



Agency of Commerce and Community Development

PROGRAM REVIEW

HOUSE COMMITTEE ON COMMERCE AND ECONOMIC
DEVELOPMENT



Department of Tourism and Marketing



VDTM PROGRAM OVERVIEW FY2016

FUNDING

- General funds: \$3.1M

DIVISIONS

- Department of Tourism & Marketing (VDTM)
- Vermont Life Magazine

STAFF

- 8 VDTM
- 8 Vermont Life

VDTM Performance Based Budget

- Increase of rooms and meals tax revenue
- Increase of jobs in the hospitality sector
- Overnight camping at Vermont State Parks

Measures		FY15 Target	FY15 Actual	FY16 Target	FY16 Estimate	FY17 Target
\$ increase of rooms and meals tax revenue	\$ increase tax revenue (millions)	5,000,000	7,880,000	5,000,000	5,000,000	5,000,000
# increase of jobs in hospitality sector (annual average)	# jobs	34,200	35,691	35,800	36,000	36,200
# occupancy (overnight campers) at Vermont State Parks (reported on a calendar year basis)	# occupancy	428,000	423,228	425,000	425,000	425,000

Rooms and Meals Receipts



Marketing Objectives

- Reinforce brand awareness in Northeast and mid-Atlantic markets amongst traditional target audience
- Introduce brand to Millennial audience within target markets
- Introduce brand to traditional target audience within target markets
- Increase overnight bookings with Vermont properties

TARGET AUDIENCE

- Affluent travel target within distant domestic markets based on following criteria:
 - HHI of \$100K+
 - A28 – 54
 - Affinity for travel to Vermont
 - Interest in outdoor recreation
 - Non-business travelers

STRATEGY

- Employ comprehensive media plan composed of targeted online travel agency and digital placements with segmentation for traditional and Millennial targets



CELEBRATE OUR WINTER WONDER

LEARN MORE

MOUNTAIN VALLEY FARM



VermontVacation.com

 **SITE LAUNCHED: MARCH 31ST 2015**



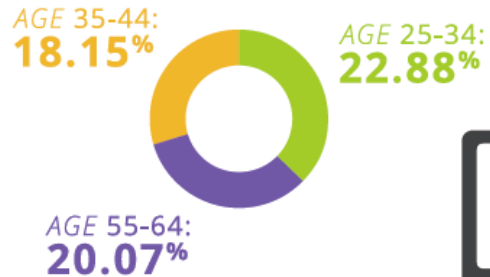
VERMONTVACATION.COM

OFFICIAL VERMONT STATE TOURISM **WEB-SITE TRAFFIC AS OF 12.1.2015** (8 MONTH SPAN)

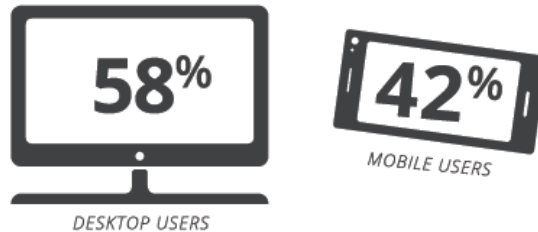
308,148 ACTIVE USERS

USER DEMO **56%**  **44%** 

1,021,955        
PAGEVIEWS



375,424 USER SESSIONS



 **82%** NEW SESSIONS



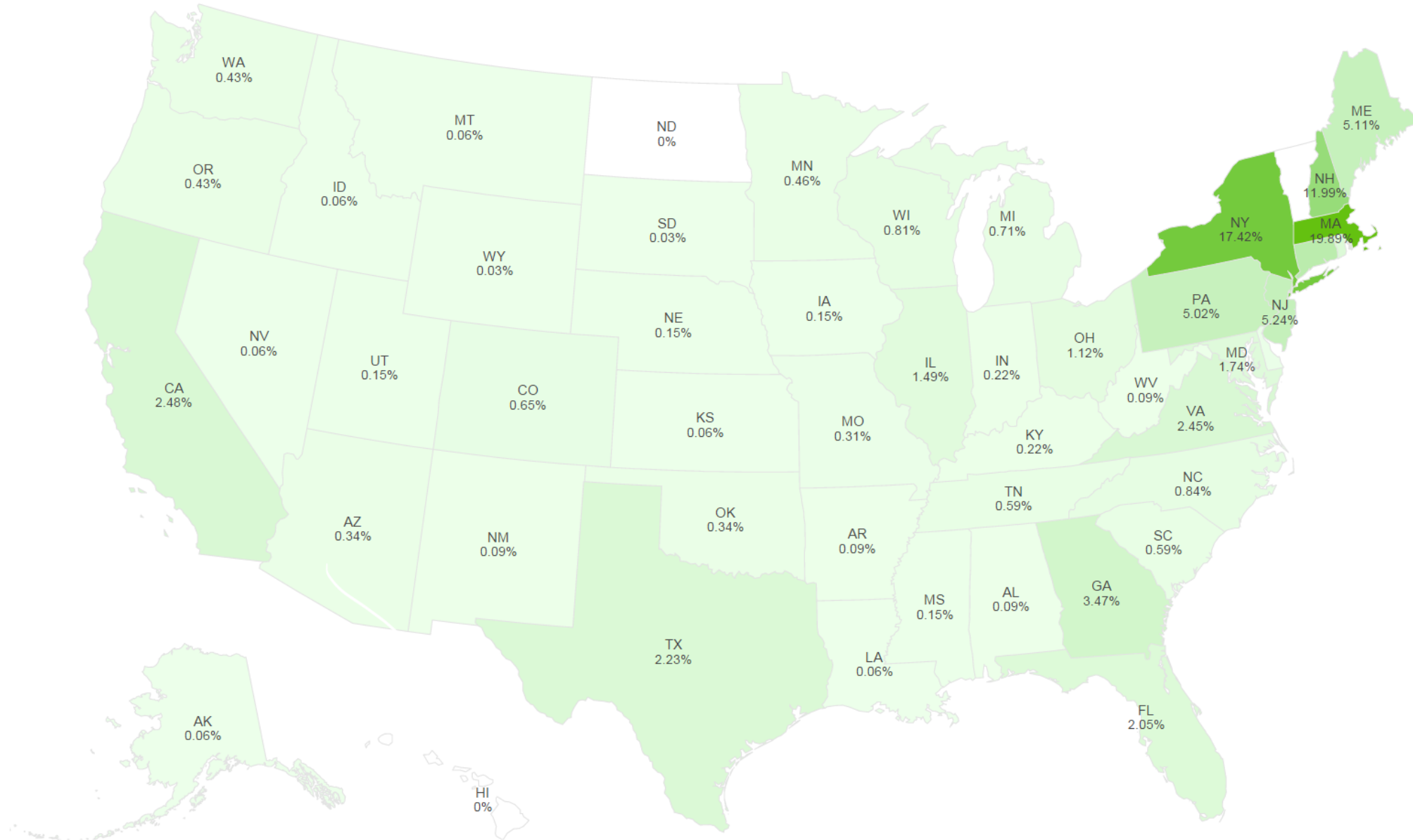
Where do Vermont visitors come from?

