The Vermont Building

SHOWCASING THE BEST OF VERMONT AT THE BIG E FAIR IN WEST SPRINGFIELD, MA

SEPTEMBER 18 – OCTOBER 4, 2026

BGS
BUILDINGS & GENERAL SERVICES

VERMONT
AGENCY OF AGRICULTURE, FOOD & MARKETS

A Truly Regional Event

1916

Joshua Brooks purchases 175 Acres, builds the Colosseum and cattle barns in 8 Months

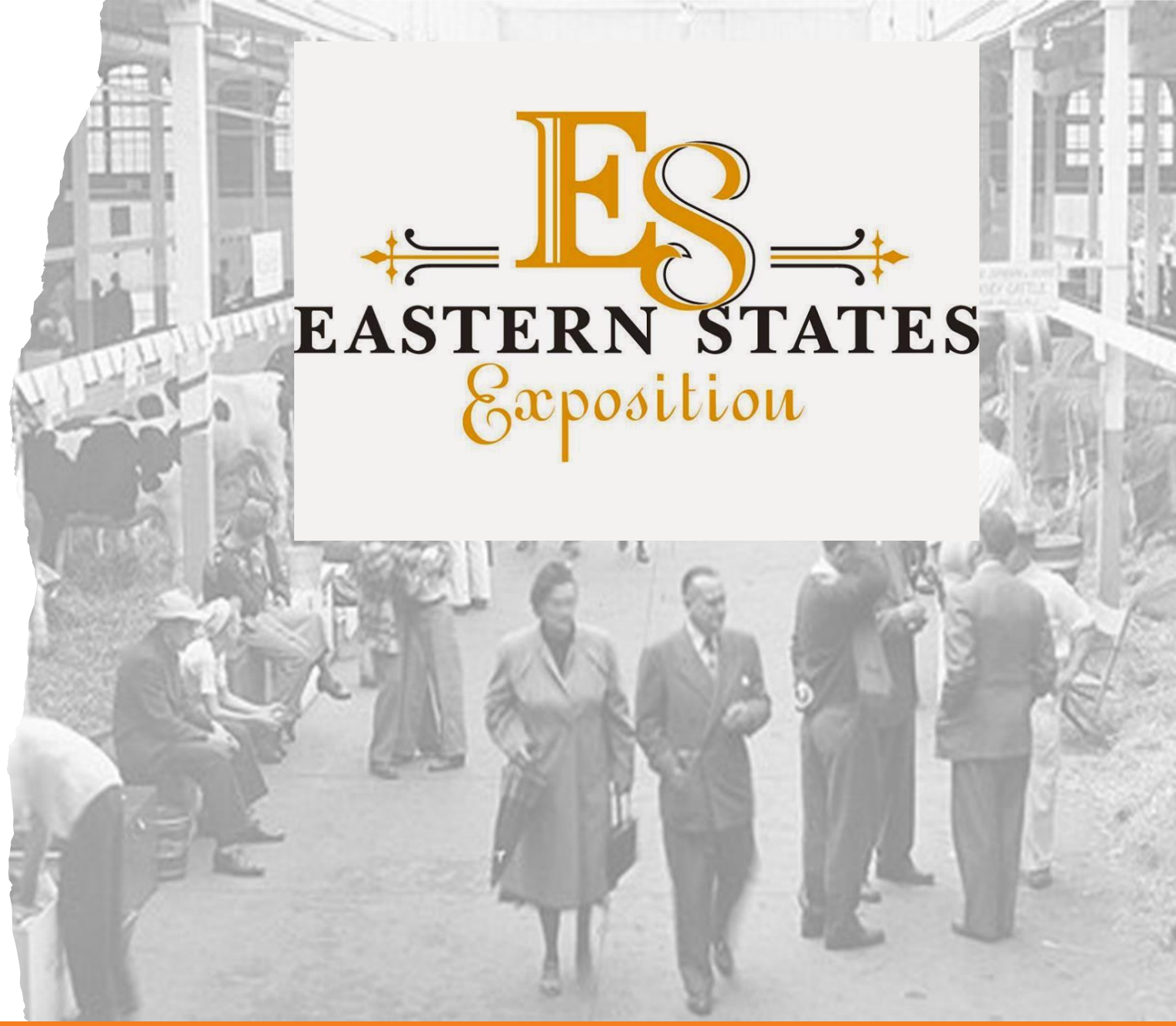
1917

Brooks Brings the National Dairy Show to the ESE.

First Eastern States Exposition was opened to the public.

