Woodstock Economic Development Commission
Application for Community Project Grant

Name of Project: Shop Local holiday Package NBC and affiliates
Start Date: November 14, 2016

Description: To promote Woodstock, Vermont as a great place to live, dine shop and play, with a beautifully produced-professional, 30 second commercial shown 225 times between November 14, 2016 and January 1, 2017.

Total Project Budget:
$10,500.00

Grant Request: *$10,500.00*

Applicant Information: *Elizabeth Finlayson-Woodstock Area Chamber of Commerce*

Name of Project Coordinator: *Chris Slucier*

Name of Organization/Business*: Woodstock Area Chamber of Commerce*

Organization background: *The Woodstock Area Chamber of Commerce is a membership-driven organization of businesses and professionals who are committed to developing a vibrant community and improving the economic well-being of the Woodstock area by marketing and supporting our members and our towns.*

Business Address: PO Box 486- 3 Mechanic St. Woodstock, VT 05091

Telephone Number: *457-3555*
Contact's Email Address: *bfinlayson@woodstockvt.com*
Organization's Website URL: *www.Woodstockvt.com*
Organization's EIN: *03-0183829*

Your answers to the following questions will help the EDC evaluate your grant application according to the published funding rubric. Please be as succinct as possible while still supporting your answer:

1. How does the proposed project improve the quality of life for all Woodstock residents and visitors?

2. How does the proposed project enhance the beauty of Woodstock?
   The video spot will show Woodstock at its most beautiful.

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3. In what way will the proposed project contribute to Woodstock's economic vitality?
   This project will entice visitors from northern VT, New York and New Hampshire to shop, dine, stay and play in Woodstock.

4. Does the event have broad-based private-sector, public, community, or local support? It has great support amongst local merchants.

5. Will the proposed project attract new residents to Woodstock?
   It has the potential to attract new residents to Woodstock.

6. Does the organization have any other funding sources (including self-generated or organization funds)? Not at this time.

7. Does the project have adequate funding for now and future years? This is a time limited proposal to capture World Cup visitors and holiday shoppers.

Did you:

a. Attach any supporting information? – Yes
b. Include a budget for the event? -

Submitted by: Elizabeth Finlayson
Signature:
Date:
30 Sept. 2016

Shop Local Holiday Package

November 14th – January 1st

Chris Sluicer
Account Executive
(802) 356-2863
csluicer@hearst.com

NBC 5 | HEARST television | THE VALLEY CW WPTZ 5.2 | THE VALLEY'S MeTV WPTZ 5.3

The Importance Of Shopping Local During The Holidays:

For many small businesses, the holiday shopping season is the most important one for them that determines their success for the year. According to the National Retail Federation, about 30% of a retailers annual sales are generated from November thru December. With the average American planning to spend over $800 on holiday purchases according to the NRF, that means the 585,000 Adults in our market plan on spending almost $500,000,000 that are up for grabs!

Source: www.nrf.com/resources/holiday-headquarters/

Shop Local for the Holidays Package Concept:

Since the holidays are such an important season for our local businesses, NBC 5, The Valley CW and The Valley's MeTV are teaming up to help encourage the Champlain Valley to shop local this Holiday Season.

Starting Monday, November 14th, NBC 5, The Valley CW and The Valley's MeTV along with MyNBC5.com and MyNBC5 Mobile will run promos encouraging people to make a purchase from a local business on Small Business Saturday on November 26.

After that from Sunday, November 27th thru December 24 we will run promos encouraging our viewers to make a purchase from a local business during the holidays.

From December 25th thru New Years Day, we will run a final promo thanking the community for shopping small and supporting our local businesses.

NBC 5 | HEARST television | THE VALLEY CW WPTZ 5.2 | THE VALLEY'S MeTV WPTZ 5.3

Television Campaign Details:

To maximize your sales during the holidays, you will receive the following :30 ads on television between 11/14 and 12/24:

25x NBC5 5a News M-F & WPTZ Weekend AM News
15x NBC5 Noon News
35x NBC5 Daytime 9a-3p
10x NBC5 Late News 11p-11:35p
25x Daytime on The Valley CW 9a-3p
25x Evenings on The Valley CW 5p-7p
20x 10p News on The Valley CW 10-10:30p
25x Daytime on The Valley's MeTV 9a-3p
25x Evenings on The Valley's MeTV 5p-7p
20x 10p News on The Valley's MeTV 10-10:30p

BONUS: Your business will be tagged in 150x Shop Local Promos with audio/video mention as follows:
50x NBC 5
50x The Valley
50x The Valley's MeTV

NBC 5 | HEARST television | THE VALLEY CW WPTZ 5.2 | THE VALLEY'S MeTV WPTZ 5.3

FULL PAGE FLEX ADS

For the first time, **NBC 5** offers a single ad which reaches our entire digital audience. This "IAB Rising Stars" ad unit provides unprecedented visibility for your message.