- The following statistics were collected in the fall 2015.
- Data is tracked via a system called Arrivalist.
- Arrivalist tracks consumers after they have been exposed to Vermont digital advertising. The consumer is then marked when they physically visit the State of Vermont.

4 - Origin Markets



5 - Arrivals By State



Economic Development Marketing Plan

- June 2015: S.138 Appropriation of \$200,000
- June 2015: Internal discovery phase
 - Team members from DED, VDTM, CMO and Vermont Life
 - Review stakeholder research, existing assets, past economic development marketing efforts
 - Develop draft audience profiles, strategies and tactics
- July 2015: Video project launched, capture Vermont success stories
- August 2015: Scope of services determined for RFP
- September 2015: RFP released September 9; due October 1
- October 2015: RFP review (13 responses), Q+A interviews (5 finalists)
- November 2015: Contract negotiations, approvals
- December 2015: Contractor selection announced, December 17
 - Contracts awarded to Spike Advertising (Vermont) and DCI (New York)

Economic Development Marketing Plan

EARLY IMPLEMENTATION EFFORTS

Release of 'Grow and Succeed' videos, including profiles of:

- Vermed (<https://youtu.be/JrSfJBhdeaE>)
- Chroma Technology (<https://youtu.be/IAxBUuFmu7A>)
- Logic Supply (https://youtu.be/H_Gr8NW97KU)
- Fresh Tracks' Road Pitch (<https://youtu.be/vk6iRHoBKOM>)

Outdoor Advertising, Boston market

- Rotating placement through VDTM, featuring VermontVacation.com, Ski Vermont, Boston Public Market, downtown Montpelier and Cabot

Economic Development Marketing Plan

PHASE 1 (60 days): Discovery, including:

- Two-day stakeholder engagement immersion tour
- Media audit, what is and isn't being written about Vermont
- Internal and external perception surveys

PHASE 2 (30 days): Key Message Development

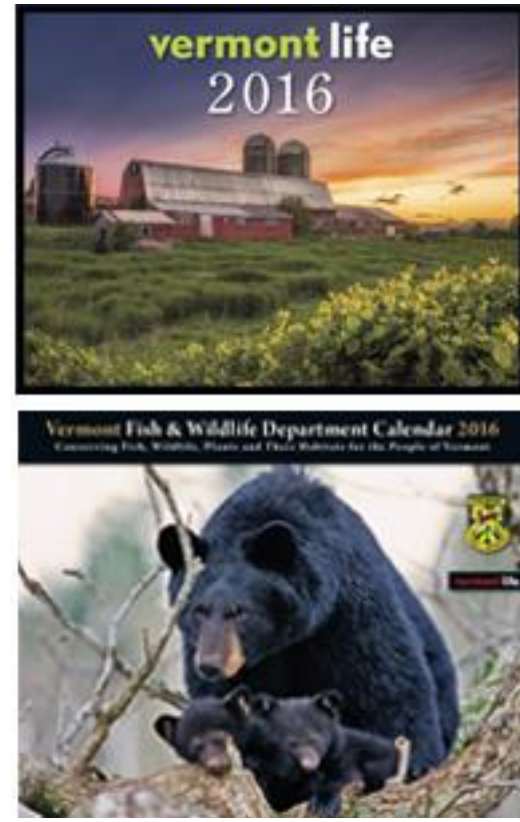
- Prioritization of target audiences
- Key messages for top priority audiences

PHASE 3: (30 days): Marketing Plan Development

- Goals, strategies and tactics
- Performance metrics
- Budgets and timeline

Vermont Life Magazine

VERMONT'S PREMIER MARKETING TOOL



History

- Started in **1946** at suggestion of the **Vermont Development Commission**
- **Purpose:** to be an attractive, effective promotional tool for **Economic Development**; at that point, economic development was **Tourism** — people looking to travel the newly-built highways and return to a slower, agrarian-based pre-war mindset.
- Today, economic development means an emphasis on **technology, entrepreneurship, food and beer, outdoor recreation** and its accompanying business opportunities (ski design, etc.) and the arts.
- Though circulation has fluctuated over its 70 years of publishing, **Vermont Life remains the largest publisher in Vermont**, with a greater readership than the Rutland Herald, Free Press, Times Argus, Seven Days and VT Digger.

Good News

SUBSCRIPTIONS

- Increase of **11 percent** in last two years
- Stopped 20-year downward trend; two-year subscriptions popular

DEMOGRAPHICS

- Average age: 55 years old, **13 years younger than in 2007**
- **Highly educated:** 11% doctorate; 30% Master's; 27% BS/BA
- **Affluent:** 39%: \$100,000---\$199,999; 11%: \$200,000

Vermont Life Fuels Action

We asked our readers what actions they took *specifically as a result of reading Vermont Life*, and they said the following:

- 67% bought a Vermont product, visited a Vermont store or used a Vermont service
- 56% tried a new restaurant
- 44% planned a vacation or stay-cation
- 26% made lodging plans
- 6% bought real estate in Vermont

Vermont Life Brings into the State:

\$33.5 MILLION ANNUALLY

in dining, lodging and real estate services, calendar sales and associated taxes. (This does not account for Vermont products/shopping, transit or other services such as spas, skiing, fishing, festivals, events, etc.).

\$103 MILLION ANNUALLY

in property taxes

Meanwhile, Vermont Life's operating budget is about \$2 million annually, mostly self-funded.

Magazines are highly effective marketing tools
that get results.

Let's change the narrative surrounding Vermont Life.

Vermont State Parks

*So much to do,
So close by.*



1-888-409-7579
www.vtstateparks.com

FORESTS, PARKS & RECREATION
VERMONT
AGENCY OF NATURAL RESOURCES

Chief Marketing Office

VERMONT AGENCY OF TRANSPORTATION
**2015 FACT BOOK
and Annual Report**

Published January 15, 2015



CMO PROGRAM OVERVIEW FY2016

FUNDING

- General funds: \$200,514

KEY ROLES AND RESPONSIBILITIES

- Steward of the **Vermont Brand**
- Provide strategic marketing and communications expertise, tactical planning support and centralized **creative services**
- Enhance **efficiency of state marketing efforts** through collaboration across state government.