1929

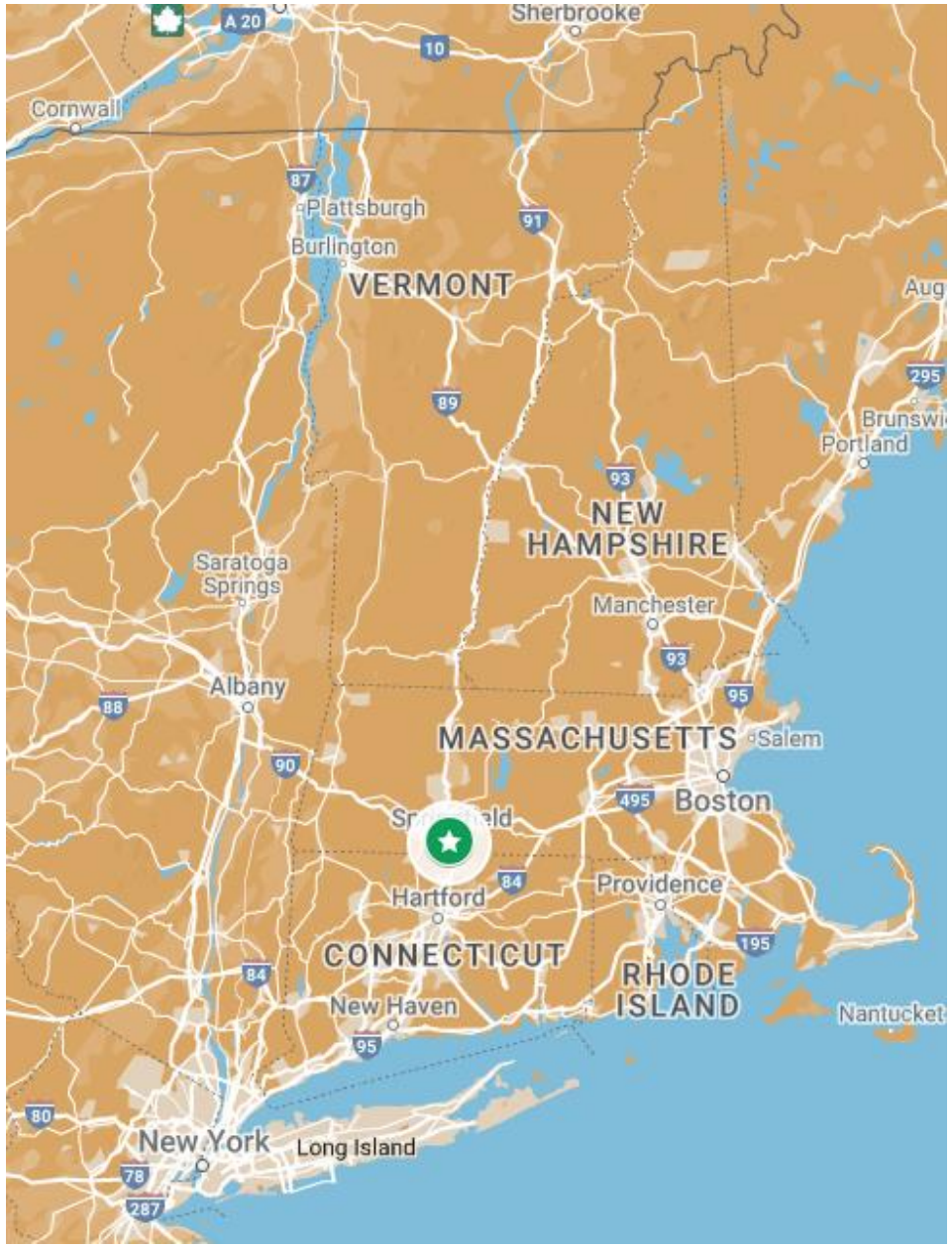
Vermont Building Opens



THE BIG E

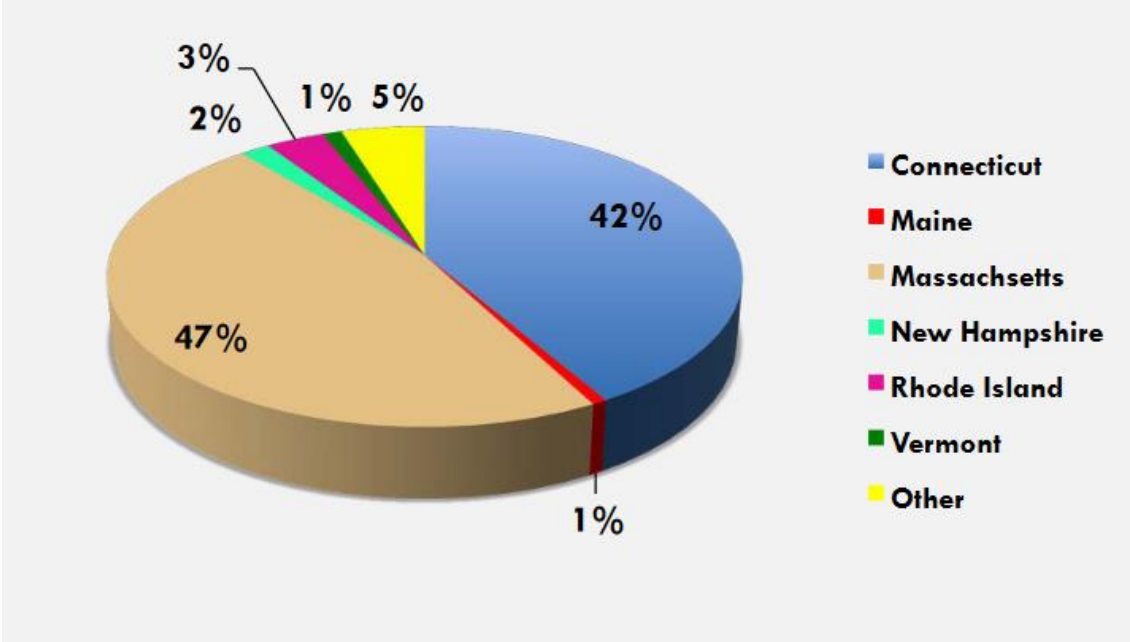
“New England’s Great State Fair”

- 17 Days Starting in Mid-September
- Largest Agricultural Event on the Eastern Seaboard
- 5th Largest Fair in the U.S.
- 1.6 million visitors, Single Day Attendance Record: 178,608
- Major Regional Event for Youth Agriculture, 4-H, FFA etc.

