



# Agency of Commerce and Community Development

## *Department Overview*

January 13, 2021



The Agency is engaged in activities that generate revenue to the State general fund. Our work with existing and new businesses, downtowns and communities, marketing the state for tourism, preservation of the Vermont brand and what makes us special, is all part of what generates income to state government. We are the income side of the state general ledger. Investments in ACCD are investments in income generating activity.

## OUR MISSION

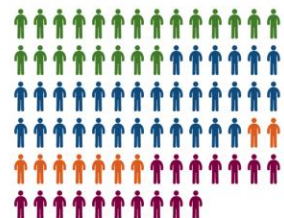
To help Vermonters improve their quality of life and build strong communities.

# Agency of Commerce and Community Development

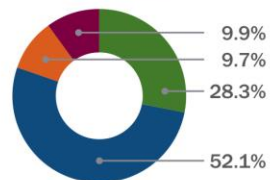
**SECRETARY**  
Lindsay Kurrle

**DEPUTY SECRETARY**  
Ted Brady

**STAFF:** 80 (FY 2020)



**FY 2021**  
TOTAL BUDGET  
**\$37,050,730**



- \$10,467,280 Department of Economic Development
- \$19,309,220 Department of Housing and Community Development
- \$3,597,399 Department of Tourism and Marketing (includes Chief Marketing Office)
- \$3,676,831 Administration

FY 2019 Major Department Highlights					
<b>Department of Economic Development</b> STAFF: 22	 <b>\$5.0 M</b> FY 2021 Proposed General Fund Appropriation	 <b>371</b> New Vermonters (140 remote workers; 231 family members)	 <b>41</b> Business Creations	 <b>94</b> Business Expansions	 <b>1,638</b> Vermont Employees Approved for Training
<b>Department of Housing and Community Development</b> STAFF: 32	 <b>\$2.9 M</b> FY 2021 Proposed General Fund Appropriation	 <b>\$19.6 M</b> Program Dollars Invested	 <b>\$160.9 M</b> Total Dollars Leveraged	 <b>5,199</b> Housing Units Created or Preserved	
<b>Department of Tourism and Marketing</b> STAFF: 9	 <b>13.2 M</b> Visitors (includes overnight, day and drive-through visitors)	 <b>\$2.9 B</b> Visitor Spending at Attractions, Lodging and Dining Establishments	 <b>\$368 M</b> Total Tax Revenue Generated by Tourism Activity	 <b>32,484</b> Jobs in the Tourism Industry	
<b>FY 2021 PROPOSED GENERAL FUND APPROPRIATION:</b> <b>\$14.8 M</b>		<b>BUDGET</b> <b>\$37,050,730</b>	<ul style="list-style-type: none"> <li>● General Funds \$14,754,816</li> <li>● Federal Funds \$12,074,736</li> <li>● Special Funds \$7,275,305</li> <li>● All Other Funds \$2,945,873</li> </ul>		

## Comprehensive Agency Strategies



**Illuminate the Vibrancy of Vermont**  
Market Vermont effectively to increase the number of people visiting, living, and working here.



**Deploy a 21st Century Workforce**  
Develop a continuum of education and job re/training to enable a robust, modern workforce.



**Ensure Housing for All**  
Increase the availability and affordability of housing for all Vermonters.



**Accelerate Business Growth & Recruitment**  
Grow/scale existing businesses and recruit new businesses via a network of technical assistance, access to capital and increased deal flow.



**Strengthen Vibrant Regional Economies & Ecosystems**  
Focus on place-making to develop and celebrate a shared vision across regional communities and economies, and provide the tools to build and maintain modern infrastructure.

# Coronavirus Relief Fund Appropriations

CRF Appropriation Title	Appropriations	Units Assisted
Salaries and Expenses	\$ 750,000	N/A
Total ACCD Emergency Recovery Grants (ACT 115, ACT 137, ACT 154, JFC Allocations and Transfers)*	\$ 120,656,407*	2,818 Businesses 28,652 Jobs
VT Community Loan Fund (Act 137 Appropriation for Women & Minorities)	\$ 5,000,000	654 Businesses
VT Arts Council (Act 137 Appropriation for Arts Organizations)	\$ 5,000,000	115 Organizations
ANR Outdoor Recreation (ANR funds)	\$ 1,500,000	35 Businesses
Working Lands Enterprise Fund	\$ 2,500,000	79 Businesses and Organizations
Restart Business Technical Assistance	\$ 3,250,000	600 Businesses 5,000 Jobs
Everyone Eats SEVCA	\$ 6,400,000	547,480 Meals / 150 Restaurants / 166 Farms
Ski Area Recreation Safety Program	\$ 2,500,000	34 Ski Areas
Landlord Technical Assistance	\$ 250,000	473 Landlords / 4,212 Individuals
Mortgage Assistance Program VHFA	\$ 5,000,000	645 Households / 1,419 Individuals
Rental Housing Stabilization Program VSHA	\$ 25,000,000	9,900 Landlords / 11,500 Households / 21,230 Individuals
Re-Housing Recovery Program	\$ 6,200,000	219 Households / 482 Individuals / 75 Businesses
Restart Vermont Consumer Stimulus	\$ 2,500,000	
Restart Vermont Marketing	\$ 4,000,000	
<b>ACCD Total*</b>	<b>\$ 190,506,407*^</b>	

