

Woodstock Economic Development Commission

Application for Community Project Grant

Name of Project: Woodstock Wasps Merchandise Business Start Date: November 2017

Description:

We are a student and volunteer parent run business that sells Woodstock Wasp merchandise* (sweatpants, sweatshirt hoodies, t-shirts, 1/4" zip pullovers and long sleeve shirts) at girl's varsity basketball games with the hopes of increasing school spirit and making school apparel available, for the first time, to people who are not high school athletes.

* see attached flyer with the pictures of the apparel

Total Project Budget: We spent \$3,847 on inventory using money loaned to us by an investor (parent). We have sold \$1,821 worth of merchandise. Our profit on this was \$654.50.

Grant Request: \$5,000 (for more inventory)

Applicant Information:

Name of Project Coordinator: Jane Lackley, 9th grade student of WUHS (advised by Kim Lackley, parent)

Name of Organization/Business: Woodstock Wasps Merchandise Business

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

We are a student run business, founded in November of 2017, with the goal of fundraising for the girl's basketball booster club (grades 7-12). Our coach encouraged players to take leadership and responsibility for their team, so the co-captain came up with this idea. We also wanted to generate excitement around our games and provide Woodstock apparel to all students, faculty, community members and other fans, not just high school students who participate in sports.

Business Address: C/O Kim Lackley, 18 College Hill, Woodstock, VT, 05091

Telephone Number: (802) 356 - 0812 (Kim Lackley cell)

Contact's Email Address: Jane Lackley: janelackley9@gmail.com Kim Lackley: kimlackleyvt@gmail.com

Organization's Website URL: N/A (Travis Hellstrom from the Optimist Center said he'd help us make one)

Organization's EIN: N/A

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 project improve the quality of life for all Woodstock residents and visitors?

Prior to our business, there was no Woodstock Wasps merchandise available for those who did not play a high school sport. We aim to increase school spirit by providing school merchandise to a much broader audience. People are happy and excited to be wearing our merchandise and it's a fun conversation starter in our school and out in the community. In other words, it creates a positive "buzz".

2. How does the proposed project enhance the beauty of Woodstock?

Not just students, but people who work and live in the community have come to our games and loved buying and wearing the merchandise. The beauty of Woodstock is enhanced because the wearing of the merchandise shows that we have school spirit and pride.

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3. In what way will the proposed project contribute to the Woodstock's economic vitality?

In downtown Woodstock there are, surprisingly, very few places to buy Woodstock branded apparel or Woodstock Wasp apparel. We would like to sell our merchandise in a store downtown (i.e. a display at Gillinghams). This could make money for our business and Gillinghams (or other local businesses).

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

Yes. Our support can be shown by our customer base; during 10 home girl's varsity basketball games, we set up our merchandise table (staffed by volunteer students and parents) and sold 67 pieces of apparel to over 50 unique customers. Fans, adults and students alike, were excited to be able to buy school branded clothing. They not only purchased it for themselves, but sent it as gifts to friends and relatives.

5. Will the proposed project attract new residents to Woodstock?

Yes. It seems like many people who move here are people who visit here first. For many young families, the biggest factor in their decision to move to a certain place is the quality of the school. Without visible school spirit or merchandise, I think our school seems invisible to visitors and potential new residents. People wearing Woodstock Wasp branded apparel are walking advertisements and ambassadors for the terrific school and community that Woodstock has, and therefore can attract new residents to Woodstock.

6. Does the organization have other funding sources (including self-generated or organization funds)? Yes. We generated \$654.50 in profits that is in a school bank account.

In addition, my mother, Kim Lackley, is the parent in charge of the WUHSMS girl's basketball booster club and also provided the funding for this business (a \$3,847 loan). With 30+ years of business experience and a Harvard MBA, she mentored the founder of the business, Camie Rediker (a WUHS 2018 graduate and co-captain of the basketball team) and will continue to advise the new students in charge of running it, including me and other interested students come basketball season in November.

7. Does the project have adequate funding for now and future years?

No. We are off to a strong start, but need more funding to expand our offerings beyond what we currently sell (hoodie sweatshirts, sweatpants, t-shirts, long sleeve shirts and 1/4" zip pullovers). Customers have asked for hats, crew neck sweatshirts, performance tees, and we also think that bumper stickers would be a popular addition. We also need funding to buy our apparel in bulk in order to get volume discounts and continue to generate a profit.

Did you:

- a. Attach any supporting information? a. Yes - please see the Vermont Standard article about the startup of our business last year.
- b. Include a budget for the event? b. Please see below

Submitted by: (First and Last Name) Jane Lackley

Signature: *Jane Lackley*

Date: 9/28/2018

b. We have included a spreadsheet showing our initial inventory and what we sold over the 10 games. Because our business is run by volunteers, we don't have any expenses other than the purchase of inventory, so we don't have a bonified budget. However, we would be happy to provide a forecast of what inventory items we would buy once we get their pricing information.

