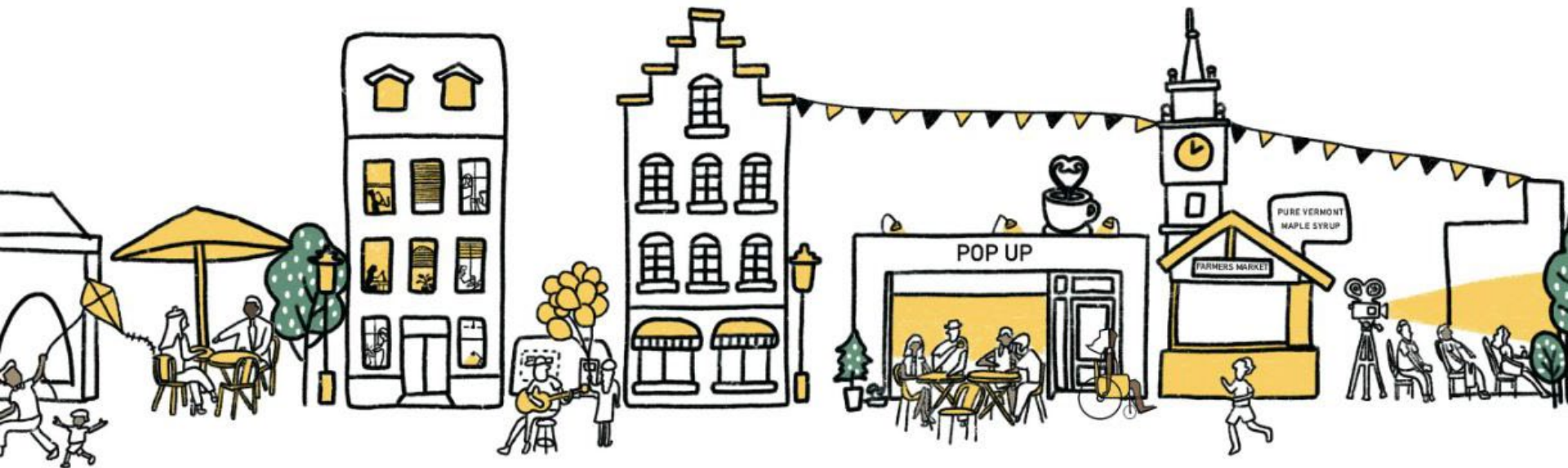


Better Places

Empowering Vermonters to Create Vibrant Public Places





Community Planning + Revitalization

The CP+R team uses a collaborative, **place-based approach** to land-use planning and community development that **empowers state and local leaders** to plan for and build **vibrant, inclusive, and resilient** downtowns, villages, and neighborhoods.

Presentation Agenda

1

Program Overview

Better Places history, partnership, and basics

2

Local Project Showcase

Share local Better Places projects across Vermont

3

Wrap up and Q&A

Conclusion and Q&A

Co-Created and Collective Action



The Better Places program was **co-developed and co-created** by the Vermont Department of Housing and Community Development in partnership with:

- The Vermont Legislature (led by the House Commerce Committee)
- The Vermont Community Foundation
- Vermont Department of Health
- Patronicity

Better Places relies on the expertise and **generous support** of the Better Places Partners which include:

- Vermont Arts Council
- AARP Vermont
- Local Motion
- Preservation Trust of Vermont
- National Life Group Foundation
- Vermont Agency of Transportation
- Vermont Agency of Agriculture, Food, and Markets.

Special thanks to all the local placemakers across the state doing this important work and for the Vermont Legislature and Governor Phil Scott for supporting the Better Places program.

Core Program Partners



Better Places Program Milestones



Better Places legislation and **\$1.5M** funding allocation, **June 2021**



Program partnerships formed with Vermont Community Foundation, Vermont Health Department, and Patronicity, **Fall 2021**



Program goes live, 230 webinar participants, **February 2022**



First project goes live with crowdfunding campaign, **March 2022**



180+ preflights, representing 110 communities, **December 2023**



38 Successful Projects, in 13 counties across VT
December 2023

**+ 2 Live Campaigns
Live Now** in Orwell
and Springfield



A new grant program
that's about **building
community**, not just
implementing projects.

Better Places Overview



Better Places

Empowering Vermonters to Create Vibrant Public Places



\$473,630



Crowdfunded

3,213



Patrons

40



Projects

\$850,100



Matched

Program Overview

Better Places is a community matching grant program empowering Vermonters to **create inclusive and vibrant public places** serving Vermont's [designated downtowns, village centers, new town centers, or neighborhood development areas](#).

The Better Places program provides one-on-one project coaching, local fundraising support, and two to one (2:1) matching **grants ranging from \$5,000 to \$40,000** to make your community-led placemaking ideas happen.



