

## Village Beautification Project

### Project Overview

The Woodstock Area Chamber of Commerce has been working with the High School horticultural program to create hanging baskets to enhance the beautification of the village since 2009. The Chamber raises the funds to buy the flowers from the WUHS and then contracts with an individual to water, fertilize and dead-head the baskets from May 25-October 13th. We are requesting funds to pay for the maintenance of the baskets for 2022.

Also, The Chamber has worked with Timber Tenders and Chippers to help light the village for the Holiday Season. The Chamber is requesting funds to purchase the lights from our local hardware store. The Chamber will continue to coordinate with our local arborists to get the lights hung before Thanksgiving.

### Grant Request

\$9,000

### Total Project Budget

\$19,200

### 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

I urge the EDC to support the chamber of commerce

#### Telephone

802-457-3555

#### Organization's Website URL

<https://woodstockvt.com>

#### EIN

03-0183829

### 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

**Project Information**

**Detailed Project Description**

The Chamber will coordinate planting appropriate flowers for the hanging baskets with the horticultural program of the Woodstock Union High School. The Chamber will purchase the plants from the school with funds raised by local donations. We will work with the Village crew to get the baskets hung prior to Memorial Day. We will contract with a person to water, fertilize and deadhead the baskets through October 13, 2022. We will then coordinate with the Village crew to take them down and store them.

The Chamber will order holiday lights from Bibens Ace Hardware. We will work with two tree companies, who donate bucket trucks and 3-5 crew members, to have them put the lights up prior to Thanksgiving weekend. We coordinate the number of strands per tree and ensure extension cords are available before the lights are hung. We then coordinate a time for them to be removed in early March.

**Project Timeline**

I listed the times and dates above.

**Project Champion**

The downtown merchants, community members and visitors. I have attached a letter from Jeffrey Kahn in support of this program. The Woodstock Rotary Club has been involved and supports the flower baskets.

**Project Budget Narrative**

Of the \$9,000 requested:

\$6000 for basket maintenance.

\$3000 for the purchase of holiday lights.

The balance of the project cost are as follows:

\$1200 to purchase plants for the baskets from the Chamber.

\$9,000 in-kind donations from Timber Tenders and Chippers.

**Project Budget - Itemized**

Income Category	Total	Applicant	EDC	Other	In-Kind
Baskets	\$7,200	\$1200	\$6000		
Lights	\$12,000		\$3000		\$9000

Expense Category	Total	Applicant	EDC	Other	In-Kind
Baskets	\$7200	\$1200	\$6000		
Lights	\$12,000		\$3000		\$9000

**What will success look like?**

The Village will be filled with beautiful flowers as well as be decorated for the holidays and the dark of winter. The projects enhance the beauty of the Village both summer and winter!

### Community support for this project

The flower basket idea came from a community meeting held in 2009 during a downturn in the economy. The Woodstock Rotary Club makes a donation towards the flowers as well as has help install the baskets since 2009.

The village has a history of holiday lighting. When Woodstock Home and Hardware was a locally owned business, they would donate the lights and the Chamber would coordinate with the Tree Company.

### Community support for this project

The funds for both of these projects are not in the Chamber budget. We donate the staff time for the coordination. As I understand the mission of the EDC the process of beautification seems to fall under its charter.

I urge the EDC to support the chamber of commerce



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