

Name of Project: Woodstock Area Direct Marketing Program

Grant Request: \$25,632.00 Total Project Budget \$78,080.00

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

Please see attached

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)

The direct marketing of Woodstock is imperative to the area's continued success as a "World renowned tourist destination". The WACC offers staffing 363 days a year to answer questions and provide information to over 48,000 guests. We have professional relationship with the Vermont Department of Tourism and Marketing, Discover New England, HGTV and Yankee Magazine.

1. Attract more high impact travel writers/bloggers to the area and assist them with area familiarization tours. This enables these influencers to understand the vitality of the Woodstock Area and share it with their readers.
2. Create ready-made packets to both email and USPS mail to potential visitors who want to relocate and ensure timely follow-up.

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)

The project will be a 52 week a year project. The Chamber will create "move to Woodstock packages" and follow-up. Enlist the help of relationships made with Discover New England, Yankee Magazine and the Vermont Tour Operators Association.

This project supports the work of the EDC Website Marketing work group.

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 of Commerce Board of Directors and Chamber members. They support this effort because it will increase visitors to shop and stay in the Woodstock Area. The goal is to continue to keep Woodstock a vibrant community that will attract more visitors and potential residents.

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

1. More visitors to the Woodstock Area.
 - a. This will be measured by statistics kept at the Welcome Center and merchant narratives.
2. Greater receipts in the rooms, meal and alcohol tax.
3. Will share statistic with the EDC on a quarterly basis.

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

The project funds will be spent on 10 hours weekly promoting Woodstock with Facebook, Instagram, the Chamber news letter. Provide information to over 48,000 walk-ins, daily emails and phone calls. Take direct referrals from Katie Berdan or EDC and provide the required follow-up.

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

Income Category	Total	Applicant	EDC	Other	In-Kind
Chamber dues/events	\$78,080	\$52,448	\$25,632		
Total Income					
Expense Category	Total	Applicant	EDC	Other	In-Kind
Salaries	\$78,080				
FICA/Medicare		\$52,448	\$25,632		
Total Expenses	\$ 5973	\$4012	\$1961		

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)

This project provides direct support and interaction with the community and visitors to the community. With our Direct Marketing Program the goal is to attract and/or convert visitors to full time residents.

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

WACC will promote Woodstock, its events and attractions nationally and internationally, including but not limited to Bookstock, Pentangle events, ArtisTree programs and events, Billings Farm, VINS, the NWPL, Senior Center, History Center, Taste of Woodstock, Market on the Green, Woodstock Art Festival, Sculpture Fest, Tree lighting and the Inns and restaurants of the Woodstock Area. The WACC will continue to promote Wassail Weekend as a *Vermont Top 10 Winter Event* and enhance the offerings. We will use the metrics of the Welcome Center and police to estimate crowd size and effectiveness of our marketing.

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

With information provided by the Chamber we hope to increase visitors and residents to the area.

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.

It has been supported 100% by the Chamber Board of Directors and after speaking with local residents and businesses they have supported this idea.

Does the project have adequate funding for now and future years? (150 words)
It will if the grant request is funded.

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) Beth Finlayson

Signature: _____

Date: 7 January 2020

Drafted 12/4/2019

Woodstock Chamber narrative: Direct Marketing

January 6, 2020

- The Woodstock Area Chamber of Commerce staffs the Welcome Center 363 days a year. It is closed Thanksgiving and Christmas.
- Most often we are the first to be enlisted in community-wide projects.
 - ❖ Please see the attached MIB Agents - The Chamber was asked to help coordinate a 4-day- Make it Better for Kaycee event.
- In 2019 there were over 48,000 visitors in the Woodstock Welcome Center.
- During October 2019 we had 12,000 alone.
- The office staff typically answers 15 to 20 phone calls daily.
- The offices averages at least 2-3 families a week with an interest in moving to Woodstock.
- On December 31, 2019 I spent over an hour with a family of 4-mom, dad, and twin 21 month old girls, from the Silicon Valley, who had traveled the state over the last few year looking for a place to live in Vermont. We discussed the proximity to DMHC and Dartmouth College, rents, the school system. I suggested they reach out to Katie B because she has experience with young children. I talked about Pentangle, ArtisTree, Sculpture Fest, Rainbow Play School, events, and water quality. They asked about Political leanings and more. They left with a full packet of information and a card for follow-up questions.
- The above narrative often happens. We follow-up with questions that might be generated by Katie B's blog and the State's move to Vermont program.
- PR- We get questions from Influencers and public relation firms .
- The Chamber is the support behind the efforts of the EDC to market the Community.
- The Chamber Office and Welcome Center serves as the hub for information, questions and more.
- The Chamber has received questions concerning reservations, activities and dining options for 2020 Wassail weekend. The most recent was a family from Australia.

Woodstock Area Chamber of Commerce

01/06/20

Profit & Loss

Accrual Basis

January through December 2019

	Jan - Dec 19
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	142,555.86
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	149,127.80
Net Ordinary Income	-6,571.94
Net Income	-6,571.94

Beth at WoodstockVT Chamber

Subject: RE: Relocation from North Miami, Florida

From: danny firer [mailto:danny234_2000@yahoo.com]
Sent: Tuesday, January 7, 2020 3:09 PM
To: Beth at WoodstockVT Chamber
Subject: Re: Relocation from North Miami, Florida

Hello, dear Beth !

I want to thank you personally for your respond about our plans to relocate to your beautiful state of Vermont and small little town of Woodstock. Just want you to know my mom spoke to your assistant Kathy and she was so kind to send us more information about your town (package and more information about the business and culture of your place) She give her our address , but just in case send you again.