\*This figure includes funds transferred from other Agencies in accordance with 2020 relief bills passed by the Legislature. The figure includes approximately \$265,129 of funding represented elsewhere in this table (including \$19,828 from ANR Outdoor Recreation, \$47,719 from VCLF, and \$197,582 from the VT Arts Council) that overstates the total appropriation to the Agency by approximately \$265,129. These reallocations are not reflected in the individual line to show the total amount originally appropriated to ACCD.

^This figure does not include more than \$76 million of Economic Recovery Grants that were administered by the Department of Taxes in coordination with the Agency of Commerce and additional CRF funds issued to the Department of Taxes through the JFC process.

**This table is provided for informational purposes only. The Agency's final reporting on all CRF funding will be incorporated in future legislatively-required reports.**

# Department of Economic Development

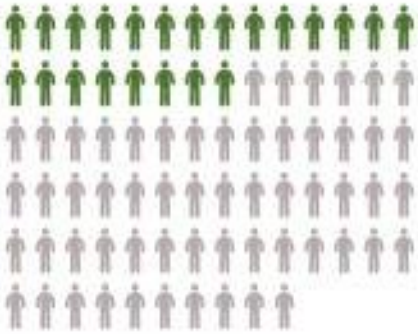
## COMMISSIONER

Joan Goldstein

## DEPUTY COMMISSIONER

Brett Long

STAFF: 22 (FY 2020)



Housed in the Agency of Commerce and Community Development, the Department of Economic Development works to improve the economic well-being of Vermonters. Our primary objective is to build the Vermont economy by helping companies, individuals and organizations gain access to the resources they need to grow their businesses, expand markets, create new jobs, find workers, build skills, invest in Vermont and improve Vermonters' quality of life.

### Program Focus Areas

- Worker Recruitment;
- Business Support;
- Economic Development Marketing; and
- Economic Investments

### Measuring Success

- Value & number of capital investments;
- increase in the number of businesses created/recruited;
- Increase in the size of the workforce.

### COVID-19 Response

The Department of Economic Development, in partnership with the Department of Taxes, was responsible for the creation and deployment of the Emergency Economic Recovery Grants Program. From June through December, the two Departments were able to grant over \$300 million in Coronavirus Relief Funds directly to Vermont businesses.

## Comprehensive Agency Strategies



### Illuminate the Vibrancy of Vermont

Market Vermont effectively to increase the number of people visiting, living, and working here.



### Deploy a 21st Century Workforce

Develop a continuum of education and job re/training to enable a robust, modern workforce.



### Ensure Housing for All

Increase the availability and affordability of housing for all Vermonters.



### Accelerate Business Growth & Recruitment

Grow/scale existing businesses and recruit new businesses via a network of technical assistance, access to capital and increased deal flow.



### Strengthen Vibrant Regional Economies & Ecosystems

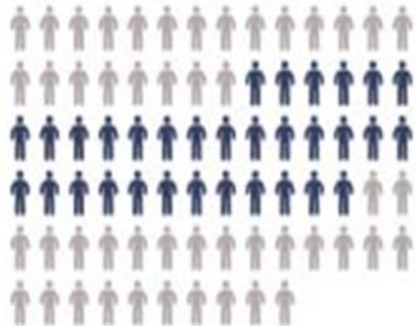
Focus on place-making to develop and celebrate a shared vision across regional communities and economies, and provide the tools to build and maintain modern infrastructure.

# Department of Housing and Community Development

## COMMISSIONER

Josh Hanford

STAFF: 32 (FY 2020)



It is the mission of the Department of Housing and Community Development (DHCD) to support vibrant and resilient communities, promote safe and affordable housing for all, protect the state's historic resources, and improve the quality of life for Vermonters. For the state to grow and thrive, there is a need to carefully integrate growth, environmental protection and economic opportunities into our state, regional and local framework.

### Program Focus Areas

- Training, technical assistance and regulatory guidance;
- Funding and incentives;
- Protection of historic and cultural resources; and
- Produce and preserve housing opportunities

### Measuring Success

- Housing units preserved and created
- Dollars invested in communities
- Additional housing dollars leveraged

### COVID-19 Response

To-date the Department has allocated over \$43 million in new funding to support pandemic recovery for: local community planning & revitalization efforts, small businesses, low-income homeowners, renters and landlords. We have directly assisted more than 21,000 families with emergency housing expenses, stabilized more than 10,000 landlords from total revenue loss, assisted dozens of communities adapt and directly supported more than 150 small businesses.

## Comprehensive Agency Strategies



### Illuminate the Vibrancy of Vermont

Market Vermont effectively to increase the number of people visiting, living, and working here.



### Deploy a 21st Century Workforce

Develop a continuum of education and job re/training to enable a robust, modern workforce.



