

Woodstock Economic Development Commission Application for Special Event Grant 2019

This is a cover memo to the grant application submitted in 2018, copy attached. Almost all of that information is still pertinent but the program is being expanded with a broader objective for more people attending on a regular basis. This would increase the likelihood of also expanding their shopping and dining experiences, thus bringing more revenue to Woodstock.

Name of the Event: Jazz on a Sunday Afternoon Concert Series (18 performances)

Dates of 8 PreScheduled Events for 2019: 5/26 Memorial Day Weekend, 6/23 Kickoff to Interplay Jazz Week, 6/30 Beginning of Independence Day Week, 7/6, 8/4, 9/1, 10/7 First Sunday of Month, 10/14 Columbus Day Weekend. These dates are included in the Chamber's Windows on Woodstock publication.

Dates of 10 Extemporaneous Events: Every Sunday between 7/6 and 10/7 other than those listed above; totaling 10 Sundays.

Description: We pioneered this program in 2018 for five concerts which were successful for an intermittent program. To make it more successful, it needs to be a weekly program so people can remember it and plan ahead to attend.

Our strategy is to expand this to every Sunday from late spring through early fall from 1 – 4 pm in the same location on the porch of One The Green. Music is an emotional shorthand that sets a mood for the town and thus can be instrumental in starting a tradition for a Sunday venue when traffic has historically been slow. The goal is to increase traffic to this weekly event and thus to Woodstock, encouraging visitors to visit more often, stay longer and for more upper valley residents to plan a day trip built around the performances. Having a reason to be in Woodstock encourages visitors to plan additional activities such as shopping and dining, and obviously spending more.

We will develop a logo for the program and include it on posters that will be distributed throughout the area businesses (inns/B&Bs, restaurants, shops, and non-profits). We will ask these same entities as well as the Chamber to share the program and schedule online to their customers to dramatically expand the audience. We will continue communicating through list-serve and social media.

Estimated Number of Attendees: 1800 attendees (1000 prescheduled concerts; 800 extemporaneous). Estimating higher number for prescheduled concerts which are larger groups vs extemporaneous which would be 1 – 2 individuals. Assumption is that larger groups will pull more people and hold their attention for longer.

Total Event Budget: \$4410 (\$2800 prescheduled concerts, \$1200 extemporaneous concerts, \$300 communications, \$110 permit). **Grant Request:** \$2205

**Woodstock Economic Development Commission
Application for Special Event Grant**

Name of Event: Jazz on a Sunday Afternoon Concert Series Date of Event: May 27
July 1, Aug 5,
Sept 2, Oct 7

Description: A series of 5 concerts featuring local professional jazz musicians. All performances will be from 1pm to 4pm at 1 The Green in the center of Woodstock Village. They will be free to the public.

Estimated # of Attendants: 500+ Total Event Budget: \$2000

Year Event First Held: 2018 Grant Request: \$1000

Applicant Information:

Name of Event Coordinator: Jayne Webb / Opal Evans

Name of Organization/Business: Encore Designer Consignment / Gallery on the Green

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

Jayne has owned Encore for the past 6 years. Opal, with her husband Chip, has been the owner of Gallery on the Green for the past 10 years. Gallery on the Green has been an integral part of the Woodstock community for over 36 years.

Business Address: 1 The Green, Woodstock VT 05091

Telephone Number: Encore 457-9797 Gallery on the Green 457-4956

Contact's Email Address: info@encoredesignerconsignment.com / info@galleryonthegreen.com

Organization's Website URL: www.encoredesignerconsignment.com / www.galleryonthegreen.com

Organization's EIN: on file / will be provided after grant is approved

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?

These family friendly events create a joyous and festive atmosphere in village center. Shoppers and strollers, visiting guests and locals alike, are all truly appreciative of the entertainment. In many cases, visitors will opt to stay longer in town, shopping and dining at our local businesses. All of this lends itself to a positive image of the town as a vibrant place to visit, shop, work and live.

2. What is the anticipated number of visitors to the Town of Woodstock (incl. out-of town, overnight, local and event vendor attendees)?

Most visitors to Woodstock on any of the Sunday afternoons will attend for some period of time. We feel that our estimate above of 500+ over the entire series is conservative, as we hope that as word spreads (through various channels listed below) more people will come and make it a destination for an afternoon.

Will this event be advertised?

...large community across comprised of a variety of traditional advertising methods. This ... that have already been printed, regular announcements on the listserv, a strategic ... campaign, and our most effective tool, word of mouth.

