

TEDx to Woodstock as an annual weekend forum

Project Overview

TED conferences are a globally recognized brand that specializes in collaborating with communities to create events which then live on well beyond each community through TED's international network. I have been working with TED to bring a TEDx conference to our area. Placing a TEDx within our community offers an opportunity to showcase our local talent in various fields, as well as bring renown speakers to our area. This is a unique moment of growth in so many communities around the world. Woodstock, with its history in conservationism and its reputation as one of the most beautiful small towns, is an ideal place to forge conversations about creating peaceful communities, innovation in business / farming / technology and living a more sustainable life.

There have been TEDx in the northern part of the state in Burlington and Stowe. This TEDx in Woodstock will service the South Central Vermont area and we look to grow it year upon year to be a formidable event of ideas and community goodwill.

Grant Request

\$25,000

Total Project Budget

\$95,000

Applicant Information

Name of Applicant / Organization / Business

TEDx to Woodstock

Mailing Address

po box 305, South Woodstock, VT 05071

Name of Project Coordinator

Deborah Greene

Contact's Email Address

Telephone

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Organization's Website URL

EIN

Applicant / Organizational Description

TEDx is a grassroots initiative, created in the spirit of TED's overall mission to research and discover "ideas worth spreading." TEDx brings the spirit of TED to local communities around the globe through TEDx events. These events are organized to uncover new ideas and to share the latest initiatives and creativity coming from local areas that spark conversations. TEDx events include live speakers and recorded TED Talks, and are organized independently under a free license granted by TED.

This is a not-for-profit endeavor. It is funded through grants, sponsorships, and ticket pricing. This allows for continued growth, as all earning becomes the base for following year.

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

\$95,000

Project Information**Detailed Project Description**

The event will take place over a weekend, with several side events and ways to participate. There will be an opening evening event and a full day of TED Talks. There will be a TEDx "Innovators Showcase" which will be a curated event that will take place all weekend long and be open to the public. This will be an opportunity for local innovators, entrepreneurs, and others to illustrate new ideas from business to ecological technology to sustainable practices, etc

The main day will be held in one location where there will be an in-person theatre and a remote overflow viewing room. There will be opportunity for local businesses to be involved at the event and in support of the guests who will be attending, especially lodging and restaurants.

With that said, the event will be extremely focused on the community itself. There will be a balance of speakers coming in from elsewhere and locals who have interesting stories to tell and expertise to relate.

There will also be several ancillary event opportunities for socializing and taking in some local food and entertainment which will take place at multiple venues, so more of the town can be involved.

Project Timeline

TEDx will be produced annually, and the inaugural event will take place within the next year, looking to produce during a shoulder season. There is a possibility to create an evening event in September 2022 and then the larger event in Jan/Feb 2023.

We will also be creating ongoing series of panel discussion throughout the year featuring well-regarded speakers in their field to help foster conversations for the community at large.

Year 1 with TEDx is an event of 200 people who will be at the entire conference. This is done in order to prove my ability to TED the organization, and after I have attended one of their conference elsewhere, I can then continue to produce the event with larger audiences. This will be the goal for 2023. Please note, the innovator's showcase and other aspects can be more widely attended even during the first year.

Project Champion

I work with mission-driven company's and nonprofits to create programs, marketing and strategic development, as well as build technology in the wellness field. I am a filmmaker, writer and speaker. I have considerable experience in event production and directing. I have also been working globally in the arts and community building for many years. During the pandemic, I attended school to receive my master's working on issues around the policy and building more equitable solutions.

Woodstock has been my heart since I was a kid and I would love to give back by producing this event and establishing it as a resource for the community.

Project Budget Narrative

The budget is as followed:

40,000 Production/Technology

20,000 Marketing/Dev/Website

15,000 Programming/ Hospitality

5,000 Opening Event

80,000 / 60-65,000 with minimum in-kind sponsorships

During the first year, the forum would need to establish some key items for promotion and production. The EDC grant will go to support that endeavor.

12,500 for production costs and the filming/simulcasting dev

12,500 for marketing/ website

- Speakers cannot be paid. However, they are often given room and board, as well as sometimes transportation. I will look for sponsorship as much as possible for this expense.

Project Budget - Itemized

Income Category	Total	Applicant	EDC	Other	In-Kind
Sponsorship/ Advertising	\$20,000			\$20,000	
Grants	\$35,000		\$25,000	\$10,000	
Tickets/ Booths	\$17,000			\$17,000	
Opening Dinner Fundraiser Event	\$6,000			\$6,000	

Expense Category	Total	Applicant	EDC	Other	In-Kind
Production/ Tech	\$45,000		\$12,500	\$12,500	\$20,000
Marketing/ Development	\$30,000		\$12,500	\$5,000	\$12,500
Programming/Hospitality	\$15,000			\$12,000	\$3,000
Opening Event	\$5,000			\$2,000	\$3,000

What will success look like?

There are several ways that producing the TEDx event for the region here in Woodstock, would benefit the community and economic development. TEDx comes with its own platform and those who participate will widen their own personal reach exponentially. The event will also be an annual event that businesses can count on the create revenue and widen their patronage.

I look to produce this event with a keen eye on creating a weekend event that is consciously organized to consider the residential community so that it can be enjoyed both those who live here and those who visit. At the same time, the event will add to the overall growing story of what Woodstock has to offer.

Finally, a key element of the nature of the TEDx would be to bring forward ideas about how to create more cohesive community and how to create opportunities out of the adversity we have faced in recent years. This forum is meant to celebrate local innovation and be something for which the town can be proud.

Community support for this project

There is a myriad of opportunities to collaborate within the community. We are speaking with Billings Farm as the main venue and will also work with local small business owners and restaurants, inns etc. to plan the festivities.

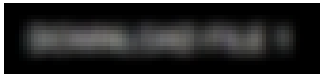
Part of the theme is about well-being, therefore the event will be as green as possible and will focus on creating a weekend that takes the impact on the village into account. As mentioned above, we look to be an example of an event that respects the affect on the full-time community as much as those who come to visit from elsewhere. In order to do so, we will solicit community members in the planning, as well as businesses who may be involved with the event itself.

As some of the TEDx talks will be local residents, it will also be a platform for community members to share their work in a significantly meaningful and larger way.

Community support for this project

Funding will also come from sponsors and vendors participating in our Innovators Showcase during the TEDx weekend, as well as ancillary dinner events or fundraisers. TEDx is established as a not-for-profit event, so any monetary gain become part of funding for subsequent years.

After Year One, we will have established the kind of event that the market can expect in coming years. This grant allows us to have a jumping off point to create a quality forum with thoughtful programming that sponsors, businesses, and speakers would want to be associated with and help grow. I will also work to find as much in-kind assistance in Year One as possible, so we can build relationships and ideally garner support for the future during the inaugural year.



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