

Expanding Wassail Weekend

Project Overview

Wassail Weekend is in it's 38th 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, Pentangle Arts`, High School groups, High Horses Therapeutic Riding and more. In 2021 the Chamber offered wagon rides throughout the Village on Saturday and Sunday from 9:30-1pm. These were well received. I would like to expand the day to 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, Janet 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.

Grant Request

\$3700

Total Project Budget

\$5000

Applicant Information

Name of Applicant / Organization / Business

Woodstock Area Chamber of Commerce

Mailing Address

PO Box 486 Woodstock, VT 05091

Name of Project Coordinator

Beth Finlayson

Contact's Email Address

Telephone

802-457-3555

Organization's Website URL

<https://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?

\$165,000

Project Information

Detailed Project Description

Wassail Weekend, in it's 38th year, is an economic driver for the greater Woodstock Area. Visitors have already made reservations for Dec 2022. I am proposing that the Chamber offer carriage rides from Phil Warren, Friday 11-2, Saturday 9:30-1:30 and Sunday 10-2. As you know it rained most of Saturday and still the wagon was filled in 2021 (they have a cover).

Expanding to Friday will create a feeling that the Weekend really begins on Friday- rather than just Saturday.

I would also ask to add a bus so we have two coming from the High school from 9:30-5PM. We will be using Butler's Bus Service.

Project Timeline

The time line is December 9-10-11, 2022

Project Champion

The bus service was well used. The wagon rides were over subscribed on Sunday. The

Project Budget Narrative

The Wagon for 3 days will cost \$2,700 (\$900 per day).

Butler's Bus is an amount not to exceed \$1000.

Project Budget - Itemized

Income Category	Total	Applicant	EDC	Other	In-Kind
Wagon, Bus, Signage	\$5,000	\$1,300	\$3,700		

Expense Category	Total	Applicant	EDC	Other	In-Kind
Wagon, Bus, Signage	\$5,000	\$1,300	\$3,700		

What will success look like?

Parking issue alleviated in the Village with the use of the High School and Buses.

A Holiday ambiance throughout the community Friday-Sunday with Phil Warren in his fur coat and top hat, Janet in her beautiful period costume and his horses with sleigh bells tinkling and people in the Holiday Spirit.

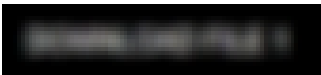
Community support for this project

Again, Wassail is a beloved celebration in it's 38th year. The Chamber is trying to be respectful of the

Community, especially the downtown residents, while enhancing Wassail offerings. Wassail Weekend is a Vermont Top Ten Winter event and is a favorite of Yankee Magazine and well as many other national publications!

Community support for this project

If successful this year we will seek sponsorships from private businesses in 2023.



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31 The Green
PO Box 488
Woodstock, VT 05091

Phone: (802) 457-3456
Fax: (802) 457-2329
Email: municipalmanager@townofwoodstock.org

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