

Woodstock Art and Cultural Alliance Marketing Plan

Narrative:

The Woodstock Art and Cultural Alliance will coordinate a collaborative marketing initiative designed to attract and engage the public in arts programming and cultural events throughout Woodstock. This effort will increase tourism, strengthen the visibility of local arts organizations, and highlight Woodstock's position as a vibrant cultural destination.

Modeled after similar successful programs in Kingston, Saugerties, Poughkeepsie, and Beacon, this plan brings together leading Woodstock institutions—including the Woodstock School of Art (WSA), Woodstock Byrdcliffe Guild, Woodstock Artists Association & Museum, Maverick Concerts, Historical Society of Woodstock, Woodstock Library, Woodstock Playhouse, Woodstock Film Festival, and the Woodstock Chamber of Commerce & Arts.

Under WSA's leadership, the Alliance will partner with a local graphic designer to develop a distinctive logo, a unified website, a monthly map template, and complementary marketing materials. Each participating organization will link to the new platform and share coordinated promotions via social media, newsletters, and public events, creating a consistent and professional presence for Woodstock arts.

The arts have been a proven driver of tourism and economic vitality in upstate New York. Between 2009 and 2019, employment in the arts and culture sector grew 53.5%, compared to only 1.8% growth in overall employment, with tourism-related spending increasing by 51.1% during the same period. More recently, the number of working artists in upstate New York increased by 26.5% between 2011 and 2021, contributing to both cultural vibrancy and population stability. (Source: *Upstate's Creative Spark: How the Arts is Catalyzing Economic Vitality Across Upstate New York*, October 2023).

For the Town of Woodstock, this project represents more than an investment in the arts—it is an investment in **economic development, small business vitality, and community identity**. Tourism is a cornerstone of Woodstock's local economy, and the arts are its strongest draw. Visitors who come for cultural events also support restaurants, shops, accommodations, and service providers, creating a ripple effect that strengthens the tax base and sustains jobs. By presenting Woodstock as a unified arts destination, this initiative will extend visitor stays, encourage repeat visits, and position the town competitively within the Hudson Valley cultural tourism market.

With seed funding from the Town of Woodstock, this project will lay the foundation for a long-term, sustainable marketing initiative. Additional arts partners and local businesses will be invited to participate in Year Two, expanding both financial support and promotional reach. By investing in this collaborative effort, the Town will help secure Woodstock's reputation as a thriving hub for the arts, attract visitors who will fuel the local economy, and reaffirm Woodstock's identity as a community where culture and commerce work hand in hand.

Number of people expected to attend/engage: 10,000+

Budget:

Revenue

Town of Woodstock	\$20,000
Total	\$20,000

Expenses

Marketing Coordinator - \$20/hour x 5 hours/week	\$8,320
Graphic designer – logo/map	\$2,500
Printing – monthly map	\$1,600
Website production	\$4,000
Web maintenance	\$1,200
Administrative overhead	<u>\$2,380</u>
Total	\$20,000