Drafted 10/30/2015

Woodstock Wasps Merchandise Inventory

Merchandise	1/3/18	1/9/18	1/11/18	1/16/18	1/19/18	1/25/18	2/3/18	2/14/18	2/16/18	2/22/18	3/1/18	Total over period	Revenue	Cost	Profit
Sweatpants														\$25.00	\$16.00
Youth M												0			
Youth L					1							1			
Adult S	6	3			3	2	1	3				18			
Adult M	4		3		3					1		11			
Adult L	2	1	2				1					6			
Adult XL		3		1	1							5			
Total per day	12	7	5	1	8	2	2	3	0	1		41	\$1,025.00	\$656.00	\$369.00
Hoodies														\$40.00	\$28.00
Adult XS												0			
Adult S		1	1					1				3			
Adult M				1		1					1	3			
Adult L									1		1	2			
Adult XL				1							1	2			
Adult XXL												0			
Total per day	0	1	1	2	0	1	0	1	1	3		10	\$400.00	\$280.00	\$120.00
Black Long Sleeves														\$20.00	\$10.00
Youth M												0			
Youth L												0			
Adult S		1										1			
Adult M			1							2		3			
Adult L		1	1									2			
Adult XL			1					1				2			
Adult XXL											1	1			
Total per day	0	2	3	0	0	0	0	1	0	3		9	\$180.00	\$90.00	\$90.00
T-Shirts														\$12.00	\$5.50
Youth M					1							1			
Youth L								1				1			
Adult S												0			
Adult M										1		1			
Adult L												0			
Adult XL												0			
Adult XXL												0			
Total per day	0	0	0	0	1	0	0	1	0	1		3	\$36.00	\$16.50	\$19.50
Pullover 1/4 Zip														\$45.00	\$31.00
Ladies M			2									2			
Ladies XL		1					1					2			
Total per day	0	1	2	0	0	0	1	0	0	0	0	4	\$180.00	\$124.00	\$56.00
Money in Total from merchandise													\$1,821.00	\$1,166.50	\$654.50



Grandstand Apparel



Basketball Captain Blends Business With School Spirit

By Virginia Dean
Standard Correspondent

When Woodstock Union High School senior and Girls Varsity basketball team co-captain Camie Rediker donned a pair of sweatpants with the school logo on it late this fall, she was quickly inundated by other students wanting the same.

Not long after, Rediker went to Woodstock Union Middle School parent and Booster Club co-chair Kim Lackley with the idea of selling school clothing not only to students but the public in order to help the WUHSMS Girls basketball teams. Thus began her new business.

"The high school and middle school do not currently have a united way of selling Woodstock Wasp apparel in general," said Rediker. "So Kim and I met many times to discuss interested customers, logo designs, apparel colors, and prices."

The pair ordered hoodies, T-shirts,

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At left, MoMo Biele on Jan. 3 checks out the clothing from the Woodstock Wasps Merchandise Business established by Camie Rediker (at right, holding up a sweatshirt), co-captain of the Girls Varsity Basketball Team. In back is middle school parent Dan Moss.

Kim Lackley Photo

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sweatpants, long sleeve shirts, and quarter-zip jackets. All generic merchandise has "Woodstock," "Wasps" or the Wasp logo on the front and financially supports the Girls high school and middle school basketball teams, Rediker said.

Gregg Nalette from online Grandstand Apparel prints the clothing and helped to show the ladies which type of logo designs and styles of clothing are most popular. Students order in person as there is no online store set up at this time but could be in the future, Rediker said.

"Ultimately, we wanted to create apparel that would appeal to both students and adults," said Rediker.

Lackley made most of the financial decisions while Rediker reached out for requests and advertised for the sales.

"Students seemed very eager to be able to show school spirit through their clothing," said Rediker.

The first sale was during the first girls Junior Varsity and Varsity home games against Randolph, Rediker related.

"We sold T-shirts and sweatpants and took orders for the other merchandise that had not been printed yet," said Rediker. "Most adults and students either bought apparel or promised to buy some at the next home game."

The merchandise not only helped to bring in a large crowd to the Varsity game but also benefitted the WUHSMS Girls basketball Booster Club that had been created at the beginning of the 2017-2018 basketball season.

"The bleachers were filled with students who might not have normally come to the game," said Rediker. "And, the Club received the proceeds of the sales."

The Booster Club is not new, Lackley explained, but taking new directions this year. Some of those include fundraising and empowering players to become involved, to take greater responsibility for the team and its needs and contributing to a positive team atmosphere on and off the court.

"This is inspired by the leadership of Jason Johnson, the new head coach of the Varsity Girls Basketball team," said Lackley. "For him, it's all about the TEAM. He made it

clear at his first parent meeting just before Thanksgiving that, in addition to developing player fundamentals, he'd be heavily focused on building a positive team atmosphere that included teaching responsibility through team commitment."

Also supported by Club co-chair Chris Stevens, coach for the Woodstock Recreation Center 5th/6th grade Boys' Basketball team, the goal of the Club is to fundraise, advertise, and bring in fans for the girls basketball program, Rediker explained.

"We'll use the funds in the future for new basketball uniforms, among other things," said Rediker.

So far, the focus of the Club has been to strengthen the new Booster program.

"Kim has been very aggressive on bringing the girls Booster Club back to life this year," said Stevens who has also helped by obtaining donations from his employer, Interstate Electrical Services. "She's been the one who has really jump started the Club. We both spoke at the WUHSMS girls meetings in the late fall. Kim has been great on pushing new ideas and pursuing sponsors. We spoke to parents about getting involved, to bring new ideas about how we can raise money for the girls."

Stevens has been coaching Rec sports, including basketball, soccer and softball, for over 10 years. His daughter, Natalie, is a WUHS sophomore Varsity player and co-captain. Lackley is the parent of an 8th grade player.

Rediker intends to study neuroscience after graduation this June but is not sure at what college yet. For now, she is determined to lend a helping hand to the organization that in turn provides material sustenance to the sport she loves.

"In the future we – the Booster Club – will continue to sell merchandise at every home game along with holding special promotions and featuring special items," said Rediker. "We also plan to create an order service where students can bring merchandise order forms home to their families."

An online store to purchase school gear might also be an option in the future, she added.