

Southern Vermont Economic Development Zone



Southern Vermont Timeline

Early Collaborations

- Pre-flood collaboration: Molly Stark
- Flood Recovery Efforts
- CDBG-DR
- SoVermont Marketing

Planning Together

- 2015 Southern Vermont Zone estd by legislature
- 2015 Zone Report issued
- 2017 USDA RCDI Southern VT Economy Project Funded
- 2017 Southern VT Joint CEDS process approved
- 2018 CEDS funded by EDA

Current Collaborations

- USDA RCDI funded SVEP – capacity building including Economic Development Summit
- 2018 USDA RBEG SoVermont
- 2018 DOL Internship
- 2019 CEDS
- 2019 CEDS Project acceptance, review & ranking
- Southern Vermont Economic Summit

WHY?

Southern Vermont Challenges

- Shrinking Population (Faster than Vermont)
 - ACCD Projection- down 3.5% by 2030 (Rest of VT- Down by .5%)
- Aging Population
 - ACCD Projection- 30% of Population >65 by 2030 (2010 Census- 17.6%)
- Jobs Unfilled, Yet People Looking
 - Dec 2013-Dec 2014 VT Job Link 7028 positions- 3805 Job Seekers
 - However, net employment only rose by 500 (+650 Windham, -150 Bennington)
- Tourism Revenues Rebounding More Slowly Than Northern VT
 - Rooms & Meals Tax Receipts (NW VT - +35%; Southern VT-+11%)
 - Retail Sales (NW VT +4%; Southern VT -11%)

Southern Vermont Economic Development Zone Formed by VT Legislature

*** * Southern Vermont Economic Development Zone * * ***

Sec. F.2. FINDINGS AND PURPOSE

(a) The General Assembly finds:

- (1) the Agency of Commerce and Community Development projects that the 44 Vermont towns served by the two most Southern regional development corporations and regional planning commissions in Vermont will lose 3.5 percent of their population by 2030 and that the total population of of age in this combined region will increase from 17 percent in 2010 to 30 percent in 2030;*
- (2) the number of visitors to the Southern Vermont visitor center has decreased 25 percent since 2006;*
- (3) since 2006, growth in the region's rooms and meals tax is 10 percent, as compared to 25 percent in the Chittenden County region;*
- (4) the rate of residential construction in the region is currently half of the prerecession level;*
- (5) the two Southern Vermont regions have collaborated on business recovery programming after Tropical Storm Irene, including development of individualized downtown and village revitalization plans and development of the Southern Vermont Sustainable Marketing program; and*
- (6) the two regions, having also worked together on some workforce development and internship initiatives, are seeking to establish a more formal structure for their workforce and recruitment efforts.*

(b) The purposes of Secs. F.3 and F.4 of this act are:

- (1) to establish officially a Southern Vermont Economic Development Zone comprising of the geographic areas served by the Brattleboro Development Credit Corporation and the Bennington County Industrial Corporation; and*
 - (2) to establish a study committee that will assist the General Assembly, the Governor, and partners within the Zone in establishing a replicable framework for regional cooperation by and between public sector and private sector partners concerning economic development initiatives; workforce training, retention, and recruitment; and sustainable business investment.*
- (c)(1) The General Assembly acknowledges the challenges in Southern Vermont and intends for this formal designation to accelerate economic development initiatives that are underway or are needed in the future.*
- (2) The General Assembly does not intend that the Zone in current or future years will be a recipient of General Fund appropriations. Rather, the intent of the Zone is to coordinate targeted investment through public-private partnerships from other funding sources if available and to facilitate economic growth through regional cooperation.*

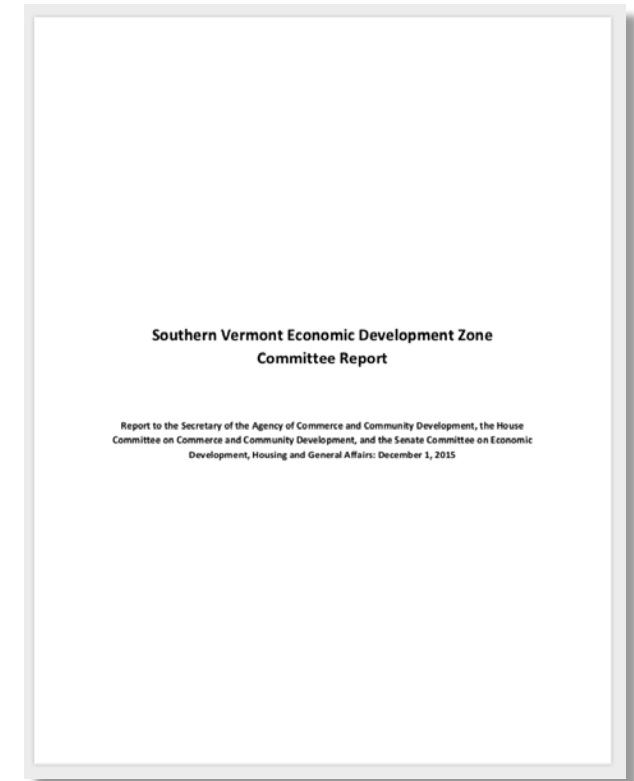
Southern Vermont Economic Development Zone