STAFF

- 2 full-time

Services Offered to State Entities

BRANDING SUPPORT

MARKETING CONSULTING

- Strategy, tactics, messaging, media planning, design

CONTRACT MANAGEMENT

- Oversight on all marketing contracts over \$15,000
- Master contracts
 - Media Buying (1)
 - Marketing Services (5)
 - Photography (3)
- Prequalified vendor program

Services Offered to State Entities

CREATIVE SERVICES

- Graphic Design (brochures, posters, report templates, fact sheets, tradeshow displays, advertising, etc.)
- 1,053 hours of design provided in 2014, equating to a savings of over \$63,000 (60% less than the contracted hourly rates of marketing vendors)

DIGITAL COMMUNICATIONS

- Web content strategy consulting
- Template design and technical support

DIGITAL ASSET MANAGEMENT

- 5,070 downloads in 2015
- 326 active users

Department of Housing and Community Development



DHCD PROGRAM OVERVIEW FY2016

FUNDING

- General funds: \$2.5M
- Special funds: \$5M (Fees, gift shop, RPCs)
- Federal funds: \$8M

DIVISIONS

- Housing
- Grants Management
- VT Community Development
- Community Planning + Revitalization
- Historic Preservation (including Historic Sites)

STAFF

- 41 people (5 limited service for CDBG-DR funds)

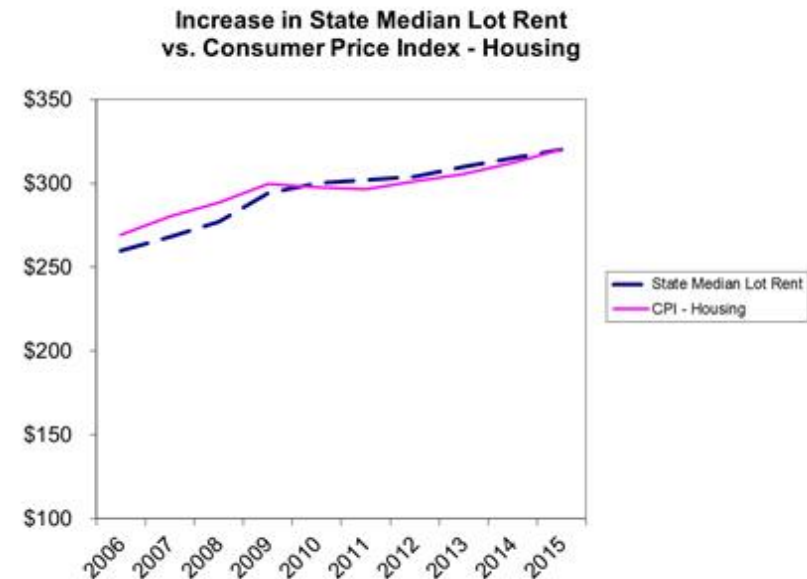
Mobile Home Park Program

- Conduct annual park registry (243 parks with 7,129 homes);
- Monitor rent increases;
- Facilitate lot rent mediation;
- Administer First Stop grant;
- Oversee park sale and closure notifications;
- Work with sister Agencies to support residents and owners of troubled parks; and
- Oversee Champlain Housing Trust's (CHT) Manufactured Housing Down Payment Assistance Loan Program.



Mobile Home Park Program

- Lot rent increases over the past 7 years track CPI
- A lot increase of 3.6% is eligible for mediation. In 2015 of the 131 lot rent increases, 21 were eligible for mediation but none were disputed.
- CHT made 56 loans to help replace old, inefficient units or replace homes damaged by Irene.
- Currently 10 resident-owned parks (4 in 2011).
- DHCD is developing rules to implement Act 8 (2015) which authorizes administrative penalties for violations of MHP law.



Funding from HUD

Consolidated Plan: Guides over \$10M in annual funding; requires stakeholder outreach; outlines funding priorities for the Community Development Block Grant (CDBG) Program; Home Investment Partnership Program (HOME); the Emergency Solutions Grant; and Continuum of Care and Tenant and Project-based Section 8 Vouchers.

Home Investment Partnership Program (HOME): Expand public-private partnership and expand the supply of decent, safe, affordable housing; \$3M sub-granted to VHCB

- FY 2015 – 53 multi-family units preserved or created.

Funding from HUD

Neighborhood Stabilization Program (NSP1 and NSP3)

- Both should be closed out FY2017
- Acquired, rehabbed and sold 74 single-family homes; 54 units of multi-family preserved; 34 new units created
- Resale generated \$6.9M for additional projects
- Since 2009, 1752 part-time workers; resale of homes generated almost \$18M.

CDBG Funding from HUD (FFY 2012-2015)

- 92 grants
- 27.6 million in CDBG grants
- \$231 million leveraged
- 1,354 homes
- 51 full-time jobs created
- 20 community planning grants
- 18,314 people benefiting from increased access or services



Funding from HUD

- Vermont Community Development Program:** administers the Community Development Block Grant Funding. \$6.6M in FFY2016 to fund housing, economic development, infrastructure, accessibility projects that meet needs of low-moderate income Vermonters. Guided by the Con Plan and voluminous Federal requirements.

VCDP Measures	FFY 2012	FFY 2013	FFY 2014	FFY 2015	FFY 2016 Projected
Communities/projects receiving technical assistance	98	87	83	85	85
Projects/grants funded	27	21	19	25	20
Funding awarded	\$6.7M	\$6.3M	\$6.6M	\$8M	\$6.6M
Funding leveraged	\$55M	\$48M	\$68M	\$60M	\$55M
Housing units created or preserved	282	218	353	501	199
Jobs created or retained	9	42	0	0	50
Persons benefiting from increased access or services	6,388	2,749	6,776	2,401	4,325
Communities receiving urgent need or blight assistance	0	1	0	1	1
Communities receiving grant assistance for planning	3	5	4	8	6



Grants Management

- Assures municipalities, developers, attorneys, consultants and program staff comply with federal and state regulations for DHCD programs.
- Main point of contact with HUD.
- Compliance areas include:
 - Environmental review, financial management, eligible activities, single audit, fair housing, contracts, procurement, Davis-Bacon Labor Standards, timeliness of expenditures and meeting National Objectives for each program.

State Designation Programs

- **Downtowns (24)**
- **Village Centers (121)**
- **New Town Centers (2)**
- **Growth Centers (6)**
- **Neighborhood Development Areas (6)**

Upon designation, communities receive specialized training and technical assistance as well as development incentives such as access to downtown and village center tax credits, reallocated sales taxes, and downtown transportation fund grants; priority state grant consideration; waived or lowered permit fees; and streamlined Act 250 requirements.



2014 Return on Investment in Downtowns

Public Investment: \$22,649,336

Leveraged Private Investment:
\$31,930,024

Business Growth

- 93 Net New Businesses
- 46 Expanded Businesses
- 301 Net New Jobs Created

Downtown Organization Volunteer Hours

- 50,417 Hours
- \$1,104,636 Value in Dollars

2014 Return of Public Investment **Downtown Designation Program**

Overview
The state's Downtown Designation program recognizes and supports local revitalization efforts across the state with specialized training, dedicated staff and funding to help build strong communities. To document local and state-wide outcomes, the Agency of Commerce and Community Development annually collects data from the 24 designated downtowns* including public and private investment in new construction, rehabilitation of buildings, public improvement projects, facades as well as business and job growth, volunteer hours and other indicators of downtown economic health.
The 2014 numbers show that continued investment in downtown amenities and infrastructure leverages millions in private investment, attracts new business and jobs and brings new vitality and energy to community centers.

