

# AGENCY OF COMMERCE AND COMMUNITY DEVELOPMENT

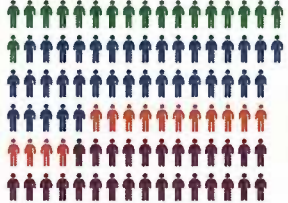
FY 2017

## Overview

**SECRETARY**  
Mike Schirling

**DEPUTY SECRETARY**  
Ted Brady

**STAFF**



**FUNDING**

Total Budget: \$41,052,176



● \$11,539,043  
General Funds

● \$9,928,175  
Federal Funds

● \$10,361,078  
Special or Other Funds

● \$9,394,260  
Pass-through Grants

## OUR DEPARTMENTS

<b>DEPARTMENT OF ECONOMIC DEVELOPMENT</b> (18 FTEs)	 <b>\$2.6 M</b> General Fund Appropriation	 <b>\$6.3 M</b> Program Dollars Invested	 <b>\$133 M</b> Total Capital Investment Supported	 <b>1,700</b> Businesses Served
<b>DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT</b> (37 FTEs)	 <b>\$2.6 M</b> General Fund Appropriation	 <b>\$13.8 M</b> Program Dollars Invested	 <b>\$165 M</b> Total Dollars Leveraged	 <b>7,680</b> Housing Units Created or Preserved
<b>DEPARTMENT OF TOURISM AND MARKETING</b> (15 FTEs)	 <b>\$3.1 M</b> General Fund Appropriation	 <b>\$3.6 M</b> Program Dollars Invested	 <b>\$3.4 M</b> Total Dollars Leveraged	 <b>83.2 M</b> People Reached
<b>ADMINISTRATION</b> (28 FTEs)	 <b>\$3.2 M</b> General Fund Appropriation	 <b>\$7.7 M</b> Program Dollars Invested	 <b>\$2.2 M</b> Other Funds Leveraged	 <b>82,017</b> People Reached

**\$11.5 M**

GENERAL FUND APPROPRIATION

**\$31.4 M**

PROGRAM DOLLARS INVESTED

**\$303.6 M**

TOTAL DOLLARS LEVERAGED

**1,708**

BUSINESSES SERVED

**1,623**

JOBS CREATED OR RETAINED

**7,680**

HOUSING UNITS CREATED OR PRESERVED

Department of Economic Development

MAJOR PROGRAM HIGHLIGHTS

**COMMISSIONER**  
Joan Goldstein

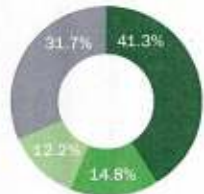
**DEPUTY COMMISSIONER**  
Brett Long

**STAFF** (18 FTEs)



**FUNDING**

Total Budget: \$6,301,445



- \$2,605,543 General Funds (operational) 14 Staff (FTEs)
- \$933,116 Federal Funds 3 Staff
- \$767,950 Special or Other Funds 1 Staff
- \$1,994,836 Pass-through Grants

**VERMONT TRAINING PROGRAM**

Funding available to employers to defray a portion of the expenses of training personnel. Can be vendor training or on the job.



**VERMONT EMPLOYMENT GROWTH INCENTIVE**

Performance-based cash incentive (not a tax credit) paid to approved companies for prospective job and payroll creation in any region of the state and in almost any sector.



**TAX INCREMENT FINANCING**

TIF Districts are a public infrastructure financing tool for municipalities to encourage public and private real property development or redevelopment.



**PROCUREMENT TECHNICAL ASSISTANCE CENTER**

Team of 7 located throughout the state to help businesses secure contracts from local, state, and federal government.



**CAPTIVE INSURANCE**

Market to global businesses to domicile their captive insurance company in Vermont.