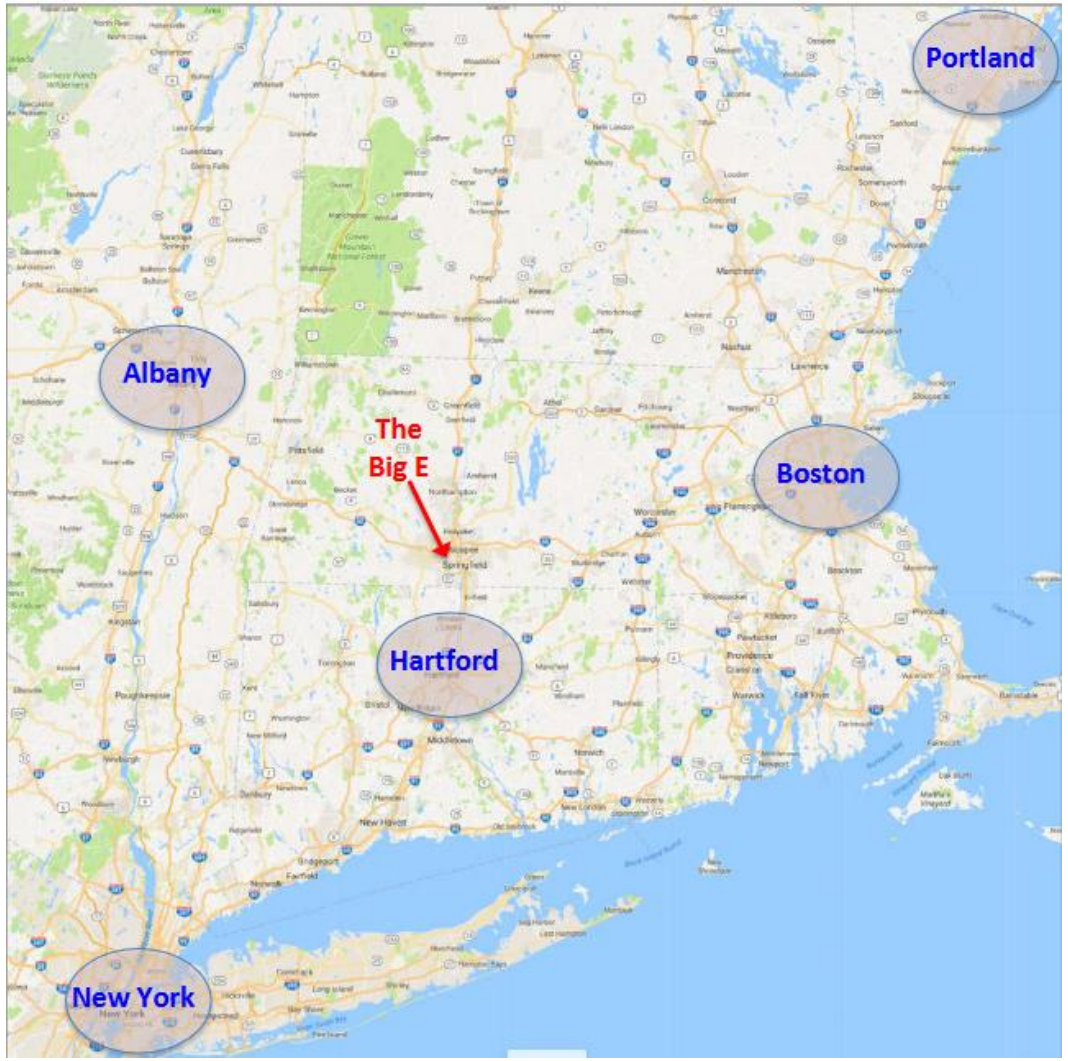


Driving Distance

- Hartford.....0:35
- Boston.....1:30
- Albany.....1:27
- New York City.....2:36
- Portland.....3:08

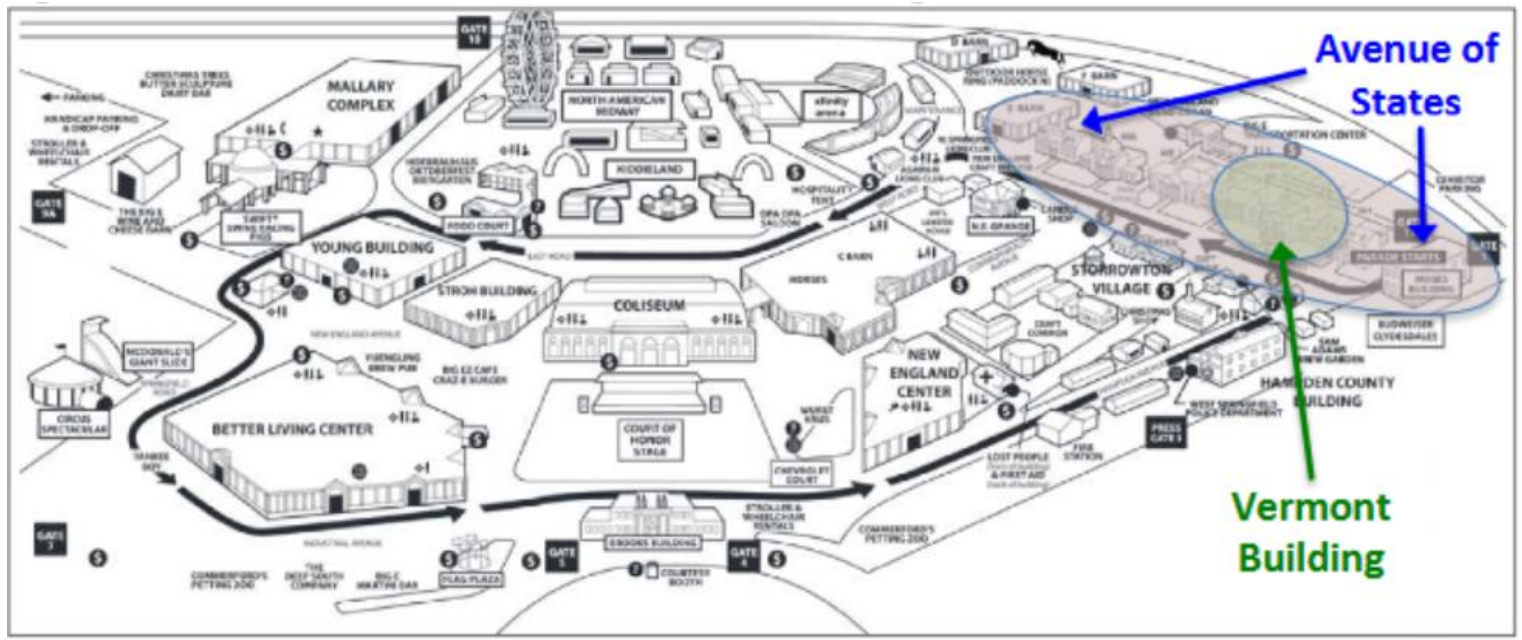


Visitation by Geography



The Avenue of the States

- Each New England state represented
- Vermont Building added in 1929
- Building and land is owned by State of Vermont
- Building is managed and maintained through partnership with VT Agency of Agriculture and Dept. of Building and General Services