Daniel and Elana Firer

290 174 str, apt #602

Sunny Isles Beach

Florida 33160

If you thing of additional information about your town and work perspective , we are really appreciate .

Wishing you Happy and Healthy New Year 2020

Sincerely,

Danny & Elana

On Thursday, December 19, 2019, 2:07:44 PM EST, Beth at WoodstockVT Chamber <bfinlayson@woodstockvt.com> wrote:

Thank you for your introductory letter regarding a move to Woodstock, VT. We are a small town of 3500 people with a strong tourist economy. If you would like information about the area please visit our website at www.woodstockvt.com. Or if you would like to receive our area guide please send us your address and we will put a package in the mail.

Sincerely

Beth Finlayson

Elizabeth R. Finlayson, Exec. Dir.

Woodstock Area Chamber of Commerce

bfinlayson@woodstockvt.com

(W)802.457.3555

-----Original Message-----

From: Woodstock Chamber of Commerce [mailto:info@woodstockvt.com]

Sent: Thursday, December 19, 2019 9:08 AM

To: 'Beth at WoodstockVT Chamber'

Subject: FW: Relocation from North Miami, Florida

-----Original Message-----

From: danny firer [mailto:danny234_2000@yahoo.com]

Sent: Wednesday, December 18, 2019 9:27 PM

To: info@woodstockvt.com; info@woodstockvt.com

Subject: re: Relocation from North Miami, Florida

To whom it may concern:

Hello!

My name is Daniel Firer, I'm 35 years old. In the present time I live in Miami Beach, Florida with my mom. I'm professional independent limo driver, has 15 years driving experience, serving all South Florida locations. After all this years driving around I have very good customer service and public relations skills, based on my professionalism and destination knowledge. I'm always very organized and punctual. All my customers, no matter where they come from, different city or country always come back to me and request my services again and again. In the present time, I had my own truck Chevrolet Suburban 2018. The truck capacity is 7 passengers plus luggage as well. The limo truck is great for all weather condition and medium sized group who may be carrying a variety of large equipment or any personal business needs. My private transportation business (start up entrepreneur) is very useful for all special occasions, including private events, business meeting, weddings, family anniversaries, proms, kid's birthdays party's, any airports drop off or pick up to final places of your travel destinations. That's little bit of information what I do for the living.

And also little bit information about my mom. She is very professional party and private events coordinator. Has almost 30 years of hospitalities - management experience. In the present time, she is working for the private club on the ocean side of Sunny Isles, North Miami Beach, Florida. She is very talented, specialized on weddings, baby showers, bridal showers all kind of anniversary's and birthdays events set ups and decorations.

The reason of our big relocations decision, try to live in different states in small town community, where the seasons change for 4 different climate condition, like winter with the snow and beautiful Christmas spirits around the world, summer time with many state parks around the lakes meant for swimming, camping, fishing and many other services for a memorable family vacation. The colors of leaf foliage in autumn where the season change and everything blooming again in the spring time. My mom was originally born in north of Russia and I was born in New York. We miss very much our original weather climate and always want to live in small town with spirits and value of the communities. We use to have big family back on past time and now only 2 of us left, without close friends or loving family members. I love my mom very very much, want to make her happy and maybe find different life style for both of us. Our major concern is if we be able to find the good jobs regarding our experiences and professionalism, for the thing we do best in life, affordable place to live, find new friends and maybe chance for my mom to see our family to grow again.

My big Christmas Wish this year to find new place to live in the near future and maybe good people of Woodstock community help us to move and relocate to the wonderful state of Vermont.

I'll be so happy and appreciate, if someone good and understandable respond to my letter for more information. And this letter reach the right person on the right time in right place.

My personal cell number 786-280-9372 or email me danny234_2000@yahoo.com

Our best wishes for this Holidays season to the people of Woodstock!!

Sincerely,

Danny and Elana F

December 17, 2019



COMMUNITY • RESEARCH • EDUCATION • PATIENT SUPPORT
A nationwide 501(c)(3) non-profit dedicated to Making It Better for kids with Osteosarcoma, bone cancer.

MISSION: KAYCEE

RE: Scavenger Shopping Hunt
DATE: Tuesday, January 7th, 2020
START: 1:30pm

Dear Agent:

Thank you for accepting this mission to Make it Better for Kaycee, who has been battling osteosarcoma, bone cancer. She has inoperable disease and there are no more treatment options available to her. MIB Agents undertakes end-of-life missions for kids with metastatic osteosarcoma regularly. This is our first Vermont mission!

Along with you, the merchants of Woodstock, the Chamber of Commerce, Woodstock Inn, Twin Farms and Killington Mountain, we have a four-day agenda of some of the best our beloved village has to offer.

Please note that Kaycee is an amputee and will be in a wheelchair. She can walk a few steps.

MISSION SUBJECT: Kaycee & Family

 in partnership with 

MISSION: Kaycee



The Mission, should you choose to accept it:
Create a fun family experience in Vermont.

Mission Stats:
Kaycee, Age 14, Connecticut
Diagnosed August 2015
Inoperable lung tumor

Mission Detail:
Likes: baking, cooking, bake sales, spending time at The Hole in The Wall Gang Camp and shopping for new clothes, Kaycee has two sisters (17 and 10).

Mission Specs- Donate any amount to:
<https://www.mibagents.org/#Donate-Mission>
or mail donation to address below.

MIB Agents HQ, P.O. Box 858, Barnard, Vermont 05031 Info@MIBAgents.org www.MIBAgents.org
501(c)(3) non-profit Fed. ID #1-1109906