### Ensure Housing for All

Increase the availability and affordability of housing for all Vermonters.



### Accelerate Business Growth & Recruitment

Grow/scale existing businesses and recruit new businesses via a network of technical assistance, access to capital and increased deal flow.



### Strengthen Vibrant Regional Economies & Ecosystems

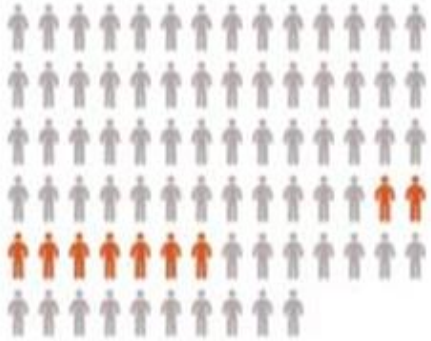
Focus on place-making to develop and celebrate a shared vision across regional communities and economies, and provide the tools to build and maintain modern infrastructure.

# Department of Tourism and Marketing

## COMMISSIONER

Heather Pelham

STAFF: 9 (FY 2020)



The Vermont Department of Tourism and Marketing's (VDTM) primary objective is to expand awareness of Vermont as a tourism destination and to increase the number of visitors to the state. More broadly, our mission is to promote Vermont's travel, recreation, cultural and historic attractions, as well as the state's goods and services, in coordination with public and private sector partners and to market to a global audience in a manner consistent with the values and traditions of the state for the economic benefit of all Vermonters.

## Program Focus Areas

- Promote Vermont as a top, year-round, global tourism destination and an ideal place to live and work;
- Utilize owned, earned and paid media strategies and tactics; and,
- Collaborate with regional, industry and private partners;

## Measuring Success

- Number of visitors
- Visitor spending
- Total tax revenue generated
- Jobs in the tourism industry sectors

## COVID-19 Response

The Department was allocated \$6.5M to encourage visitation and consumer spending and publicize the resumption of activities and steps taken to ensure a safe experience. Activities included:

- Local, regional and national brand awareness campaigns, with aspirational and safe travel messaging
- Regional marketing and stimulus grant program (60 communities up to \$10K each)
- Buy Local statewide consumer stimulus discount program and BuyVermontMade.com holiday promotion
- Brand-building events to support arts and culture sector, long-term brand affinity and relocation
- Crisis communications, COVID-19 Resource Recovery Center, and business outreach and guidance

## Comprehensive Agency Strategies



### Illuminate the Vibrancy of Vermont

Market Vermont effectively to increase the number of people visiting, living, and working here.



### Deploy a 21st Century Workforce

Develop a continuum of education and job re/training to enable a robust, modern workforce.



**Ensure Housing for All**  
Increase the availability and affordability of housing for all Vermonters.



### Accelerate Business Growth & Recruitment

Grow/scale existing businesses and recruit new businesses via a network of technical assistance, access to capital and increased deal flow.



### Strengthen Vibrant Regional Economies & Ecosystems

Focus on place-making to develop and celebrate a shared vision across regional communities and economies, and provide the tools to build and maintain modern infrastructure.

# A Look Ahead to 2021 Legislative Agenda

"Of course, we can't accomplish any of this if we don't help our businesses survive over the next few months. We all know without strong employers, we won't have the jobs that generate the tax revenue needed to help the vulnerable, fund schools, pave roads and pay for priorities like climate change and clean water. "

- Gov. Phil Scott  
Inaugural Address  
January 7, 2020

## Recovery

- Business support to those most impacted businesses
- Marketing Economic Development, Tourism & Outdoor Recreation

## Reemployment


- Unemployment Insurance Relief
- Vermont Relocated Worker Grant Program

## Reinvestment

- Place-Based Tax Increment Financing
- Vermont Housing Incentive Partnership
- Modernize and Improve Act 250
- Downtowns



# CONTACT US



Lindsay Kurrle, Secretary  
[lindsay.Kurrle@Vermont.gov](mailto:lindsay.Kurrle@Vermont.gov)

Ted Brady, Deputy Secretary  
[ted.brady@Vermont.gov](mailto:ted.brady@Vermont.gov)

Joan Goldstein, Commissioner, Department of Economic Development  
[joan.Goldstein@Vermont.gov](mailto:joan.Goldstein@Vermont.gov)

Josh Hanford, Commissioner, Department of Housing and Community  
Development  
[josh.Hanford@Vermont.gov](mailto:josh.Hanford@Vermont.gov)

Heather Pelham, Commissioner, Department of Tourism and Marketing  
[Heather.Pelham@Vermont.gov](mailto:Heather.Pelham@Vermont.gov)



# CONTACT US



Jessica Vintinner, Legislative Affairs & General Inquiries  
[Jessica.vintinner@Vermont.gov](mailto:Jessica.vintinner@Vermont.gov)

Kitty Sweet, Administrative Support & Scheduling  
[kitty.sweet@Vermont.gov](mailto:kitty.sweet@Vermont.gov)