Committee Convened

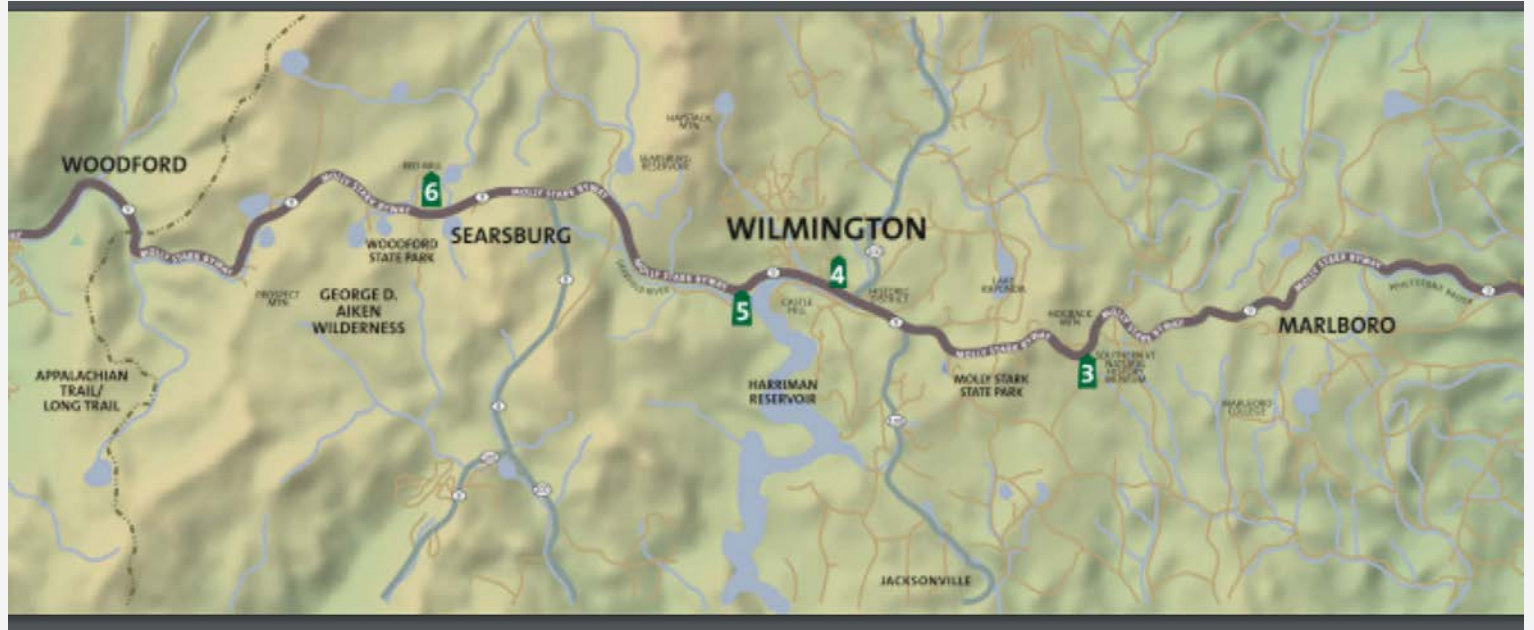
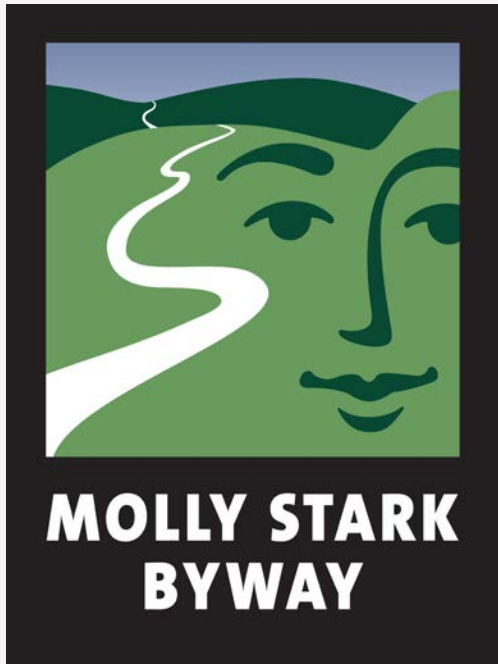
Zone Committee members

- Governor's appointee: Wayne Granquist, Weston (Committee Chair);
- Speaker's appointees: ○ from Bennington County - Michael Keane, Bennington; ○ from Windham County - Lisa Sullivan, Wilmington;
- Senate appointees: ○ from Bennington County - Dr. Mariko Silver, Bennington College; ○ from Windham County - Tom Cain, Brattleboro; ○ from Brattleboro Development and Credit Corporation - Adam Grinold; ○ from Windham Regional Planning Commission - Chris Company; ○ from Bennington Regional Development Corporation - Peter Odierna; ○ from Bennington Regional Planning Commission - Bill Colvin.