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

We sense that there is a genuine feeling of support throughout the community for this concert series. Our opening concert was this past Sunday. Afterwards we were approached by visitors and local business owners who expressed their excitement and support for the event. We would also like to note that Matt Powers of the Woodstock History Center has been highly supportive and has allowed us use of WHC property for the series. Also, local musician and entrepreneur Sabrina Brown has been instrumental, literally, in organizing the musical acts as well as vigorously promoting the events.

5. For annual events, what trends are demonstrated by attendance records?(New events may reference data from a similar successful event in another location.)

While this is the first year of this concert series, we do hope for this to become an annual event. We have purposely targeted Sunday afternoons as a way to retain visitors in town on what typically is a slower period. Having a musical performance and creating a festive scene will entice guests to stay a while longer, and perhaps shop and dine.

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

We are using our own monies to fund the concert series. The attached budget is modest in our eyes and does not include anything for the considerable amount of personal time that has been used to plan and implement this series.

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

As stated above, we have scheduled this monthly concert series for Sunday afternoons, hoping to fill a void during a slower time. Our opening concert of the series was on the Sunday of Memorial Day weekend and was well attended. Hoping to benefit from holiday traffic, the September concert will be the Sunday before Labor Day and the October concert is the Sunday before Columbus Day.

Did you:

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

Submitted by: (First and Last Name) Dan Webb

Signature: _____

Date: May 31, 2018

APPLICATION

PLANNING & ZONING
PO BOX 488
WOODSTOCK VT
802-457-7515

All applicants must be the owner, the owners' attorney, or authorized agent of the owner of property described herein.
A person holding a binding agreement to purchase property may sign application by providing written proof of such agreement.
If an agent or attorney will represent or speak on owner's behalf, owner must complete the reverse side of this application

Please Print :

OWNER(S) El Kam Realty
% Ellaway Properties Services Phone: 802-457-1040 E-mail: ellaway@ellawayinc.com

Mailing Address: PO Box 488 City: Woodstock ST: VT Zip: 05091

Signature(s): _____

CO-APPLICANT(S) Gallery On The Green & Encore/Bear Traders
(joint venture) Phone: 802-457-4956 E-mail: info@galleryonthegreen.com
802-457-9797

Mailing Address: L. The Green City: Woodstock State: VT Zip: 05091
Opal Evans

Signature(s): _____ Interest in Property if not owner Lessees

Parcel Number: _____ Map # _____ Block # _____ Lot # _____
House Number: _____ Road or Street Name: _____
Zoning District: _____ Overlay District: _____

Describe What You Are Applying For: (include additional square footage, if applicable):

Permit for "Jazz On a Sunday Afternoon" eight events to be advertised
& held on the dates shown on attached calendar. 1 event to be held on
other July, August & September Sunday as extemporaneous events featuring
1-2 musicians. The eight advertised events will feature 4-6 musicians.
All events will be between 1-5 pm. Woodstock Productions to provide
musicians for advertised events.

For Zoning Office to Complete:

Type of Review Required / Public Hearing Date:

- Administrative Design Review Board: _____ VDRB: _____
- Certificate Of Occupancy Planning Commission: _____ TDRB: _____
- So. Woodstock Design Review: _____ CC: _____

Date Received: _____ Review Fee: _____ Application #: _____
Date Complete: _____ Itemized Fee: _____ (_____)
By: _____ TOTAL Fee: _____ PAID: cash check # _____

For more information on the application process, go to: www.townofwoodstock.org

WARNING: State permits may be required for this project. Contact John Fay, State Permit Specialist at:
(802) 279-4747 or email john.fay@vermont.gov

CONDITIONAL USE
SUPPORT STATEMENT
(not commercial)

NEEDED for: Subdivisions, Landscaping/Excavation, Nonconforming Use, Outdoor Furnace, Home Occupaton/Enterprise, Historic Barns (Event Use), Special Exemptions (fences)

If your answers require additional space, you may respond on a separate sheet, following this format you may respond on separate sheet(s), following this format.

