

April in ~~Paris~~ Woodstock: A cultural and educational adventure

Make the time to learn something new!

The concept: Throughout the month of April, Woodstock-area cultural organizations and creative businesses offer stimulating programs, which are compiled in an attractive brochure and marketed online. This packaging boosts the promotional reach of any individual organization.

The Chamber of Commerce, Woodstock Inn, and participating organizations will publicize this promotion through their usual channels. In addition, the event brochure will be inserted into the *Valley News* and *Vermont Standard* and distributed through inns & tourist venues.

The purpose is to demonstrate to visitors, area residents, and those who may consider relocating to the area that there is a vibrant, diverse art, culture and educational scene here, far out of proportion to population size.

The goal is to attract visitors to Woodstock during an otherwise very quiet time of year. It is difficult to establish a target number of new visitors. The message may reach many potential visitors who choose not to come in April but are persuaded to make the trip later in the year.

This is not an entire new program but an effort to coordinate existing ones, for the most part. Individual organizations could choose to add events or even hold maple- or mud-themed events during the month. Village shops may offer specials during the month. Free village parking in April is an added draw.

This is an experiment. If the project shows promise, it could be expanded in future years. At the very least, it shows how a coordinated event calendar can be implemented.

The cost to produce this promotion is minimal and will rely to large extent on volunteer efforts and regular staff time of participating organizations.

Possible participating organizations:

ArtisTree

Pentangle

Norman Williams Public Library

Woodstock History Center

Woodstock Area Chamber of Commerce

The Learning Lab

VINS

Marsh-Billings-Rockefeller NHP

Sustainable Woodstock (Earth Day)

Bookstock (mini lit festival)

BarnArts

Billings Farm

Possible businesses offering workshops or classes:

Shackleton Thomas

Art galleries

Farmhouse Pottery

Simon Pearce

Andrew Pearce

Planning committee: Ron Miller and Jennifer Belton, conveners. Tayo Skarrow (ArtisTree), Sally Miller (Sustainable Woodstock), Mary MacVey, Charlotte Hollingsworth (Ardmore Inn), Kathy Avellino (Chamber of Commerce), Alita Wilson (Pentangle), Jo Ann Dolan (M/B/R Natl. Historical Park).

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

From the New Hampshire State Council on the Arts:

“The arts contribute significantly to tourism development. Cultural tourists – a potential market of more than 118 million people – seek out destinations where they can visit arts, culture and heritage events. Cultural activities attract tourists to stay longer, shop more and eat in more restaurants, which results in higher rooms and meals taxes and business enterprise tax revenues.

40% of visitors to New Hampshire participated in activities provided by museums, galleries and historic sites. 24% of visitors attended a concert, fair or festival.

Cultural tourists stay longer and spend 36% more money at their destinations than other kinds of travelers.”