HARVEST BARN
FRESH FUDGE
Vermont Maple Walnut Buttercrunch
The Woodzie
The Woodzie is a solid wood, hand-turned beverage coozie. All natural, biodegradable, and sustainable
START PLANNING YOUR VERMONT VACATION TODAY AT
VERMONTVACATION.COM
SIGN UP TO WIN
PROUD

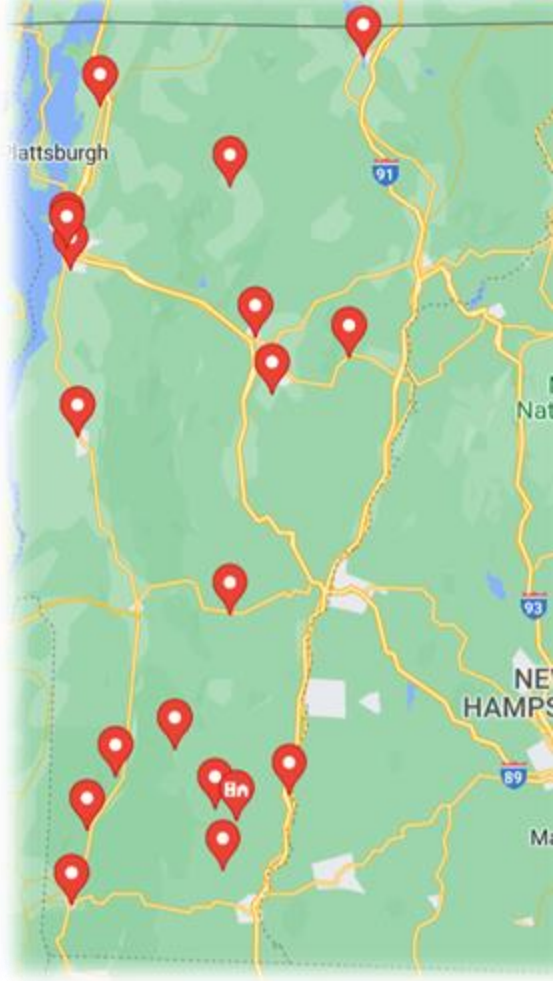
Vermont Building Vendors 2025

Returning Vendors

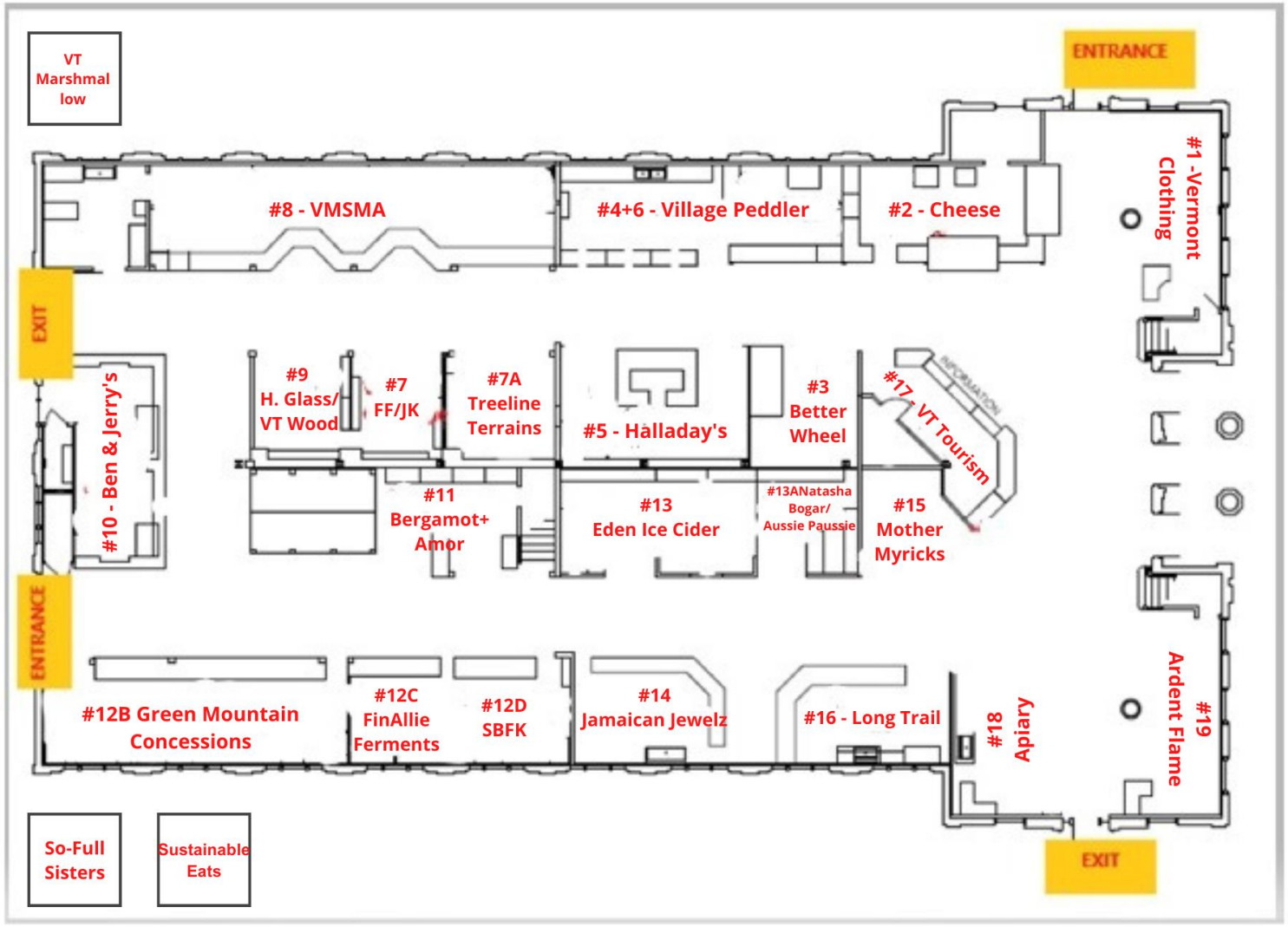
- Ardent Flame Candles
- Bears Den Carving
- Ben & Jerry's
- Bergamot + Amor
- Better Wheel Workshops
- Champlain Valley Apiaries
- Eden Specialty Ciders
- Featherflies/Humble Bee Botanicals
- FinAllie Ferments
- Green Mountain Concessions
- Halladays Harvest Barn
- J&P Bonita Cheese
- Hilary Glass
- Jamaican Jewelz
- Long Trail Brewing
- Mother Myrick's Confectionary
- So-Full Sisters
- Sugar Bob's Finest Kind
- Treeline Terrains
- Vermont Clothing Company
- Vermont Department of Tourism
- Vermont Marshmallow Company
- Vermont Maple Sugar Makers Association
- Village Peddler

