



April 4, 2018

Senate Appropriations Committee
Vermont State House
115 State Street
Montpelier, VT 05633

Good Afternoon:

We are writing to encourage you to make investments in attracting new workers to Vermont. As you know, Vermont faces employee shortages in almost every sector. Our demographic challenges are at the heart of this shortage.

Investments in identifying and attracting new workers, reducing the barriers to relocation in the form of relocation assistance and incentives, and mechanisms to convert visitors to residents – such as the recently announced Stay to Stay weekends – are important to our businesses, and our regions. Today, it is essential that we spend more and more time and resources identifying and attracting employees.

Vermont's iconic brand positions us well for attracting new Vermonters. Using contemporary tools to highlight the traditional characteristics that draw people to Vermont, such as access to outdoor recreation and exceptional local food and beverages, as well as our entrepreneurial environment, thriving tech industry, robust manufacturing sector, we can begin to address attract more people to move here.

Coupling this recruitment with resources about our vibrant communities and job prospects, personalized relocation services, and incentives to reduce the barriers to relocate will be very effective in changing our demographic challenges.

We are encouraged by the ideas put forth by the Administration and the interest shown in these strategies and more by the Legislature this session and stand ready to provide additional detail or testimony on request.

Thank you for your time and attention and your service to Vermont.

Sincerely,

Geoff Hatheway, **Ski Magic LLC**
Bruce Schmidt, **Okemo Mountain Resort**
Win Smith, **Sugarbush Resort**
Bill Stritzler, **Smugglers' Notch Resort**
Steve Wright, **Jay Peak Resort**

Mike Solimano, **Killington Resort**
Matt Lillard, **Mad River Glen**
Peter Mackey, **Middlebury Snow Bowl**
Tim Reiter, **Suicide Six Ski Area**
Molly Mahar, **Vermont Ski Areas Association**