

Woodstock Economic Development Commission
Application for Special Event Grant

Name of Event: Bookstock 2018 Date of Event: July 27, 28, 29, 2018

Description:

Bookstock is a 3 day literary festival. Over 40 authors, poets and performers present their work in venues around Woodstock

Estimated # of Attendants: 1000 Total Event Budget: \$ ^{27,050} ~~24,000~~

Year Event First Held: 2009 Grant Request: \$ ³⁵⁰⁰

Applicant Information:

Name of Event Coordinator: Jordan Engel

Name of Organization/Business: Bookstock (Sustainable Woodstock: fiduciary agent)

Organization background: (i.e. year founded, principals, mission, event organizing experience. Attach additional information if necessary.) This is Bookstock's 10th year. It is organized completely by volunteers and no fees are charged for any activities. Bookstock attracts regional and National writers, this year head lined by the best selling author Rickiara Russo and two-time US poet laureate Robert Pinsky.

Business Address: 35A River St Woodstock, VT 05091

Telephone Number: 802 989-4330

Contact's Email Address: info@bookstockvt.org

Organization's Website URL: bookstockvt.org

Organization's EIN: _____

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? Bookstock establishes Woodstock as a premier literary destination and a culturally vibrant place to live. Visitors to the festival stay overnight, eat and shop. The used book sale brings nearly \$5000 to the library.
2. What is the anticipated number of visitors to the Town of Woodstock (incl. out-of town, overnight, local and event vendor attendees)? An informal survey in 2014 estimated that about 1000 people attend Bookstock.
3. How and where will this event be advertised? We advertise in local, upper valley and statewide media including Valley News, Vermont Standard, VPR, Seven Days, Burlington Free Press, Brattleboro Reformer, NHPR. Each year we send publicity packets to the NYTimes and Boston papers with the hope of a mention. We are noted in Yankee Magazine Digital edition.

Woodstock Economic Development Commission
Application for Special Event Grant

4. Does the event have broad-based private-sector, public, community, or local support?
Bookstock partners with the History Center, St. James Church, UU, Artistree, Woodstock Inn, Yankee Bookstore, many of the local B&B's, the Norman Williams Library. Everyone who works on the festival are Woodstock area residents. Also the Thompson Senior Center, Congregation Shur Shalom
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 keep track of how many people attend each presentation. In the last five years we have increased the number of presentations to nearly 40 and last year averaged 41 people per presentation. 5 years ago, approximately 30 per presentation.
6. Does the organization have other funding sources (including self-generated or organization funds)? We raise funds from individuals and a number of granters: Green Mountain Foundation, Byrne Foundation, Deerpont Fund, Mascoma Bank, Woodstock Learning Lab and Vermont Humanities Council.
7. How does the event fit within the schedule of other events in Woodstock?
Bookstock does not conflict with any other event that weekend. It adds to the attraction of Woodstock as a summer destination.

Did you:

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

Submitted by: (First and Last Name) Jordan Engel

Signature: Jordan Engel

Date: _____

Note: Should we get a grant, please make the check out to Sustainable Woodstock, our fiduciary agent.

Thanks

Drafted 10/30/2015

Bookstock2018 Budget

Unrestricted Income	2018 Budget	2017 Actual
Individual donors	2000	3570
On-site collection	1000	980
Byrne Foundation	2500	2500
Davenport Fund	2500	2500
Green Mountain Fund	1000	1000
Sponsors (Mascoma, Bentley's, etc.)	3000	2500
Learning Lab	500	500
email appeal	0	25
VT Humanities Council	2000	2000
Total donations	16,500	15,575
Advertising	500	930
Exhibitor tables	2200	2236
Used book sale	3000	682
Book sale tent charge	0	1070
Carryover from 2017	1612	765
Other	0	250 (MBR share of honorarium)
TOTAL	24,812	21,478

<u>Expenses</u>	<u>Budgeted</u>	<u>2017 Actual</u>
Contracted help	750	0
Book sale storage	500	0
Presenter honoraria (non poetry)	6500	9550
Presenter travel/lodging (non poetry)	1700	650
Poetry honoraria/travel	7250	0
Musicians & sound	900	870
Marketing/advertising	1800	1128 (+960 off budget)
Postage & supplies	50	24
Volunteer t-shirts	200	162
Book bags	0	300
Program production	2000	2312
Venues (e.g. town hall)	300	250
Tent, table & chair rental	3800	3718
Two receptions	900	645
Bookkeeping/admin/misc.	400	475
TOTAL	27050	20,087

Supporting information for the Bookstock2018 grant application to the EDC

As you can see from our budget, there is a shortfall in income/expenses. We are hoping to cover this with a grant from the EDC but have not put it into the budget.

We would like to designate the EDC grant money to pay for our headliners this year (the bulk of the increase in 2018 expenses.) Robert Pinsky is a two time United States Poet Laureate and Richard Russo is a highly respected best-selling author. They have each agreed to present for much less than their usual fees but also require travel and lodging expenses. We estimate that will be about \$3500.