New Vendors

- Aussie Paussie Gear
- JK Adams
- Natasha Bogar Artwork
- Sustainable Eats
- Vermont Wood Company



BUILDING LAYOUT & BOOTH NUMBERS



Vending In The Vermont Building

- Vendors Apply Through Competitive Process
- Awarded Contracts of Varying Length
- Vendors Allowed to Modify Booth Space Within Reason
- Vendors Pay 15% Commission Fee on Sales

Provide a safe, positive experience for fairgoers and vendors

Offer a diversity of products that are unique, high-quality and representative of Vermont's culture, history and values

Support Vermont businesses in expanding market access and increasing brand recognition

Promote Vermont as a destination for tourists and people looking to relocate to the State

Meet or exceed commission revenue targets to support building management, maintenance and improvements

HONORING THOSE WHO SERVED
H·A·N·X
FOR OUR TROOPS
USA
998=2984
KING GRAY
THE BROCCOLI BAR
tempura
dumplings
stir fry
sticky rice
barbecue
sauces & toppings
CHICKEN AND WAFFLE BOWL
W/ MAPLE SYRUP & MORE !
Breakfast Bowls
Fried Dough
Maple Pulled Pork Bowl
Maple Coffees
Maple Lemonade
MENU
STYLES

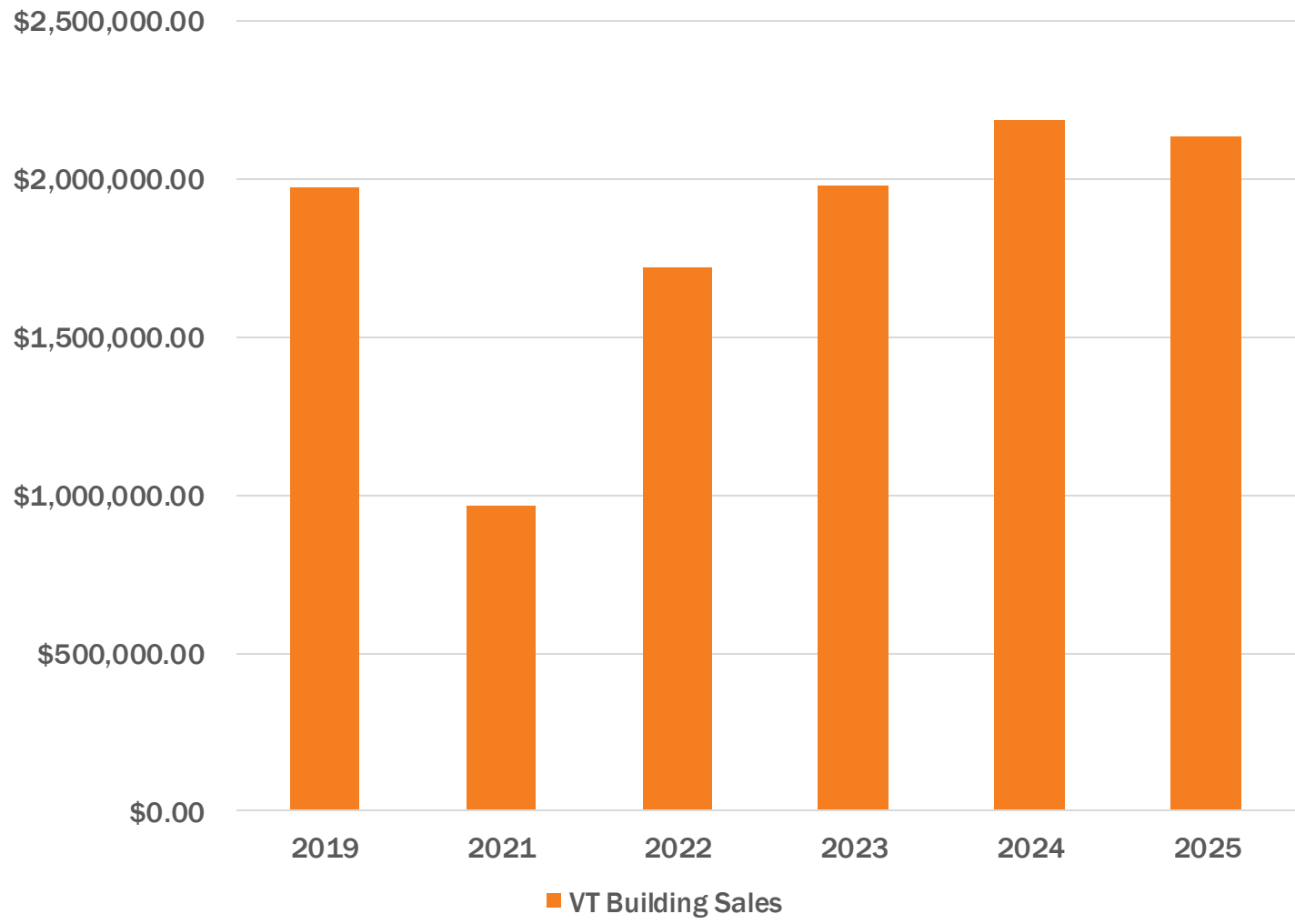
Vendor Spotlight: Vermont Marshmallow

- More than 4X increase in sales 2022-2025