**\$2.6 M**

GENERAL FUND APPROPRIATION

**\$133 M**

TOTAL CAPITAL INVESTMENT SUPPORTED

**1,700**

BUSINESSES SERVED

**773**

JOBS CREATED



**Department of Housing and Community Development**

**MAJOR PROGRAM HIGHLIGHTS**

**COMMISSIONER**

Katie Buckley

**DEPUTY COMMISSIONER**

Josh Hanford

**STAFF (37 FTEs)**



**FUNDING**

Total Budget: \$22,324,352



- \$2,627,105 General Funds (operational)  
14 Staff (FTEs)
- \$7,795,059 Federal Funds  
15 Staff
- \$5,025,771 Special or Other Funds  
8 Staff
- \$6,876,417 Pass-through Grants

**VERMONT COMMUNITY DEVELOPMENT PROGRAM**

Administers annual federal allocation of approximately \$7M in Community Development Block Grants through a statewide competitive grant program addressing local needs in the areas of housing, economic development, public infrastructure and services.



**\$7 M**

Program Dollars Invested



**\$87 M**

Total Dollars Leveraged



**8,514**

Vermonters Served



**317**

Housing Units Created or Preserved

**COMMUNITY PLANNING AND REVITALIZATION: DOWNTOWN AND VILLAGE CENTER TAX CREDITS**

The tax incentives support new construction and encourage investments to make older and historic buildings safe and accessible.



**\$2.4 M**

Program Dollars Invested



**\$53 M**

Total Dollars Leveraged



**128,000**

Vermonters Reached (Population of Communities with Tax Credit Projects)



**173**

Housing Units Created or Preserved

**HISTORIC PRESERVATION: REHABILITATION INVESTMENT (A.K.A. HISTORIC) TAX CREDITS**

VHDP is dedicated to identifying, preserving, and interpreting historic resources on behalf of the citizens of the state and promoting them as significant components of our communities.



**\$1.8 M**

Program Dollars Invested



**\$11.8 M**

Total Dollars Leveraged



**143**

Vermonters Reached (65 Units of Affordable Housing Created)



**1,779**

Number of Applications Reviewed by Historic Preservation Team

**HOUSING: MOBILE HOME PARK PROGRAM**

Coordinates state housing policy through the VT Housing Council and HUD Consolidated Plan. Administers the statutory requirements of the Mobile Home Park Program and administers the VT Charitable Housing Tax Credit.



**\$70,000**

Program Dollars Invested



**\$144,261**

Total Dollars Leveraged



**15,675**

Vermonters Reached (2.2 Persons per Household per Unit Preserved)



**7,125**

Housing Units Preserved

**\$2.6 M**

GENERAL FUND APPROPRIATION

**\$13.8 M**

PROGRAM DOLLARS INVESTED

**\$165 M**

TOTAL DOLLARS LEVERAGED

**628,035**

PERSONS REACHED

**801**

JOBS CREATED OR RETAINED

**7,680**

HOUSING UNITS CREATED OR PRESERVED

Department of Tourism and Marketing

MAJOR PROGRAM HIGHLIGHTS

**COMMISSIONER**  
Wendy Knight

**DEPUTY COMMISSIONER**  
Steve Cook

**STAFF** (15 FTEs)



**FUNDING**

Total Budget: \$3,926,754



- \$3,094,386 General Funds (operational) 8 Staff (FTEs)
- \$0 Federal Funds
- \$832,368 Special or Other Funds 7 Staff
- \$170,380 Pass-through Grants

**SALES AND MARKETING**

Coordinate strategic direct advertising campaigns to promote Vermont as a top year-round tourism destination. Develop, produce and purchase advertising media, develop and promote owned media and engage in all forms of digital marketing. Co-promotion and co-sponsorship with private sector partners. Travel trade relations include participation in domestic and international trade shows and sales missions.



**\$2.5 M**

Program Dollars Invested



**\$988,989**

Total Dollars Leveraged (Spending by Visitors to Vermont)



**57.4 M**

People Reached (Advertising Impressions)

**COMMUNICATION AND OUTREACH**

Coordinate internal and external communications, public outreach, earned media and media relations, and maintain relationships among statewide and regional tourism, outdoor recreation, agriculture, arts and cultural heritage partners. Track visitor demographics, interests, activities, spending and economic impact for use in marketing strategies and policy decisions.



