

FY2027 Budget Book

Agency of Commerce and Community Development

FEBRUARY 2026

Secretary
Lindsay Kurle

Deputy Secretary
Tayt Brooks

AGENCY OF COMMERCE AND COMMUNITY DEVELOPMENT

FY 27 BUDGET DETAIL

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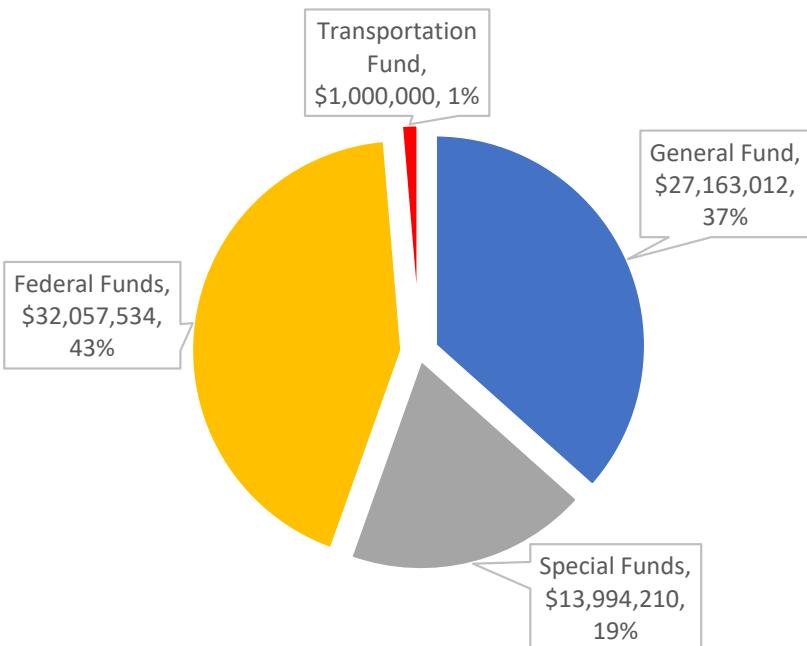
Agency of Commerce & Community Development FY 2027 Governor's Recommend Budget

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

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**. Total ACCD Staff → **88 Employees**

FY 2027 Total Base Budget--\$74.21M

Governor's Recommended Budget FY 2027
Total \$74.21m



ACCD FY2027 Proposed New Base Initiatives and One Time Expenditures

NEW BASE INITIATIVES

- Housing and Community Development
 - ❖ Vermont Housing Improvement Program \$4.00M
- Total New Base Initiatives:** \$4.00M

Total Proposed FY27 ACCD Operating Budget: \$74.21M
(includes new base initiatives)

ONE TIME EXPENDITURES

- Housing and Community Development
 - ❖ Mfd. Home Improvement & Repair Program \$0.80M
- Economic Development
 - ❖ In-Market Representation (Canada) \$0.15M
- Total One Time Expenditures:** \$0.95M

Total Proposed FY27 ACCD Budget: \$75.16M
(base operating budget plus one-times)

Agency of Commerce and Community Development
FY 2027 Summary Budget Changes by Fund
(For Detail by Dept. See *Budget Development Forms*)

FY 26 General Fund As Passed	\$22,356,583
Salary/Benefits net change	\$626,695
Internal Service Fees net change (Insurances, VISION, HR Services, Rent, Gov Office fee)	\$9,168
Vacancy Savings net change	(\$7,506)
ADS Core Enterprise Service and Service Level Agreement net change	\$157,394
ADMIN - remove Dun & Bradstreet contract	(\$34,820)
ADMIN - UVM Census Data Center grant	\$10,000
ADMIN - other misc changes	(\$14,241)
DHCD - VHIP new base funding	\$4,000,000
DHCD - Downtown Vibrancy grants	\$100,000
DHCD - Reduce MHIR grants to cover staffing	(\$100,000)
DHCD - other misc changes	(\$68,460)
DED - other misc changes	\$28,078
DTM - Advertising funds	\$73,408
DTM - other misc changes	\$26,713
<i>Total Change</i>	\$ 4,806,429
FY 27 General Fund Request	\$27,163,012

