

Woodstock Economic Development Commission Application for Special Event Grant

Name of Event: April in Woodstock Date of Event: April 1 – 30, 2016

Description: This is a coordinated effort to promote cultural/educational tourism during a quiet time of the year by gathering and showcasing events, classes and workshops being held by Woodstock's nonprofits and art/craft related businesses.

Estimated # of Attendants: 200 – 300 Total Event Budget: \$4600

Year Event First Held: 2016 Grant Request: \$3500

Applicant Information:

Name of Event Coordinator: Ron Miller

Name of Organization/Business: Sustainable Woodstock

Organization background: (i.e. year founded, principals, mission, event organizing experience. Attach additional information if necessary.) Sustainable Woodstock is a nonprofit citizens' organization founded in 2009. It co-sponsors and organizes numerous events, including Trek to Taste and the Naked Table luncheon, and oversees production of the Bookstock Literary Festival. Ron Miller is chair of the board.

Business Address: P.O. Box 611, Woodstock, VT 05091

Telephone Number: (802) 457-2911

Contact's Email Address: rmiller9@sover.net

Organization's Website Organization's Website URL:
www.sustainablewoodstock.org

Organization's EIN: 27-1178081

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 will the event financially benefit the Town of Woodstock?

The event aims to attract several hundred additional tourists to Woodstock, during the slow April season and perhaps at other times of the year. They will stay, eat and shop here. It is also possible that this program could attract potential residents to relocate here. We believe that this project offers less quantifiable, long term benefits: It projects an image of Woodstock as a vibrant cultural center that could affect potential visitor/resident decisions in the future. And it demonstrates the feasibility and efficacy of producing a comprehensive community calendar, building a greater spirit and habit of collaboration among community organizations and businesses.

2. What is the anticipated number of visitors to the Town of Woodstock (incl. out-of-town, overnight, local and event vendor attendees)?

Our estimate of 200-300 is simply a guess, since this event has never been held before. We know that Bookstock draws several hundred visitors.

3. How and where will this event be advertised?

Both the Chamber of Commerce and the Woodstock Inn will promote this program through their established channels. Participating organizations will also send the word out to their followers. Advertising will be placed in the *Valley News* and *Vermont Standard* and possibly on selected radio stations. Press releases will be sent to various media. A new website will be set up.

4. Does the event have broad-based private-sector, public, community, or local support?

Yes! Community organizations and businesses that have so far agreed to participate include Norman Williams Public Library, Pentangle Arts Council, ArtisTree, the Woodstock Inn, the Woodstock Area Chamber of Commerce, Sustainable Woodstock/Bookstock, The Learning Lab, Farmhouse Pottery, Ardmore Inn, Gallery on the Green, VINS, Woodstock History Center, and Marsh/Billings/Rockefeller NHP. Planning meetings have been enthusiastically attended by representatives of many of these organizations and other community members.

5. For annual events, what trends are demonstrated by attendance records?(New events may reference data from a similar successful event in another location.)

Again, Bookstock's annual attendance is the only comparable figure, but since this new event will be held during a traditionally slow tourist season, we cannot make a reliable estimate. It is an experiment!

6. Does the organization have other funding sources (including self-generated or organization funds)? We will obtain additional funding from individual donors. Participating organizations and businesses will provide in-kind support (promotion, staff time), and the marketing reach of the Chamber of Commerce and Woodstock Inn will be donated. If funding falls short of the budget, then advertising plans will be scaled back, and site banners/flags can be omitted.

7. How does the event fit within the schedule of other events in Woodstock? The event is essentially an attempt to coordinate the schedule of all events during April. It is not, for the most part, a new addition to the schedule. Some organizations may add a few events to round out the April promotion (e.g. Bookstock may hold a special author/poet event, or Farmhouse Pottery may add a class or workshop) and these will be scheduled to fill spaces in the April calendar.

Did you:

a. Attach any supporting information? A concept paper was previously submitted to the EDC.

b. Include a budget for the event? See below.

Submitted by: (First and Last name) Ron Miller

Signature: (submitted by email)

Date: January 11, 2016

Budget:

Program brochure/newspaper insert:	\$2,500
Other advertising:	1,000
Postcards/window stickers:	350
Banners/flags for venues:	500
Website / Facebook	250
Total:	4,600