

Sec. B.1101 FISCAL YEAR 2018 ONE-TIME GENERAL FUND APPROPRIATIONS (a) The sum of \$750,000 is appropriated to the Agency of Commerce and Community Development for developing and launching a marketing campaign section shall be used to:

(A) implement the Department of Economic Development's three-year economic development marketing plan to attract and retain residents and businesses to Vermont, highlighting the many positive features that make Vermont a great place to live, work, and do business, to include;

(1) promoting Vermont as a place where entrepreneurs, innovators and businesses can succeed, and where they can come to start and grow great businesses; and

(2) attracting and recruiting new businesses to locate in Vermont, with a focus on prospects best positioned to leverage and expand on brand attributes of innovation, technology, and energy leadership; and (3) attracting and recruiting potential residents to grow the workforce to fill existing vacancies in growing businesses; and

(4) building on Vermont's successful branding and marketing efforts surrounding tourism, recreation, and the working lands; and

(5) promoting and supporting Vermont businesses, goods, and services.

(B) prioritize marketing tactics with the potential to most efficiently and effectively shift perceptions about Vermont as a place to live and work, including;

(1) an earned media program to secure and maintain a steady stream of positive coverage in national, regional, trade, industry and other news media; and

(2) an owned media program to extend the reach of positive news coverage in and out of state and strengthen the state's digital and social voice; and

(3) a strategic paid digital advertising program to extend the reach of economic development messaging to target audiences and leverage the paid advertising efforts of the Department of Tourism & Marketing to promote Vermont's travel, recreation, and cultural attractions; and

(4) outreach and promotion activities to support existing Vermont businesses, such as trade shows, networking events and consumer event sponsorships; and

(5) a campaign to reach Vermont children, college students, underemployed workers, and unemployed workers about the opportunities and workforce needs that lie within Vermont's diverse economy.

(2) The funds appropriated in this section may be matched with federal funds, special funds, grants, donations, and private funds. To increase the amount and effectiveness of marketing activities conducted, the Agency will collaborate with private sector partners to maximize State marketing resources and to enable Vermont businesses to align their own brand identities with the Vermont brand, enhancing the reputations of both the business and the State.

(3) The Secretary shall establish performance measures that support the strategic priority of strengthening the state economy before disbursing these funds.

EXPLANATION: One-time appropriation to be used to attract more workers to the state through Economic Development Marketing.