Inclusion and Equity as a CORE VALUE

The Better Places partners believe that all Vermonters deserve access to vibrant and welcoming public places in their lives and communities. We are **committed to lifting up placemaking projects, policies, and practices which contribute to social and racial equity for a more just, inclusive, and equitable Vermont.**



Program Details

What?

Better Places grants support **community-led projects that create, revitalize, or activate public spaces**, that bring people together to build welcoming and thriving communities across Vermont. All projects must be open to and accessible to all people, with no charge of admission.



Program Details

Who?

Municipalities, local community groups, and nonprofit entities with municipal support may apply. Nonprofits and community-based organizations must have permission from the property owners (municipality or private owner) where the project is proposed. Community groups must use a fiscal sponsor and abide by Vermont Community Foundation's [fiscal sponsor agreement](#).



Program Details

Where?

Projects must be located in, connected to, or in direct safe walking distance to a state **designated downtowns, village centers, new town centers, or neighborhood development areas**. Projects must have proper site control secured prior to applying to ensure permission to use (or improve) the space. To determine if your community has a state designation, visit the [Vermont Planning Atlas](#).



Program Details

When?

Applications will be accepted on a rolling basis while funding is available. There is no application deadline. Projects must be completed within one year of executed grant agreement.



Program Details

How?

The Better Places program will support local crowdfunded placemaking projects **through a two-to-one (2:1) match, providing grants from \$5,000 to \$40,000.** Better Places grants will support both permanent and temporary projects that create, revitalize, or activate a public space. However, public space activations and programming, events, music and cultural performances, temporary improvements, and demonstration projects are limited to a maximum grant award of \$10,000.



What is Crowdfunding?

Crowdfunding is the process of gathering a community to provide financial support for a project within a set period of time.

What is Crowdgranting?

This powerful model combines the power of a grant with the power of crowdfunding!



The **COMMUNITY**
crowdfunds
\$15,000



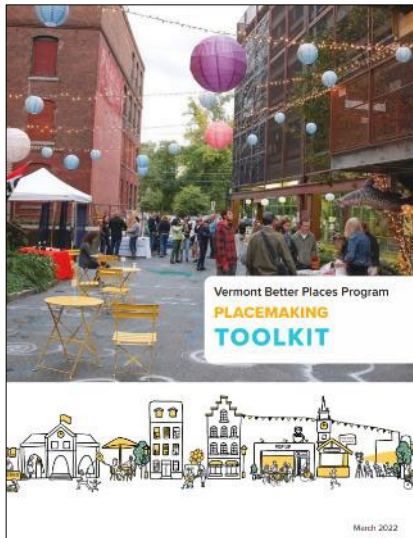
The **SPONSOR or GRANTOR**
awards a matching grant of
\$30,000



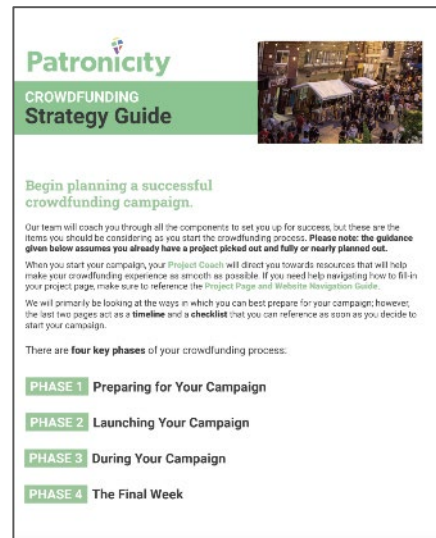
The **TOTAL INVESTMENT**
in the community is
\$45,000

Crowdfunding Process and Support

Running your own crowdfunding campaign may seem daunting, but we will be there to support you every step of the way! We provide:



Technical Support



Crowdfunding Strategy



CAMRYN.GREER3
My Campaign Coach

Ask me anything!

One-on-One Project Coaching

We Believe in this Model and it Works!

Crowdfunding democratizes access to capital, empowers communities to champion their own sustainable development, and allows residents to support projects that mattered most to them.



IT IS
ACCESSIBLE



IT IS
DECENTRALIZED



IT'S A GREAT
STORYTELLING
TOOL



IT FACILITATES
COMMUNITY
ENGAGEMENT


Better Places

Local Projects



Better Places

Empowering Vermonters to Create Vibrant Public Places



MAD RIVER VALLEY

WARREN, VT


Help Us Bring a Dog Park to Mad River Valley!

We are creating a welcoming park where dogs (and their people) can socialize, recreate, have fun, and safely play.