Report Issued Dec 2015



SoVermont Collaborations



ollystarkbyway.org

WOODFORD & SEARSBURG WILMINGTON BRATTLEBORO MARLBORO BENNINGTON

Molly Stark Byway

VERMONT'S HERITAGE TRAIL

Home

Towns Along the Byway

- Brattleboro**
Rich History, Thriving Culture
West Brattleboro
- Marlboro**
A 100-Mile Mountainscape
- Wilmington**
Crossroads Vermont Village
Harriman Reservoir
- Woodford & Searsburg**
A Rich Natural Environment
- Bennington**
History in the Making
Prehistory — 1860


Byway Map
The Obelisk Project
Local Chambers of Commerce
Brattleboro Chamber
Mount Snow Valley Chamber
Bennington Chamber

The Molly Stark Byway winds its way through lowland valleys, historic villages, busy downtowns, and the beautiful Green Mountains. Anchored at either end by the bustling historic and cultural centers of [Brattleboro](#) and [Bennington](#), the Route 9 corridor crosses the heart of southern Vermont for 48 miles.

From the rich farmland west of Bennington, to the famous three-state-overlook at Hogback Mountain, to covered bridges, the Molly Stark Byway follows the general footsteps of an old tumpike across the spine of Vermont. The Byway rings with legendary Vermont names like General John Stark, Ethan Allen, Robert Frost, and Grandma Moses. It passes famous monuments, unique settlements like Woodford (the highest village in Vermont at 2,215 feet), and important historic districts in Brattleboro, [Wilmington](#), and Bennington.

Begin the online tour!

First Stop: Brattleboro →



Raymond Pease Portrait of Molly Stark, copied from Copley, Collection of Bennington Museum.

Who Was Molly Stark?
Appointed General in August

[View site information](#)





Wilmington, VT during Tropical Storm Irene. Photo – Burlington Free Press


Windham Regional Commission (WRC) and Bennington County Regional Commission (BCRC), along the correlating Regional Development Corporations, the Brattleboro Development Credit Corporation (BDCC) and the Bennington County Industrial Corporation (BCIC) applied for and received funding from the U.S. Economic Development Administration Disaster Recovery Grant program. in December of 2012.

Tropical Storm Irene Flood Recovery


- The Creation of Business Resource Service Centers
- Assistance with Downtown and Village Center Revitalization Planning
- Development of a Southern Vermont Sustainable Marketing Strategy
- CDBG & EBAC

CDBG-DR Helping Small Businesses & Their Employees to Recover

CDBG-DR: After Tropical Storm Irene, BDCC, with the Springfield Regional Development Corporation, administered the CDBG-DR Business Assistance Program to Windham and Windsor counties to address documented unmet recovery needs. Business owners participated in a competitive process. Over \$2mm was awarded to 63 businesses for facility, equipment and site repair, cleanup and restoration needed to restart damaged businesses. This combined with leveraged funding from charities, business owners, and regional and state partners brought over \$8mm to CDBG-DR efforts. Approximately 2/3 of recipients were Low-to-Moderate Income.



SPRINGFIELD REGIONAL
DEVELOPMENT CORP



BRATTLEBORO
DEVELOPMENT
CORPORATION



Brattleboro Development Corp Corporation (BDCC)
10 Union Street, Brattleboro, VT 05301
Phone: 802.253.1111 Fax: 802.253.1112
E-Mail: info@brattleborodevelopment.com
www.brattleborodevelopment.com

Springfield Regional Development Corporation (SRDC)
121 Center Street, Suite 2 Springfield, VT 05156
Phone: 802.886.9810 Fax: 802.886.9811
E-Mail: info@springfielddevelopment.org
www.springfielddevelopment.org

Community Development Block Grant – Disaster Relief

Administered by BDCC & SRDC
Information For Distribution to Attendees of Public Hearing
September 29, 2016

BDCC, in collaboration with the Springfield Regional Development Corporation (SRDC), used CDBG - DR funds to provide business assistance in the form of grants, and loans where appropriate, to meet businesses' unmet needs related to the three loss disaster events that occurred in Vermont between April 23 and September 2, 2011. The primary focus of the Business Assistance Program was for the benefit of businesses located in Windham and Windsor counties with the remainder located in other hard-hit areas of other Vermont counties.

Background: BDCC and SRDC received funding via a Community Development Block Grant specific to Disaster Recovery from the Vermont Agency of Commerce and Community Development to assist businesses with "unmet disaster recovery needs" related to Tropical Storm Irene which impacted the region in 2011. At the time, there was \$8M in unmet need documented between Windham and Windsor Counties.

