

Woodstock Greeter Project

Project Overview

Every Summer and fall the town of Woodstock receives thousands of visitors who stop here via motor coach tours. Early in the season you will see perhaps one or two tour groups walking through the village. As we progress to foliage season, there may be up to 25 buses daily. We learned that most tour operators don't know anything about Woodstock. They just know that it is a pretty place and one of the many stops in New England.

A visitor greeter will meet the bus, make sure they know how to get to the restrooms, the covered bridge; where they can grab something to eat and maybe take a walk to view some Revere Bells. If pre-arranged a Visitor Greeter may meet the bus and hop on and tell them about some of the historical facts about the area, such as the terminus for the train, Hiram Powers or The Woodstock Inn.

The Chamber will reach out to tour operator to get the approximate time and date of in-coming buses. The Greeters will be recruited, trained and assigned days of the week by the Chamber. They will be paid by the Chamber of Commerce through this proposed grant. This will be a trial project and will be assessed late in October 2022

Grant Request

\$4937

Total Project Budget

\$5374

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

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?

\$165,000.00

Project Information**Detailed Project Description**

The goal of the project is to learn when motor tours are coming to Woodstock during the off season and then hire and train several greeters to meet the motor coaches; welcome them, offer information as to the location of the Welcome Center, Covered Bridges and restaurants.

By offering this service we can ensure they learn a little bit about Woodstock including the Revere Bell locations and other interesting facts about Woodstock; we can direct them to an appropriate restaurant and keep them from trying to use Peoples United and the NWPL facilities(which we get complaints regularly).

Project Timeline

March through May- research bus tours

May- Recruit Employees

June-Train Employees and schedule 4 days for greeters

July- Schedule 10 days for greeters

August-Schedule 15 days for greeters

September- Schedule 21 days for greeters

September-Schedule 15 days for greeters

November- Assess the Greeter Program

Project Champion

This is a trial program.

Project Budget Narrative

The grant will be spent on funding training 2-3 individuals for 2 hours.

And to pay for the hours lists above.

Project Budget - Itemized

Income Category	Total	Applicant	EDC	Other	In-Kind
	\$5374	\$437	\$4937		

Expense Category	Total	Applicant	EDC	Other	In-Kind
	\$5374	\$437	\$4937		

What will success look like?

People on the buses will know more about Woodstock, it's amenities and it's history. Tour operators will know where to park. Bus people will not be wandering around the Library or Peoples United Bank searching for rest rooms. And, they will leave Woodstock with information they can share with family members when they return to their home states.

Community support for this project

The Chamber of Commerce Board supports this proposed project.

Community support for this project

After the project's assessment in November we will look at other funding opportunities.



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