By the Numbers
Public Investment
\$22,649,336
Private Investment
\$31,930,024
Business Growth
93 Net New Businesses
46 Expanded Businesses
301 Net New Jobs Created
Downtown Organization Volunteer Hours
50,417 Hours
\$1,104,636 Value in Dollars

*22 of the 24 downtowns reporting (see data from Shelburne and Winooski)

For more information, please contact:
Gary Holman: gary.holman@vermont.gov or 802.828.3220
or visit: http://acd.vermont.gov/strong_communities_opportunities_revitalizing_downtowns

VERMONT
AGENCY OF COMMERCE AND COMMUNITY DEVELOPMENT

Downtown Transportation Fund

Funds from VTrans

Since FY1999

- \$5.1M invested
- \$36.9M leveraged
- 99 infrastructure projects in downtowns



Village Centers

- 30% Increase in Designations in last 3 years (93 to 121)
- 200% Increase in village tax credit applications in last 2 years
- 45 tax credit projects awarded in last 5 years in 32 villages
- 55 community visits/presentations in last 2 years



Downtown & Village Center Tax Credits

Survey Says... (39 projects)

- \$1 in state tax credit leverages \$17 in additional investment
- 44% created space for new business and 39% expanded new businesses
- 90 temporary jobs; 135 permanent jobs
- 8.8: materials, 9.2: program review, and 9.7: customer services (1-10)

2015:

- 27 projects supporting almost \$40M in construction

Note: \$2.2M cap; not in budget numbers



Neighborhood Development Areas



Neighborhood Development Areas

BRIGHT STREET COOPERATIVE

PROJECT DETAILS

- 42 Units (1BR to 4BR)
- Rents: \$650-\$1425
(Includes heat)
- Mixed Income
- 1.35 Acres (58% lot coverage)

PROJECT SAVINGS

Act 250 Saving: \$51,000

+3 months time

+ no risk of appeal

Wastewater Fee savings: \$4,950

Land Gains Tax: None

Prime Ag Mitigation: None

Municipal Planning Grants

Funds from Property Transfer Tax

232 municipalities served and 1,153 grants awarded since 1998

FY2016

- 72 proposals requesting \$770,000 in funding
- 45 grants awarded totaling \$478,000
- Grants range from 2,800 to 20,000



Planning Manual



Coordination with Other Agencies ...



Strong Communities, Better Connections

Grant Program

Overview

The Strong Communities, Better Connections Program (SCBC) is a multiagency partnership to align state and local investments to increase transportation options and build resilience and economic vitality in Vermont's community centers. The SCBC Program is an annual planning grant program administered by the Vermont Agency of Transportation (VTrans) in partnership with the Vermont Agency of Commerce and Community Development (ACCD). Municipalities (located outside of Chittenden County) annually compete for approximately \$200,000 in program funds, inclusive of 10% local match. Applicants are required to set up a pre-application meeting with VTrans and ACCD prior to December 18, 2015 with applications due on January 15, 2016.

The SCBC Program supports implementation-focused, municipal planning initiatives that:

- Coordinate land use decisions with transportation investments
- Advance the Federal Highway Administration (FHWA) Livability Principles;
- Support the State Planning Goals and the VTrans Vision and Strategic Plan Goals.

By providing resources and state assistance, the SCBC Program encourages communities to proactively coordinate land use decisions and transportation investments that build community resilience.

Program Goals

- Provide more transportation choices
- Support Vermont's historic settlement pattern of compact village and urban centers separated by rural countryside
- Maximize efficiency for transportation infrastructure
- Support downtown and village economic development and revitalization efforts
- Provide safe and resilient transportation system that supports the Vermont economy
- Lead directly to project implementation



For More Information Contact:
Jackie Cassino at (802) 272.2368
or jackie.cassino@vermont.gov

Richard Amore at (802) 828.5229
or richard.amore@vermont.gov



VERGENNES NEEDS YOU!

Vergennes is developing a master plan for the downtown and Basin in response to your ideas during last year's Community Visit.

There will be "Walk & Talks" and demonstration projects on **September 25th and 26th** (additional info to come). And be on the lookout for workshops, surveys, interviews, and more!

Stay tuned and watch www.vergennes.org for updates.




We need your input on better walking and biking in the MRV!
Please take our 10 minute survey and tell us what you think



The Mad River Planning District is developing an Active Transportation Plan for the Valley.

Please take the survey, and sign up to receive up-to-date information.

Photo: John Atkinson-Mad River Riders

Get Involved and Get Moving!
Go to www.mrvmoves.org



...to Leverage and Coordinate Funding

- Stronger Communities Better Connections: DHCD and VTrans (\$200,000)
- EV charging station installations: DHCD and GMP (\$160,000)
- Brownfield cleanup in downtowns and villages: DHCD, ANR and EPA (\$400,000)
- Green Infrastructure Improvements: DHCD, ANR, VTrans, USFS (\$245,000)
- Vermont Economic Resilience Initiative: DHCD, ANR, VTrans, RPCs (\$500,000)
- Village Green Initiative: DHCD, ANR, PTV

Regional Planning Commissions

Funds from Property Transfer Tax

11 Regional Planning Commissions; \$2.9M

- Performance contract, identical measures for all RPCs
- RBA performance measures since FY2014

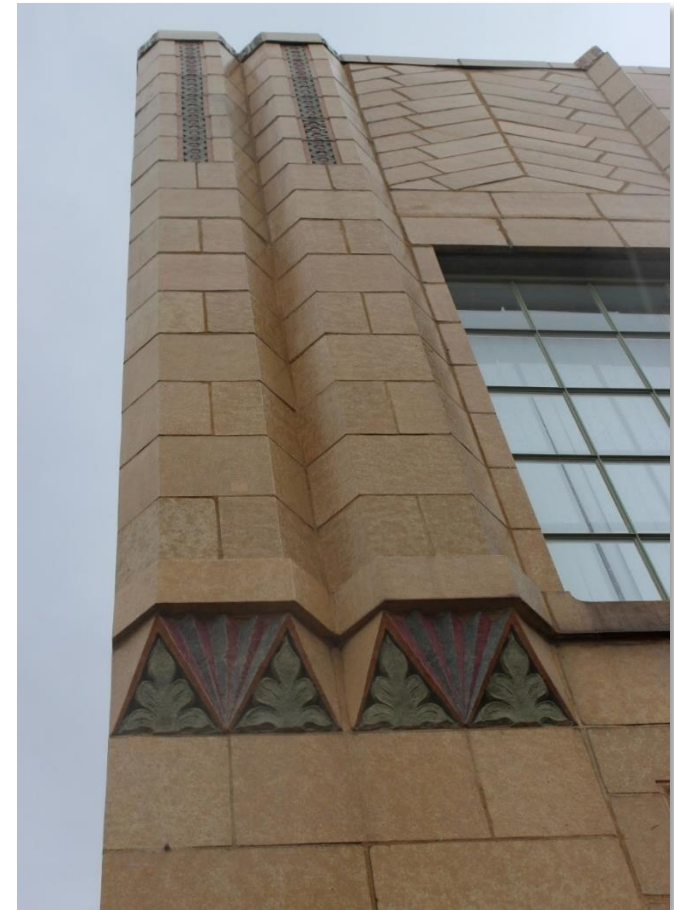
HIGHLIGHTS

- 10 RPCs updated regional plans to meet statutory requirements (11th in early 2016)
- 258 municipalities received RPC assistance in 2016 (nearly 100%)
- 570 municipal officials attended RPC trainings

