

Bridgewater Community Little League Parent Survey Results

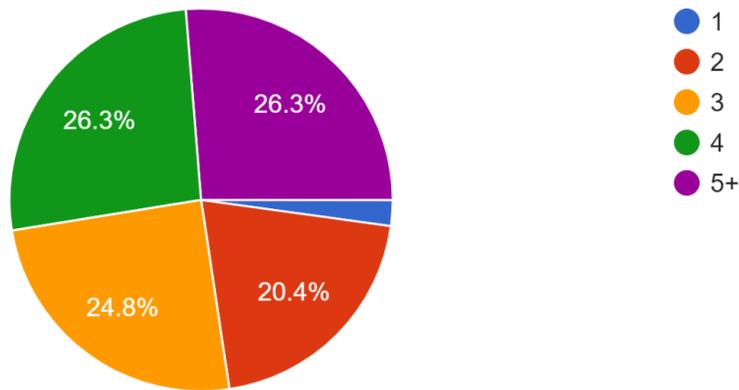
By: Lena Caffall and Everett Wood

The following are the responses to the 10 question survey sent to parents of the Bridgewater Community Little League players.
(137 responses were received)

Question 1:

How many individuals (including yourself) typically support your child/children at a game?

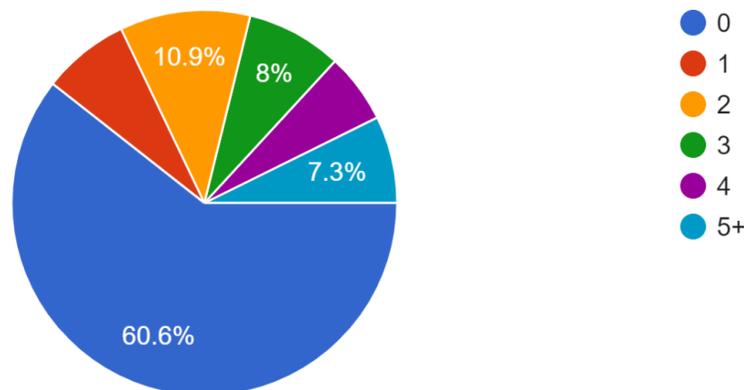
137 responses



Question 2:

How many of those individuals (including yourself) are residents of the town of Bridgewater?

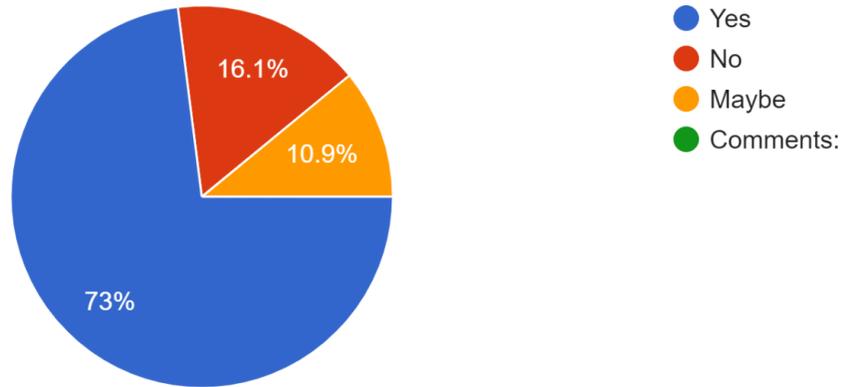
137 responses



Question 3:

Do you associate the town of Bridgewater with the Bridgewater Community Little League (BCLL)?

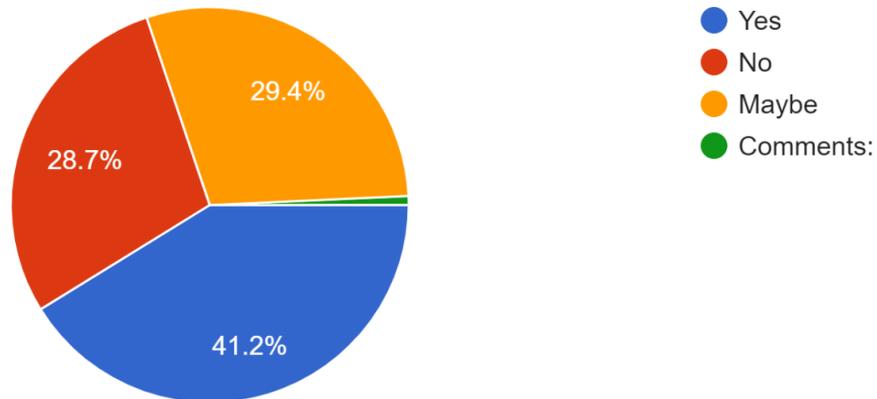
137 responses



Question 4:

Do you perceive the town of Bridgewater as playing a large role in the success of the BCLL organization?

