stomach pains, preventing sports injuries and more!

THE GOWAN GROUP
PLACEMENT TEAM

FALL FUN FOR YOU - AND YOUR KIDS



Exciting Promo.

Join [OrangeTheory Fitness Premier](#) in September, and get a FREE OTBeat Burn!

Plus, introducing our new class, **Strength 50!** Strength 50: 50-min class for strength, resilience, lean muscle, and form. **Complements Orange 60** for strength, endurance, and power. Don't miss out! [Join us](#) and crush those fitness goals together.

Westport Loves Tend Dental.

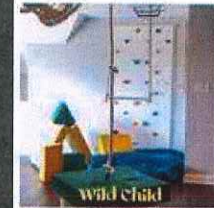
Westport residents are raving about [Tend!](#) Book your first appointment today and experience the Tend difference for yourself.

[BOOK NOW](#)



lift WELLNESS CENTERS
Children & Adolescents

At lift Wellness Centers, we take a holistic, integrative approach specifically designed for children, teens, & young adults. Clients are invited to participate in individual or group life classes in our safe and welcoming space. Alongside a United States top health professional, clients learn to incorporate communication, self-worth, stress management, and more into their wellness journey. We are committed to providing a safe, healthy, and joyful wellness experience.



Ready to up your playroom game? [Wild Child](#), a research-based playroom design firm, has come to Westport! They create custom play spaces to encourage play and imagination in your wild ones.

Check out the amazing playrooms they create [here](#).



Cuddle up with a new friend this fall! Have you seen the amazing selection of Jellycat plush at [The Toy Post](#)? Everyone from kids to collectors will find fabulous friends our favorite local toy store.

Plus, birthday party season is coming and The Toy Post is our go to place for party gifts - they write for free!

STRETCH ZONE

Embracing the power of stretching isn't just about staying injury-free, it's your ticket to faster recovery.

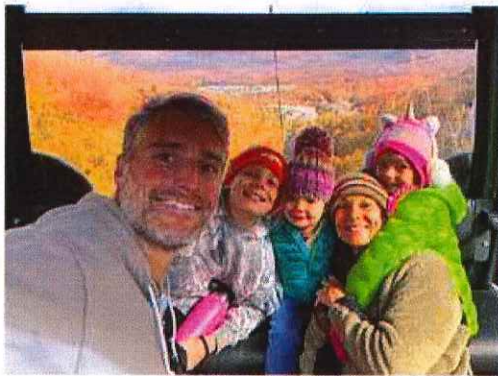
BOOK YOUR SESSION NOW AND EXPERIENCE THE STRETCH ZONE DIFFERENCE

[@STRETCHZONEWESTPORT](#)
203-557-4410

Sample Monthly Newsletter



MOM STUFF



Meet Lauren Urist - Long Lots Teacher

With the start of another school year, what a perfect time to introduce Lauren Urist, mom to three, who has been a teacher at Long Lots Elementary since 2010! After her post-college career spent putting in long nights in advertising, she found her passion for education, got her Masters in Teaching, and became an early bird, and she never looked back! In another life, Lauren may have been a lawyer, she swears by chips, candy, and chapstick, and shares that a fun activity she did as a high school senior in Illinois was Donkey Basketball, where they rode Donkeys and played basketball in their school gym...We're pretty glad Lauren met her husband, a Westport native, and settled here, as her warmth, supportive nature, and love for kids and all things education have had a positive impact on hundreds of kids over her time as a teacher! As we kick off a new school year, huge thanks to all the amazing



Wondering about these Lanternflies?

Learn 3 things you should know about the Spotted Lanternfly--and how Mosquito Squad can protect your landscaping (and even your outdoor furniture and car) from their damage.

[Learn more](#)

Protect Your Home

This Fall, make sure you get the protection you deserve. Property Protection is a local company. What does that mean? It means if you have a question, comment or concern, day or night, the same people who designed and installed your system are there to help. Call them today to book your consultation at 866-991-7233.



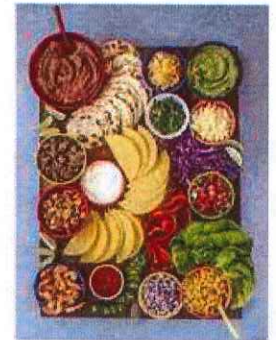
Need Computer Help?

Computer running slow or in need of an upgrade? Genius on the Go can assess your current device, ensure your new device has sufficient Memory and Storage and migrate everything over so you can pick up where you left off. **Pro Tip:** computers sold at Apple Stores typically are cookie cutter and are not future proofed in terms of memory/storage. Why go to the

Weeknight Recipes



[Marinated Mediterranean Chicken](#)



[Make-Your-Own Taco Board](#)

Mom Hacks



[Lunchboxes You'll Love to Pack](#)
These are as fun as they are functional, and you can never have too many.



