

**Woodstock Economic Development Commission  
Application for Community Project Grant 2019**

**Name of Project:** Woodstock Business Marketing Plan. 2019/2020

**Brief Description** (50 words): EDC to fund twelve monthly marketing on Comcast Spotlight. Each of the 35 individual Woodstock businesses that signed up would have a 20 second commercial made where they tell their story. What they do, what they sell, how long they have been in Woodstock, and why people should visit Woodstock. There would be a ten second tag showing the prominent features of Woodstock and inviting them to visit.

**Grant Request:** 30% of the EDC's annual budget **Total Project Budget:** \$67,500.00

**Applicant Information**

Name of Applicant/Organization/Business: Woodstock Business Marketing Group

Mailing Address: 11 Central Street Woodstock VT 05091

Name of Project Coordinator: Nicholas Ferro

Contact's Email Address: Nicktferro@Gmail.com Telephone: 802-457-1901

Organization's Website URL: none EIN: none

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

Our group consists of 35 Woodstock businesses that signed on and are committed to this project. Our mission is to increase the amount of regional and local visitors to Woodstock. Strengthen the Woodstock economy so that existing and new businesses flourish by encouraging regional visitors to shop, dine, and stay in Woodstock. Create an atmosphere of success so regional visitors might want to move here and move their businesses to Woodstock.

**Applicant/Organizational Budget:** What is your total organizational budget (or total project expenses) for the current fiscal year? \$67,500

**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.

Total yearly budget:

2019 TV production: 35 commercials (350.00 per) .....	12,250.00
2020 TV production: 35 commercials. (350.00 per).....	12,250.00
Travel host / interviewer: 50.00 per hour 70 hours.....	3,500.00
Editor/ editing each commercial : 100.00 per. 70 commercials.....	7,000.00
Comcast : 5328 commercials per year.....	29,089.00
Miscellaneous: we anticipate other businesses will join in 2020.....	3,411.00
Grand Total:	67,500.00

## **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)

Our goal is to increase the amount of regional and local visitors to Woodstock. Strengthen the Woodstock economy so that existing and new businesses flourish by encouraging regional visitors to shop, dine, and stay in Woodstock. Create an atmosphere of success so regional visitors might want to move here and move their businesses to Woodstock. A team member of the production TV production company will interview each of the 35 Woodstock business owners or manager while a camera crew films their responses. The film would later be edited for proper content and a commercial of that business will be made. The individual business would then email a copy for their approval or comments. Each business will have to agree and sign off for the commercial to be aired. This will be a consistent monthly TV campaign highlighting 35 Woodstock businesses to potential visitors from Vermont and parts of New Hampshire.

(upper valley) 444 - 30 second commercials on 5 Comcast stations.

CNN, Fox News, HGTV, Food network, Weather Channel. Run Monday to Sunday. Three zones. 1. Woodstock, Lebanon, Claremont, 2. Rutland- Middlebury, 3. Montpelier area. First two weeks of each month. 12 months.

**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)

Organize production schedule by June 30th

Start filming first week of July

Commercials start airing first week of September 2019.

**Project Champion:** Who is championing this project, what is their role in the community, and why are they leading this work? (100 words)

Nick Ferro.

Owner NT Ferro Jewelers Woodstock Vermont.

To give back to the community that allowed me to start a very small business in Woodstock 39 years ago, grow it, expand, and ultimately purchase my building. To have all three of my children graduate from Woodstock high school and be accepted directly at Ivy League colleges. To preserve the character, culture and charm of Woodstock that brings so many visitors from around the world. To strengthen the Woodstock businesses enough that as the owners retire their daughters or sons might consider continuing the family business, precluding those businesses from being sold to outside interests that have no allegiance to Woodstock, nor Vermont for that matter.

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

Success will be measured by an increase in regional visitors to Woodstock. All participating businesses will be required to keep a daily log on regional visitors' reasons for visiting Woodstock. This log will be shared with the EDC quarterly. By removing the Woodstock Inns numbers of the 1% options revenue and

comparing the twelve months prior to when the commercials begin to the twelve months starting September 1st, 2019.

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

TV production

Interviews

Editing

5,328 Comcast commercials. 12 months

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

Please see enclosed breakdown of the expenses. There is no income.

Income Category	Total	Applicant	EDC	Other	In-Kind
Total Income					
Expense Category	Total	Applicant	EDC	Other	In-Kind
Total Expenses	\$67,500				

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 project is geared to bring more regional visitors to Woodstock and in turn create economic vitality. This is an Historic town and when it's thriving it brings pride to the residents. Not sure how it would improve the quality of life for visitors.