Historic Preservation

60% Federally Funded

- National & State Registers of Historic Places
- Barn Grants
- Preservation Grants
- Certified Local Government Program
- Federal Rehabilitation Investment Tax Credit Program
- Project Review
- State-owned Historic Sites



Project Review

Projects receiving federal or state funding and those applying for Act 250 or Section 248 permit

- 2,122 reviews completed in 2015
- 14,468 reviews completed 2011-2015

Federal Environmental Reviews Completed	2011	2012	2013	2014	2015
Properties meeting National Register criteria for which a written eligibility opinion is provided	64	107	428	181	544
Properties <u>not</u> meeting National Register criteria for which a written eligibility opinion is provided	29	136	53	84	102
Findings of "No Properties" and /or "No Effect" on which written opinions are provided	1,122	2,036	1,420	1,879	1,281
Other findings of "Effect" on which written opinions are provided	207	4,440	488	144	191
Memoranda of agreement signed	6	0	8	27	3
Programmatic agreements signed	1	1	1	0	1

National Register, Tax Credits and Certified Local Governments

National Register

- Since 1966, over 12,000 properties listed

Federal Tax Credits

- 21 projects received \$9M in tax credits
- leveraged \$45M in investment and created 405 jobs

Certified Local Government

- Supports 14 communities to document, protect & use local historic resources
 - ~10% of federal allocation (2015 - \$57,594)



Barn Grants

Funded via Capital Budget

- Oldest barn grant program in US
- Cumulatively, over \$3M in grants to repair and restore 368 ag buildings
- FY2016 – 21 grants awarded totaling \$247,134; 32 applications requesting \$378,559.



Preservation Grants

Funded via Capital Budget

- Since 1986, nearly \$4.5M in grants to restore over 550 significant community buildings such as town halls, museums, theatres, and libraries.
- FY2016 – 40 applications requesting over \$1.8M, competing for \$253,220.



State Historic Sites

Funded partially via capital budget, admission fees, gift shops, grants and donations

- 339,062 visitors from 2011-2015
- 10 sites open to public
- 84 buildings and structures, including:
 - 9 underwater sites
 - 2 metal lattice bridges
 - 5 covered bridges



Stronger than Irene Found Us

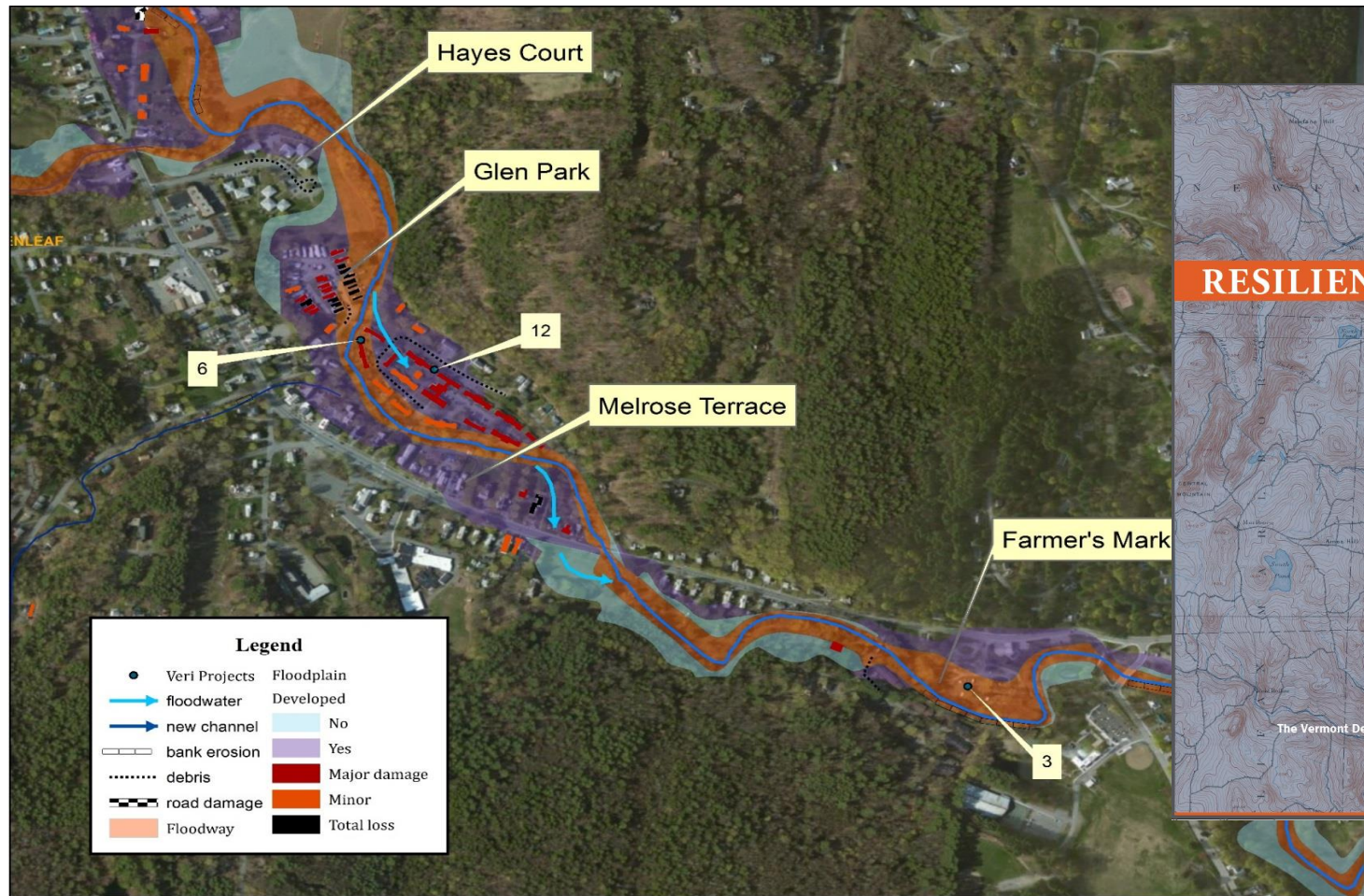
\$39.6M in CDBG-Disaster Recovery funding received in FFY12&13; over \$38M obligated to date:

- 160 grants to small businesses creating & retaining hundreds of local jobs
- 4 municipal offices relocated & rebuilt; one rehabbed & one fire station stabilized
- 136 flood damaged homes & businesses bought out & 17 recreation areas created that can flood with no cause of harm
- 27 homes rehabbed; 27 units built; 55 units of senior affordable housing replaced; 5 homes stabilized & 30 units flood-proofed
- Millions in infrastructure repaired & flood-mitigated.