Unmet need refers to those items that are a direct result of flooding that have not yet been addressed through other means, such as FEMA, VEDA, or other grants, loans, or contributions. Eligible use of funds included but was not limited to: repair of structures, repair or replacement of equipment, creation or extension of jobs, rent subsidies and loss of rental revenue.

The process of application was highly competitive as the documented unmet need greatly outweighed the funding available. A Selection Committee was formed, and utilizing the Business Application and Selection Criteria, this group made a determination as to which businesses would receive funding and the total amount of funds to be granted to each of those businesses awarded. There were multiple rounds of applications.

Business owners were asked to provide an overview of their operations, along with the background, financial statements, and project descriptions to the Selection Committee in order for the final determination to be made. Selection criteria included viability, impact on the community and employment, and resiliency.

CDBG Disaster Relief Grant

Disaster Relief - Grant Awards Round 1 & 2

	Business Assistance	Project Management/Delivery	In-kind Contribution
First Round (DR 1)	\$1,208,427	\$186,682	\$5,421,543 (Business Assist.)
Second Round (DR 2)	\$949,416	\$235,380	\$103,426 (Program Del.)

DR 2: Certificate of Completion received September 14, 2016

DR 1 - Beneficiaries*

Beneficiaries, by Race

Race	Count
White	142
Mixed Race	4
Black	2

Beneficiaries: Head of Household, by Sex

Sex	Percentage
Male/Shared Head of Household	82%
Female Head of Household	18%

*Out of 148 individuals affected by DR 1 awards, which includes both awardees and their employees, one individual reported to be "handicapped" or differently abled. Out of the same 148, 68% were Low-to-Moderate Income (LMI).

DR 2 - Beneficiaries*

Beneficiaries: Head of Household, by Sex

Sex	Percentage
Male/Shared Head of Household	71%
Female Head of Household	29%

Beneficiaries, by Race

Race	Count
White	108
Mixed Race	5
Black	1

* Out of 114 individuals affected by DR 2 awards, which includes both awardees and their employees, none were "handicapped" or differently abled. Out of the same 114, 67% were Low-to-Moderate income.

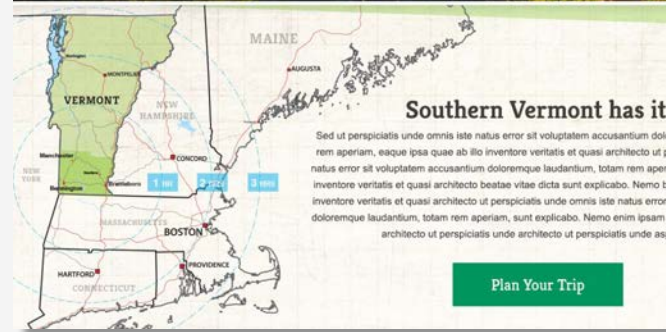
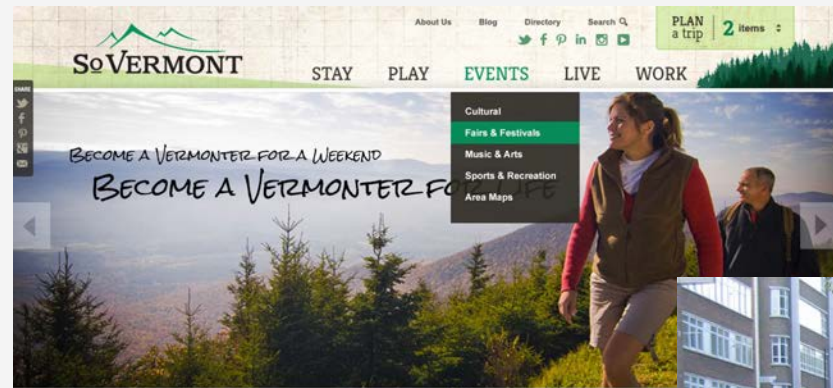
DR 1 & 2 - Business & Jobs Grant Performance Measurements: criteria based on National Objective by providing business assistance benefitting a certain number of businesses, serving a number of individuals, allocated between at or below 80% area median income (LMI) and above 80% median income, or considered to meet Urgent Need.

	DR 1		DR 2	
	Proposed	Actual	Proposed	Actual
# of Businesses Assisted	40	42	25	21
# of jobs Retained / Created	130	148	70	90
# of LMI	70	101	35	58

SoVermont: A Regional Marketing Campaign to Attract New Visitors & Residents Post-Disaster+

Secured Funding to Develop Fundamentals:

