



57 Buildings in the Historic District

Revitalizing Wilmington

46 of them were flooded

**2 Buildings were taken by the
flood waters**



Today...

**4 Buildings are
currently under
Construction**



2 are awaiting new tenants

**3 Buildings are in need of complete
renovation**

RESOURCES



Flood Recovery

Wilmington Fund VT

Friends of the Valley

Deerfield Valley Rotary Club

VT Irene Recovery Grants- VT Community Foundation

BDCC – Economic Business Assistance Coordinators

VT SBDC- Business Assistance

Windham Regional Commission

Preservation Trust of Vermont

Hazard Mitigation Grant Program

MORE RESOURCES

1% Local Option Tax Community & Economic Development

Small Projects-

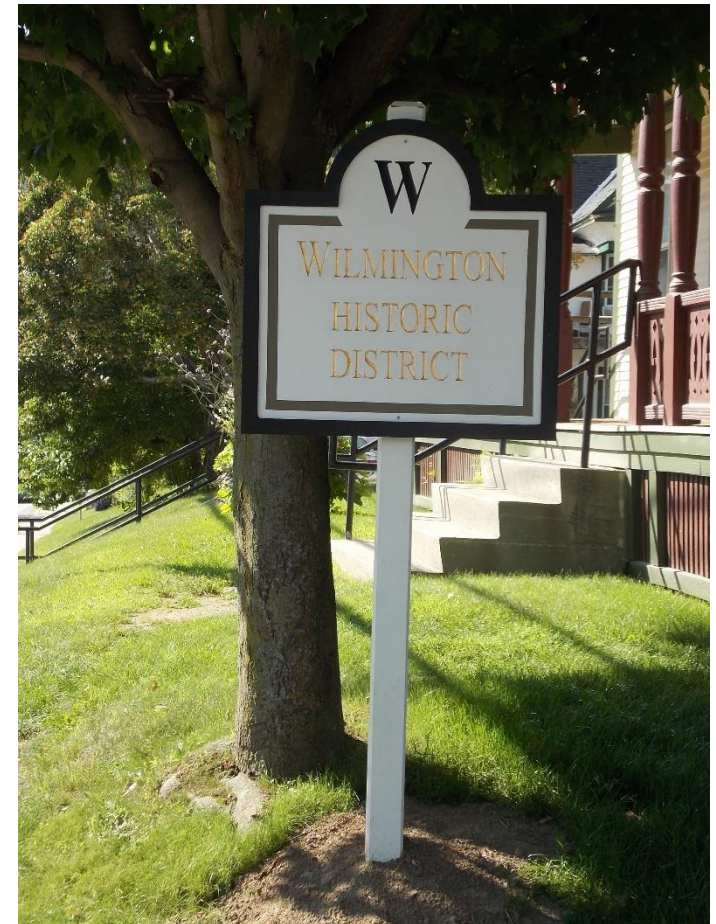
New Signs

Trash Receptacles

1-on-1 Business Assistance

Wi-Fi Zone

Events Fund



And MORE RESOURCES...

