



A PROJECT OF WOODSTOCK COMMUNITY TRUST

PUBLIC ENGAGEMENT INITIATIVE OUTLINE: BICENTENNIAL OF THE GREEN

Working Group:

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Goals:

To recognize the 200th anniversary of Woodstock's Village Green with a one-day landmark community celebration. The initiative aims to strengthen community identity, foster intergenerational participation, support local commerce, and reinforce long term stewardship of The Green as the symbolic center of Woodstock.

Specifics of the Initiative:

To plan and execute an event with municipal support and public engagement. The specifics of the day would be determined over the next 12-24 months, including fundraising and sponsorships.

Cost Estimates:

Too early in planning to estimate

Stakeholders

Town and Village of Woodstock approval is essential to endorse the Bicentennial planning initiative and authorize the working group to proceed with detailed development, stakeholder coordination, sponsorship outreach, and municipal planning discussions. Other stakeholders include Woodstock History Center, local businesses/Chamber partners, and the hospitality sector.

Permissions Required

- Permit for use of The Green, any other permits required by the Town/Village for events held on The Green, police/emergency coordination

Timetable

- 18-24 Months Before :
 - Form planning committee
 - Set goals/vision
 - Research & Development Theme (identify major historical milestones and community contributions)

- Finalize theme, logo, branding
- 12-18 Months Before :
 - Create a master plan (draft schedule of events, key activities)
 - Identify legacy projects or permanent installations
 - Budget & Fundraising (create budget, apply for grants, recruit sponsors/partners)
 - Reserve venues
- 9-12 Months Before:
 - Begin public outreach (launch website and social media)
 - Announce major events and call for community involvement (volunteers, artists, etc)
 - Confirm partnerships and sponsors
 - Merchandise planning (start designing and producing commemorative items)
- 6-9 Months Before:
 - Program finalization (finalize schedule of events and participants)
 - Book performers speakers, vendors
 - Begin promotion (send press releases and marketing materials, begin countdown campaigns and community previews)
 - Logistics Planning (coordinate security, permits, traffic control, insurance, accessibility)
- 3-6 Months Before:
 - Volunteer recruitment and training (create roles and schedules)
 - Launch educational programs (implement school activities, exhibitions, or history contests)
 - Confirm details (confirm event timelines, vendors, supplies, tech equipment)
- 1-3 Months Before:
 - Finalize logistics (walk-throughs with key teams, confirm transportation, signage, restrooms, first aid)
 - Distribute promotional materials (posters, brochures, banners, local advertising)

Next Steps

- Meet with History Center to verify Bicentennial date and possibility of coordinating event with their Old Time Fair
- Continued planning meetings with Bicentennial working group to firm up ideas