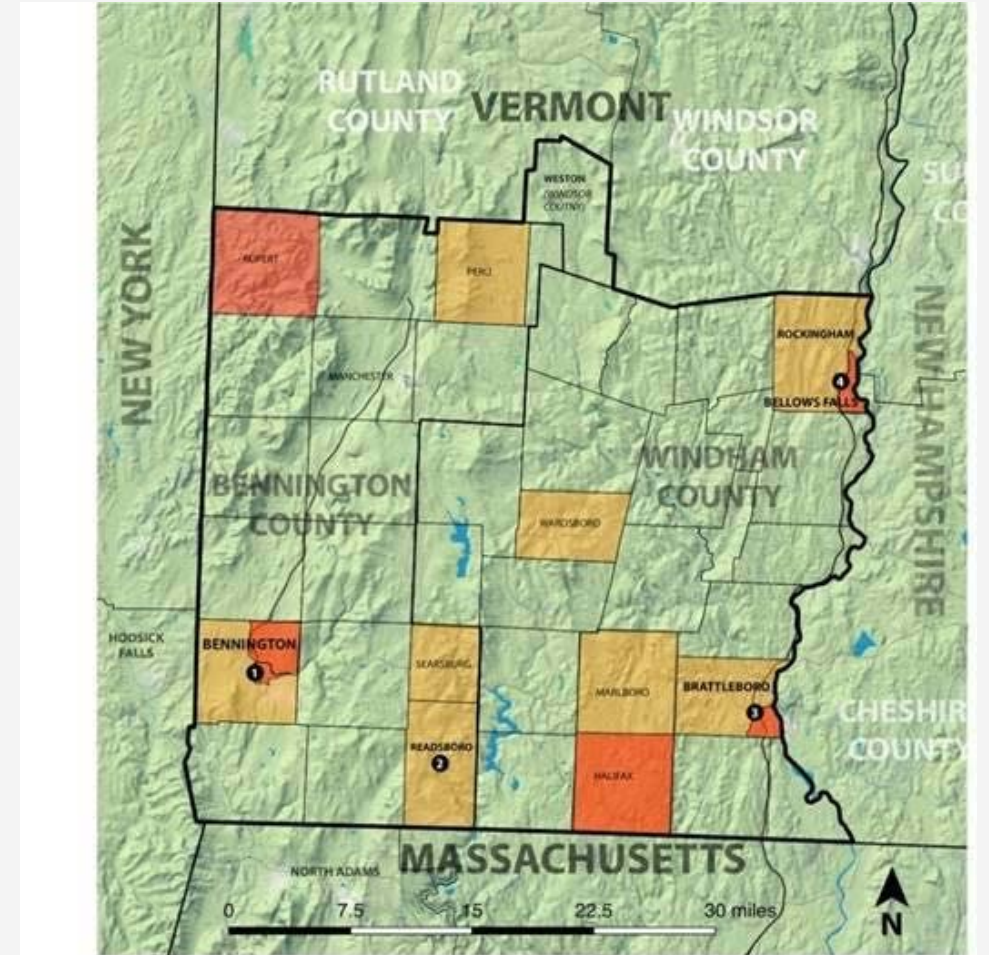
- Brand logo, look and tagline
- Strategy building (web, print, billboard marketing)
- Research – what is “SoVermont”?!
- “Sustainable” collaborative approach (being used today)



USDA RCDI: Southern Vermont Economy Project

SVEP In 2016 BDCC was awarded \$230,000 from the USDA Rural Community Development Initiatives to increase economic development capacity in Windham and Bennington Counties, one of 23 RCDI awards nationally. BDCC provided training, webinars, small conferences and technical assistance, on a variety of topics. Its largest event, the SoVermont Economic Development Summit had over 200 attendees last year and won an international best practices award in 2018 from the International Economic Development Council (IEDC).

- **Capacity Building for the region, targeted to the most economic challenged communities:**
- **Core activities: Special conferences, webinars, trainings**



Distressed Communities in Southern Vermont, Map Courtesy of Bennington County Regional Commission

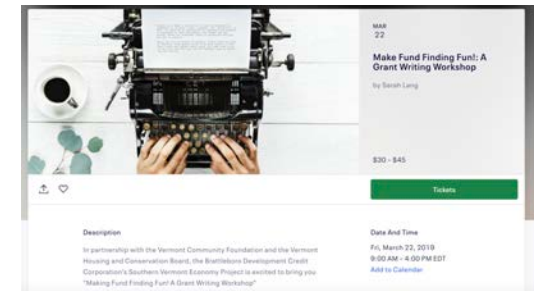
SVEP

Southern Vermont Economy Project

- Small Conferences:
 - Financing the Working Lands
 - Grant writing
 - Connectivity Summits I & II
- Dozens of Webinars and trainings online
- Targeted trainings for Town Officials