**\$385,725**

Program Dollars Invested



**\$1.5 M**

Total Dollars Leveraged



**25.5 M**

People Reached (Media Impressions)

**VERMONT LIFE**

Promote and enhance the iconic Vermont brand that attracts visitors, second homeowners, and potential residents and workers to the State. Assets include a top-quality print magazine, website, email newsletter, social media channels and merchandise that honor, explain and promote the State of Vermont, its people, industries, attractions, landscapes, and cultural heritage.



**\$732,368**

Program Dollars Invested



**\$976,192**

Total Dollars Leveraged



**250,962**

People Reached (Subscribers, Newstand, Advertisers, Readers, Email Subscribers, Unique Site Visitors, Customers)

**\$3.1 M**

GENERAL FUND APPROPRIATION

**13 M**

AVERAGE ANNUAL VISITORS

**\$2.6 B**

ECONOMIC IMPACT

**\$3.6 M**

PROGRAM DOLLARS INVESTED

**\$3.4 M**

TOTAL DOLLARS LEVERAGED

**83.2 M**

PEOPLE REACHED

Administration

MAJOR PROGRAM HIGHLIGHTS

**SECRETARY**  
Mike Schirling

**DEPUTY SECRETARY**  
Ted Brady

**STAFF** (28 FTEs)



**FUNDING**

Total Budget: \$8,499,625



- \$3,212,009 General Funds [operational] 28 Staff (FTEs)
- \$1,200,000 Federal Funds
- \$3,734,989 Special or Other Funds
- \$352,627 Pass-through Grants

**CHIEF MARKETING OFFICE**

The Chief Marketing Office provides strategic marketing and communications expertise, tactical planning support and centralized creative services across state government.

**\$221,557**  
Program Dollars Invested

**\$358,725**  
Market Rate of Creative Services Provided

**\$1.9 M**  
Values of Master Marketing Contracts Used

**272**  
Number of Staff in 29 Depts./Programs Supported

**THINK VERMONT**

ThinkVermont.com showcases the many resources and assets that make living in Vermont special to encourage out-of-staters to move here, or to open a business here.

**\$58,082**  
Program Dollars Invested

**2,831**  
Average Monthly Visitors; 6,500+ News Posts Views

**7,262**  
Social Media Engagements from 3,098 Followers

**410**  
Digital Ambassadors Reaching 276,318 People

**VERMONT CENTER FOR GEOGRAPHIC INFORMATION**

Empowering Vermonters (in and out of state government) with geospatial info and tools for understanding our world and making data driven decisions.

**\$673,604**  
Program Dollars Invested

**980**  
Data Sets Available in Geodata Portal

**77,000**  
Users of the Vermont Open Geodata Portal

**45%**  
Increase in Geodata Portal Users over 2016

**WINDHAM COUNTY ECONOMIC DEVELOPMENT PROGRAM**

Grants and loans using 5-year funding provided through the Entergy / State of Vermont MOU to promote economic development in Windham County

**\$2.5 M**  
Program Dollars Invested

**\$1.3 M**  
Loans and Grants Obligated

**49**  
Jobs Created

**8**  
Businesses Directly Impacted

**CONTRACTS AND GRANTS**

Legal services, contract services and administration of legislatively mandated grants to the Vermont Sustainable Jobs Fund, Vermont Council on Rural Development and State Data Center

**\$588,794**  
Program Dollars Invested

**170**  
Total Grants and Contracts Executed

**1,598**  
Vermonters Reached by Partners

**\$2.2 M**  
Other Funds Leveraged

**\$3.2 M**

GENERAL FUND APPROPRIATION

**\$7.7 M**

PROGRAM DOLLARS INVESTED