- Viral social media
- Local media attention
    - #1 best food to try at the 2022 Big E – Masslive

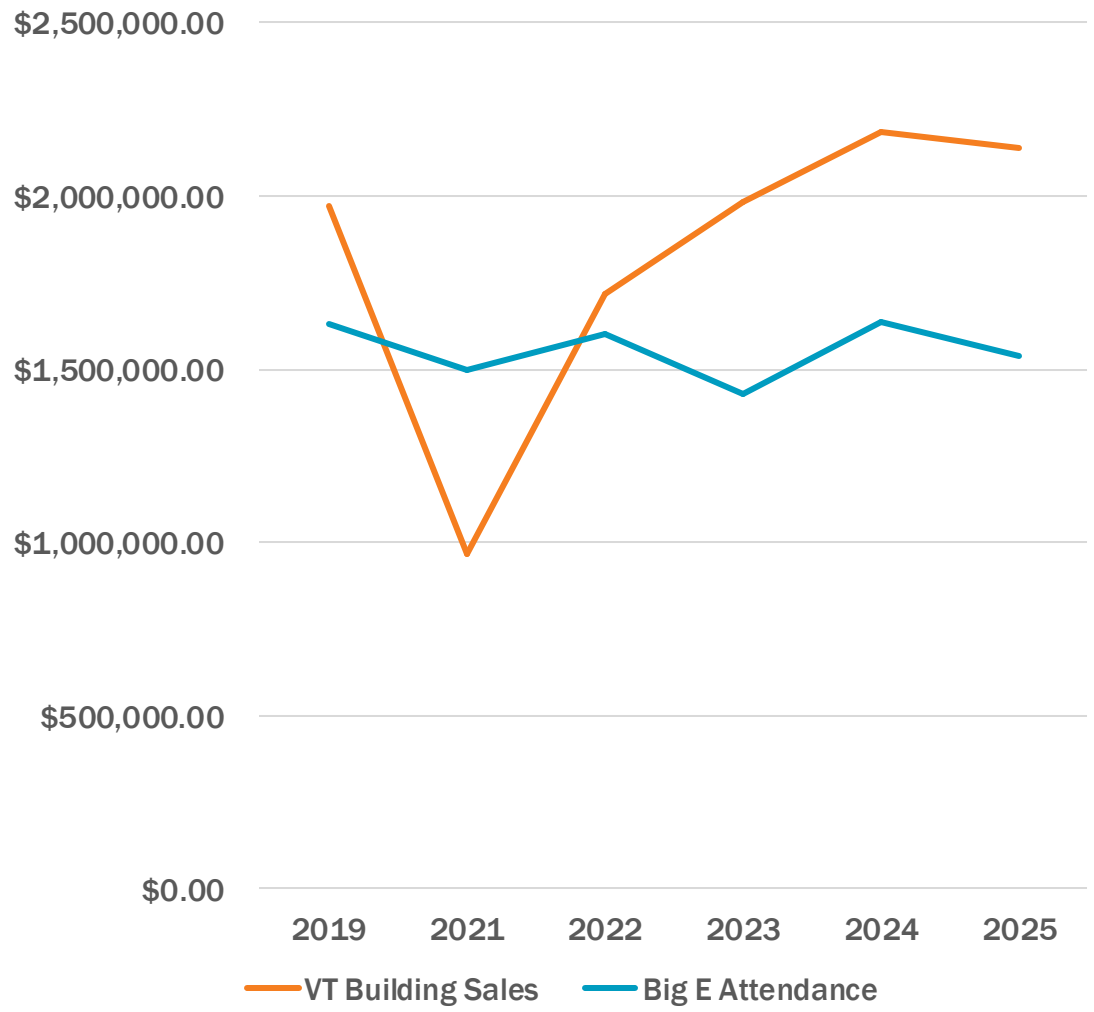
"Big E customers have become year-round supporters of our online business and many have specifically planned trips to Vermont to visit us at The Burlington Farmers Market. The Big E has become a crucial part of our revenue stream, allowing me to expand my staff while providing living wages and benefits."

Alexx Shuman, Founder, Vermont Marshmallow
Vermont Building Vendor 2022-2025

VT Building Sales By Year



Total Sales and Attendance



Programmatic Challenges Related to Building

Electrical

- Total energy draw during event strains system, limits vendors and requires additional staff time to manage

Leaks

- Water leaking from roof and skylights is an ongoing challenge
- Leaks from upstairs bathroom have impacted a vendor booth

ADA Accessibility

- The only facilities for vendors and staff are on the second floor
- Older vendors have struggled with having to climb stairs

Visible Decline

- Trim, windows, brickwork and interior spaces are in disrepair

Discordant Aesthetics

- Poor sight lines, lack of natural light, **traffic flow issues** and incongruous booth designs