- The Flex Ad takes over the entire screen, regardless of device.
- 100% of targeted users see the ad.
- With animation, video, and photo gallery versions available, there are many ways to engage with your customers!

For a live demo of the video version, video. For the gallery Version, here.

Your business will receive TWO DAYS of Full Page Flex Ads on NBC 5 Digital with this package!

Where can the Flex Ad run?
The Flex Ad runs on desktop browsers, mobile web, and core mobile applications.

On a mobile device, does it matter if the phone/tablet is in landscape or portrait mode?
No, the ad will automatically fill the page regardless of device orientation.

How long does the ad display for and what happens when it is done?
The ad displays on any page of our site, 1x per unique per 8 hr period for 15 seconds, automatically closes, then displays the page the user was accessing. All ads may also click through to a designated landing page.

NBC 5 | HEARST television | THE CW VALLEY WPTZ 5.2 | THE VALLEY'S MeTV WPTZ 5.3

Campaign Summary:

- 225x :30 Television Ads between NBC 5, The Valley CW and The Valley's MeTV
- 2 Days of Full Page Flex Ads to all NBC 5 Online Viewers
- 50x Tagged Promos on NBC 5
- 50x Tagged Promos on The Valley CW
- 50x Tagged Promos on The Valley's MeTV

Total Investment: $10,000

(Production costs for a TV ad will be quoted separately)

Accepted By: _____ Date: _____

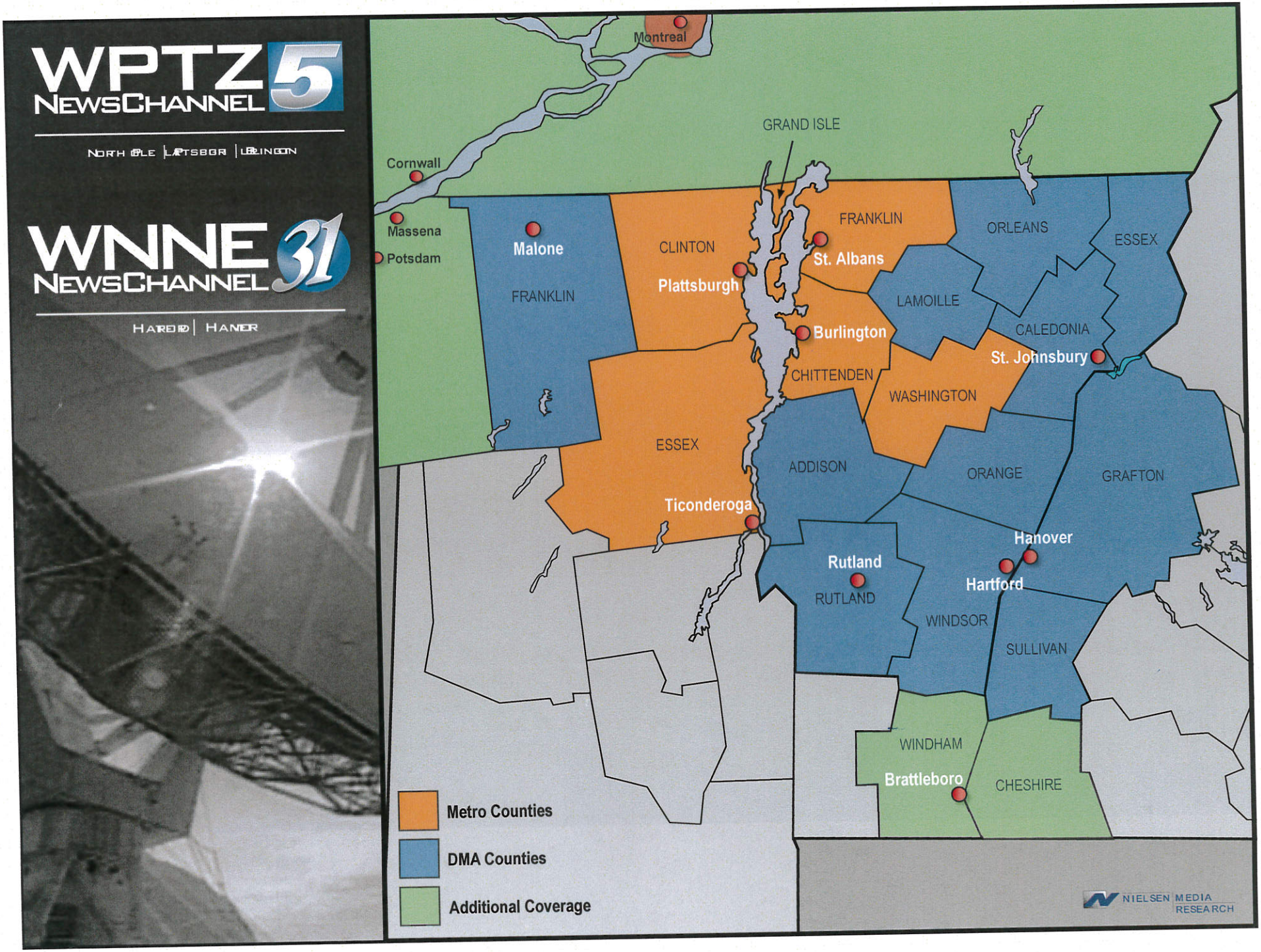
NBC 5 | HEARST television | THE VALLEY CW WPTZ 5.2 | THE VALLEY'S MeTV WPTZ 5.3

