

# Woodstock Economic Development Commission Application for Special Event Grant

**Name of Event** Maple Madness  
**Date of Event:** March 26,2016

**Description:** The Woodstock Area Chamber of Commerce, in coordination with Vermont Maple Sugarhouse Weekend, March26, created Woodstock Maple Madness. This is an opportunity to celebrate our rural history and bring people to Woodstock during a traditionally 'down" time.

1. To advertise Woodstock during a slow time
  - through sponsorships
  - advertise on NHPR for 4 weeks
  - Advertise in Woodstock Magazine
  - The Valley News
  - The Vermont Standard
2. To Promote Woodstock Area Sugar makers
  - Maple Bike ride
  - Sugar on snow
3. To get people into the shops with the scavenger hunt
  - Find the Maple leaf
  - Gift basket
4. To host an event highlighting a variety of foods created and served in the Woodstock area all under one roof.
  - Suicide Six

We will be working with merchants in the village to create a Sap Bucket scavenger Hunt. We are proposing various events on The Green, and have permits for use of the Green, on Saturday and a Maple Madness Tasting Party to be held at Suicide Six on Saturday evening from 6-9pm.

**Estimated # of Attendants** 300(+/-)It needs to grow  
**Total Event Budget:** \$7000

**First Year Held** 2013

**Grant Request:** \$2000

## **Applicant Information:**

**Name of Project Coordinator:** Beth Finlayson/ Kathy Avellino /Kitty O'Hara

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

**Organization background:** Woodstock Area Chamber of Commerce

Organization background: The Woodstock Area Chamber of Commerce was chartered in 1949 to enhance the business community of the Woodstock Area. Today the Chamber's mission is as follows:

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*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 town.*

**Business Address:** PO Box 486 Woodstock, VT 05091  
**Telephone Number:** 802.457.3555  
**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 event financially benefit the Town of Woodstock?**  
The purpose- see above is to promote shopping and visiting Woodstock during the shoulder season of March by capitalizing on and promoting Maple Sugaring.
- 2. What is the anticipated number of visitors to the Town of Woodstock (incl. out-of-town, overnight, local and event vendor attendees)?** We would like this to grown into a full weekend event .
- 3. How and where will this event be advertised?** We will be advertising on NHPR and WFCR. We also advertise in the Vermont Standard and Vermont Get-Aways. All free online calendars including VT Travel & Tourism, Yankee, VPR, Rutland Herald, and 7 Days- to name a few. With enough funding we would consider advertising on WBUR the public radio station in Boston. Or we may consider using "The Point" radio station to draw people from Vermont and the Hanover area.
- 4. Does the event have broad-based private-sector, public, community, or local support?** We have had great participation with village merchants, locals artists and vendors at Suicide Six.
- 5. For annual events, what trends are demonstrated by attendance records?(New events may reference data from a similar successful event in another location.)** We need to increase marketing the event to increase attendance.

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6. **Does the event have broad-based private-sector, public, community, or local support?** We have a wide appeal. Sugar on snow and maple buttered popcorn on the Green was pretty well attended. The maple leaf scavenger hunt was well attended and the winner of the grand prize was a local family!
7. **Does the organization have any other funding sources (including self-generated or organization funds)?** The Chamber has budget funds to promote this event with rack cards, advertising in the Vermont Standard and Valley News. We received sponsorship to advertise the event on NHPR and will be soliciting that sponsorship this year. We also have local artists and volunteers who have donated and painted the maple sap buckets that will be displayed locally- in businesses windows
8. **How does the event fit within the schedule of other events in Woodstock?**  
There are no other events and it is the weekend on/or before Maple Sugar Open House Weekend.

**Did you:**

- a. **Attach any supporting information?** – I have attached the poster from 2015  
b. **Include a budget for the event? -**

<b>Income</b>	
Sponsorship 2015	\$1500.00
Bucket sales	\$1000.00
<b>Income</b>	<b>\$2500.00</b>
<b>Expenses</b>	
Print advertising	\$1534.00
Valley News	
The Vermont Standard	
The Mountain Times	
Radio Advertising( NHPR)	\$ 960.00
<b>TOTAL</b>	<b>\$2494.00</b>

**Submitted by:** Beth Finlayson  
**Signature:**  
**Date:**11 December 2015