

**Woodstock Economic Development Commission  
Application for Community Project Grant 2020**

**Name of Project:** Community Beautification Project

**Brief Description** (50 words) The Chamber will purchase new brackets to hang baskets on 26 poles in the Village district. The iron brackets can be installed and left up throughout the year and have a longer lifespan than the baskets. We will then install and maintain 26 hanging baskets planted by the WUHS horticultural Program. These baskets will replace the 11 year old planters purchased by the Chamber in 2009. The Chamber will contract with a local person to water and maintain the baskets. The Chamber will also purchase 200 strands of led, miniature lights to light the village for the holiday season and beyond.

**Grant Request:** \$14,200

**Total Project Budget:** \$24,900

**Applicant Information**

Name of Organization/Business: Woodstock Area Chamber of Commerce

Business Address: PO Box 486 Woodstock, VT 05091

Name of Project Coordinator: Beth Finlayson

Contact's Email Address: bfinlayson@woodstockvt.com Telephone: 457-3555

Organization's Website URL www.woodstockvt.com EIN: 03-0183829

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

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

Income \$142,556

Expense \$149,128

**Organizational Budget (Required for businesses and organizations):** Attach a copy of your Budget to Actual comparison or Profit Loss (P/L) statement for the most recently completed 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)

These two projects enhance the beauty of the Village. The flowers are loved by all. They are up prior to the Memorial Day weekend and are beautifully maintained through the Indigenous Peoples holiday weekend (or first killing frost). The lights are strung before Thanksgiving and remain on until we "Spring ahead"- turning the clocks ahead. This creates a warm and inviting feel to the Village during the dark time of year.

**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)

Upon approval of the grant the baskets and hardware will be ordered. Baskets will be planted by the high school horticultural department in April and baskets will be hung the week before Memorial Day by Chamber volunteers. They will be taken down by Chamber volunteers the week following Columbus Day and stored until 2021.

LED holiday lights will be purchased in early November to be hung before Thanksgiving. The chamber will coordinate extension cords with the merchants and work with the two tree companies to have them strung and removed by the beginning of day light savings time in the spring.

**Project Champion:** Who is championing this project, what is their role in the community, and why are they leading this work? (100 words) The Chamber, Village merchants, Woodstock citizens. Both the flower baskets and lights enhance the beauty of the downtown area.

**What will success look like?** Please explain how you will know that you've achieved your goals. (250 words)  
These two projects enhance the beauty of the Village. The flowers are loved by all. They are up prior to the Memorial Day weekend and are beautifully maintained through the Indigenous Peoples holiday weekend (or first killing frost). The lights are strung before Thanksgiving and remain on until we "Spring ahead"- turning the clocks ahead. This creates a warm and inviting feel to the Village during the dark time of year.

Both new flower baskets and lights will be seen during the time-frame mentioned above.

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

Flower Baskets- \$6500 on new brackets and baskets; \$5,500 maintenance: includes watering, dead heading and fertilizer. \$1,300 to purchase the flowers from Woodstock Union High School.

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

Income Category	Total	Applicant	EDC	Other	In-Kind
Baskets	\$13,800	\$ 1,300	\$12,000		
Holiday lights	\$2,200	\$ 500	\$ 2,200		
Total Income	\$16,000	\$ 1,800	\$14,200		

Expense Category	Total	Applicant	EDC	Other	In-Kind
	\$13,800	\$ 1,300	\$12,000		
	\$2,200	\$ 500	\$ 2,200		\$10,500
Total Expenses	\$16,000	\$ 1,800	\$14,200		

Additional lines may be added or you may attach an itemized project budget. Please include both expenses and revenue, including pending and secured support. Material and labor in-kind support should be identified but might not be considered as matching funds.

**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)

The new brackets, once installed, will make it much easier for the volunteers to hang and remove the baskets yearly. The Chamber is working with the downtown merchants to have a tree lighting event on Shop-Small Saturday( Nationally held on the Saturday after Thanksgiving). This will be a new event to celebrate the beginning of the holiday season as well as our wonderful, independently-owned village businesses. The lights are currently featured in all of the Top Most Christmassy Towns photos -*Travel and Leisure, Yankee Magazine, USA Today, New England.com and MSN.*

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

Both the light and the flowers enhance the beauty of the downtown area. Both locals and visitors can be seen taking photos of themselves against the beauty of both. Some of these photos are featured on Instagram, Facebook and Twitter. The make it into national publications and entice people to visit.

Will the proposed project attract new residents to Woodstock? If yes, explain how. (150 words)

The flowers and lights offer beauty to the metered shopping district of the Town of Woodstock. It points to visitors and locals that the community cares about the aesthetics of the village.

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.

The Village merchants all support both projects. We have some contributions from civic organizations. Please see the letters of support.

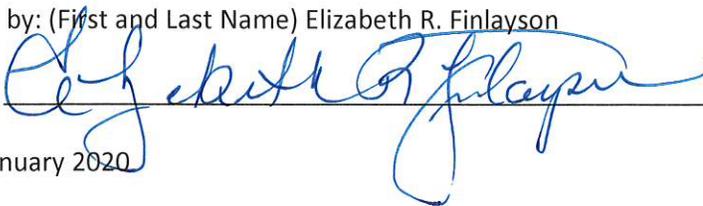
Does the project have adequate funding for now and future years? (150 words)  
Only if this grant is awarded.

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) Elizabeth R. Finlayson

Signature:



Date: 6 January 2020

## Woodstock Area Chamber of Commerce

## Profit &amp; Loss

01/06/20

January through December 2019

Accrual Basis

	<u>Jan - Dec 19</u>
Ordinary Income/Expense	
Income	
Advertising Inc	11,200.00
Beautification Inc	1,700.00
EDC Inc	7,500.00
Events Inc	36,202.49
Market on The Green Inc	13,357.50
Membership Inc	32,417.00
Other Income	2,068.87
Welcome Center Inc	37,142.00
49900 · Uncategorized Income	968.00
Total Income	<u>142,555.86</u>
Gross Profit	142,555.86
Expense	
Advertising Exp	13,446.47
Beautification Exp	9,810.38
Events Exp	9,951.49
Gen.Adm.Exp.	33,708.56
Market on The Green Exp	1,594.17
Marketing Expenses	1,254.00
Payroll	79,362.73
Total Expense	<u>149,127.80</u>
Net Ordinary Income	<u>-6,571.94</u>
Net Income	<u><u>-6,571.94</u></u>

## Beth at WoodstockVT Chamber

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**From:** Jeffrey Kahn [unicornvt@gmail.com]  
**Sent:** Saturday, January 4, 2020 5:03 PM  
**To:** Beth Finlayson  
**Subject:** Flowers and Holiday lights

Hello Beth, I am sending you this note to reinforce how important the Holiday lights and the flower baskets are to the health and beauty of our destination town. This opinion regarding both of these beautification projects is not just mine but expressed over and over again by both visitors and locals alike. While some economic development projects are more expensive and more difficult to assess these two provide a tremendous bang for the the bucks spent. I hope EDC and Chamber support for both projects continues. Regards, Jeffrey at Unicorn

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Unicorn  
Jeffrey Kahn  
15 Central St  
Woodstock VT 05091  
(802)457-2480