



Echo Market: Supporting Community & Commerce in Woodstock

About Echo Market

Echo Market is more than a business—it is a movement dedicated to restoring the balance between people, nature, and the economy. Located in the heart of Woodstock, Vermont, we serve as a hub for regenerative commerce, connecting our community to products, ideas, and initiatives that support artisans, farmers, and sustainable businesses.

At Echo Market, we curate a selection of ethically sourced, regenerative goods, including New England textiles, natural skincare, and herbal medicines. By focusing on biodiversity, sustainability, and entrepreneurship, we create opportunities for small businesses, the majority of which are women-owned, to thrive while offering the community access to high-quality, environmentally responsible products.

Beyond retail, Echo Market is deeply invested in economic and community development. We believe that resilient communities are built through shared experiences, education, and regenerative business practices. Our mission is to create a thriving, self-sustaining ecosystem that enriches both our economy and our environment, ensuring that future generations can continue to enjoy the beauty and prosperity of Vermont.

Marketing Plan

We will communicate with the community through our social channels during our Spring 2025 Spring Refresh, highlighting the support we received from Woodstock and the EDC.

1. Include one mention in our Weekly Wellness newsletter.
2. Include one mention on our Instagram as part of our two-year anniversary store refresh.

Use of Funds

The EDC grant has been used to cover two months of rent for Echo Market's leased storefront, ensuring that this once-vacant space is now an active contributor to Woodstock's economic vitality.

By securing this space, Echo Market is:

- Preventing commercial stagnation by revitalizing a previously underutilized storefront in a keystone village building.
- Supporting local businesses and artisans by providing a dedicated retail and community space for regenerative products.
- Creating local employment opportunities, helping to sustain and grow Woodstock's economy.
- Enhancing community engagement through day-to-day connection, educational series, and a retail experience rooted in sustainability and regeneration.

This investment ensures that Echo Market can continue to serve as a beacon for economic resilience and environmental stewardship, aligning with the EDC's mission to strengthen Woodstock's commercial and community landscape.

We are honored to partner with the EDC in this effort and look forward to continuing to contribute to the vitality of our village.