



**100 Years**

**Legacy Campaign Framework**

[winooskivt.gov/legacy](http://winooskivt.gov/legacy)

## **Vermont's Opportunity City**

For almost 100 years, Winooski has welcomed strivers - people looking to build a better life for themselves and their families. We're a small city where neighbors know each other. We're a city where all of our kids learn together, play together, and grow together. We're a community where everyone can participate in city government, in neighborhood gatherings, and in our lively downtown. We're always striving to improve our city and to welcome our next new neighbors.

### **Campaign**

The Legacy Campaign will demonstrate Winooski's 100-year legacy of welcoming and opportunity by celebrating Winooski's people, places, and traditions through storytelling multimedia features and events.

- **Features**

There is no limit to how our Legacy can be shared through multimedia content - features will include all applicable formats such as photo, video, audio, writing, and art. Features will be shared on all of our outreach platforms.

Partnerships will be solicited to create features through coordination between the City's Communications Coordinator and everyone who makes up Winooski: residents, students, businesses, organizations, community leaders, and everyone in between. Additionally, efforts will be made to partner with local news organizations for feature highlights - leaning on their expertise in storytelling and engagement.

Members of the public will also have an opportunity to suggest features at any time during the campaign by phone, email, or a custom request form located on the Legacy page on the City's website.

- **Centennial Celebration Committee**

A Centennial Celebration Committee will be formed to host a series of Legacy Campaign events leading up to and including Winooski's 100-year birthday celebration. Committee members will be chosen by City Staff and City Council. Committee meetings will be held once a month (remotely until in-person is safe) and will be open to the public for input and participation.

- **Events**

The frequency and schedule of Legacy Campaign events will depend on the decision-making process of the Centennial Celebration Committee. Opportunities to coordinate events with community partners will be strongly encouraged, leaning on their specific connections to Winooski. Criteria for event themes will be modular in nature to allow for a variety of relevant experiences, but must follow the common tie of welcoming and opportunity.



## **Centennial Celebration Committee Overview**

### **About**

The Centennial Celebration Committee's main objective is to host a series of Legacy Campaign events leading up to and including Winooski's 100-year birthday celebration. The frequency and schedule of Legacy Campaign events will depend on the decision-making process of the Centennial Celebration Committee. Opportunities to coordinate events with community partners will be strongly encouraged, leaning on their specific connections to Winooski. Criteria for event themes will be modular in nature to allow for a variety of relevant experiences, but must follow the common tie of welcoming and opportunity.

### **Membership**

Committee members will be chosen with an emphasis on ensuring a diverse membership of the greater community. The Committee will be made up of one chair, one vice chair, and general members. Committee membership is not necessary for participation - interested parties who do not wish to be on the committee will be invited to attend and participate in meetings on a regular basis.

### **Meetings**

Committee meetings will be held (remotely until in-person is safe, schedule TBD) and will be open to the public for input and participation. Although this committee is not required to meet Vermont Open Meeting Law, each meeting will be publicynoticed at least 48 hours in advance via:

- the City's website ([winooski.vt.gov](http://winooski.vt.gov))
- the City's Facebook and Twitter accounts (@winooski.vt)
- physically at Winooski City Hall and the Winooski Library