Valley Trail

Revolving Loan Fund

Tax Stabilization

Façade Improvement Grants



Bi-Town Marketing Plan

Broadband Service





Downtown Designation

VT Downtown Action Team- Community Meetings



Arnett Muldrow & Associates
Planning | Branding | Economic Development

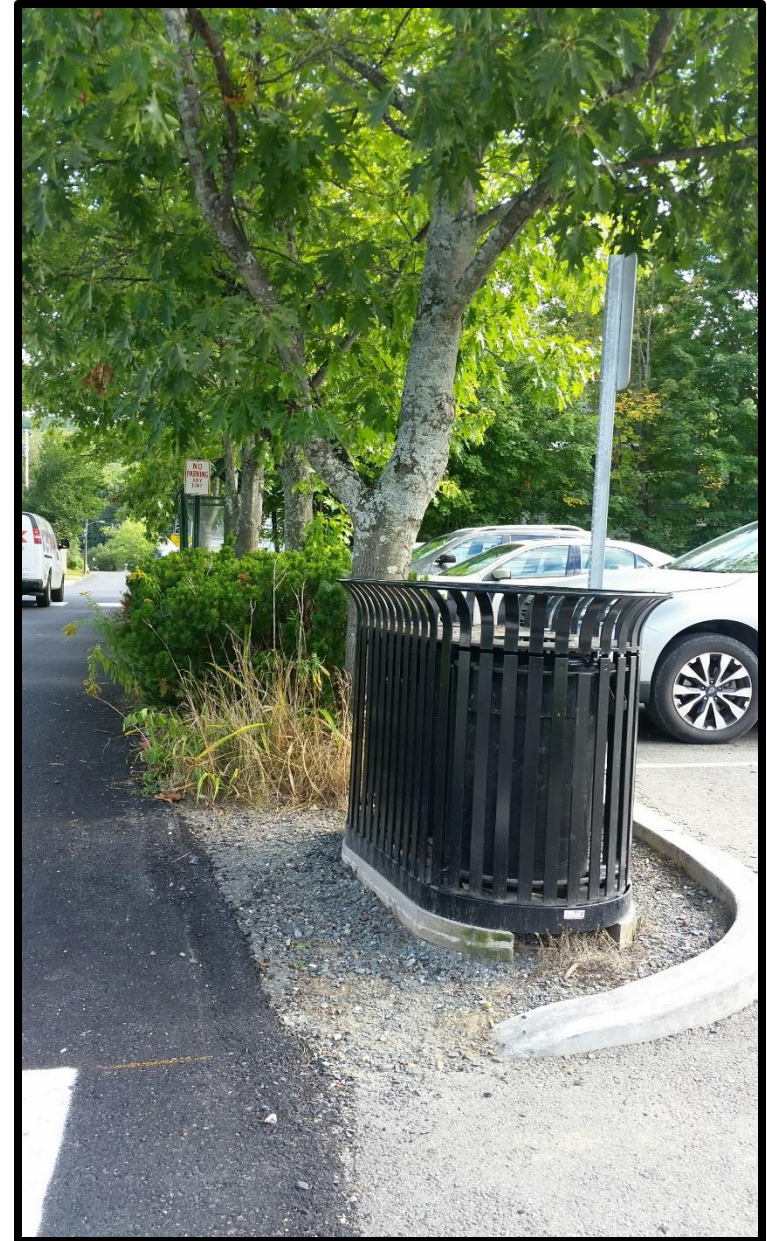


Implementation Strategy Board for Wilmington, VT

Strategies	First Steps 2013/2014	Next Steps 2014/2016	Long Term 2016-	Funding
Cultivating the market: opportunities for filling vacant properties	<ul style="list-style-type: none"> Recruitment strategy. Consider “pop-up” retailers during seasonal traffic to add to the critical mass here and allow businesses to test the market. Continue to build detailed inventory of space and partner investors with property owners (already doing a good job) 	<ul style="list-style-type: none"> Work with SEVEDS study to contemplate co-working space to recruit more full-time residents and provide amenity for the second home market. Explore consumer intercept surveys. 	<ul style="list-style-type: none"> Relate funding for economic development/downtown program on performance measures tracking investment. 	
Telling the story: marketing Wilmington as part of a dynamic region	<ul style="list-style-type: none"> Adopt branding. Publish brand statement. Distribute branding style guide. Integrate Identity into Event Marketing Add Content to www.WilmingtonintheValley.com 	<ul style="list-style-type: none"> Banners Cooperative ad program Contemplate branded marketing pieces. Promote Private Sector Merchandise development Launch Full Social Media Strategy 	<ul style="list-style-type: none"> Create Advertising “Grantback” Program Continue Web Development. Install Wayfinding signage. 	
Enhancing the experience: improving the public realm	<ul style="list-style-type: none"> Lighting in Core (If feasible to do separate from pavement) Welcome Signs Existing Signs (“Historic” Added) New Signs Identifying Downtown Core Trash Cans Sidewalk Weeding Sidewalk Construction Documents Confirm New Crosswalk Locations Tree Planting 	<ul style="list-style-type: none"> Install sidewalk paving along West Main Street and initial blocks of East, North and South Main Street Install new and enhanced crosswalks Install intersection treatment Design/install Brissette Park and trail link Install Pavilion at Buzzy Towne Park Develop community center/health center at old high school 	<ul style="list-style-type: none"> Complete sidewalk paving in core area and east to the bridge Complete additional crosswalks in core area Design and Complete Buzzy Towne Park, including trail links Add additional kiosk at Beaver Street lot Plan for and guide new development at old high school area 	
Preparing the assets: practical approaches for building improvement	<ul style="list-style-type: none"> Painting program (Gallons and Pints) Photo Contest Temporary Photo Gallery Architectural Scavenger Hunt Posters 	<ul style="list-style-type: none"> Window treatment for vacant buildings. (Visual Merchandising Consultations) Continue and fund aggressive repair grant for buildings. Treatment waterproofing. 	<ul style="list-style-type: none"> Designate and describe as an area to accommodate new development – not as the Town Center. Explore minor modifications to Conway School master plan. Continue to explore development of community center in conjunction with health center in this area. 	
Motivating the investment: organization and funding techniques	<ul style="list-style-type: none"> Vtrans Transportation Alternatives Grant Vermont Community Foundation Assessment of Accomplishments (before October) Establish Funding Model Strategic Work Planning (October) Project Prioritization (December) 	<ul style="list-style-type: none"> Dedicated, Long-Term Manager Establish Partners and Ad Hoc Groups Façade Grant program Business Recruitment Pop Ups Marketing Rollout Events Downtown Transportation Grants 	<ul style="list-style-type: none"> Long Term Strategic Planning Implementation Business Recruitment Business Support Orton Family Foundation 	<ul style="list-style-type: none"> Community Investment Real Estate