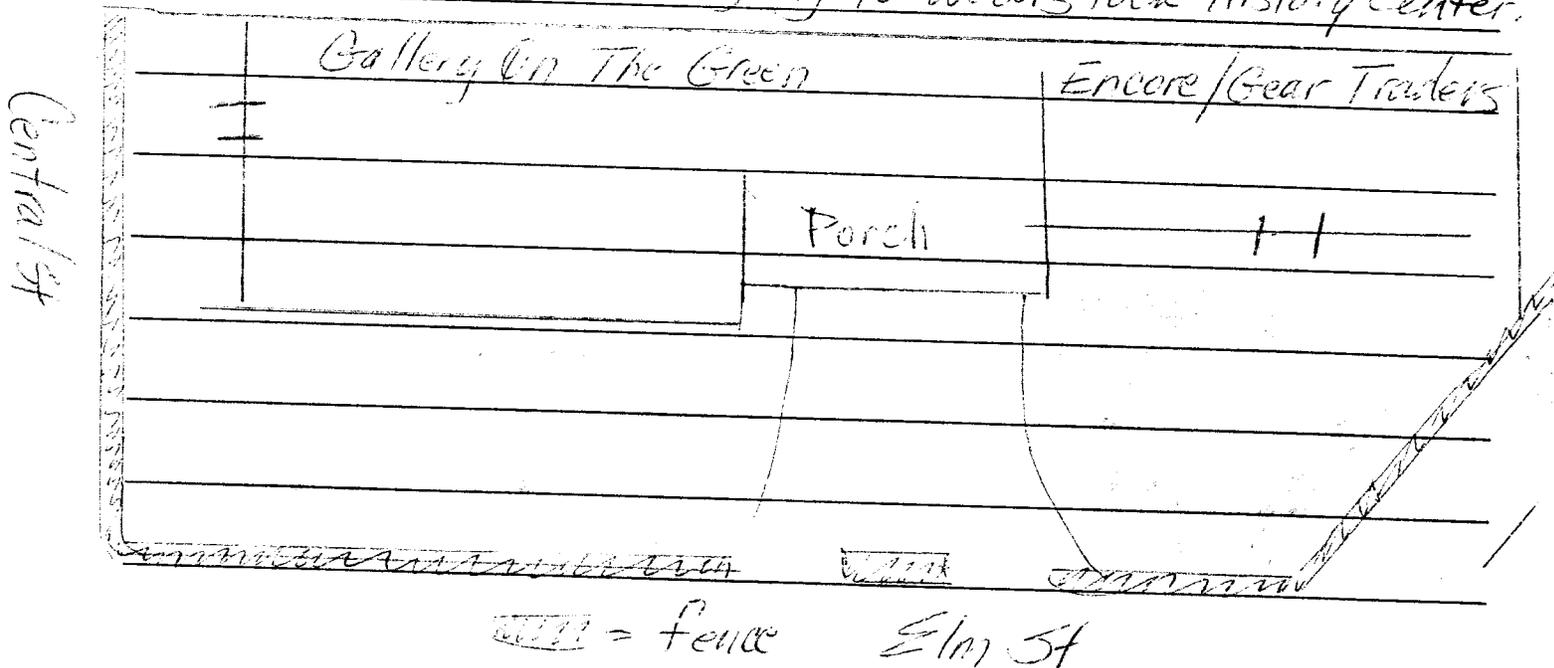
1. Applicant Gallery On The Green and Encore/Gear Traders Owner (if different) El Kam Realty
2. Date 5/30/17 Parcel ID _____ Map _____ Block _____ Lot _____

3. Nature of your project:
Outdoor music events "Jazz On A Sunday Afternoon"
held on building property inside fenced area on Elm St.
plus one lane of drive belonging to Woodstock History Center.
4. Zoning District _____

Minimum Setbacks: Front _____ Side _____ Rear _____ Min. Lot Size _____ Min. frontage _____
Do your plans conform to these requirements? _____ If not, please explain.

5. Describe the location and the proposed project, including type & extent of development and any other description/explanation.

Musicians will be located on the porch of the Gallery.
Attendees will be within the building property, plus
one lane of drive belonging to Woodstock History Center.



Joe & Co. A Sunday Afternoon - Sponsored by Gallery on the Green / Moore / Starr

2019 Calendar

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
6	7	8	9	10	11	12	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
13	14	15	16	17	18	19	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
20	21	22	23	24	25	26	17	18	19	20	21	22	23	24	25	26	27	28	29	30	28	29	30				
27	28	29	30	31			24	25	26	27	28			31													

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
5	6	7	8	9	10	11	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
12	13	14	15	16	17	18	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
19	20	21	22	23	24	25	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
26	27	28	29	30	31		25	26	27	28	29	30	31														

September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
5	6	7	8	9	10	11	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
12	13	14	15	16	17	18	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
19	20	21	22	23	24	25	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
26	27	28	29	30			25	26	27	28	29	30	31														