\$12,305 of \$12,000 **6** days left

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [SUPPORT](#)



MIDDLEBURY BIKE PUMP TRACK PROJECT

MIDDLEBURY, VT

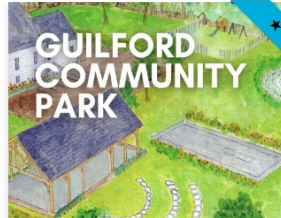
Middlebury Bike Pump Track Project

Building a bike pump track in town that is free, fun, and accessible for bicyclists of all ages.

\$6,068 of \$6,000 **27** days left

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [SUPPORT](#)



GUILFORD COMMUNITY PARK

GUILFORD, VT

Guilford Community Park needs YOUR support!

Create and foster community through shared recreational experiences...

\$9,480 of \$20,000 **48** days left

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [SUPPORT](#)



PITTSFORD VILLAGE FARM PAVILION

PITTSFORD, VT


Pittsford Village Farm Pavilion

Help us raise the funds needed to install a pavilion for the community at the Pittsford Village Farm!

\$11,358 of \$11,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [SUCCESS!](#)



LAMOILLE ART & JUSTICE PROJECT COMMUNITY MURAL

STOWE, VT

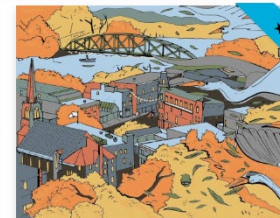
Lamoille Art & Justice Project Community Mural

Join the Lamoille Art & Justice Project in a community-created mural on the Stowe recreation path to highlight local conversations around racial justice.

\$5,400 of \$5,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [SUCCESS!](#)



HIGH STREET MURAL

BRATTLEBORO, VT

High Street Mural

Revitalizing Downtown Brattleboro Together

\$8,411 of \$8,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [SUCCESS!](#)

Brattleboro – High Street Mural

High Street Mural

Revitalizing Downtown Brattleboro Together



Story

Updates

Donors

Brattleboro, VT
Placemaking

Arts

Community

\$8,411

USD
funded of \$8,000 USD goal

94

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Aug 26, 2022 8:00 PM.



TAX DEDUCTIBLE

Epsilon Spires, Inc. is a Registered 501(c)(3), Tax ID 83-3281076.



CAMPAIGN BY:

Jamie Mohr

✉ Email Directly

Reimagining Our Public Spaces

Epsilon Spires invites the Brattleboro community to join us in transforming the dilapidated wall on High Street with beautiful public art that sparks local pride, supports cultural tourism in our region, and inspires a sense of community co-ownership of our public spaces. To create a mural

Brattleboro – High Street Mural



Brattleboro – High Street Mural

AUGUST 24 7:00 P.M. AT WHETSTONE STATION

CHARITY
BINGO
NIGHT!

IN
SUPPORT
OF THE
**HIGH STREET
MURAL
Project**



LOTS OF PRIZES!
\$1 PER CARD!

AUGUST 24 7:00 P.M. AT WHETSTONE STATION

**MEET THE
ARTISTS**

FOR THE
**HIGH STREET
MURAL
Project**

AT EPSILON SPIRES

FRIDAY, SEPTEMBER 16TH
6:00 P.M.

190 MAIN ST.
BRATTLEBORO
V.T.



Brattleboro – High Street Mural



THE IMPACT



**\$8,411
RAISED**



**\$16,000
MATCHED**



**94
DONORS**



**\$25,000
TOTAL COST**

"[E]veryone who donated really feels like they are a part of the project, and are incredibly emotionally invested in it. It remains a vibrant symbol of pride and inspiration of what we the citizens of Vermont can accomplish together if we combine our talents and resources! The completion of this large, multi-tiered public art project has exceeded my high expectations for civic engagement and placemaking. We successfully worked together to transform a neglected public space into something everyone is proud of and thankful for, I see visitors taking pictures of the mural throughout the day, I hear other citizens express their inspirations as to how this work can continue to improve other spaces. It has created economic opportunities for the artists to paint other projects. I have seen elected officials who were at first skeptical, begin enthusiastically documenting the progress of the mural and cheer us on. Through the scope of the project the artists themselves built lasting friendships across cultures and plan to work together again in the future. This beautiful and inspiring success really could not have been possible without the matching support of Better Places."

- JAMIE MOHR, EPSILON SPIRES

supported by



Select Language ▾

Powered by Google Translate

Come JAM with us at Junction Arts & Media!

Help us turn an empty storefront into a free, public, media arts "playground" where all ages can come together to create community through the arts.



- Hartford, VT
- Arts
- Causes
- Education
- Community
- Placemaking

\$17,000

USD
funded of \$15,000 USD goal



100

patrons

Project Closed

Success!



Junction Arts and Media



Before

Junction Arts and Media



After

Junction Arts and Media

I can't tell you how transformative this experience has been and how I toot the horn of Better Places 2.0 and the advantages of crowdfunding on the front end to convey the vision and recruit community involvement."

