



## Regional Marketing Initiative

The Rutland Region Chamber of Commerce and Rutland Economic Development Corporation are working together on a Regional Marketing Initiative that will improve our economy by:

- growing tourism to our region,
- increasing our population of growing families and working-age people, and
- retaining high school and college students.

This is urgent work.

According to the State of Vermont and the Vermont Futures Project ([vtfuturesproject.org](http://vtfuturesproject.org)), Vermont is losing population, and its workforce is shrinking. The Vermont Futures Project estimates that Vermont will need about 11,000 new workers each year just to maintain the status quo.

### Rutland County's Future

In Rutland County, we expect to lose approximately 1.4% of our population by 2020 if our economy remains steady, and up to 5.2% if our economy doesn't grow.

Businesses tell us they already have trouble finding the workers they need, in part because our unemployment rate is very low - only about 3.5% - and our workforce is getting older as many talented people retire. Lack of healthy growth puts our tax base, property values, area retailers and employers at risk.

We need to reverse this trend by attracting people to our region to live, work and raise their families.

### Our Plan

We envision a 10-year plan, which will demand that we all work together – economic development agencies, local municipalities and our business community. We have raised \$100,000 for year one from local businesses who recognize the urgency of our workforce challenges, and an additional \$100,000 from

Rutland City through the Zamias Fund. This money will be used to develop and implement a multiyear marketing plan to attract millennials to the region.

We need your help to make this effort sustainable. We will be asking each town to contribute \$1 per resident and also consider sending a representative from the town to serve on a committee to help inform the process. We have already received support from Fair Haven, Pittsford, and West Rutland. The Town of Clarendon will have a request on their ballot. We have visited or scheduled visits with Proctor, Wells, and Pawlet, and we hope to put requests to voters in Rutland Town, Mendon, and Killington this year as well. Thank you to all of our hosts and partners!

If you are a registered voter in Rutland Town, Mendon, or Killington, please sign a petition by close of business on Tuesday, January 17th.

### Where can you find a petition?

- Rutland Region Chamber of Commerce - 50 Merchants Row, Rutland, VT
- Rutland Economic Development Corp - 67 Merchants Row, Rutland,
- Mendon Town Hall - 2282 US Route 4, Mendon
- Bridge's Country Store - 2149 US Route 4, Mendon
- Alpine Bike Works - 2046 US Route 4, Killington
- Boss Office Works - 2046 Route 4, Killington
- Killington Town Office - 2706 River Road, Killington
- Sherburne Memorial Library - 2998 River Rd, Killington

### Questions?

Contact Mary Cohen at the Rutland Region Chamber of Commerce (802)773-2747 or [mcohen@rutlandvermont.com](mailto:mcohen@rutlandvermont.com) or Lyle Jepson at The Rutland Economic Development Corporation (802)770-7061 or [lyle@rutlandeconomy.com](mailto:lyle@rutlandeconomy.com).