

REGIONAL RELOCATION NETWORK PROPOSAL

\$1.5M

MARKETING

- [\$500K] Broad brand awareness of Vermont as an ideal place to live and work
- [\$1M] Targeted advertising for high-demand occupations, such as health care and trades

\$120K

STATE-LEVEL STAFF SUPPORT

- New FTE at VDTM to provide training and support for regions, facilitate coordination with other state entities (VDOL, AHS), track leads and performance

\$1.2M

REGIONAL GRANT FUNDING

- \$100,000 each to 12 regions through RFP process
- Support capacity for recruitment, relocation and retention programs at community level
- Individualized, concierge level support for all leads
- Tracking metrics and reporting to monitor success

\$2.82M PER YEAR

THREE-YEAR PROPOSAL

- Transformational resource investment for communities
- Provides sustainability and predictability as systems are built
- Annual grant agreements provide mechanism for reporting and performance improvements
- \$2.82M funding per year

\$8.46M

OVER 3 YEARS

**ONE-TIME GF APPROPRIATION
(NOT ELIGIBLE FOR ARPA)**