FY 26 Transportation Fund As Passed	\$-
DHCD - Increase - EVSE grant funding moved from IDT	\$1,000,000
<i>Total Change</i>	\$ 1,000,000
FY 27 Transportation Fund Request	\$1,000,000
FY 26 Federal Fund As Passed	\$20,230,785
Salary/Benefits net change	\$255,490
Internal Service Fees net change (Insurances, VISION, HR Services, Rent, Gov Office fee)	(\$2,561)
ADS Core Enterprise Service and Service Level Agreement net change	(\$2,548)
DTM - Decrease - EDA grant completed	(\$4,007,872)
DED - Decrease - No new Brownfield funds	(\$2,600,000)
DED - Decrease - OEA grant completed	(\$975,667)
DHCD - HP grant spend down - Justin Morrill and Old Constitution	(\$159,171)
DHCD - Increase - CDBG-DR funds - grants and operating	\$18,992,750
DHCD - Decrease - ERA II personnel costs - grant completed	(\$68,340)
DHCD - Increase - Bennington Monument Congressional allocation	\$400,000
Other misc. changes	(\$5,332)
<i>Total Change</i>	\$ 11,826,749
FY 27 Federal Fund Request	\$32,057,534

FY 26 Special Fund As Passed	\$13,294,689
Salary/Benefits net change	\$9,704
DED - Increase - CHIP financial analysis	\$150,000
DED - Decrease - EB5 fund	\$(5,000)
DED - Increase - Captive promotion	\$10,950
DHCD - HP private donation - Theron Boyd	\$300,000
DHCD - Increase - Municipal & Regional Planning Fund - RPC/Municipal funding	\$161,342
DHCD - Increase - Sites seasonal employee payroll	\$63,125
DHCD - Other misc. changes	\$9,400
<i>Total Change</i>	<i>\$ 699,521</i>
FY 27 Special Fund Request	\$13,994,210
FY 26 Interdepartmental Transfer Fund As Passed	\$2,703,567
DTM - Decrease - HP promotion no longer needed	\$(75,000)
DED - Decrease - AOA IDT reimb for ARPA position payroll	\$(200,000)
DHCD - Decrease - AOA IDT reimb for ARPA position payroll	\$(128,567)
DHCD - Decrease - One-time funds from AHS fully obligated	\$(600,000)
DHCD - EVSE funding moved to T-fund	\$(1,700,000)
<i>Total Change</i>	<i>\$ (2,703,567)</i>
FY 27 Interdepartmental Transfer Fund Request	\$-
Total FY 27 Budget Change	\$15,629,132
Total FY 27 Governor's Recommend	\$74,214,756

Agency of Commerce and Community Development

FY 2027 Staffing Outlook

	Total	Permanent Positions		Limited Service Positions		Notes
		Classified	Exempt	Classified	Exempt	
Administration						
Total No. of Positions FY 2025	17	10	5	2	0	
Total No. of Positions FY 2026	17	10	5	2	0	
Total No. of Positions FY 2027	15	10	5	0	0	2 ARPA limited service positions will expire 12/31/26
Economic Development						
Total No. of Positions FY 2025	28	16	4	7	1	
Total No. of Positions FY 2026	26	16	4	5	1	2 vacant limited service positions expired 6/30/25
Total No. of Positions FY 2027	21	16	4	1	0	5 ARPA limited service positions will expire 12/31/26
Housing and Community Development						
Total No. of Positions FY 2025	51	30	5	16	0	2 CDBG-DR limited service positions added
Total No. of Positions FY 2026	48	31	5	12	0	1 new permanent from pool (MHIR); 4 vacant ARPA limited service positions expired 6/30/25
Total No. of Positions FY 2027	40	31	5	4	0	7 ARPA limited service positions will expire 12/31/26; 1 CDBG limited service position will expire 9/30/26
Tourism and Marketing						
Total No. of Positions FY 2025	14	7	5	2	0	Added 2 limited service positions to manage EDA grant (JFO #3194)
Total No. of Positions FY 2026	13	7	5	1	0	1 vacant limited service position expired 10/31/25
Total No. of Positions FY 2027	12	7	5	0	0	1 limited service position will expire 6/30/26
Agency Totals						
Total No. of Positions FY 2025	110	63	19	27	1	
Total No. of Positions FY 2026	104	64	19	20	1	
Total No. of Positions FY 2027	88	64	19	5	0	

