

Visit

WOONSOCKET

RHODE ISLAND



Woonsocket

1980
\$16,453

2000
\$30,819

2022
\$54,398



Bellingham

1980
\$21,171

2000
\$64,496

2022
\$116,152



**North
Smithfield**

1980
\$21,305

2000
\$58,602

2022
\$96,677

Rhode Island Target Industries

- Life Sciences
- IT Software, Cyber-Physical Systems,
Data Analytics
- Blue Economy
- Advanced Business Services
- Design, Food, and Custom
Manufacturing
- **Travel and Hospitality**

(Rhode Island Destination Grant, Main Street Grant - 01/24)

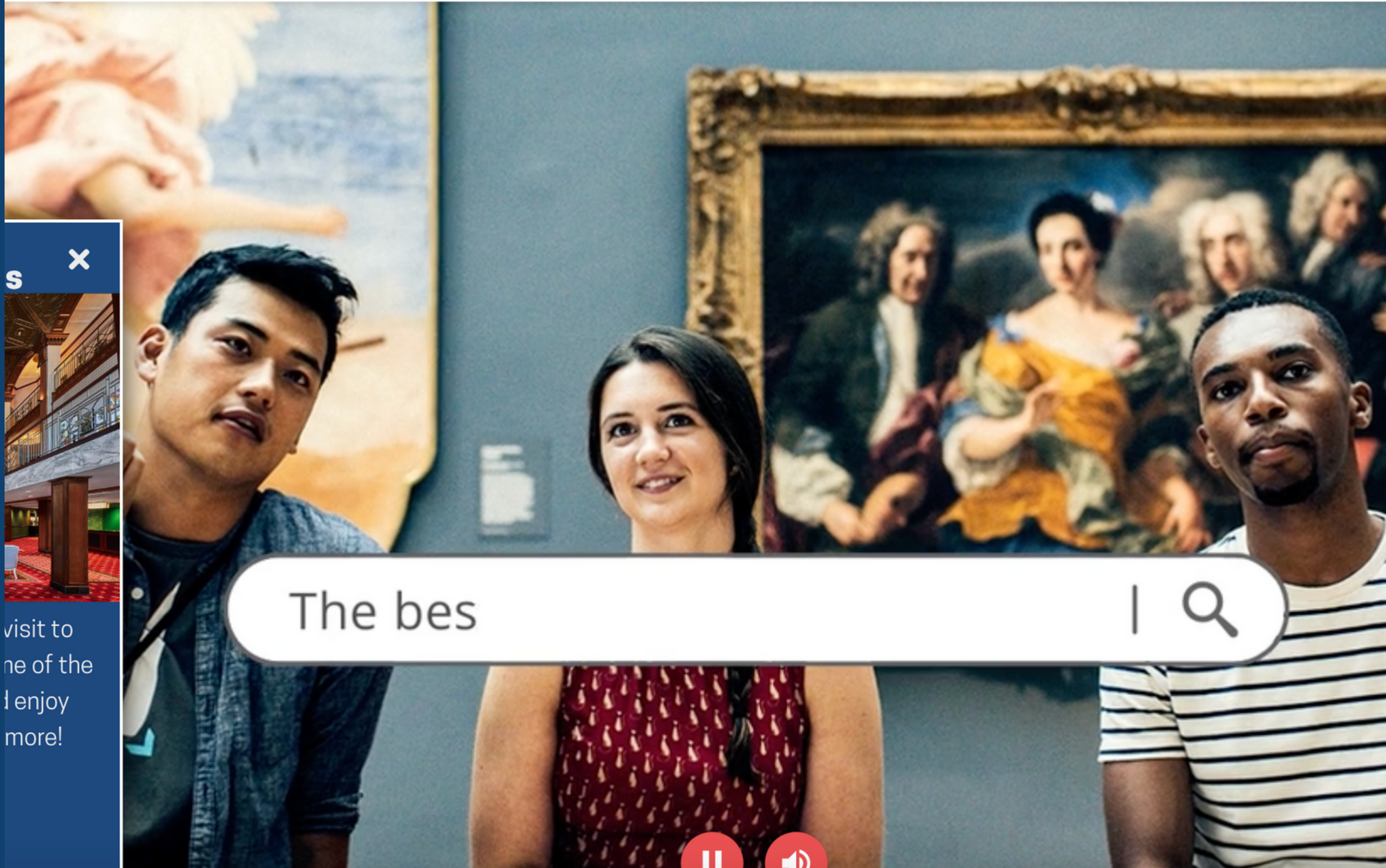


Woonsocket
Business's
Pain Point

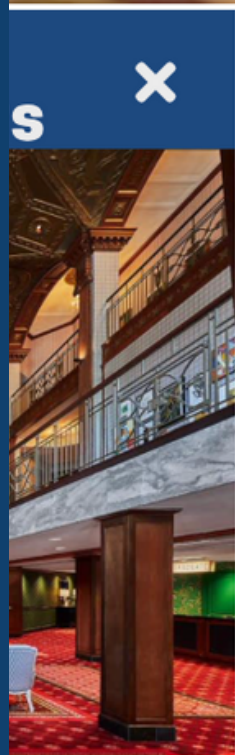
Foot Traffic

Tourism Benefits

- Increase foot traffic
- Attract high-income visitors
- Create jobs
- Entrepreneurship opportunities
- Change the reputation of Woonsocket
- Increase quality of life for residents



Representation



visit to
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more!

