

To: EDC Members

From: Jon Spector

Date: Oct 12, 2021

Attached are the two updated proposals from the Chamber, with support from the EDC Events Working Group, for our discussion tomorrow evening about an “expanded Wassail”.

FYI, I asked the group to include in their revised proposal some additional information I thought would be helpful for us:

- Identify the days and times the actors will be performing, and the locations where they will perform
- Identify the days and times the fire pits will be burning
- Make clear that there will be a person from the lacrosse team present at all times when the fires are lit (it currently says "watching the fires" - maybe just add "at all times while the fires are lit" to alleviate any concern)
- Identify how we will prevent people from starting up their own fires when the fire pit is not attended - will there be signage? Will the wood be taken away, or will the fire pits be removed?
- Identify the approvals you need to proceed, and make clear that if you do not receive the approvals you will not proceed with that portion of the proposal (and will not need the funds)

Some of this additional information is included in the proposal but because of limited time some is still missing, I assume to be explained tomorrow evening when we meet.

ADDENDUM (10/13 , 1 pm): We just received the attached message from Beth Finlayson:

Hi all

I have been spoken to by the downtown merchants who DO NOT want s'mores and firepits in the Village! They think the Green is fine but nothing else. These are my members.

They are also questioning the \$2000 for actors- Like the costumes but think we need local volunteers. Happy to discuss further- but I am withdrawing the request for firepits.
Beth

Woodstock Economic Development Commission
October 11, 2021
Grant Application

Woodstock Area Chamber of Commerce

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.

Wassail Weekend has been a Woodstock Tradition for over 40 years. It began with a small horse parade at dusk and a Holiday Gala at the Woodstock Inn & Resort. By 2019 the event has grown to a three-day celebration including musical events, Holiday readings, horse and carriage parade, Memory Tree lighting and bon fire!

As we return from the pandemic we think it can be more! Many people visit Woodstock during the Holidays looking for that "Christmas Hallmark Movie" feeling. We have talked about a Wassail becoming Wassail Week December 10- December 19, 2021. This is a proposal to move toward Wassail Week. We believe with investment from the Woodstock EDC we can help create an even more festive event.

1. Costumes

Deborah Greene found costumes they use for big parade in Boston. Very period and perfect. Actors will be in the Village from 4-6 on Dec. 10: 110:30-4 Dec. 11: Noon-3 on Dec 12, 2021. \$1000 -6 costumes for Wassail Week.
\$ 2000 actors for Wassail Week.

2. Horse and Wagon (with Bells)

Paul Franklin, Riverview Farm in Plainfield, NH \$400 a day for 4 days A total of \$1,600. Wagon rides around the Green and through the covered bridge. The Horse and Wagon will run from 9:30-1PM on Dec 11, 2021 and 11-3 on Dec. 12. It will run on Dec 18 from 11-2 and Sunday, Dec 19 from 11-2pm.

3. Firepits and S'mores

The thought is to have firepits throughout the village. The Chamber has a firepit and we would like to purchase 5 more at a cost of up to \$115 per fire pit. (\$575 total) And to purchase a cord of dry wood \$400.

The fire pits will be placed at Pi, The Town Crier/Dummy. Teagle's Landing, The Library Lawn and across from the Welcome Center. Michael Malik is coordinating coverage of the Firepits with Lou Picone and the Woodstock Lacrosse Team. They will be responsible for delivering wood, watching the fires, cleaning out the firepits and putting the ash in a metal trash can. We believe a \$1000.00 donation to the Lacrosse team would be acceptable

S'mores-To be enjoyed throughout the village. Kits to be sold around the Village to make over the fire pit. \$500.

The Firepits will be stored and used to other events and Wassail 2022 and beyond.

Budget Request

Costumes	\$1000.00
Actors/volunteers	\$2000.00
Horse and Wagon	\$1600.00
Firepits	\$ 575.00
Wood	\$ 400.00
Labor	\$1000.00
S'mores	\$ 500.00
Total Request	\$7075.00

Thank you for your consideration.

Elizabeth Finlayson
Executive Director
Woodstock Area Chamber of Commerce

Woodstock Economic Development Commission
October 7, 2021
Grant Application

Woodstock Area Chamber of Commerce

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.

The Village of Woodstock has an iconic look and feel during the Holiday season. Holiday lights have historically been hung prior to Thanksgiving and stay lit though the month of January. This helps Woodstock look and feel like the quintessential New England village it is.

Wassail Weekend has been a Woodstock Tradition for over 40 years. It began with a small horse parade at dusk and a Holiday Gala at the Woodstock Inn & Resort. By 2019 the event has grown to a three-day celebration including musical events, Holiday readings, horse and carriage parade, Memory Tree lighting and bon fire!

As we return from the pandemic we think it can be more! Many people visit Woodstock during the Holidays looking for that “Christmas Hallmark Movie” feeling. An effort to grow the event takes infrastructure such as parking outside the Village and shuttle buses.

The Woodstock Area Chamber is requesting the sum of \$3000.00 to purchase the lights from Woodstock Home & Hardware. The Chamber will be responsible for working with Tree experts in the area to have them stung and removed.

The Woodstock Area Chamber of Commerce is also requestion the sum of \$2000.00 to engage two buses to shuttle visitors from the high School parking lot to the downtown and return them to the high school at the end of the day.

I am requesting for a grant of up to \$5000.00 for buses and holiday lights for the 2021 Holiday season.

Thank you for your consideration.

Elizabeth Finlayson

Executive Director