



## The Town of Woodstock Enhancement Committee

**Mission:** It is the purpose of the Woodstock Enhancement Committee to strengthen Woodstock's business environment while fostering a sense of community pride and involvement.

**Vision:** Woodstock is a welcoming, family friendly community that supports its diverse business mix, appreciates its heritage, promotes its cultural arts, and enhances its natural resources.

The Town of Woodstock and Enhancement Committee (WEC) is guided by the Main Street Four Point Approach, which is "the foundation for local initiatives to revitalize their districts by leveraging local assets – from cultural or architectural heritage to local enterprises and community pride" (National Main Street Center). Since the development of WEC fifteen years ago, utilizing this comprehensive four point approach has substantially improved the quality of life for Woodstock citizens and has attracted businesses and visitors.

The Four Point Approach includes the following necessary committees.

- **Board Organization** – Volunteer recruitment and collaboration with partners representing a broad cross section of the community is what the Woodstock Enhancement Committee represents. The volunteers are organized and guided by a volunteer Chairperson and the Director of Marketing and Events. The board is involved with all projects of the sub-committees as listed below.
  - **Promotion** – The Promotion Committee guides projects that create a positive image that will renew community pride. The Promotions Committee assists in communicating a locality's unique characteristics, cultural traditions, architecture, and history to visitors, investors, citizens, and potential businesses.
    - **Examples of involvement/projects include:** Vintage Woodstock, Woodstock ROCS (WO Riley Park outdoor concert series), July 4 Fireworks, Halloween on Court Square, Light Up Woodstock, Woodstock Chili Fest, branding and merchandising.

- o **Design** – The Design Committee guides projects that showcase an inviting area to shop, eat, stay, and play by encouraging and/or creating beautiful and interesting public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, and promotional materials.
  - **Examples of involvement/projects include:** Woodstock water tank redesign, Main Street and Route 42 wayfinding road signs and hanging baskets/flower pots, banners/flags/various holiday street decorations, I81 North exit ramp wildflower planting, façade/sign grant program, and public art.
  
- o **Business & Community Coordination (BCCC)** – The Business & Community Coordination Committee guides projects that work to strengthen the community's existing economic assets while diversifying its economic base. It helps support existing businesses, attract visitors, and provide the setting to draw new businesses to our area.
  - **Examples of involvement/projects include:** Façade improvements grant program, Woodstock brochure, business seminars/speakers, Woodstock walking tour app, business focus groups, local business promotions.

## Volunteer Opportunities

### *Committee Involvement*

All four committees meet monthly with the exception of July and December and unless decided otherwise. It is ideal that members attend at least five of the eight meetings each year. Meetings last 1 – 1½ hours and fall during each month accordingly.

Business and Community Coordination – **First Monday** of the month, 11:30 AM, Woodstock Café

Design – **First Wednesday** of the month, 6:30 PM, Woodstock Town Office

Promotion – **Third Tuesday** of the month, 7 PM, Woodstock Town Office

Board/Organization – **Last Wednesday** of the month, 7 PM, Woodstock Town Office

Currently, WEC Board members are asked to also sit on and attend at least one of the three sub-committees along with the Board.

Volunteers on all committees are encouraged to attend and volunteer at WEC events and community initiatives. It is encouraged that members attend at least 2 events each year. Annual opportunities include but are not limited to:

April – Woodstock Chili Fest

June – Woodstock ROCS concert (first of the season), Vintage Woodstock, Kids ROCS event

July – Woodstock ROCS concert, Kids ROCS event

Aug – Woodstock ROCS concert

Sept – Woodstock ROCS concert

Oct – Halloween on Court Square

Nov – Holiday decorating in downtown Woodstock

Dec – Light Up Woodstock

### *Event Involvement*

For volunteers unable to commit to a committee, WEC has an event volunteer opportunity. These individuals are placed on the volunteer email list and prior to each event, correspondence is sent to all of those who have expressed interested in participating. Event details and specific tasks for volunteers are explained in this email.

WEC is a relaxed and fun organization that encourages creativity and new ideas that will benefit our town. If you are interested in becoming involved, please call the town office at 459-3621 or email Katie Mercer, [katie.mercer@townofwoodstockva.gov](mailto:katie.mercer@townofwoodstockva.gov).

Additional links

[Woodstock Enhancement Committee](#)

[Virginia Main Street](#)

[National Main Street Center](#)