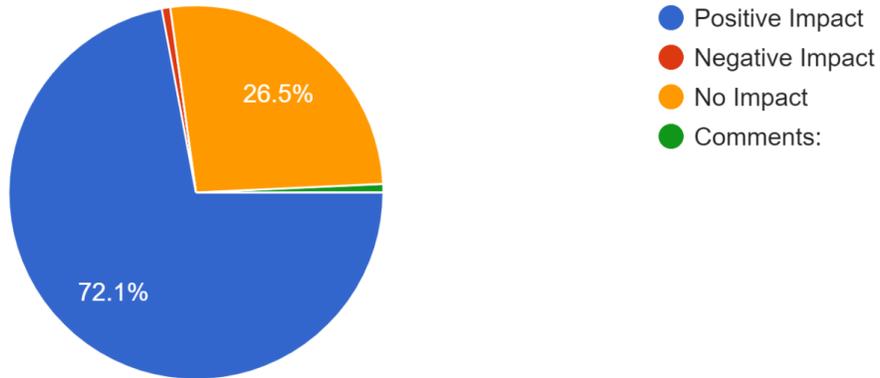
136 responses



Question 5:

How would improvements to the BCLL facilities such as field improvements and paving for ADA compliance, affect your perceptions of the BCLL?

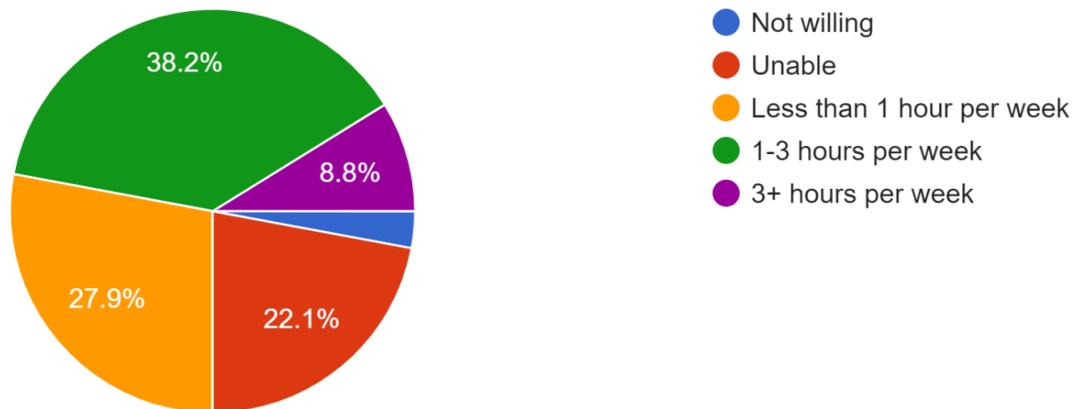
136 responses



Question 6:

How often would you be willing to volunteer with the BCLL (coaching, concession, field maintenance)?

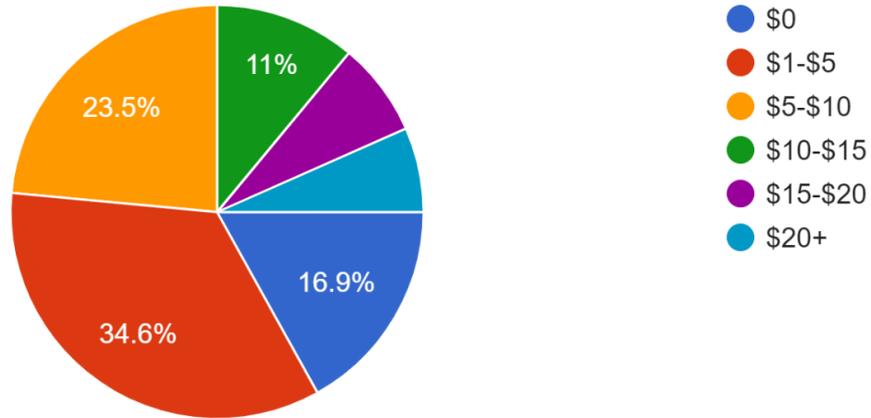
136 responses



Question 7:

How much does your family typically spend at the concession stand during one game?

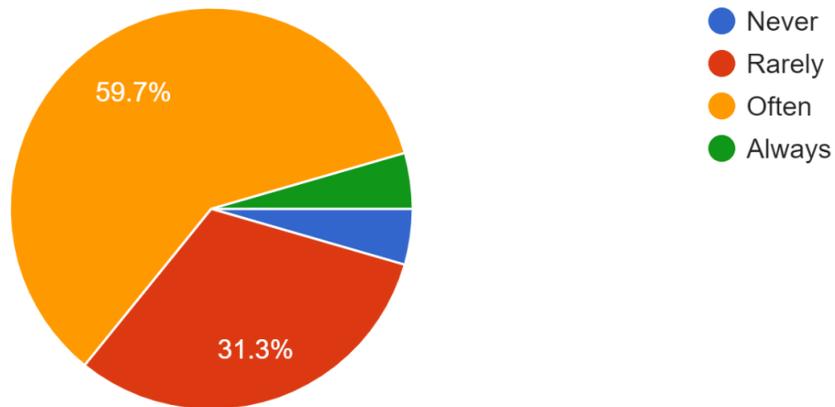
136 responses



Question 8:

How often does your family eat at local restaurants before or after a practice or game?

