

**VERMONT INFORMATION CENTERS DIVISION FUNDS**

**Current Use of Funds**

These funds are used to provide for:

- Salaries and benefits of the people who run the Vermont Information Center Division (VICD) program.
- Warehousing, fulfillment, and delivery of brochures to VICD network locations through a contracted vendor.
- Supplies for the Motorist Aide Refreshment Program.

**Proposed Use of Funds**

BGS proposes to amend Title 29, Section 152 (30) and 152 ( c) and Section 169 to include language that allows BGS to use these special funds, if available, to provide state match (10-20%) for VICD projects that require state match for the draw-down of federal transportation funds and/or general operating expenses, if needed.

**Brochure Fund**

**Authority:** *Title 29, § 169. Brochure distribution fees*

*(a) The department of buildings and general services is authorized to accept brochure distribution fees, and to enter into agreements with other state agencies and departments to provide marketing, promotion, and advertising services.*

*(b) A special fund is established to be administered as provided under subchapter 5 of chapter 7 of Title 32, and to be known as the brochure distribution special fund for the purposes of ensuring that the fees collected under this section are utilized to fund travel destination promotion and information at the state's travel information centers. Revenues to the fund shall be those fees collected for the placement and distribution of brochures of businesses in the state travel information centers and in other locations deemed appropriate by the department.*

*(c) Brochure distribution fees authorized under subsection (a) of this section shall be set by the department and shall be based on the location or locations of distribution, the size of the brochures, and the number of brochures distributed. The department shall report the details of the fees established under this section every three years pursuant to 32 V.S.A. § 605. (Added 2007, No. 153 (Adj. Sess.), § 24.)*

**Purpose:** VICD provides Vermont businesses an excellent opportunity to capture the attention of over 3 million travelers who visit VICD locations annually. The cost is based on the number of brochures, how many VICD locations host the brochure, and the length of time the brochure is displayed. This service includes warehousing, fulfillment, and distribution through a contracted warehouse vendor.

### Coffee Fund

**Authority:** *Title 29, Section 152 -- c) Notwithstanding any other provision of law, the Commissioner of Buildings and General Services is authorized to:*

*(1) Implement a "Motorist Aid Refreshment Program" at State rest areas and information centers. The Commissioner is authorized to accept, without active solicitation, donations for the services and associated supplies, and may use surplus funds to pay for the Information Center Program.*

**Purpose:** The Motorist Aid Refreshment Program is intended to provide travelers with a safety break with free complimentary coffee.

### Marketing Panel/Phone Banks

**Authority:** *Title 29, Section 152 (30) -- Provide services to the traveling public, lease space, sell products, and conduct any other activities within limits set forth in the federal Surface Transportation Act and Randolph-Sheppard Act and rules promulgated thereunder, to administer the information and welcome centers; and use funds generated in the centers to supplement funds for maintaining and operating the centers.*

**Purpose:** The **Hospitality Phone Reservation Bank** program is operated through a Request for Proposal (RFP) process to provide telephone connections to hotels, through two vendors, at six VICD locations around the State. The revenue is dependent on the contractors' customer base; the fee is negotiated.

The **Advertising Marketing Panel Program** offers businesses looking to have a prominent, longer term presence in one or more VICD location the opportunity to do so by purchasing a panel advertisement or Windows of Vermont Kiosk advertisements. Fixed panels and Windows of Vermont Kiosks are located in high traffic areas of many of our centers at an affordable rate. Standard advertising rates are bi-annual and are based on a per visitor, or impression, cost. Depending on the location of some advertising panels, a premium rate may apply. Rates include the cost of panel production.