FIRE
PUSH BAR
PULL HANDLE
Mircom

CASIO
ELECTRONIC
CASH REGISTER
CASIO

Programmatic Goals

A Vision for 2029 and the 100 Year Anniversary

- **Improve Building Systems and Functionality**
  - Repair and update building systems. Bring building up to code, reduce inefficiencies and enhance functionality
  - Simplify and modernize the building interior
  - Design to allow the greatest beneficial use of the site
  - Restore and preserve historic building, site features and structure
- **Improve Visitor and Vendor Experience**
  - Provide an experience that speaks to VT's culture, values and heritage. Improve traffic flow and harmonize the aesthetic.
  - Support more businesses by adding booth space and increasing functionality.
  - Improve vendor and staff facilities
  - Increase opportunities to support state priorities – tourism and relocation e.g.
- **Improve Overall Maintenance**
  - Reduce maintenance needs through updated systems
  - Reduce piecemeal approach to building maintenance

West Springfield, MA:

Vermont Building Renovation

- Deferred Maintenance and Rehabilitation of the building.
  - Systems and Functionality
  - Visitor & Vendor Experience
  - Overall Maintenance
- Funded for design of phase 1&2 and partially funded for construction of Phase 1.
- Phase 1- Exterior Major Maintenance which will be complete 9/26/25.
- Phase 2- Mechanical & Electrical Major Maintenance will start design at the start of FY26 and complete construction by July of 2026 (the same fiscal year).

	Approved Through	Current Year	Budget Year	Budget Year	Future Requirements			
Cost Allocations *(in thousands)*	FY '24	FY '25	FY '26	FY '27	FY '28	FY '29	FY '30 – FY '35	Total
Bond	1,530	1,040	1,500	1,500	3,300	4,300		13,170
Cash								
Total	1,530	1,040	1,500	1,500	3,300	4,300		13,170
Funded Balance		841*						841

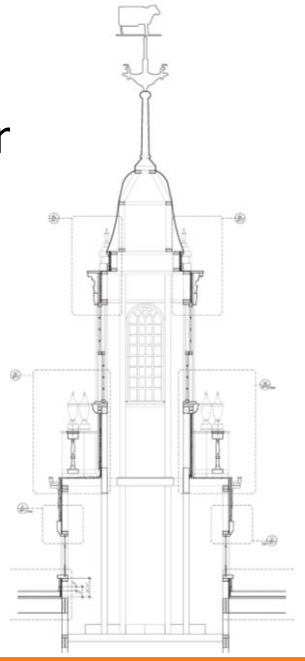
Vermont Building Renovation

Planning & Phase 1- Exterior Major Maintenance (Prior Allocations)

A planning phase was significantly completed in 2023 identifying a plan for the next 50 years, but then prioritizing items of most significance for rehabilitation.

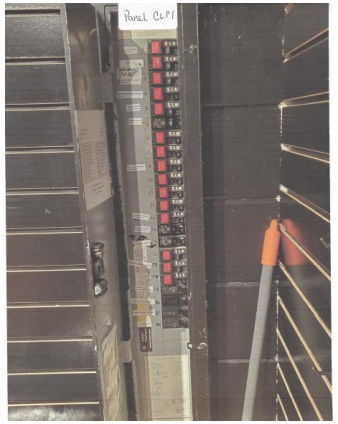
Phase 1 repairs water damage and leaks, maintain exterior and replaces rot

- Slate Roof
- Eaves, cornice, frieze, and pedimer
- Side Entrances and balconies
- Windows- Phased Bid Package
- Cupola and Dome
- Bowed column capitals
- Metal flashings



Vermont Building Renovation

Phase 2- Mechanical & Electrical Major Maintenance



Prioritized needs such as:

- Code compliance of buried electrical with anticipated site repair and monitoring
- End of life electrical panel replacement
- Increased longevity

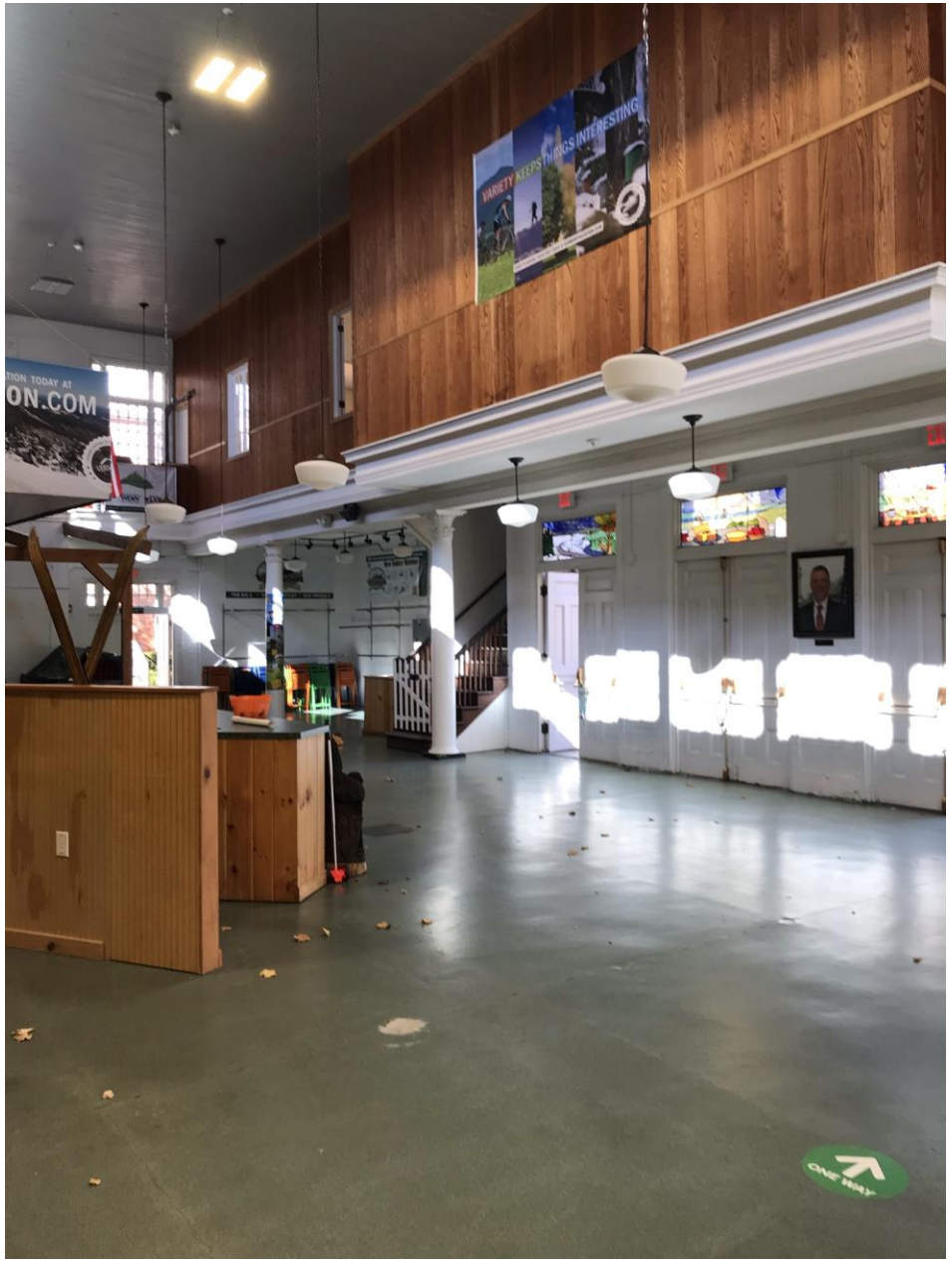
  Heat existing shed for storage of modern safety system components
- Plumbing Code Requirements