Agency of Commerce and Community Development FY 2027 Request
Grant Itemization Form

DEPARTMENT - Administration										
Appropriation Name	Grant Title	Grantee	FY 26 As Passed	Incr(Decr)	FY 27 Request	GF \$	TF \$	SF \$	Fed \$	Purpose/Service Provided/Other Funds Explanation
Administration	VT Sustainable Jobs Fund	VT Sustainable Jobs Fund	275,000	0	275,000	275,000	0	0	0	Pass-thru to support program.
	VT Council on Rural Development	VT Council on Rural Develop	89,320	0	89,320	89,320	0	0	0	Pass-thru to support program.
	UVM Data Center -Rural Studies	UVM Data Center	50,000	10,000	60,000	50,000	0	0	0	Pass-thru to support rural studies research.
TOTAL Grants			414,320	10,000	424,320	414,320	0	0	0	
DEPARTMENT - Housing and Community Development										
Appropriation Name	Grant Title	Grantee	FY 26 As Passed	Incr(Decr)	FY 27 Request	GF \$	TF \$	SF \$	Fed \$	Purpose/Service Provided/Other Funds Explanation
Housing & Community Development	Mobile Home Park Program	Mediators	4,000	-	4,000	-	-	4,000	-	Pays for mediation fees.
	HOME Investment Partnership	VT Housing Conserv Board	255,000	-	255,000	-	-	-	255,000	Pass-thru to support admin costs under the HOME program.
	HOME ARP	VT Housing Conserv Board	150,000	-	150,000	-	-	-	150,000	Support HOME program initiatives by creating affordable housing
	First Stop Grant	CVCEO	120,000	-	120,000	120,000	-	-	-	Mobile Home Park client assistance.
Certified Local Government	Municipalities	79,101	-	79,101	-	-	-	-	79,101	Supports historic bldgs re: planning, surveying & documentation.
Preservation Trust of Vermont	Preservation Trust of VT	10,000	-	10,000	10,000	-	-	-	-	Supports Energy Efficiency for Historic Buildings
Municipal Planning Assistance	Municipalities	1,260,089	63,308	1,323,397	-	-	-	1,323,397	-	Supports individual town planning efforts.
RPC Block Grants	Various entities	7,740,546	98,034	7,838,580	-	-	-	7,838,580	-	Supports individual town planning efforts.
HP Barn Grant Mitigation Awards	Various entities	5,000	-	5,000	-	-	-	5,000	-	Supports Windham County Barn Grants
Electric Vehicle Supply Equipment	Various entities	1,700,000	(700,000)	1,000,000	-	1,000,000	-	-	-	Supports electric vehicle supply equipment program
Downtown Grants	Municipalities	523,966	-	523,966	-	-	523,966	-	-	Supports Transportation & Capital Improvements in VT Towns
Recovery Housing Program	Various entities	1,029,173	-	1,029,173	-	-	-	-	1,029,173	Supports COVID recovery for housing & economic development
CDBG Program Income	Municipalities	500,000	-	500,000	-	-	-	-	500,000	Planning, housing and economic dev projects -Consolidated Plan.
Community Develop. Block Grant	Municipalities	7,137,556	-	7,137,556	-	-	-	7,137,556	-	Planning, housing and economic dev projects -Consolidated Plan.
Community Develop. Block Grant - Disaster Recovery	Municipalities	-	18,952,750	18,952,750	-	-	-	-	18,952,750	Planning, housing and economic dev projects -Consolidated Plan.
Strengthening Communities and Towns	Various entities	625,000	100,000	725,000	725,000	-	-	-	-	Supports public space improvements and programming
Vermont Housing Improvement Program	Various entities	-	3,750,000	3,750,000	3,750,000	-	-	-	-	Supports the expansion of affordable housing
Manufactured Home Improvement and Repair Program	Various entities	2,000,000	(100,000)	1,900,000	1,900,000	-	-	-	-	Supports new and improved manufactured housing
TOTAL Grants			23,139,431	22,164,092	45,303,523	6,505,000	1,000,000	9,694,943	28,103,580	45,303,523
DEPARTMENT - Economic Development										
Appropriation Name	Grant Title	Grantee	FY 26 As Passed	Incr(Decr)	FY 27 Request	GF \$	TF \$	SF \$	Fed \$	Purpose/Service Provided/Other Funds Explanation
Economic Development	VT Employee Ownership Center	VEOC	73,143	-	73,143	73,143	-	-	-	Pass-thru to support program.
	Small Business Dev Ctr - Bus Support	SBDC	388,889	-	388,889	388,889	-	-	-	Pass-thru supports small business development efforts.
Entrepreneurship Performance Grants	UVM & VCET	200,000	-	200,000	200,000	-	-	-	-	Pass-thru to support programs
RDC Block Grants	Various entities	1,466,104	-	1,466,104	1,466,104	-	-	-	-	Pass-thru support economic development state-wide.
VT Training Program	Various entities	1,207,741	-	1,207,741	1,207,741	-	-	-	-	Pays for training for VT employees.
Rural Industry Grants - Revolving Fund	Various entities	2,500,000	-	2,500,000	-	-	2,500,000	-	-	Grants for rural industrial development
EPA - Revolving Loan Fund - Brownfield	Various entities	2,600,000	(2,600,000)	-	-	-	-	-	-	Used to mitigate Brownfield clean up costs
NBRC Capacity Grants	Various entities	120,000	-	120,000	-	-	-	120,000	-	Pass-thru to broaden economic development and technical assistance resources
NBRC VT Outdoor Recreation (VOREC)	Various entities	391,667	-	391,667	-	-	-	391,667	-	Pass-thru for outdoor recreation development
SBA - STEP International Trade	Various entities	159,000	-	159,000	-	-	-	159,000	-	Technical assistance to increase exportation of VT products.
TOTAL Grants			9,106,544	(2,600,000)	6,506,544	3,335,877	-	2,500,000	670,667	6,506,544
DEPARTMENT - Tourism and Marketing										
Appropriation Name	Grant Title	Grantee	FY 26 As Passed	Incr(Decr)	FY 27 Request	GF \$	TF \$	SF \$	Fed \$	Purpose/Service Provided/Other Funds Explanation
Tourism & Marketing	Competitive Marketing Capacity GROW Grants	Various entities	1,020,000	-	1,020,000	1,020,000	-	-	-	Competitive Marketing grants to market Vermont
TOTAL Grants			1,020,000	-	1,020,000	1,020,000	-	-	-	
Agency Grants Request			33,680,295	19,574,092	53,254,387	11,275,197	1,000,000	12,194,943	28,774,247	
					53,254,387					

