



Focus on the Workforce

Lobbying Team

- Betsy Bishop - Overview
- Ronda Berns - Tourism
- Chris Carrigan - Manufacturing
- Charles Martin – Government Affairs

Business Agenda

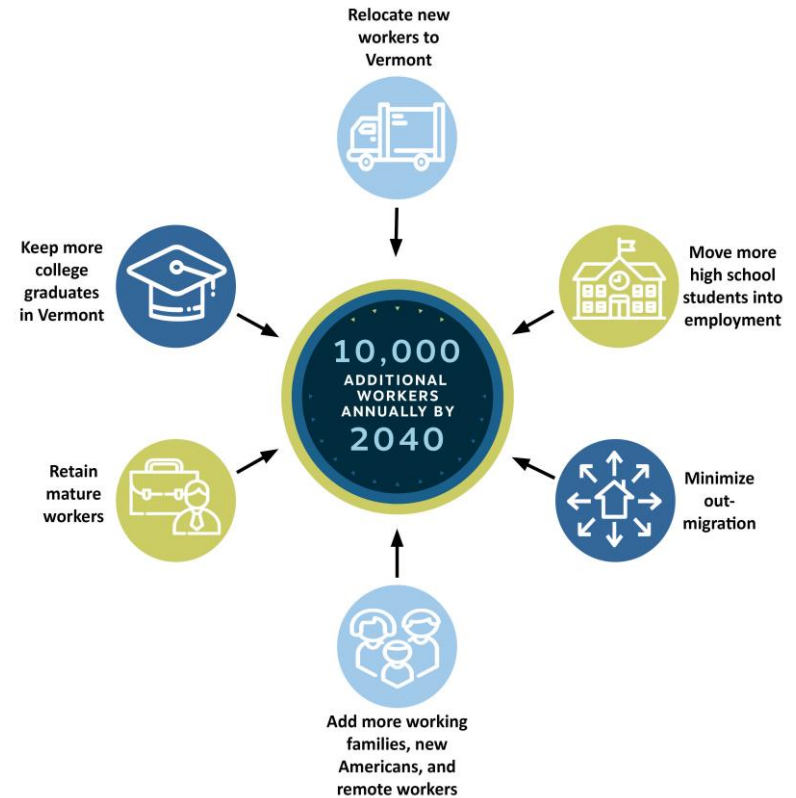
Addressing the Workforce Supply Gap



- Maintain funding for the Vermont Training Program;
- Create a clear, unburdened path for independent contractors;
- Market Vermont as a tourism destination;
- Grow the Aerospace & Aviation Corridor; and
- Support funding to market Vermont as a place to live and work.

The Vermont Futures Project Workforce and Talent Recommendation

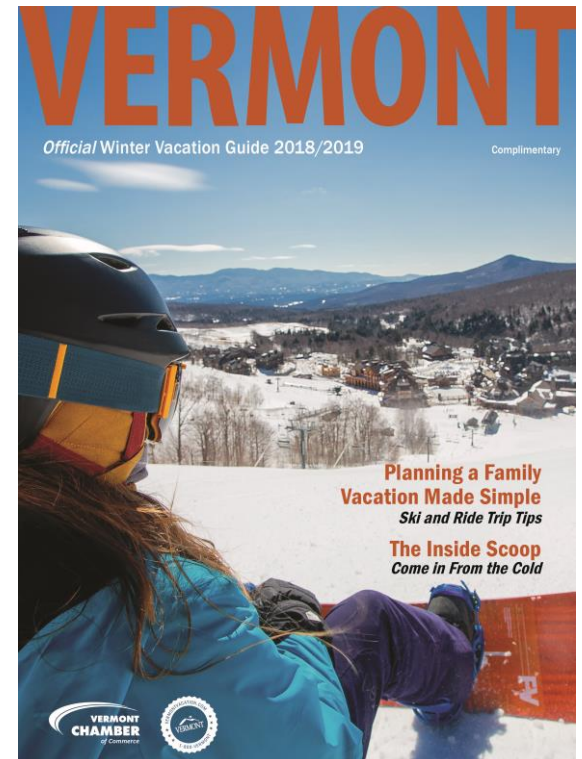
- Job Demand Data
- Marketing
- Internships
- Employer of Choice
- Career and Technical Education
- Incentives



Tourism

- 3rd largest generator of revenue
- Supports 31,400 jobs
- 13 million visitors a year
- Vermont is more dependent on visitor spending than the national average

VTChamber.com





Economic Growth Agenda

January 2019

Tourism Programs

Vermont Chamber's marketing solutions

- Official Vermont Vacation Summer/Fall and Winter Guides in print and online targeting the individual traveler
 - The state's fulfillment piece for inquiries, tradeshow and events
 - Resource section highlights parks, recreation and attractions
 - Editorial sections highlight seasonal activities
 - Recruitment opportunities with the "Love where you live" articles
- Stay & Play online guide on VermontVacation.com
 - Showcasing lodging, attractions, dining, events, weddings, packages and itineraries
 - Monthly email campaign and social media to drive visitors to the website
- Vermont Tourism Network is the state's partner focusing on the group tour market
 - Attend 14 tradeshow annually
 - Promote the state to over 400 tour operators and planners each year

VTChamber.com

Manufacturing

- 32,000 jobs (11% of all employment)
- About \$2.8 billion or 9% of the state's GDP
- Employment Multiplier:
Each mnf job supports an additional 1.6 jobs and each Adv Mnf job supports as many as 4.9 other jobs.





Economic Growth Agenda

January 2019

Vermont Chamber Manufacturing Program

Delivering contacts, buyers, suppliers and contracts

- Transforming Vermont into a supply chain hub with Vermont Chamber program
- 18 matchmaking events over 10 years
- Focus on aerospace, aviation, defense and space, naval, and medical devices
- Annual Manufacturing Summit and Supply Chain Trade Show
- Vermont – Quebec Aerospace Trade Corridor
- Online manufacturing website & directory
- Trusted referrals and introductions

VTChamber.com



Economic Growth Agenda

January 2019

Vermont Chamber Manufacturing Program

Delivering contacts, buyers, suppliers and contracts

- Workforce labor shortage and skills gap
- Find Your Future Workforce effort with Vermont Technical College
- Matching students and soon-to-be graduates in Advanced Manufacturing with exhibitor employers for jobs and internships
- For 2018 facilitated **26** interview for **10** students



Economic Growth Agenda

January 2019

QUESTIONS?