

April 5, 2018

Senate Economic Development Committee
Senate Appropriations Committee
Vermont Statehouse
115 State Street
Montpelier, VT 05633

Dear Senators:

We are writing today to encourage you to make investments in attracting new workers to Vermont. As you know, Vermont faces worker 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, non-profits, and our regions. Today, it is essential that we spend 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, and robust manufacturing sector, we can begin to 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 addressing our demographic challenges.

We are encouraged by the ideas put forth by the Governor and his Administration and the interest of the Legislature in these strategies this session. We are available to provide additional detail or testimony on request.

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

Sincerely,

Jon Freeman, Northern Community Investment Corporation
Cairn G. Cross, FreshTracks Capital I, II, III, & IV
David Bradbury, Vermont Center for Emerging Technologies
Eli Lesser-Goldsmith, Healthy Living Market & Cafe
Joe Carton, Westport Hospitality
Rachel Vandenberg, Sun and Ski Inn and Suites, Stowe Bowl
Pennie Beach, Basin Harbor Club