State of Vermont
FY2027 Governor's Recommended Budget
Position Summary Report

Organization: Commerce and Community Development

Position Number	Classification	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
670206	[045004] Housing Program Administrator	1	1	\$79,602	\$39,600	\$5,862	\$125,064
670170	[045005] Housing Division Director	1	1	\$98,946	\$45,116	\$7,341	\$151,403
670082	[049100] Housing Program Coordinator	1	1	\$77,563	\$53,890	\$5,477	\$136,930
670156	[049600] Grants Mng Spec Housing&Com De	1	1	\$70,700	\$51,653	\$5,408	\$127,761
670203	[049600] Grants Mng Spec Housing&Com De	1	1	\$62,213	\$34,405	\$4,531	\$101,149
670093	[049601] Grants Management Specialist	1	1	\$84,490	\$57,503	\$6,463	\$148,456
670007	[060000] Grants Management Analyst	1	1	\$95,097	\$70,305	\$6,648	\$172,050
670020	[060000] Grants Management Analyst	1	1	\$97,906	\$59,968	\$7,033	\$164,907
670215	[060000] Grants Management Analyst	1	1	\$64,314	\$51,474	\$4,920	\$120,708
670216	[060000] Grants Management Analyst	1	1	\$64,314	\$51,474	\$4,920	\$120,708
670034	[063000] Dir of State Historic Sites	1	1	\$87,131	\$41,527	\$6,437	\$135,095
670037	[071700] Downtown Program Manager	1	1	\$92,435	\$69,510	\$6,444	\$168,389
670091	[072000] Senior Hist Pres Review Coord	1	1	\$101,150	\$71,844	\$7,111	\$180,105
670051	[072002] Director of Preservation	1	1	\$92,955	\$69,418	\$7,111	\$169,484
670099	[072100] Tax Credit & Historic Grants	1	1	\$92,435	\$43,435	\$6,843	\$142,713
670087	[072400] Historic Sites Regional Admin	1	1	\$74,984	\$38,220	\$5,508	\$118,712
670088	[072400] Historic Sites Regional Admin	1	1	\$94,806	\$47,048	\$6,980	\$148,834
670113	[073600] Economic Development Director	1	1	\$87,443	\$41,945	\$6,462	\$135,850
670128	[073600] Economic Development Director	1	1	\$92,435	\$43,435	\$6,843	\$142,713
670178	[073650] Sr Economic Development Dir	1	1	\$101,774	\$72,301	\$7,159	\$181,234
670154	[074200] Workforce Train Prog Dir	1	1	\$67,392	\$35,703	\$4,928	\$108,023
670083	[076200] State Architectural Historian	1	1	\$82,410	\$55,340	\$5,848	\$143,598