After

Junction Arts and Media



Lamoille Art & Justice Project

Community Mural on Stowe Recreation Path

Join the Lamoille Art & Justice Project in a community-created mural on the Stowe recreation path to highlight local conversations around racial justice



Stowe, VT Arts Community Placemaking

\$5,400

USD
funded of \$5,000 USD goal

36

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Jul 7, 2022 11:45 PM.



TAX DEDUCTIBLE

Lamoille Art & Justice Project

Community Mural on Stowe Recreation Path





PATRON IN THE CITY

GILLIAN SEWAKE, ST. JOHNSBURY, VERMONT

#Getdowntown in St. J

Help us fill the streets of downtown St. Johnsbury with art, community, and fun this summer with Final Fridays performance events and live music every weekend.



#Getdowntown in St. J

Accessible. Free. Inclusive. Vitality.



“In a time with increasing polarization and inequality, it's imperative that everyone who works in community and economic development work as hard as we can **to create reasons for people of different backgrounds and experiences to share space and share joy.**”

- Gillian Sewake, *Discover St. Johnsbury*

Roxbury Village Park Needs Your Support!

Help us secure funding to complete our new park in Roxbury Village, VT during the spring of 2023!



Story

Updates

Patrons

Roxbury, VT Community

\$8,615

USD
funded of \$7,500 USD goal

51

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Apr 11, 2023 11:45 PM.



CAMPAIGN BY:
Dotti Guiffre
Email Directly

Building our Village Park from the ground up!





Vershire Town Center Pavilion

Building A Pavilion, Building Community: Help us build a timber frame pavilion behind the Town Center Building at the Vershire Town Center.



- Vershire, VT
- Community
- Arts
- Placemaking
- Education
- Other

\$20,036

USD
funded of \$20,000 USD goal

108

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Mar 2, 2023 1:00 PM.



TAX DEDUCTIBLE

Town of Vershire is a tax-exempt government organization, Tax ID 03-6000723.

Story

Updates

Patrons



Better Places Impact by the Numbers

This is a snapshot of Better Places projects from February 1, 2022 – January 3, 2024.

**Total
Matched**



\$850,100

LIFETIME

**Total
Crowdfunded**



\$473,290

LIFETIME

**Total
Projects**



38

LIFETIME

**Total
Patrons**



3,207

LIFETIME

100% Success Rate

CROWDFUNDING CAMPAIGN SUCCESS

111% Funded

AVERAGE OF SUCCESSFUL CAMPAIGNS

\$5,506,943

LEVERAGED FUNDING

\$5,980,233
Total Private Investment

CROWDFUNDING AND LEVERAGED FUNDING

**7.03:1 Total Private
Investment Ratio**

For every \$1 invested by Better Places,
\$7.03 was invested privately.

\$22,371

AVERAGE PROJECT GOAL

\$12,455

AVERAGE RAISE

84

AVERAGE PATRONS

HIGHEST RAISE

The Hartford WW1 and WW2 Monument had the highest crowdfunding campaign raise of \$28,605.

SMALLEST CAMPAIGN GOAL

Poultney Downtown Mural Initiative had the smallest crowdfunding campaign goal of \$3,250.

LARGEST NUMBER OF PATRONS

Bring a Community Playground to Enosburgh had the largest number of patrons with 605 contributing to the campaign's success.

VOLUNTEERS ENGAGED

600+

SQUARE FEET OF PUBLIC SPACE
CREATED OR REDEVELOPED

134,304

TEMPORARY JOBS CREATED

51

NUMBER OF PROJECTS BY NONPROFIT ORGANIZATIONS, MUNICIPALITIES, OR OTHER ENTITY TYPES

Community Groups: 5 (13%)
Nonprofits: 26 (68%) | Municipality: 7 (19%)

**38 Projects in
Thirteen Counties**

FROM SMALL RURAL COMMUNITIES (VERSHIRE, ROXBURY, COVENTRY, AND NORTH HERO) TO LARGER COMMUNITIES (BARRE, BRATTLEBORO, BENNINGTON, RUTLAND, AND NEWPORT)

**Over 180+ preflight
consultations from
communities across
the state**

Better Places – Vershire, VT



Reva Seybolt Interview



SMALL TOWNS, HEALTHY PLACES



Podcast

Creating a Healthier Vermont:

Advancing Health Equity in
Vermont through
Placemaking, Funding, and
Support



Listen here: <https://healthycommunitiesvt.com/podcast/>

Place-based, People-focused Investment



Better Places

Empowering Vermonters to Create Vibrant Public Places



Chris Cochran | Richard Amore

Vermont Department of Housing and Community Development

Division of Community Planning and Revitalization

<https://accd.vermont.gov/community-development/funding-incentives/better-places>

<https://www.patronicity.com/BetterPlacesVT>