

Bookstock 2023

Project Overview

Bookstock is an annual literary festival held in Woodstock, Vermont. We attract approximately 1,000 people and host 40-50 authors and other events during the course of the weekend. Bookstock 2023 will be held on June 23-25 and is free and open to the public.

Grant Request

\$20,000

Total Project Budget

\$54,600

Applicant Information

Name of Applicant / Organization / Business

Bookstock - Green Mountain Festival of Words

Mailing Address

PO Box 666, Woodstock, VT 05091

Name of Project Coordinator

Suzanne Affeldt

Contact's Email Address

Bookstock Budget

Telephone

520.591.3028

Organization's Website URL

bookstockvt.org

EIN

Applicant / Organizational Description

Bookstock supports the cultural richness and diversity of Vermont and New England. Our region is home to many talented writers representing diverse genres, from national Poets Laureate and Pulitzer Prize winners to emerging young writers and those who have found their compelling voice at midlife. Bookstock encourages appreciation for good writing and other artistic endeavors by introducing residents and visitors of all ages to writers, musicians and artists in an intimate setting, at no cost.

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

Project Information

Detailed Project Description

Our goal is to make Bookstock one of the most beloved literary festivals in the country. We are transforming the festival using board members, staff, and volunteers with substantial qualifications in literary projects, event management and marketing. In 2022, we brought Bookstock out of a two year hiatus and moved toward positive change. This year, with an expanded board and talented staff, we will bring Bookstock up to the standards of a national festival, greatly strengthening marketing and the attendee experience with more headliners and a reinvigorated Green experience. In 2024, we will build on the knowledge we learn this year and continue to grow Bookstock involving new demographics, programming and fundraising.

The next Bookstock will take place in Woodstock on June 23-25, 2023 on and around the Village Green. The event is free and open to the public. This year will be the first time that we will encourage online pre-registration to sessions in order to better manage people flow, improve the participant experience, and build Bookstock's contact database so we can better nurture relationships with participants. The activities laid out below align with and support Bookstock's operations, program, fundraising and partnership activities.

Objectives

1. Mobilize optimal turnout

a. This objective is critical to Bookstock operations. We want to mobilize turnout while ensuring we have a manageable crowd size that doesn't overwhelm local infrastructure capacity.

2. Engage a more diverse group of attendees

a. We want people to know Bookstock as a place where they will interact with diverse voices stemming from many different viewpoints and walks of life. The festival on the Green will be an immersion of activities (book sale, music, exhibitors and more). We want to be more intentional about welcoming BIPOC, younger people including children and youth, and more economically diverse participants.

3. Promote Woodstock as a destination

a. We want Bookstock to support the economic vitality of Woodstock and the Upper Valley. We will do that by not merely speaking to our audiences' desires to be engaged, but also by positioning Bookstock as the ideal summertime experience, drawing attention to local business and natural features that embody Woodstock's historic charm and bucolic surroundings. This is the total Bookstock experience that we will market.

4. Develop Bookstock's capacity for measurable, data-driven marketing and communications.

a. We see Bookstock becoming one of America's most beloved book festivals. The festival has already become an incredible success being driven by a small volunteer team working on a shoestring budget. With 501(c)3 status and a nascent paid staff, we have the foundation in place for our next stage of evolution. But to be strategic in guiding Bookstock through its next five years, we need reliable data on a number of fronts. This year we will put in place the tools and systems we need to collect, analyze and draw reliable insights for future decision-making. We also want to be mindful of making sure sessions are still accessible to folks who aren't tech savvy-we don't want online pre-registration to be a barrier, especially to older people who are used to just walking into sessions and will find ways to accommodate for them.

Strategy

Use a combination of earned media (local and regional print, radio, blogs) owned media (Facebook, Instagram, Whatsapp, website, word of mouth, partnerships, and local advertising (print fliers) to inform and excite our target market via a drumbeat of communications that kicks off in January and crescendos in the lead-up to Bookstock. While we will reach further afield with major announcements (i.e. we will reach out to the Boston Globe with our headliner announcement), we will focus on reaching audiences in three

geographic areas: Woodstock, Upper Valley, and New England. We feel 2/3 of attendees will be people outside of Woodstock and the immediate surrounding communities. We will also target younger people and parents with small children. We will use earned media coverage and evidence from data capture to support fundraising, partnership development and speaker recruitment.

Project Timeline

Beyond what is listed below we will develop promotional partnerships with local business/organizations and social media influencers in February-May as well as solicit foundations, businesses and individuals for funding.

January – begin media blast with feature story and subsequent social media blasts, continue to secure authors/speakers for the event

February – Announce headline authors/speakers, update website to resonate with more diverse audiences

March – release program teaser

April/May – announce additional authors/speakers, design and print promotional materials, design links for online pre-registration in all relevant communications, design surveys/evaluations for participants, partners and local businesses.

June – assign audience counter to all sessions

Post event – execute surveys

Project Champion

Every member of the board (our board has grown to seven members) and our two paid staff have a passion for Bookstock and are dedicated to growing the brand and making it the premiere book festival in the Upper Valley.

We are currently working on a strategic plan for the next five years in developing additional partnerships, funding and community engagement. Michael Stoner is facilitating our strategic plan efforts. We have created a solid marketing and communications plan, which is shared throughout this grant application. Below are biographies on our two paid staff members who bring a wealth of expertise. Our staff are individuals with substantial business experience in literary and cultural event planning and execution.