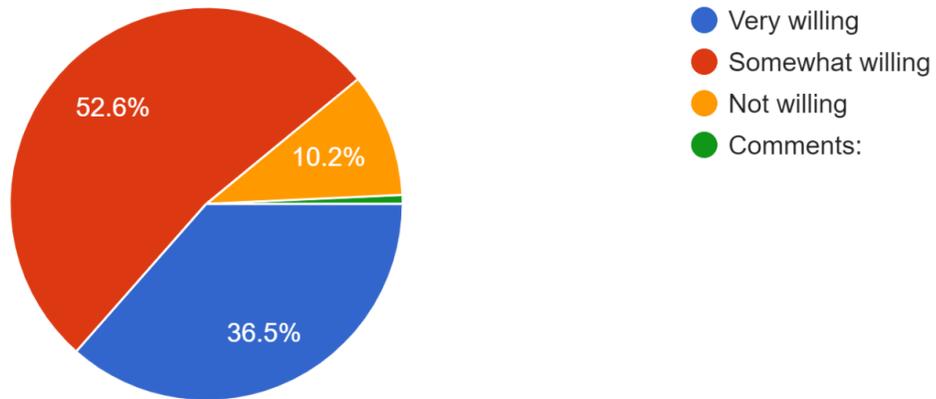
134 responses



Question 9:

How willing are you to make a purchase at a food truck rather than the traditional concession stand?

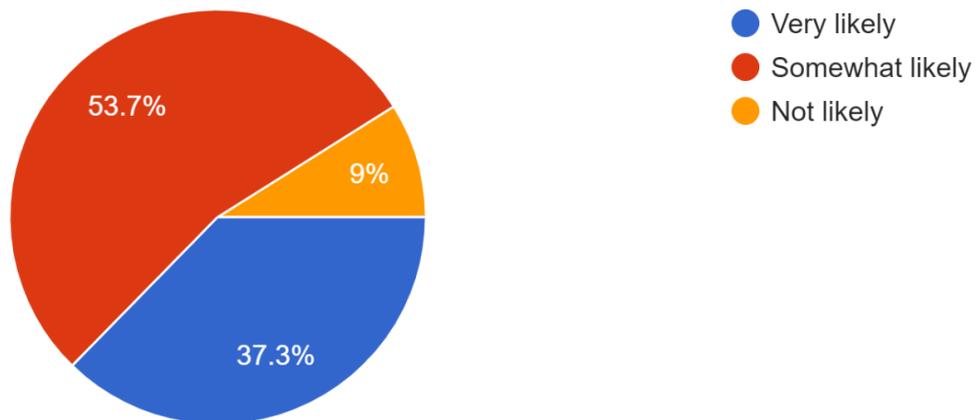
137 responses



Question 10:

As a participant in BCLL are you more likely to use the amenities offered by the Town of Bridgewater or participate in local town events?

134 responses



The following are responses from local businesses regarding the impact of BCLL on their businesses and the town of Bridgewater:

This response is directly quoted from an email written by Ms. Jenna Matthews of Bridgewater Coffee Co:

“During the early spring months when mornings are still cold, we do get quite a bit of traffic from parents and family members looking to grab local coffee and food while watching their child play. We are also within walking distance from all of the fields so there’s foot traffic too.

Having tournaments in our backyard, per se, also brings in out of town families who will Google ‘coffee near me’ and our shop pops up right away. So there’s that as well.

I can’t really say when there’s a weekend that’s busier than others during baseball/softball season. In recent years, with people finding out that our shop is so close to the fields we have become more busy than ever during the season!

Like I mentioned before, having out of town teams visiting to play during the weekend definitely brings good business to the town of Bridgewater. There’s enough fast/casual dining restaurants to keep the visiting people local, and a good amount of grab and go options (Family Dollar, Southern States Gas Station, etc) for last minute necessities like flip flops, bottled water, Gatorades, snacks, blankets and so on.

Once all day games are done, most families will look for a close restaurant to go to before the drive home, which is where our locally owned restaurants really shine. Overall, I think our town offers a good amount of choices for visiting teams despite its size.”

The following responses are not direct quotes because this information was obtained through phone calls. Provided here is a summary of the statements made during the phone calls:

New York Flying Pizza: The representative from New York Flying Pizza shared that they know that the business sponsors the Little League occasionally, so the Little League brings customers in that way.

Bob A-Reas Pizza and Subs: The owner of Bob A-Reas Pizza and Subs explained that although he does not know very much about the Little League itself, he has been in business in Bridgewater for a long time and knows that having the Little League in town does help his restaurant during the summer months.

Anita’s Decadent Delights Bake Shoppe: The owner of Anita’s Decadent Delights Bake Shoppe was able to share how the Little League directly impacts her business, since the fields are right behind her shop and lots of parents come in on game day mornings to grab donuts. She also shared that her bake shop receives business from the Little League when making cookies and other treats for end of year banquets.

If you have any further questions, please feel free to contact us!

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