

Wassail Weekend 2023

Project Overview

Wassail Weekend is in its 39th year. It continues to grow and attract visitors from all over the country. Guests make reservation now for the following year. It is a wonderful, collaborative celebration for the Woodstock Area. The Chamber coordinates with the Library, Artistree, Pentangles, high School groups, High Horses Therapeutic Riding and more. In 2022 the Chamber offered wagon rides throughout the Village on Friday, Saturday and Sunday from 9:30-1pm. These were well received. I would like to continue to offer the expanded Friday from 11-2PM. Phil Warren is well know in the area. His team is aware of the traffic and his wagon holds at least 10 people. His wife is in period costume and he wears a top hat, scarf and period coat.

The Chamber also contracted with Butler's Bus to run two small buses as a shuttle service from the Village to the High School parking lot. This has worked well and help alleviate traffic problems on River Street and throughout the village. The buses run from 9:30AM until 5PM. Due to the enormous turnout on December 10, 2022 we need to further expand the bus service. We are hoping to double our shuttle service and rent 4 mini-buses.

Grant Request

\$2,750

Total Project Budget

\$4,200

Applicant Information

Name of Applicant / Organization / Business

Woodstock Area Chamber of Commerce

Mailing Address

PO Box 486 Woodstock, VT 05092

Name of Project Coordinator

Beth Finlayson

Contact's Email Address

Telephone

802 457 3555

Organization's Website URL

<https://www.woodstockvt.com>

EIN

03-0183829

Applicant / Organizational Description

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.

If you are applying on behalf of an organization, what is your total organizational budget?

\$152,000

Project Information

Detailed Project Description

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Project Timeline

The wagon rides will be held Friday afternoon, Dec 8th, Saturday morning, Dec 9th, and Sunday, Dec 10 mid-day for 4 hours.

The buses will run Saturday, Dec 9th from 9:30 am through 5PM. Last year the crowd was too large to be handled by 2 small buses and we had to resort to 2 large school buses that were stuck in traffic and caused major confusion. I have talked with Chief Blish and we have discussed alternative routes as well as using 4 small buses.

Project Champion

The Chamber board, Merchants, other nonprofits and chief Blish.

Project Budget Narrative

Wagon Rides- \$2,700- To be shared by the Chamber \$700 and the ECD \$2,000

Four Buses- \$1,500- to be split by the Chamber and EDC.

Project Budget - Itemized

Income Category	Total	Applicant	EDC	Other	In-Kind
Horses	\$2,700	\$700	\$2,000		
Buses	\$1,500	\$750	\$750		

Expense Category	Total	Applicant	EDC	Other	In-Kind
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What will success look like?

The horse and wagon will be jingling through the village filled with happy people!

Additional buses will be dropping off and picking up visitors and people will be parking at the High School .

Community support for this project

Wassail weekend is probably most important economic driver of December. Chief Blish estimates that we had between 6,000 and 7,000 visitors on Saturday. The free parking out of the Village enhances the beauty of the village and makes it easy to get around town. The Horse and wagon added to the ambiance of the Weekend.

The Chamber collaborates with all of our Wassail partners including The Inn and all lodging establishments, Merchants, and our many not-for-profits.

Community support for this project

We are considering sponsorships for this event. The Chamber pays for many unseen expenses!



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