[Backpack Roundup!](#)
Letting kids choose their backpack is a rite of passage and gets them excited!

Our Website – www.westportmoms.com

The screenshot shows the homepage of the Westport Moms website. At the top is a navigation bar with links for HOME, LOCAL EVENTS, SCHOOL, GUIDES, RESOURCES, BLOG, M&M LISTS, and GET IN TOUCH. Below the navigation bar is a circular logo for the Westport Moms Network. To the right of the logo is a banner for the law firm FERRO & BATTY, L.L.C., with the text "When Family Matters Become Legal Matters..." and "EXPERIENCE. ACUMEN. SENSITIVITY." Below the banner is a large photo of a family (a man and three children) in winter gear, with a "Meet Lauren Urist!" headline. To the right of the photo is a "FEATURED DEAL" for European Wax Center, advertising "Your first wax is free.*" and "FIRST WAX FREE with European Wax!". Below the featured deal is another advertisement for "FlexiBee" by "hey there" (Hugoboss), featuring a woman holding a box and the text "Flexible work. Delivered." and "As seen on CBS NEWS".

HOME LOCAL EVENTS SCHOOL GUIDES RESOURCES BLOG M&M LISTS GET IN TOUCH

WESTPORT
the
MOMS
network

When Family Matters Become Legal Matters...
Divorce Lawyer & Child Custody Attorney | (203) 424-0260
STAMFORD | GREENWICH | DARIEN | WESTPORT | NEW CANAAN

FERRO & BATTY, L.L.C.
DIVORCE & FAMILY LAW

EXPERIENCE. ACUMEN. SENSITIVITY.

AROUND TOWN

Meet Lauren Urist!

With the start of another school year, what a perfect time to introduce Lauren Urist, mom to three, who has been a teacher at Long Lots Elementary since 2010! After her post-college career spent putting in long nights in advertising, she found her passion for education, got her Masters in Teaching, and became an early bird, and she never looked back! In another life, Lauren may have been a lawyer, she swears by chips, candy, and chapstick, and shares that a fun activity she did as a high school center in Illinois was Dookie Basketball, where they rode Donkeys and played.

Click to add notes

FEATURED DEAL

EUROPEAN WAX CENTER

Your first wax is free.*

FIRST WAX FREE with European Wax!

Flexible work. Delivered.

hey there HUGOBOS

As seen on CBS NEWS

Our Instagram



Some of our Partners:

Over the last 7 years, we have worked with the below and many others to support their growth, marketing initiatives and efforts to connect with the larger community:

- Active Dog
 - Balducci's
 - Bespoke Vet
 - Broder, Orland, DeMatti and Murray
 - Brown Roofing
 - Connecticut Children's Hospital
 - Continuing Ed Westport
 - Earth Animal
 - Embrace Orthodontics
 - European Wax Center
 - LIFT Wellness
 - Greens Farms Academy
 - Glow Bar
 - Gloss Lab
 - Gofer Ice Cream
 - Hammer & Nails
 - Holiday Hill Day Camp
 - Horizons
 - Kerri Rosenthal
 - Landmark Academy
 - Laurel Rock Landscaping
 - Maritime Aquarium
 - Montessori School Wilton
 - Naturino Kids Shoes
 - Orange Theory
 - Pierrepont School
 - The Post
 - Rowan
 - Star, Inc
 - Stepping Stones
 - TEND Dental
 - Toy Post
 - Westport Dental
 - Westport Downtown Merchants
 - Westport Historical Society
 - Westport MediSpa
 - Westport Playhouse
 - Westport Weston YMCA
 - Zion PT
-