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

The objective is to increase sales for Woodstock restaurants, Bed and Breakfasts, and merchants. An increase of regional visitors who are only an hour or two away could positively impact the economy.

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

I think it's easier to get visitors to move here and maybe start new businesses or open a branch if they already have a regional business (Danforth pewter and Worthy kitchen) to name a few, then it is to move people who live out of state.

**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.**

This project has been discussed with many community members such as Jireh Billings, (Gillingham's) Patrick Crowl (Woodstock farmers Market) Peter from Woodstock Sports who are all behind it 100%. Along with at least 30 others who sent in their forms and agreed. See Enclosed list.

**Does the project have adequate funding for now and future years? (150 words)**

The EDC was originally created to benefit residents, business owners, and visitors. My self and some others actively supported the 1% options tax to create a fund that would do just that. Gary from the Woodstock Inn was also very supportive. To quote what he told the business community, "If the businesses of Woodstock don't stay strong the Woodstock Inn could cease to exist because sooner or later guests leave the inn and walk to town. If they have a bad experience they never come back" The EDC's number one goal as stated on their brochure states "To encourage and help existing, and new businesses prosper and create more job opportunities." This is the time for the EDC to get behind the 35 businesses and fund a project they all want.

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) \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



Woodstock Economic Development Commission,

**Summary of Comcast Cable TV Advertising Campaign:**

**ZONES:** Rutland, Middlebury, Montpelier, Claremont, Lebanon

**Radius from Woodstock to campaign areas:**

Rutland (31 miles) Middlebury (56 miles) Montpelier (53 miles) Lebanon (19 miles) Claremont (27 miles)

The furthest Radius from Woodstock to surrounding towns in these territories is no more than 60 miles from the Center of Woodstock.

**Households in these territories TOTALS:** 204,000 people ages 18-79.

**Comcast Subscribers in these territories total:** 189,720

(92.7% of the total 204,000 Households have Comcast Cable TV)

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**Campaign Dates:** September 1, 2019 – Aug 31, 2010

**Total Commercials PER MONTH:** 444

**Total Commercials Annually:** 5,328

**Commercials will AIR on the following Cable Networks:**

CNN, Fox News, HGTV, Hallmark, Food, Travel & The Weather Channel

**Total Campaign Cost:** \$29,089 (\$2,424 monthly)

Thank You,

Kelley M Vitagliano; Senior Account Executive Comcast Spotlight

802-369-4206

# WESTVIEW DIGITAL VIDEO & DESIGN

392 Creed Hill Road • Pittsford, VT 05763

802-483-9452

## TV Commercial Proposal: Economic Development Corporation of Woodstock

WestView Digital will provide approximately 35 :30 commercials for businesses in and around Woodstock, Vermont. Format will be generic :05 opening, :20 dedicated to the business and :05 close to brand Woodstock as a destination for shopping, dining and entertainment.

The cost of each commercial will not exceed \$350.00.

Starting date is July 1st and completion date is September 1st. To be used from September 2019 through February 2020.

Starting January 2020 , Approximately 35 new commercials will be produced for the spring season airing starting March 2020. Production costs for the second round of commercials will be the same \$350.

Total For the 12 months will not exceed \$24,500. (assuming 35 commercials)

### TERM OPTIONS:

1. Payment of \$350 is expected by the business at the time of the shoot.
2. 30% of total budget (\$3750) at the start of production. Balance billed to Economic Development Corporation on monthly basis for actual work completed.

Thank you for your consideration and don't hesitate to call with any questions.



Andrew Wilson  
President, WestView Digital

The following businesses have agreed to participate in this project:

- Blue Horse Inn
- Clover Gift Shop
- Collective
- Danforth Pewter
- Deer Brook Inn
- F.H. Gillinghams
- Fine Paints of Europe
- Gallery on the Green
- Heart Rock Kitchen
- Mangalista
- Mountain Creamery
- N.T. Ferro Jewelers
- Phlox
- Pizza Chef Woodstock
- Prince and the Pauper
- R.T. Home
- Sleep Woodstock Motel
- Sudie's
- The Ardmore
- The Daily Catch
- The Shire Woodstock
- White Cottage Snack Bar
- The Village Butcher
- The Woodstock Gallery
- Unicorn
- Vermont Flannel Co.
- Woodstock Farmer's Market
- Woodstock Sports
- Yankee Books