Our publicity foregrounds these two wonderful writers and their attendance at Bookstock is a feather in the cap of a literary festival put on by a small Vermont town and speaks to the strength and cultural interest of our community.

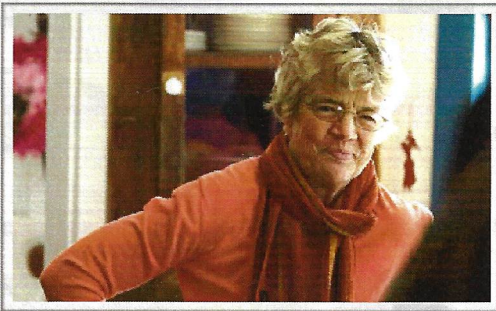
BOOKSTOCK

LITERARY FESTIVAL | WOODSTOCK, VT

July 27, 28 & 29 2018

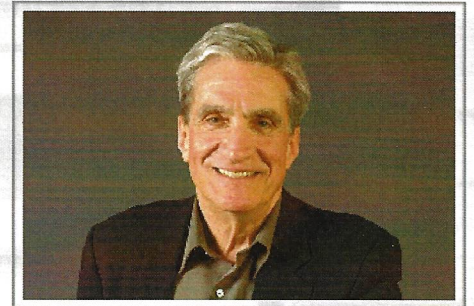
Featuring over 40 outstanding authors,
poets and other artists!

Hear and meet.

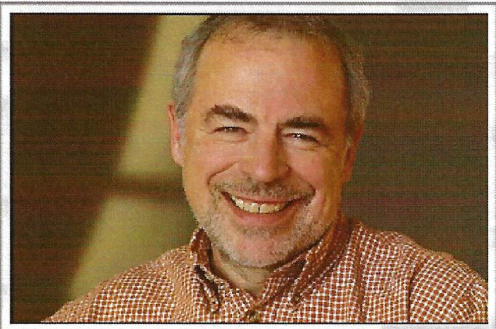


Reeve Lindbergh, daughter of aviator-authors Charles A. and Anne Morrow Lindbergh, writes about the intersection of fame and privacy in her new book "Two Lives" from her unique perspective—as the spokesperson for the arguably most famous family of the twentieth century.

Robert Pinsky's first two terms as United States Poet Laureate were marked by such visible dynamism, and such national enthusiasm in response, that the Library of Congress appointed him to an unprecedented third term. Throughout his career, Pinsky has been dedicated to identifying and invigorating poetry's place in the world.



Richard Russo, the best-selling and Pulitzer Prize-winning author of Everybody's Fool and Empire Falls will read from his new book "The Destiny Thief: Essays on Writing, Writers and Life"



High School student one-act plays and open poetry readings for all ages.

Also presenting are the writers Bill Mares, Jackson Ellis, Mitzi Arnosky and Garret Keizer, the poets Daniel Lusk, Alison Prine and Wyn Cooper, the political cartoonist Jeff Danziger and many

others. **PLUS** used and vintage book sales, vendor tables, ArtisTree's UNBOUND Vol. VII book art exhibition, great music and food, AND a poetry jam!

www.bookstockvt.org
info@bookstockvt.org | 802-989-4338

BOOKSTOCK

LITERARY FESTIVAL | WOODSTOCK, VT

FRIDAY, JULY 27

10AM- 5PM

Readings by novelists, poets, non-fiction writers. Writing and poetry **workshops**.

5:30PM

BOOKSTOCK reception and opening for **UNBOUND Vol. VII Book Art Exhibit** at ArtisTree Gallery. Followed by a **Poetry Jam** in the ArtisTree Barn Hayloft

SATURDAY, JULY 28

10AM - 5PM

Presentations by novelists, historians, memoirists and poets.

Noon - 5PM

The Performance Tent on the Green• Live Music and Weston Playhouse High-School One-Act Play Competition winners

7:30pm

Robert Pinsky's Poem Jazz at the Town Hall Theater

SUNDAY, JULY 29

10:00 AM

Literary **brunch** at Bentley's Restaurant

12PM-3PM

Eclectic mix of literary and not-so-literary **presentations**.

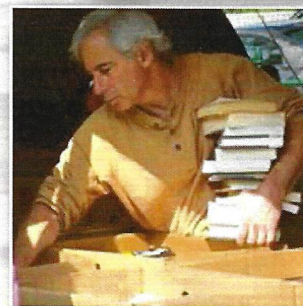
ON THE GREEN

Book sales

Friday & Saturday, 9 a.m. to 6 p.m.; Sunday, 9 a.m. to 2 p.m. Used book tent on the Green & vintage book sale at Norman Williams Public Library.

PLUS! Food, music, children's activities, Bookstock marketplace featuring artisans, authors, booksellers & community organizations!

Events
Are
FREE
& Open to All



www.bookstockvt.org | info@bookstockvt.org

Bookstock is produced by an all-volunteer planning team and the collaboration of many community organizations and businesses. Supported in part by the Vermont Humanities Council and the National Endowment for the Humanities.