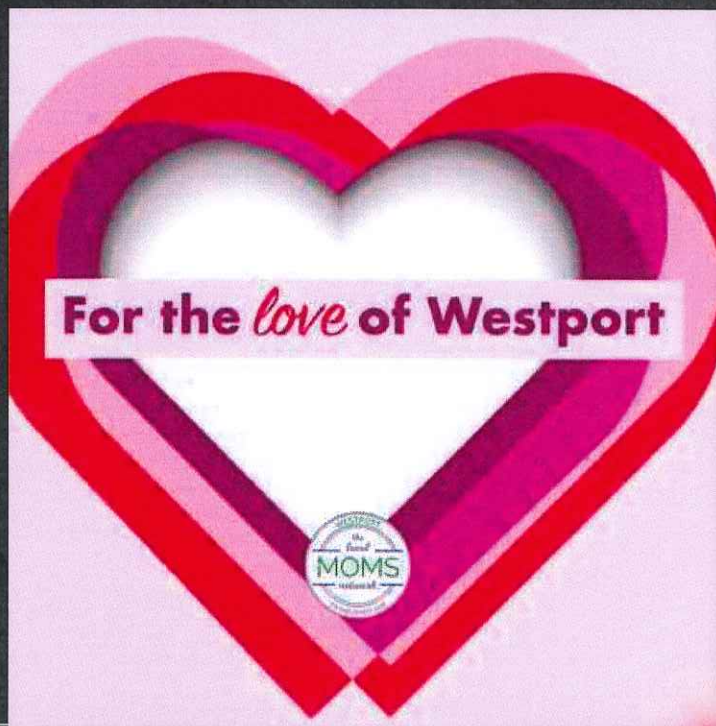
Family Events — every year we do multiple large and small family friendly events. Some of these include:

- Easter Egg Hunt and Family Day (in 2023, we had 1500+ kids and parents join us at Long Lots for an Easter Egg Hunt and day of fun)
 - Summer KidsFest (in August, 2023, we hosted our first annual KidsFest with 250+ kids, many vendors, and tons of fun for kids at Greens Farms Nursery School). We were asked to do this more often
 - Fall Family Festival (for two years we have had 1000-1200 people join us at GFA for an amazing fall family festival with fun for all)
 - Music Classes, Art Classes, Sports Classes for kids to try when new businesses or studios open
 - We participate in and promote the Star Walk annually, the Westport Halloween Festivities, and more!
-

Parent Events – every year we do multiple large and small events for parents in the community. Some of these include:

- A Digital Dilemma Panel – included students, administrators, tech experts, and law enforcement to discuss the digital dilemma facing our children today
 - Anti-Gun in Schools Prevention Panel – we partnered with the Westport PD to put on an amazing event with 250+ people to discuss how to keep our kids safe in this day and age
 - Annual Holiday Shopping Event (7 years running)
 - Annual Mother's Day Shopping Event (7 years running)
 - Monthly events including FREE workout classes, shopping events at stores in town, happy hours, beach yoga, and more
 - Networking events – happy hours, annual get togethers, Meet a Mom events where featured moms can connect with one another and more
 - Panel events with rockstar moms in our community, discussing entrepreneurship, balancing work and family, and more
 - We also have a Job Listing Resource page where we post local job opportunities for businesses – and moms!
 - And more...
-

Local Love – in 2018 we created an initiative called Local Love which helped drive business to the downtown merchants, and raised money for a downtown playground



- When downtown Westport was struggling a bit, we wanted to help find a way to drive more business to those merchants, so we invented Local Love
- For a small fee, a family received a Local Love card which gave them access to discounts and special offers at over 100 restaurants, fitness studios, stores and more over the course of a week in December during the holidays
- In the two years we ran this pre-COVID, we raised over \$20K for a downtown playground that is currently sitting in a 501©3 account that we are the co-presidents of.
- All participating businesses had window decals, marketing campaigns to drive people to their stores, and we helped spread the word across all of our channels and platforms.

Some Resources We Provide

While you can check out our website (www.westportmoms.com), we constantly keep the following content updated – and add to it as needed:

- Private School Guide, Preschool Guide, Tutor & Educational Services Guide
 - Lists of Local Berry Picking, Ice Cream Spots, Movies for Kids, Rainy Day Activities
 - We publish Fairfield County's most comprehensive CAMP GUIDE, sharing the many camps – general and specialty – offered across Westport and the neighboring towns, typically including 60-75 camps!
 - We have a list of Local Photographers, Local Decorators, Local Real Estate Agents, SAT Prep Courses and Classes, Local Dentists, Doctors & Healthcare Professionals
 - And more...
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Why we care so much

- We collectively have 5 children who we have raised in Westport and we are blown away by the amazing place we live. We have LOVED getting to build and grow Westportmoms together, and to share so much of what is so special about the place we live
 - We LOVE planning events, and anyone who has worked with us knows we put our blood, sweat and tears into every one of them.
 - We LOVE sharing what is going on in the world – keeping people informed about our schools, important town meetings, events, and more
 - We LOVE highlighting and connecting amazing women- and moms- doing amazing things daily around us
 - We LOVE helping someone find a nanny, a doctor, a Saturday afternoon activity, a great tutor to help their kids, a fun venue for a celebration, a class to sign their toddler up for where they meet new friends, and more
 - We LOVE supporting the businesses that make Westport what it is and helping them get the word out to the community in the most effective way
 - We LOVE Westport.
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