Visit Rhode Island

Representation



Blackstone Valley

TOURISM COUNCIL

Blackstone Valley
Tourism Council

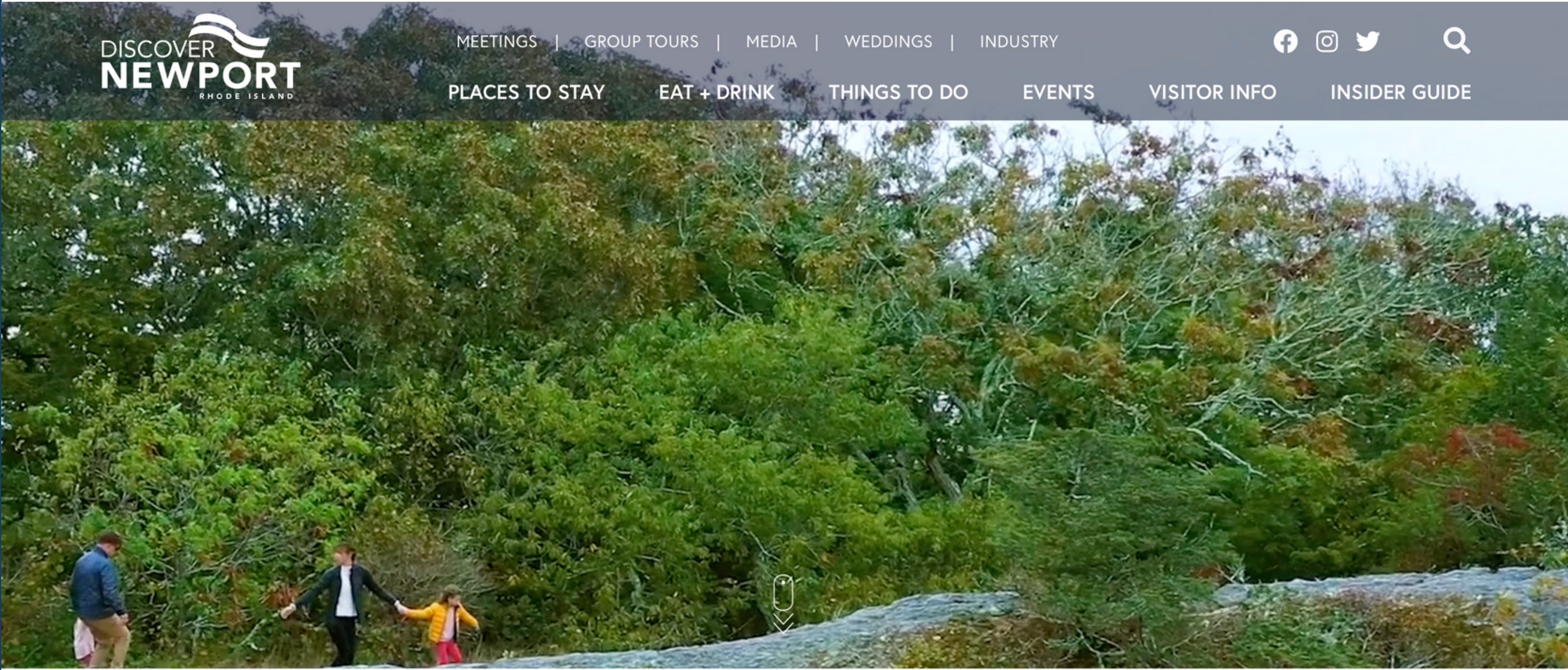
The Narrative

Despite tourism being one of the most important industries in Woonsocket, the City of Woonsocket does not control the narrative and is not as well represented as the coastal cities or Providence.

Creating a Visit Woonsocket webpage would allow the City of Woonsocket to tell it's own story.

Cities, such as Newport, have already created their own Visit page as a strategic investment to support its tourism economy.

Discover Newport



discover newport, rhode island



Community Assets

- Blackstone River
- Stadium Theater
- Chans
- Polar Express
- Autumnfest
- Muesum of Work and Culture
- And much more!

Autumnfest

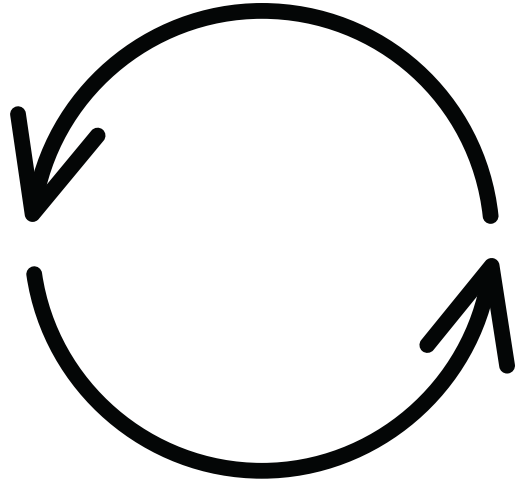
Over 120,000 visitors

Stadium Theater

1,200 visitors per event

Polar Express

15,000 visitors per season



Reoccurring
Visitor



One-Time Visitor

Direct one-time visitors to Visit Woonsocket website

Visit
Woonsocket
Cost

Buildout Cost - Approximately \$7,500

Photography - Approximately \$2,000

Marketing Campaign - \$2,000

Domain Name - Already purchased
(www.visitwoonsocket.com)

Yearly Maintenance - \$1,200
(Hosting, Domain, SSL)

Visit Woonsocket Campaign



employee business cards



Tourism District Creation