

**Woodstock Economic Development Commission
Application for Community Project Grant 2019**

Name of Project: 4th OF JULY CELEBRATION

Brief Description (50 words): AN ANNUAL EVENT TO CELEBRATE THE BIRTHDAY OF OUR COUNTRY OPENS WITH A FLAG CEREMONY, CONDUCTED BY THE AMERICAN LEGION AND THE LOCAL BOY SCOUT TROOP THERE ARE GAMES, FOOD, MUSIC AND OTHER EXCITING ELEMENTS. THE EVENING ENDS WITH A MAGICAL FIREWORKS DISPLAY

Grant Request: \$4,025

Total Project Budget: \$13,775

Applicant Information

Name of Organization/Business: 4th of July Celebration / Town of Woodstock

Business Address: P O Box 488 Woodstock, VT 05091

Name of Project Coordinator: Phil Swanson, Joni Kennedy, Heather Vonada, Mary Riley

Contact's Email Address: mriley@townofwoodstock.org, Telephone: 802-457-2183

Organization's Website URL www.Townofwoodstock.org EIN: 03-6003791

Organizational Description: Briefly describe your organization or group and its mission. (150 words)

This is the Community celebration of our nations birth. Residents, visitors, and tourists all gather at the high school grounds to visit with neighbors, have dinner, enjoy games, listen to music and watch z vibrant fireworks display.

Visitors to Woodstock start the day participating in or watching the morning road race, racers and friends often spend time at the spa, relaxing after the race, others shop through the village and find their way to the high school to join the community fun as evening comes.

Organizational Budget: What is your total organizational budget (total expenses) for the current fiscal year?

This is a celebration organized by volunteers within the Town, Spectrum Teen Center (Joni Kennedy) and school with a budget for this celebration of \$7,500. Donations are solicited to make up the difference and to date the town has collected \$2,250.

Organizational Budget (Required Attachment): Upload a copy of your organization's Budget to Actual comparison or Profit Loss (P/L) statement for the most recently completed fiscal year.

Fiscal year ends June 30, 2019. Annual Report shows information for most recent fiscal year.

Project Information:

Project Goals: Explain the goal(s) of the project. Describe the work you will do and what that will accomplish, in other words - what you are doing and why. Please be specific. (300 words)

To bring residents and visitors together for a national holiday celebration. Public Safety is an important feature of the event and the town constable and his staff contribute to assure the crowd is safe and the event stays orderly.

The opening flag ceremony is conducted by boy scouts and the American Legion members. The events for the celebration continue. Food prepared for sale, by high school students, music for the evening which is well liked by adults and very exciting for little children to dance and there are games for them and other exciting fun. The evening ends with a spectacular fireworks display.

Project Timeline: Please explain the overall timeline for your project as well as the specific steps required to achieve your goals. Please list specific dates if they've been identified. (150 words)

July 4th, from 6:00 pm until the fireworks are over (about 10:00 pm.) One evening, one fun filled celebration.

Project Champion: Who is championing this project, what is their role in the community, and why are they leading this work? (100 words)

Phil Swanson, Town Manager, Joni Kennedy & Heather Vonada, Spectrum Teen Center

This is a cooperative effort, many come together in a concerted and well planned evening public party. Alumni Association does barbecue, Change the World Kids run the Artistree & Purple Crayon Arts & Crafts. VVSA has game booths School groups, town volunteers, emergency management personnel, town constable.

What will success look like? Please explain how you will know that you've achieved your goals. (250 words)

Success will be measured by number of attendants, excitement throughout the evening and enthusiasm of those present. Of course, Mother Nature has full control over the success of the event, depending on weather conditions.

Students and Adults associated with Spectrum Teen Center work the entrance gate, greet motorists as they come in, hand out program for the evening and accept donations on behalf of the Spectrum Teen Center.

Project Budget Narrative: What will the grant funds be spent on

The grant funds will be used to make up the shortfall between the actual cost of the event after the income is used. Donations are solicited from local businesses. In recent years the Donations have declined in amounts and these funds will be used to cover the outstanding costs.

Project Budget Narrative: What will the grant funds be spent on? (200 words)

Project Budget – Itemized. Please break-down/categorize the total project costs:

| Income Category | Total | EDC | Other | In-Kind |
|-------------------|----------|-----|-------|---------|
| Donations to date | \$ 2,250 | | | |
| Budget amount | \$ 7,500 | | | |
| Total Income | \$ 9,750 | | | |

| Expense Category | Total | EDC | Other | In-Kind |
|----------------------------------|-----------|-----|-------|---------|
| Fireworks Display | \$10,000 | | | |
| Music | 600 | | | |
| Constable | 1,200 | | | |
| Union Arena / Rest Rooms | 125 | | | |
| VTStandard Ads | 550 | | | |
| Tent & Stage Rental | 1,000 | | | |
| Trash Removal & Grounds clean up | 300 | | | |
| Total Expenses | \$ 13,775 | | | |

Community Value

Your answers to the following questions will help the EDC evaluate your grant application according to the published funding rubric.

Tell us how your project enhances the beauty or improves the quality of life for Woodstock residents and visitors? (200 words)

This event brings people of the town and village together is great for children and families, visitors, tourists and many look forward to the event.

It is excitement outside of the village, but in the heart of the Woodstock at the High School Grounds

Visitors and tourists as well as residents look for fireworks on this special night each year.

It is a great CELEBRATION OF COMMUNITY.

In what way will the proposed project contribute to the Woodstock's economic vitality? (150 words)

Residents stay in town, visitors come to Woodstock on that day and often stay for the evening.

Local lodging facilities are used, people eat in local restaurants during the day and people who come to the area for the holiday have a full day to celebrate the 4th of July.

Will the proposed project attract new residents to Woodstock

Families who visit Woodstock to attend this event frequently return to Woodstock on other special days during the year.

Advertised in publications, on websites, etc. will bring people to Woodstock. Many will spend time here during the day and stay through the evening and the weekend to follow.

It is certainly a wonderful way to showcase this beautiful community in which we live and work together.

Tell us about existing community support for this project. How have community members been engaged in decision-making regarding this idea or project? (150 words) You may attach a Letter of Support in addition to or in lieu of this question.

For this evening fireworks are a must. Community support is better some years than others. Those volunteers who participate in this event understand the importance for this annual celebration.

In recent years there has been declining donation support, however the in setting the budget, the Select Board votes to underwrite the event for \$7.500..

We would certainly be aware of the impact if the event does not happen.

Does the project have adequate funding for now and future years? (150 words)

This event requires an annual fund raising effort and every year the cost must be met, it is the hope of the committee that if the Economic Development Commission agrees to support recurring events, this would be considered for inclusion in that decision. We also no longer have the local donation support that this event once enjoyed.

Press release and poster are being updated.

Please attach any supporting information, including letters of reference or other relevant information.

Signature indicates that you have read and agreed to the EDC Community Grant Guidelines 2019.

Submitted by: (First and Last Name) Mary Riley on behalf of the Town of Woodstock.

Signature: Mary Riley

Date: May 29, 2019