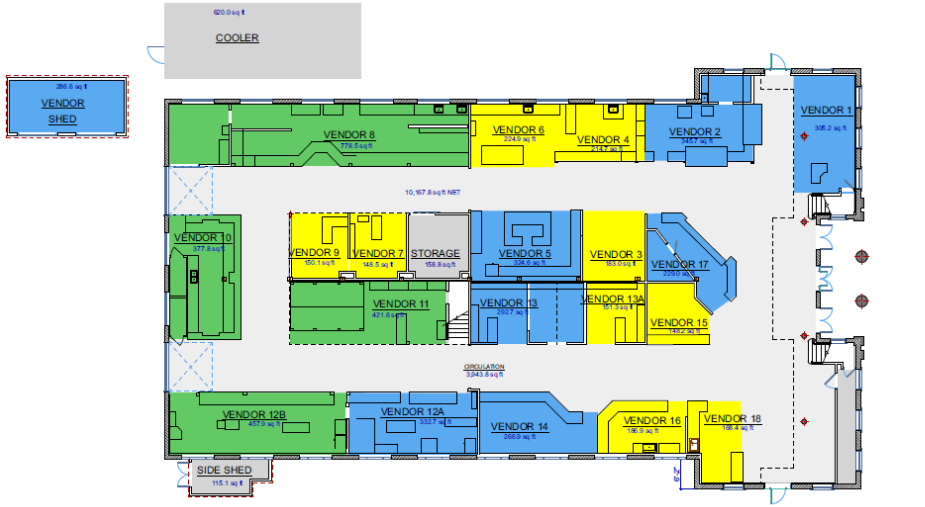
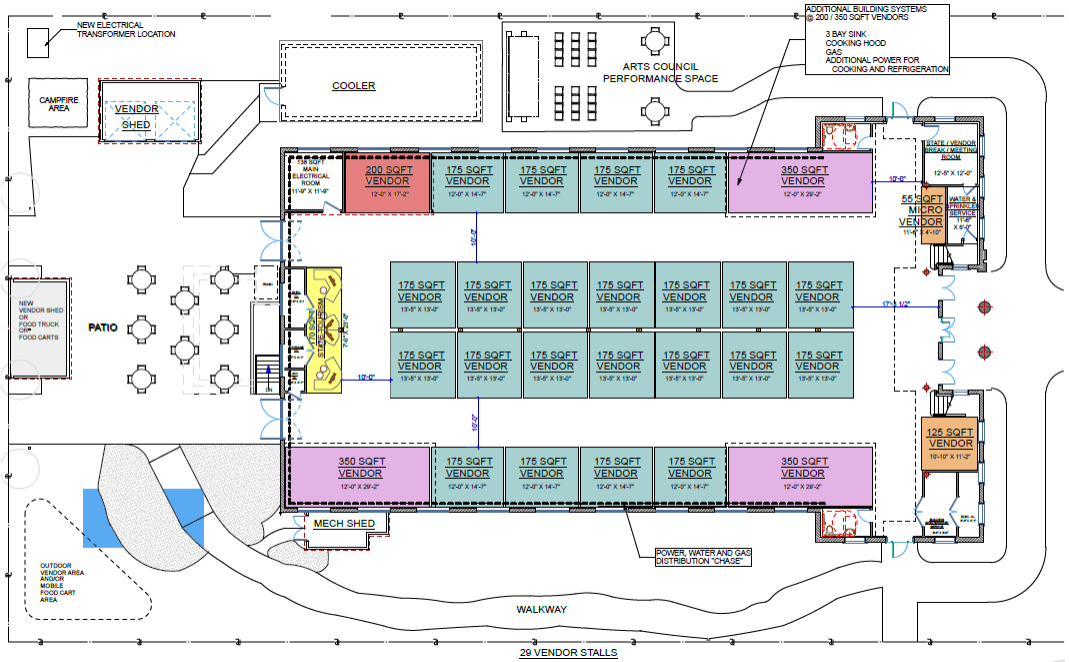
Vermont Building Renovation

Phase 3- Rehabilitation

Prioritize Major Maintenance and Functional

- Kitchenette & Restrooms (ADA & Modern)
- Building Systems –
  Finishes (Deferred Maintenance/Safety)
  Food Service (Function/Code)
  Doors (Function)
- Visitor & Vendor Experience
  Impressions/booth success



Vermont Building Renovation

Questions?