- Understanding Labor Market Information (LMI) Data and Resources
- USDA Rural Development Housing Programs
- Windham County Economic Development Program RFP Submission Process
- Windham and Bennington County Internship Programs: Southern Vermont Internship Programs
- Engaging Your State Delegation
- Structured Problem Solving
- Leveraging the Vermont Downtown/Village Designation Program
- Vermont Small Business Development Center
- Easing Pain Points for Growing Organizations
- Comprehensive Economic Development Strategy Project Submission Process ***WINDHAM REGION SPECIFIC**
- Vermont Employment Growth Incentive Program
- Vermont Training Program
- Windham Region Brownfields Reuse Initiative (WBRRI) and ACCD Brownfield Revitalization Fund
- Town Officers Education Conference (TOEC)
- The Consumer Assistance Program at the VT Office at the Attorney General
- ThinkVermont.com
- Promoting a Business or Town on VermontVacation.com
- SBA HUBZone Program and PTAC Assistance
- Talent Pipeline Management
- Targeted Expertise Recruitment and Retention Program
- INSTIGER Program
- Small Business Innovation Research (SBIR) program and the Small Business Technology Transfer (STTR)
- Community Access TV stations: Brattleboro Community TV and FACT TV
- Building Communities Grants Programs
- Community Access TV stations: CAT-TV and ONAT



SVEP: Annual
Economic
Development
Summit

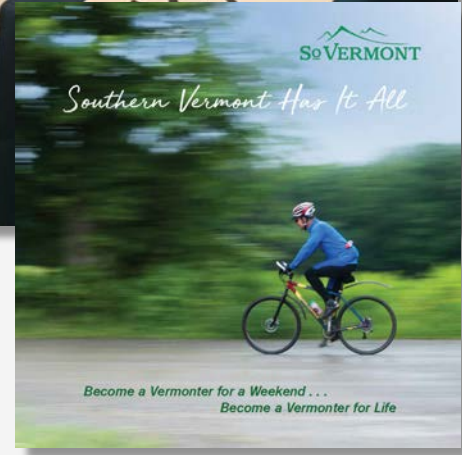
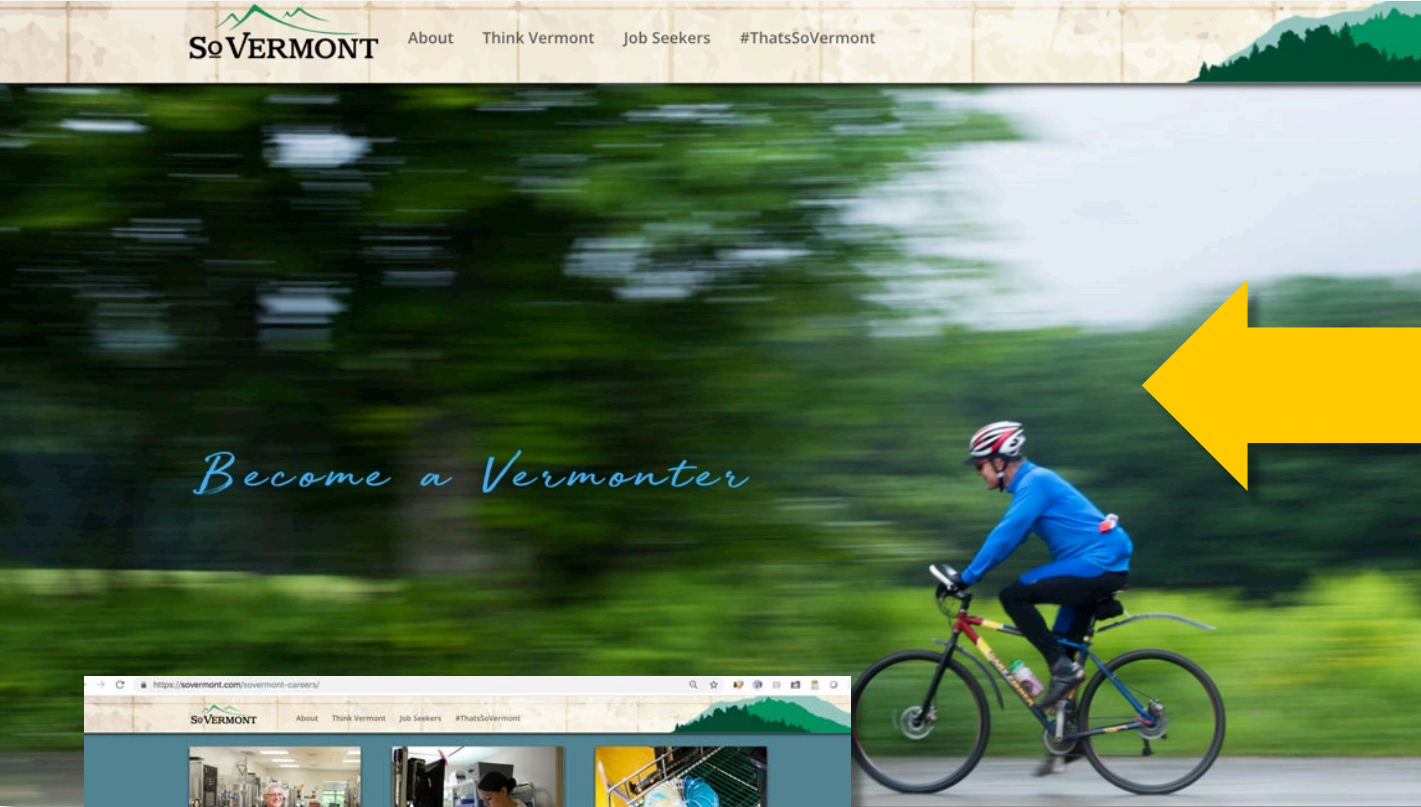


THE 3rd Annual SOUTHERN VERMONT ECONOMY SUMMIT

MAY 23, 2019 : MOUNT SNOW, DOVER, VT

2019 Emerging Leader Nominations >

USDA RBEG SoVermont Marketing 2018-2019



SoVermont Sustainable Marketing & Recruitment Project

- Based on using shared brand and cross connections to increase awareness, audience and impact.
- One example of an employer using the brand and link to SoVermont.com in recruitment communications.