Trash Receptacles

- Wilmington Works Design Committee Created a plan with placement and budget 6 trash receptacles \$15,150. Installation by the Town Road Crew
- Placed Mini plastic trash cans in stores/restaurants with a sign for Donations
- Bash the Trash Event- Fundraiser and Awareness . Trash Can Band, Drinks, Food, and raffle with donation trash cans.
- Final funding- 1% Option Tax Funds



Recruitment Strategies



Wilmington Fund VT
Revolving Loan Fund
Building Owner Contribution

- Shopping Survey
- Conversation with current business owners
- Conversation with residents and second homeowners
- What is missing that other towns have?
- Create your list of resources
- Then...Pick up the phone!

Other Factors



THE HERMITAGE
Club
AT HAYSTACK MOUNTAIN

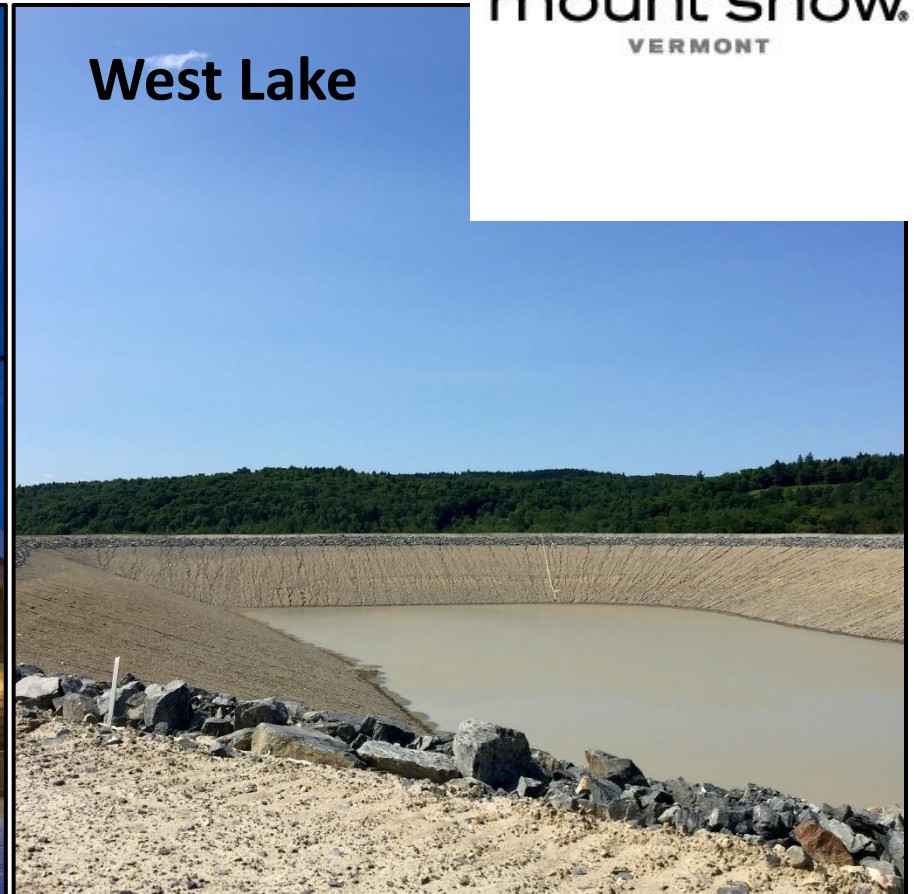
Private Club

Public Resort



mount snow.
VERMONT

West Lake



State Resources

Historic Tax Credits
9 Buildings Awarded
Funds



Community Development Block Grant- Disaster Recovery Grants
2 Planning Grants
2 Implementation Grants