Stronger than Irene Found Us

FLOOD RESILIENCE CHECKLIST	
Overall Strategies to Enhance Flood Resilience (Learn more in Section 2, pp. 9-11 of Planning for Flood Recovery and Long-Term Resilience in Vermont)	
1. Does the community's comprehensive plan have a hazard element or flood planning section?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
a. Does the comprehensive plan cross-reference the local Hazard Mitigation Plan and any disaster recovery plans?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
b. Does the comprehensive plan identify flood- and erosion-prone areas, including river corridor and fluvial erosion hazard areas, if applicable?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c. Did the local government emergency response personnel, flood plain manager, and department of public works participate in developing/updating the comprehensive plan?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Does the community have a local Hazard Mitigation Plan approved by the Federal Emergency Management Agency (FEMA) and the state emergency management agency?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
a. Does the Hazard Mitigation Plan cross-reference the local comprehensive plan?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Was the local government planner or zoning administrator involved in developing/updating the Hazard Mitigation Plan?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c. Were groups such as local businesses, schools, hospitals/medical facilities, agricultural landowners, and others who could be affected the Hazard Mitigation Plan drafting process?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. Are there any projects in the watershed involved to reduce flood risk and strategies?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
e. Does the Hazard Mitigation Plan emphasize non-structural measures such as acquiring flood-prone lands, enforcing flood plain regulations?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
f. Does the Hazard Mitigation Plan encourage using green infrastructure to reduce event flooding?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
g. Does the Hazard Mitigation Plan identify projects that could be eligible for grant applications and does it expedite the process for post-disaster Hazard Mitigation Grant?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
h. Do any projects (e.g., open space or parks plans) require or encourage flood protection techniques?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No



VERMONT ECONOMIC RESILIENCY INITIATIVE

Report Prepared by The Vermont Department of Housing and Community Development
September 30, 2014

AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT
DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT

Dealing with Debris 101

FOR BUSINESSES, MUNICIPALITIES AND INDIVIDUALS

After the storm has passed and floodwaters recede, the debris that remains can cause serious pollution problems and pose risks to public health and safety. The complexities of removing, processing and disposing of various types of debris present a tremendous challenge to people who are already stressed by disaster response. In places where debris repeatedly causes flooding by damaging ditches, bridges and culverts, measures can be taken in advance of storm events to clear and remove obstructions during periods of high water.

Why it Matters
Beyond the high cost of cleaning up debris after a major disaster, large amounts of debris can threaten public health and safety by harboring rodents and disease, pose fire hazards, increase exposure to contaminated soil and hazardous waste, jam waterways leading to greater flooding and block road access for emergency and repair vehicles, as well as those bringing vital supplies. Clean-up operations not only improve general sanitation but are important signals to the public that recovery and restoration is underway.

How to Deal with Debris
The wide variety of debris that lands on property after a flood poses significant challenges for removal. Debris can include mud and mud, yard debris and fallen trees, appliances, building materials, spoiled food, dead livestock, hazardous waste, tanks/gas cylinders and more. As feasible, debris should be segregated at the source where it accumulates into the following categories to allow for proper use reduction, recycling, composting, or disposal of the particular waste stream:

- Vegetative waste
- Construction and demolition waste
- Household hazardous waste

DEBRIS TEAMS – A STATE SOLUTION THAT WORKS

Debris was a hot topic following Tropical Storm Irene with questions ranging from what material to remove and how, to who is responsible for debris removal, to how to recover the expense and whether FEMA would cover removal costs. To complicate matters, the type of debris – gravel, wood, or building material – could impact the response and solution. In order to help communities manage the questions of what to do with woody debris, the Agency of Natural Resources, in partnership with the Agency of Transportation, initiated 'Debris Teams' to assess streams that had woody debris and to answer questions on removal and the potential impacts on the community. Response times to requests were quick – teams generally arrived and responded in less than a week after a call. More communities were concerned about debris causing future jamming of the waterway and subsequent flood damage as the team was able to evaluate and determine whether the debris was better left in place or removed.

VERMONT DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

Partnership with Communities



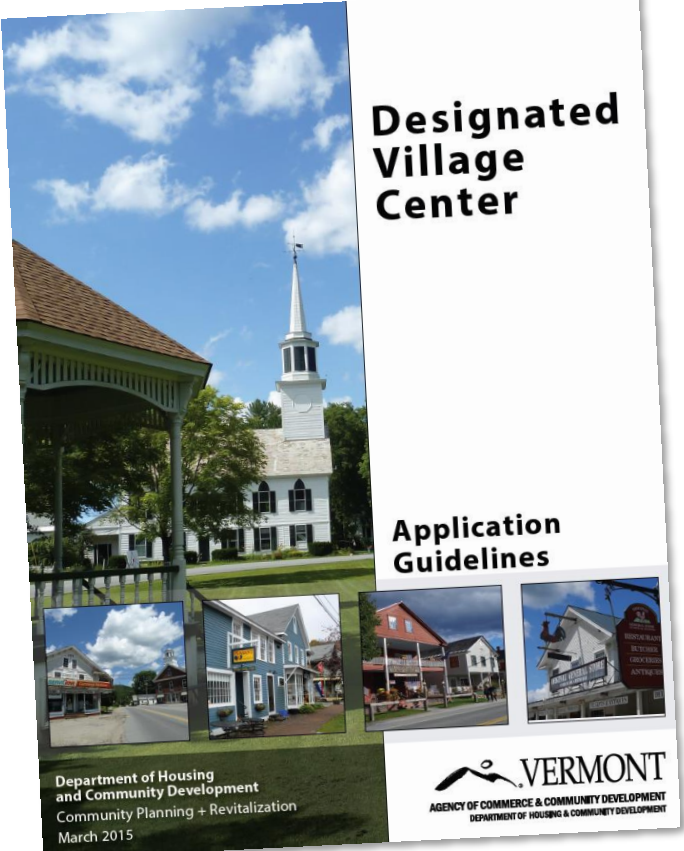
Improved Access to Information

Online Resource Center (ORC)