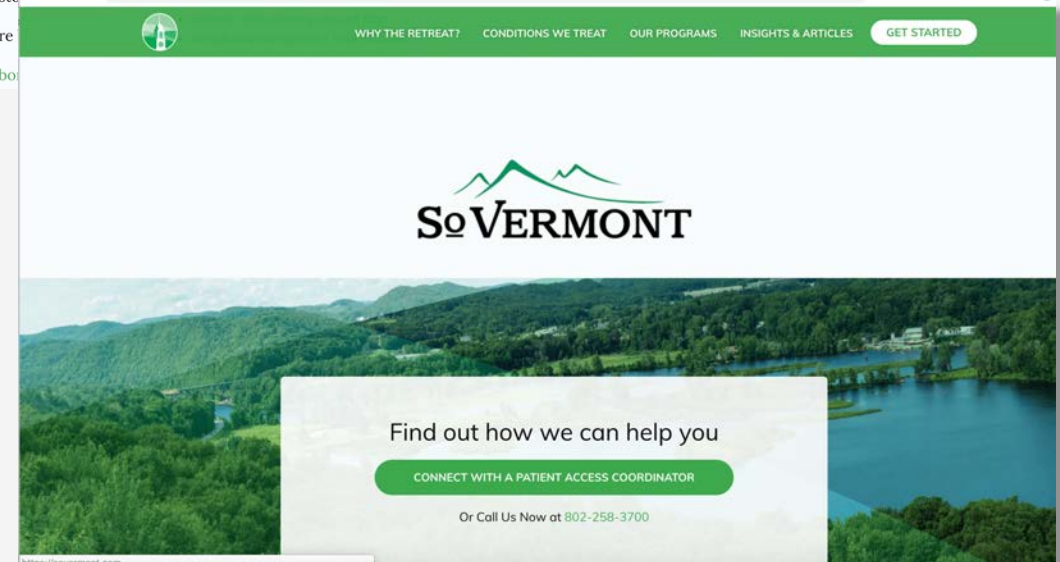


Nestled in scenic southern Vermont, the town of Brattleboro is a regional center for commerce, finance, and technology offering an extraordinary variety of indoor and outdoor activities, arts, dining and entertainment.

The campus of the Brattleboro Retreat is just minutes away from our vibrant, cosmopolitan downtown filled with retail and boutique stores, restaurants, art galleries and more.

Learn more

- Brattlebo



COLLABORATIVE MARKETING PARTNERS

Bennington College

Southwestern Vermont Health Care, Bennington

Dorset Theatre Festival, Dorset

MSK Engineering & Design, Bennington

Dailey Precast/Peckham Industries, Shaftsbury

TPW Real Estate, Manchester

Town of Bennington, Bennington

The Bank of Bennington, Bennington

Meg Streeter Real Estate, Wilmington

Green River Software, Brattleboro

Mondo Mediaworks, Brattleboro

New Chapter, Brattleboro

Mount Snow, Dover

Bartleby's Books, Wilmington

Brattleboro Retreat, Brattleboro

Wilmington Works, Wilmington

NECCA Circus Arts, Brattleboro

Hermit Thrush Brewery, Brattleboro

Commonwealth Dairy, Brattleboro

Marlboro College

Vt DOL 2019 SoVermont Paid Internships

- BDCC has a mature program with dozens of participating businesses and outreach to almost 30 campuses and job fairs annually
- BCRC/BCIC & BDCC are now working together to implement best practices in Bennington based on BDCC's program, to raise intern activity across Southern Vermont



