

EDC Special Events Grant Proposal

Date August 21, 2106

Name of Event: Bookstock

Date of Event: July 28-30, 2017

Description: 9th annual Bookstock literary festival.

Estimated # of Attendants: 750 - 1000 Total Event Budget: \$15,000 - \$20,000

Year Event First Held: 2009 Grant Request: \$5,000

Name of Event Coordinator: Ron Miller (proposal prepared by Peter Rousmaniere)

Name of Organization/Business: Bookstock

Organization background: (i.e. year founded, principals, mission, event organizing experience. Attach additional information if necessary.)

Please see responses below.

Business Address: 29 Church Hill Rd.

Telephone Number: 457-9149

Contact's Email Address: pfr@rousmaniere.com

Organization's Website URL: www.bookstockvt.org

Organization's EIN: Sustainable Woodstock is fiscal agent

Overview

Bookstock requests a grant of \$5,000 to enhance its promotion of attendance and local purchasing during the 2017 Bookstock festival, which will take place on July 28 – 30, 2017. We expect to apply the EDC grant to attract more participants from beyond the Upper Valley. These funds will be spent between March and end of July in 2017.

Background

Bookstock has just completed its 8th year as a literary festival taking place in the last weekend of July. The festival is one of three literary festivals in Vermont, the others (Brattleboro and Burlington) taking place in the fall. Bookstock has evolved over eight years into an increasingly diverse array of offerings, virtually all of which are free and open to the public. By now, hundreds of attendees near and far plan well in advance to participate. The regional news and cultural media are fully supportive.

The festival typically closes its books with a small surplus on a budget of about \$15,000 and has no financial liabilities. Institutional and individual grants, rental revenues and miscellaneous giving finance the festival. Local merchants are not expected to contribute.

It is not a formal organization, and has an agreement with Sustainable Woodstock to serve as its fiscal agent. It could create a tax-exempt entity.

1. How does the proposed event financially benefit the Town of Woodstock?

Bookstock brings in people, stimulates numerous local organizations, and raises the overall brand of the town as a cultural as well as an historical and natural beauty destination.

The festival evolves organically, and each year stimulating broader involvement. Bookstock is not a self-contained event; rather, it is purposefully designed as a platform for culturally related themes, programs and marketing by an open-ended number of collaborating local organizations.

Over the years, local organizations have aligned their marketing or programs to coordinate with Bookstock... by the inns, Bentley's, NWPL, Marsh Billings Rockefeller National Historical Park, The Woodstock History Center, and ArtisTree and, among others, to increase their own visitor, customer and donor engagement. The Yankee Book Shop has been a steadfast ally from the start. Thus, the economic benefits of Bookstock spread widely through the town.

We work synergistically with other institutions and our residents in town to promote Woodstock as Northern New England cultural destination for those who value these destinations. From surveys and conversations we know that about a third of Bookstock attendees are from outside the Upper Valley. About a third of local area participants

invite people from outside New England to attend. The out of Upper Valley participants have a younger, nation-normal age profile than does Woodstock.

2. What is the anticipated number of visitors to the Town of Woodstock?

It is hard to estimate the number of people who participate in Bookstock. This is in part due to the proliferation of affiliated events within Bookstock, such as this summer's screening of James Sadwith's film and the continued involvement by ArtisTree. These kinds of affiliated events typically draw in people through targeted promotions by the affiliates. A safe estimate for the total number this summer might be 750 – 1000, of which 2/3 are from outside the immediate Woodstock area.

3. How and where will this event be advertised?

Bookstock's reputation in the rest of the Upper Valley is by now fairly mature, but still deserves constant attention. Our reach outside the area is done by our email list, media contacts, website and promotions by other organizations such as the Chamber and inns. We want to bolster our outreach beyond the Upper Valley, through more systematic internet promotion, more concerted placement of announcements in New England media and in cultural media, and in the selection of noted speakers. We have been at this for eight years and each year changes our strategies. Planning for the 2017 festival begins in the fall of 2016. Promotions typically start in Jan-Feb. and gain momentum through mid July.

We expect that besides promoting actual visits to and participation in Bookstock, our outreach builds on the town's brand as an attractive and unique community to visit and live in. The festival sends a signal out that the town is vibrant, friendly and generous to visitors.

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

This subject has been covered in other sections.

5. For annual events, what trends are demonstrated by attendance records?

We do not think that attendance has in total varied significantly in recent years. We estimate from surveys that about 10% of participants have attended every festival, one third are participating for the first time, and that the median participation is three festivals. Our local participation is probably mature with the exception of bursts of attendance at a special event such as the Sadwich film. We want to step up our promotion to attracting out of towners.

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

This subject has been covered in other sections.

7. Does the organization have any other funding sources (including self-generated or organization funds)?

Income for 2016 and recent years have been approximately:

Out of town foundations:	\$5,000
Woodstock households	4,500
Online appeal	600
Revenue from program ads	700
Revenue from Green activities	3,400
Same day fund raising	<u>800</u>
	15,000

While we have no reason to expect a decline in these figures in 2017, we remain watchful.

8. How does the event fit within the schedule of other events in Woodstock?

On the last weekend in July is the annual VT Antique Dealers' Association event in Union Arena, but that rather than competing, the two events complement each other and we help promote each other.