



A Few Current Activities of the Woodstock Chamber of Commerce & Arts

Woodstock Chamber Activity	How This Benefits You
The Chamber website is maintained with constant attention to search engine optimization (SEO); in the month of August www.woodstockchamber.com received a phenomenal 351,765 hits.	The Chamber web site comes up first with search engines; thousands see your Chamber listing! Members can request free links from the Chamber site to your own website(s). This will help with your own quest for SEO.
The Chamber's new online calendar has scored big with visitors, and is fast becoming a go-to source for happenings in the Hudson Valley and beyond.	It's free to list your events on the interactive calendar. This calendar is another tool that enables the Chamber to actively promote your business to the website's thousands of visitors.
New in 2011: Banner ads on the Chamber website.	These are offered to Chamber members at deeply discounted rates. Contact 845-399-7110 or info@normanbacon.com .
The Chamber actively maintains and promotes the Experience Woodstock Card (EWC; see www.experiencewoodstockcard.com). Further, the Chamber maintains the Experience Woodstock Blog to draw tourists to Woodstock and provide a FAQ about the Woodstock area (see www.experiencewoodstock.blogspot.com).	It's free to place an offer on the EWC (contact 845-679-8555 or ewc@woodstockchamber.com). The Chamber uses the EWC to place a spotlight on close to 100 Woodstock-area businesses. The EWC is also being used as a tool to draw tourists to Woodstock. Recent and upcoming EWC media partners include WAMC, WKZE, <i>Time Out</i> New York, Daily Candy New York, <i>New York Magazine</i> , <i>The New York Times</i> and the New York Times Travel Show.
The Chamber information booth is open from May until October. Days/hours of operation are Fridays from 12 noon to 6 P.M. and Saturdays/Sundays from 11 A.M. to 5 P.M. The Chamber " hotline ," (845) 679-6234, is open 24/7, all year.	Our wonderful booth manager stocks your brochures and steers tourists to your business. The Chamber makes every effort to refer business to Chamber members only when handling the thousands of requests received each and every year.
The Chamber partnered with Jeff Harrigfeld of the Woodstock Music Shop to produce eight Concerts on the Green during the 2011 summer season.	These free events, taking place on Saturdays from 1 to 6 P.M., draw visitors to Woodstock—who in turn support local shops, galleries, restaurants, performance venues and other Chamber businesses.
The Chamber maintains a canopy/table at the Woodstock Farm Festival each Wednesday from May to the fall, and at the Woodstock Library Fair in July.	These are additional opportunities for the Chamber to hang your events banners and to distribute your brochures, rack cards and other marketing collateral.
The Chamber is a sponsor of the new Artists Salon taking place at the Woodstock Artists Association and Museum on the first Thursday of each month, from 7 to 9 P.M.	This series provides a forum for artists to talk with one another in an open exchange of ideas and experiences . . . an insider's view. It is fascinating, free and open to all (non-artists as well).
The Chamber offers excellent group health insurance . Recently the Chamber switched carriers to Pardee's Agency in order to provide the very best options to its members.	Through the Chamber you can receive health insurance at far better rates than on your own. <i>Please Note: Discounted health insurance rates are only available to members whose dues are fully paid.</i>
Each year the Chamber also sponsors numerous mixers , two sidewalk sales , Party Buses to Bethel (Dylan concert on 8/12/11), the Halloween town-wide event and the Holiday Open House .	The mixers are a great way for members to network. Many of the events at left are a big draw for tourists, and the relationship with Bethel is reciprocated; Bethel also sends tourists to Woodstock!

These are just a few of the Chamber's many activities as of fall 2011. We welcome your active participation on Chamber committees so that we can work on **your** pet projects! And don't forget—your Chamber membership fee is tax deductible.