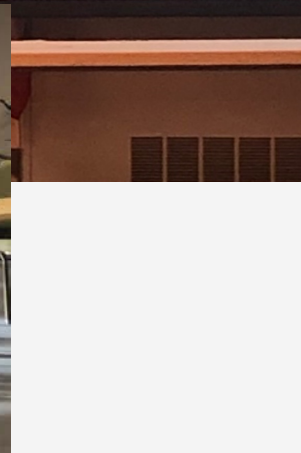
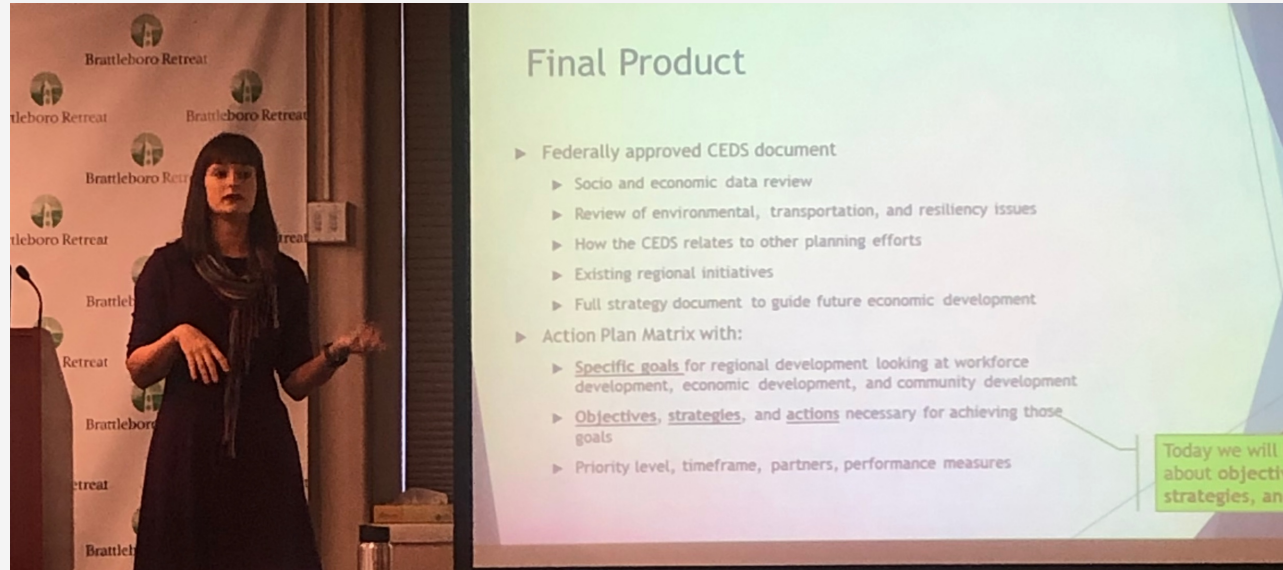
94 BDCC Interns directly placed last year

25% offered & accepted employment after internship

\$55,000 earned by BDCC Interns last year

EDA Joint CEDS (Comprehensive Economic Development Strategies)

- 15 Public Meetings in
- 5 locations around the Zone
- 8 Sector Focus Groups



CEDS Annual Project Submissions & Rankings

Home 2019 Southern Vermont Zone CEDS Register Emerging Leaders Nomination Form Venue Past Summits

2019 Southern Vermont Zone CEDS

A Comprehensive Economic Development Strategy
for the Bennington and Windham Regions

Bennington Region Contact
Jonathan Cooper, BCRC/BCIC
jcooper@bcrcvt.org
(802) 442-0713 x312

Windham Region Contact
Laura Sibila, BDCC
lsibila@brattleborodevelopment.com
(802) 257-7731 x217

 **BRATTLEBORO DEVELOPMENT CREDIT CORPORATION**

 **SeVEDS**
Advancing Southern Vermont


 **BCIC**
Inspire. Invest. Innovate.

 **RED Group**
Southwestern Vermont

2019 Zone CEDS Project Submission:

[2019 ZONE CEDS PROJECT SUBMISSION FORM](#)

[DRAFT 2019 ZONE CEDS REPORT](#)



2019 Zone CEDS Project Submission Form

Please answer the below questions in relation to your project.

Projects will be prioritized and ranked based on how each project advances the CEDS objectives, as well as, readiness to begin, partners, and investments made.

Prior to submitting your project, please review the 2019 CEDS Action Matrix Document, www.vermontsummit.com/2019-zone-ceds

As a reminder, your project will be reviewed and ranked on how it advances the CEDS objectives. These objectives are included in the matrix.

For questions please contact, Sarah Lang at the BDCC, slang@brattleborodevelopment.com

Project Title *

Project Contact Name *

Project Contact Email Address *

Please select the geographic region your project encompasses:

Choose a category for your project to be grouped under:

Project description and overview. (Limit 500 words)

Why Work Together?

- “Southern Vermont” is not a single entity, but rather a broad regional collaboration of RPC’s, RDC’s similar to the Northern District and the Windsor / Central region.
- We each have unique needs in our regions that need local regional focus and the individual orgs still have roles and responsibilities
- The RDCs will still use tools like VTP and VEGI to expand our economic impact
- **But we also see opportunities that, by working together, we can take advantage of because of our SCALE and CAPACITY.**
- **The ZONE gives us more TOOLS, and in rural regional economic development we have so few**

What's next for Southern Vermont?

Now that we have a **CEDS plan** we have more ability to access resources using our larger scale and capacity, such as forming a



Northern Borders Local Development District, which can serve as



EDA-EDD (Economic Development District) once that's approved