- 31,262 documents uploaded
- 383 archival boxes of documents
- 5 tons of paper




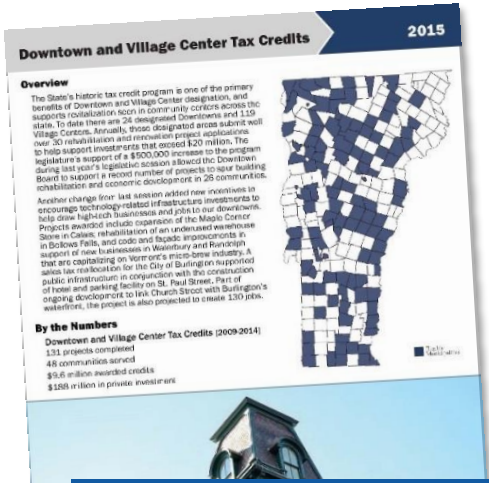
Improved Communication



Designated Village Center

Application Guidelines

Department of Housing and Community Development
Community Planning + Revitalization
March 2015

Downtown and Village Center Tax Credits 2015

Overview

The State's historic tax credit program is one of the primary benefits of Downtown and Village Center designation, and supports revitalization work in community centers across the state. To date there are 26 designated Downtowns and 119 Village Centers. Annually, those designated areas submit well over 30 revitalization and renovation project applications. The program's support of a \$500,000 increase to the program during last year's legislative session allowed the Downtown Board to support a record number of projects to spur building rehabilitation and economic development in 26 communities.

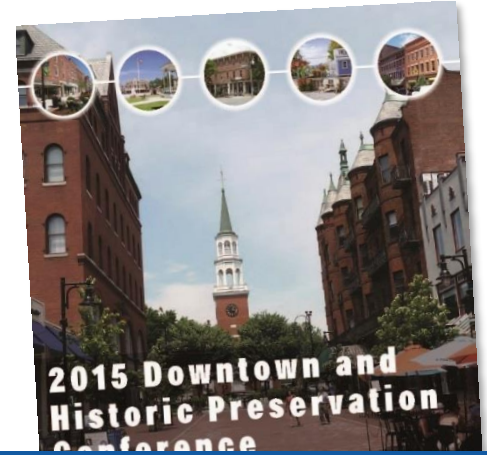
Another change from last session added new incentives to encourage technology-related infrastructure investments to help drive high-tech businesses and jobs to our downtowns. Projects awarded include operations of the Maple Center in Colchester, rehabilitation of an underused warehouse in Sohier Falls, and code and facade improvements in support of new businesses in Waterbury and Randolph.

There are also new incentives for the City of Burlington supported public infrastructure in conjunction with the construction of hotel and parking facility on St. Paul Street. Part of the project is also projected to create 130 jobs.

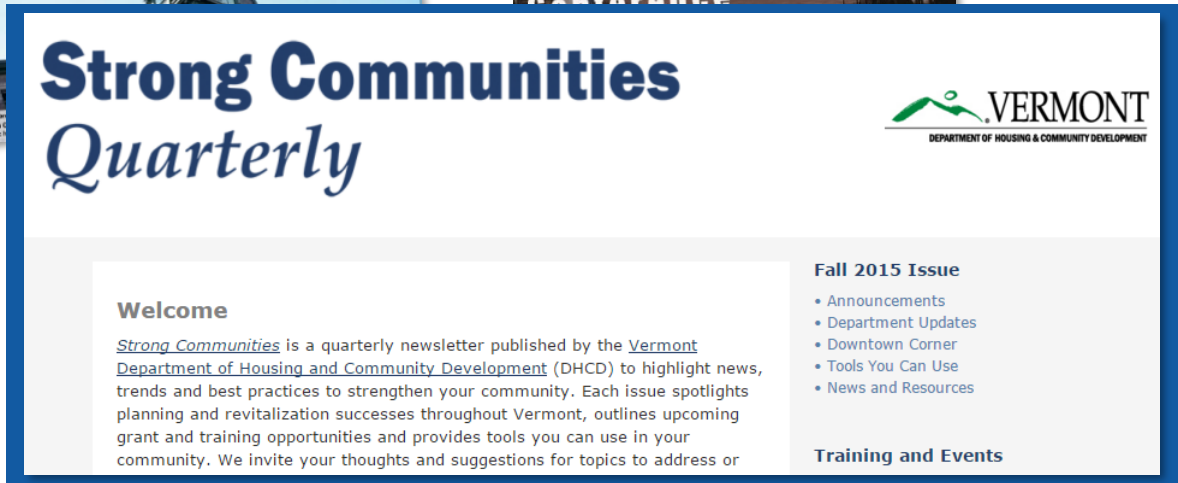
By the Numbers

Downtown and Village Center Tax Credits (2009-2014)


- 131 projects completed
- 48 communities served
- \$9.6 million awarded credits
- \$188 million in private investment



2015 Downtown and Historic Preservation Conference



Strong Communities Quarterly



Welcome

Strong Communities is a quarterly newsletter published by the [Vermont Department of Housing and Community Development](#) (DHCD) to highlight news, trends and best practices to strengthen your community. Each issue spotlights planning and revitalization successes throughout Vermont, outlines upcoming grant and training opportunities and provides tools you can use in your community. We invite your thoughts and suggestions for topics to address or

Fall 2015 Issue

- Announcements
- Department Updates
- Downtown Corner
- Tools You Can Use
- News and Resources

Training and Events



Vermont Center for Geographic Information



VCGI PROGRAM OVERVIEW FY2016

FUNDING

- General funds: \$177,615
- Special funds: \$384,800

KEY ROLES AND RESPONSIBILITIES

- **Governance** of VT's Geographic Information System
- Provide **access** to current and historical geospatial data and information to support **data-driven decision making**
- **Inform and educate** to maximize the value of geospatial information

STAFF

- 5 FTEs

Governance of VT's Geographic Information System

VCGI works collaboratively with our partners inside and outside of State government to:

- Promote and leverage the **efficient** and **effective** use of the state's Geographic Information Technology (GIT) resources;
- Reduce **redundancy** and **contain costs** through coordination and resource sharing;
- Promote **quality** and **consistency** through standardization; and
- Improve **data-driven** decision making throughout state government.

Open Access to Geospatial Data

Central Data Portal providing open access to VT's geospatial data assets

- Data is curated, cataloged and **freely available** to all: state agencies, businesses, municipalities, academia, and citizens
- Data comes from **many sources**: federal, state, regional, and municipal
 - *Examples*: parcels, rivers and streams, topography, town boundaries, school district boundaries, roads & bridges, water quality, infrastructure, E911, etc.

GIS Data and Imagery | Vermont Center for Geographic Information

vcgi.vermont.gov/opendata

vermont.gov > vcgi > GIS Data and Imagery

VERMONT VERMONT.GOV official state website

Search

Learn Map Ask

A Division of the Agency of Commerce and Community Development

GIS Data and Imagery

Welcome to **Vermont's Open GeoData Portal**. You can download openly available Vermont GIS data here.