Program Director – Elizabeth Wilcox returned to Vermont in 2020 to start AuthorPods, an information, event and scheduling platform that seeds community driven conversation about books with an initial focus on Vermont authors. Having lived in Vermont and attended Middlebury College, Elizabeth previously worked in London, Hong Kong and the U.S. as a journalist and producer before moving into developing digital content, including training in social and emotional learning. She is an author and cofounder of AmeUp, a networking group for creative entrepreneurs in the Upper Valley. An excerpt from her upcoming novel awarded her finalist for the 2021 Vermont Writers Prize.

Event Managers – Morgan and Jeremiah Brophy (StrongRabbit), StrongRabbit provides event and production management, solving problems before they arise, and brings the vision of those who dream big to life. Morgan and Jeremiah refer to themselves as a Swiss army knife! They provide production & event management, box office support, volunteer management, websites, graphic design, video editing, marketing, operations and so much more. Having moved back to the Upper Valley after a decade away, they bring experience from the Kennedy Center, Wolf Trap, Washing National Opera, Drum Tao and more. They are very excited to bring their knowledge and enthusiasm of event management to Bookstock.

We are thrilled to have such a strong group of people dedicated to Bookstock.

Project Budget Narrative

unrelated to Bookstock. They include Artistree and Pentangle. We expect to enlarge this domain of support, with an understanding that while our constituencies overlap there are many persons who read our social media who are not close to these other organizations.

Organizations which have paid for author expenses

Pentangle in 2022 and again in 2023 has made significant payments to authors whom it has chosen to present, as part of an increasingly close collaboration. We provide to Pentangle financial support for some of its costs of showcasing these authors.

The Ottawaquechee Health Foundation routinely pays the author expenses of one or two authors whom it has helped to support because it values the themes of these authors.

Organizations which receive direct financial support from Bookstock.

Andy Smith, Teacher, Computer Science, Woodstock Union High School, has for three years led a small team of high school students who demonstrate virtual reality in a tent on the Green during Bookstock. In 2022, Bookstock arranged for a grant of \$1,300 to Smith to acquire the latest version of Oculus headsets. These headsets are the unrestricted property of the high school.

We stand ready to pay the author expenses of authors who speak both at Bookstock and at a private function sponsored by a local organization. We have done that with Zack's Place, Shir Shalom, and the North Chapel.

Marsh Billings Rockefeller National Historical Park and Bookstock has collaborated a number of times for Bookstock to pay the expenses of authors whom at the request of MBRNP deliver their Bookstock session in the Park.

Inns which participate in Bookstock by lodging authors

Since the founding Bookstock, inns have contributed rooms for Bookstock authors. The inns that contributed rooms in 2022 were Woodstock Inn and Resort, The Vesper, The Jackson House Inn, The Shire Woodstock, and Sleep Woodstock. Charlotte Hollingsworth, owner of the

Ardmore Inn, has very graciously arranged for these rooms. In 2023, we are changing our approach to pay the inns for these rooms.

Local persons retained by Bookstock

Bookstock makes minor payments to a number of local persons for its administrative and programming operations. As a significant financial transaction, we pay a local resident to design and prepare our physical program.

Organizations which provide volunteers to Bookstock

Change the World Kids and NPWL for activity related to the Green. All the organizations serving as venues (in 2022, the NWPL, North Chapel, Pentangle, History Center, Thompson Senior Center, and MBRNHP) provide to Bookstock essential help by their paid staff to put on Bookstock.

Non-profit / government organizations which every year or frequently collaborate in planning and putting on Bookstock

NWPL, History Center, Pentangle, North Chapel (each every year since 2009); Thompson Senior Center, - St. James Church, Town Hall (Selectmen's Room), Village and Town of Woodstock, Artistree, Chamber of Commerce, Ottawaquechee Health Foundation, Sustainable Woodstock, Vermont Standard, Change the World Kids, Masonic Hall, the Learning Lab.

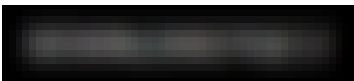
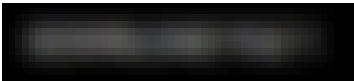
Approximately 75 individuals made Bookstock happen in 2022. About 80% + of these individuals live in Woodstock. We will continue to count on volunteers in Woodstock to make Bookstock 2023 successful.

Community support for this project

Last year in our grant we asked that the EDC consider 2022 to be the first of two years of rebuilding and expanding Bookstock.

We increased funding last year by almost 60% and that doesn't include the funding from the EDC. Our goal is that our current objectives and strategies will continue to build on future funding, as we continue to grow our private sector financial support. We feel this year, as we launch a robust marketing and communications plan, our brand will grow as well as our funding moving us closer to adequate funding for future years.

Bookstock Budget



Woodstock, VT

Visit
Live
Community Calendars
Sitemap

Contact [BACK TO LIST](#)

31 The Green
PO Box 488
Woodstock, VT 05091

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

Visitors 0 0 1 8 7 3 0

INCOME**PRELIMINARY
FY23**

individual donors	6,500	
onsite appeals	1,000	
Foundations and Grants	15,000	
Rockefeller Foundation	5,000	awarded
EDC	20,000	
Exhibitor tent	3,000	
Advertising	2,000	
Used book sale, gross income	9,500	
Total income	62,000	

EXPENSES

Website & social media	2,000
Honorarium	6,500
Musicians and sound	1,000
Lodging and Travel	6,000
Receptions	1,000
Marketing and advertising	2,500
Prog Design, Prod & Distribution	4,000
Tent chairs tables	7,800
Book sales expenses	500
Staff	18,000
Town Hall Theater and other venue	2,000
Admin and Insurance	2,300
misc	2,000
Total Expenses	55,600