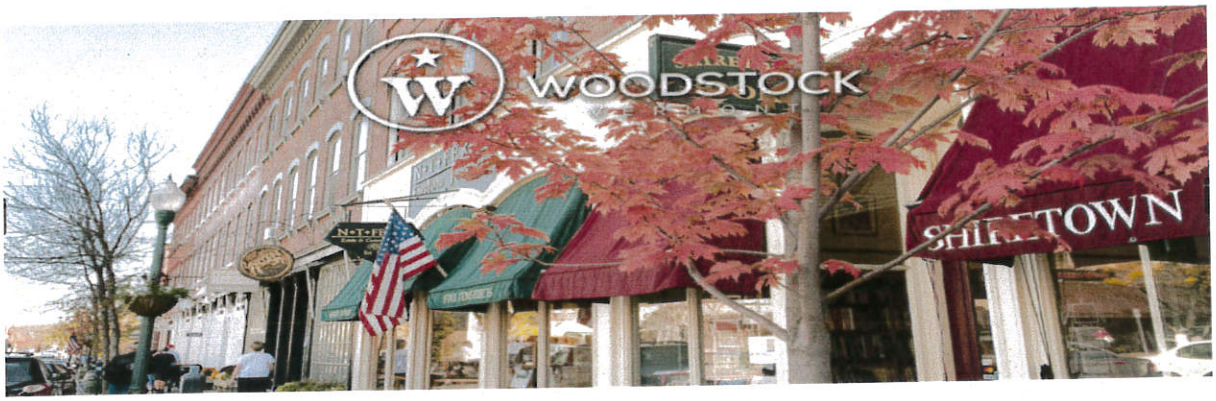
WPTZ 5 NEWSCHANNEL

NORTH POLE | PLATTSBURGH | BURLINGTON

WNNE 31 NEWSCHANNEL

HARTFORD | HANOVER





Timeline & To Do List

ASAP

Complete Credit App & Return to NBC5

Meeting with Retailer group to answer questions, gain support and move forward. Get state or Econ Dev funding?

Decide on ad theme-who is participating? Are we going with the idea that the ad will be for shopping in Woodstock, promoting the town in general?

On or before 10/14/16

Meeting with production team to work on concepts and to shoot video

Submit digital materials (logos etc) for flex ads. Agree on concepts.

On or before 11/1/16

Approve or make edits to TV and Digital ads

11/14/16

Campaign launches!

NBC 5 HEARST television VALLEY CW WPTZ 5.2 THE VALLEY'S MeTV WPTZ 5.3