Use the Theme or Keyword Search tools below or pick one of the other options below. The results of your search will provide a means to download the data.

Theme


Keyword

Highlights

- [All new or updated data](#)
- [LIDAR data](#)
- [Quick ArcGIS Basemap](#)
- [Imagery downloads](#)
- **Web Services**
 - [Map and Imagery Services](#)
 - [Geocoding services](#)

Options

- [Order Forms and Formats](#)

 * If you are looking for regional or local data sets try the [Regional and Local GIS data](#) resource page.

Leslie Pelch
Outreach Coordinator
(802) 882-3002

[Open Data Notice and Policy](#)

OPEN DATA

Left sidebar menu:

- About VCGI
- Data and Imagery
- Search Tools
- Theme Index
- Imagery
- Web Services
- Products
- Order Forms
- Other Data
- Resources
- Map Center
- Education and Training
- Events

Manage VT's Imagery Program

Orthophotos: Standardize leaf-off aerial imagery meeting the specific needs of state agencies, RPCs, towns, surveyors, and businesses.



Figure 1 - Leaf-off orthophoto



Figure 2 - Color Infrared showing bare earth

Manage VT's Imagery Program

LIDAR: High resolution elevation data supporting, flood hazard mapping, community resiliency, clean water initiatives, identification of vulnerable transportation infrastructure, solar energy potential, and many other applications.

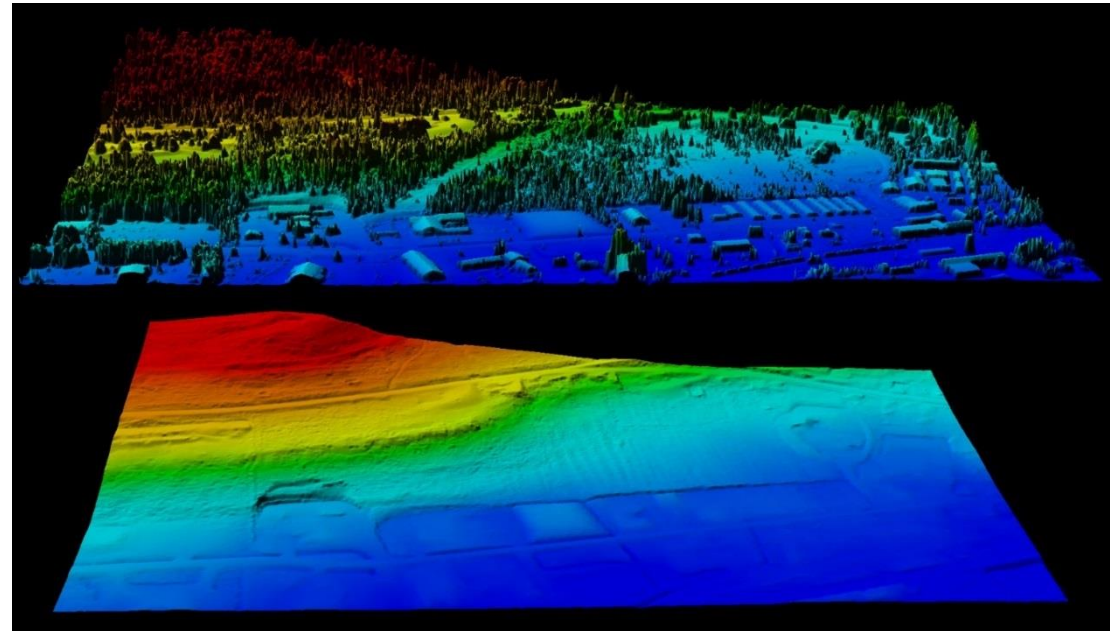
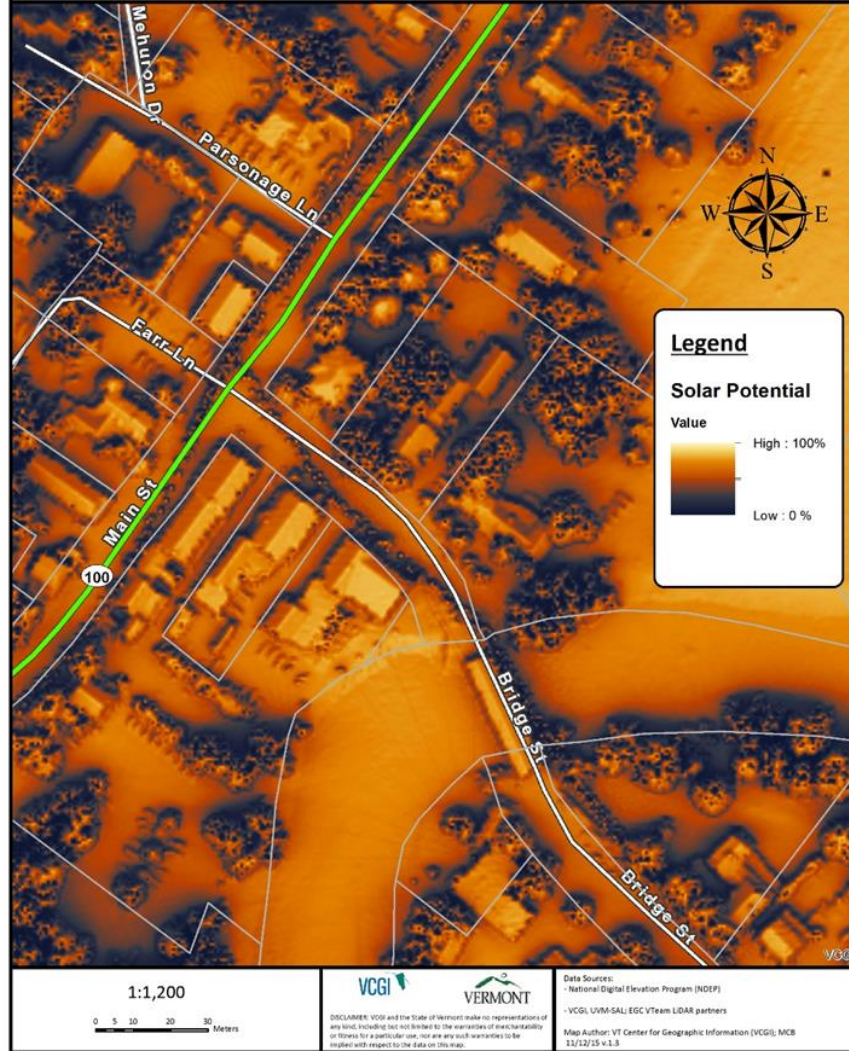


Figure 3- Elevation and Surface Model

VT LiDAR Initiative: Solar Potential Mapping



Outreach and Education Program

VCGI's outreach and education program organizes and hosts events which help to inform and educate agencies, municipalities, businesses, and citizens

- Webinars
- Classroom Trainings
- Workshops
- Conferences