670023	[089060] Financial Administrator II	1	1	\$70,699	\$51,652	\$4,953	\$127,304
670165	[089060] Financial Administrator II	1	1	\$62,213	\$34,405	\$4,531	\$101,149
670048	[089080] Financial Manager I	1	1	\$95,098	\$59,130	\$6,819	\$161,047
670045	[089130] Financial Director I	1	1	\$92,706	\$58,572	\$6,636	\$157,914
670127	[089130] Financial Director I	1	1	\$102,336	\$61,465	\$7,372	\$171,173
670035	[089230] Administrative Svcs Cord II	1	1	\$60,569	\$33,913	\$4,406	\$98,888
670190	[089230] Administrative Svcs Cord II	1	1	\$58,614	\$33,328	\$4,256	\$96,198
670096	[089240] Administrative Svcs Cord III	1	1	\$66,290	\$61,698	\$4,444	\$132,432
670168	[089240] Administrative Svcs Cord III	1	1	\$68,411	\$51,157	\$4,778	\$124,346
670097	[089250] Administrative Svcs Cord IV	1	1	\$72,654	\$63,600	\$4,931	\$141,185
670022	[089270] Administrative Svcs Mngr II	1	1	\$90,376	\$68,896	\$6,287	\$165,559
670015	[089280] Administrative Svcs Mngr III	1	1	\$101,774	\$72,301	\$7,159	\$181,234
670013	[089420] Administrative Svcs Dir IV	1	1	\$120,557	\$36,817	\$9,223	\$166,597
670172	[131400] Environmental Officer	1	1	\$79,310	\$39,511	\$5,839	\$124,660
670212	[131401] ACCD Environmental Specialist	1	1	\$56,576	\$17,610	\$4,328	\$78,514
670024	[140300] State Archeologist	1	1	\$90,376	\$57,719	\$6,457	\$154,552
670052	[314900] Benn Monum Hist Site Adm	1	1	\$89,315	\$57,403	\$6,377	\$153,095
670001	[447800] Procurement Tech Serv Coord	1	1	\$82,431	\$55,347	\$5,850	\$143,628
670050	[456700] DHCD Federal Programs Director	1	1	\$123,386	\$37,987	\$9,439	\$170,812
670027	[461100] Mkt Strat & Create Serv Mngr	1	1	\$71,531	\$53,630	\$5,472	\$130,633
670074	[464500] Procurement Tech Assist Ctr Dir	1	1	\$96,137	\$70,618	\$7,354	\$174,109
670142	[472200] Dir of Comm Plan & Revital	1	1	\$114,816	\$76,389	\$8,156	\$199,361
670068	[473300] Hist Res Spec Architecture	1	1	\$70,283	\$62,891	\$4,750	\$137,924
670164	[473301] Historic Res Spec Archeology	1	1	\$80,163	\$54,668	\$5,676	\$140,507
670064	[478500] Travel Marketing Spec III	1	1	\$70,699	\$36,940	\$5,181	\$112,820
670044	[478501] Senior Travel Marketing Spec	1	1	\$82,430	\$40,446	\$6,078	\$128,954
670123	[478501] Senior Travel Marketing Spec	1	1	\$63,544	\$19,903	\$4,861	\$88,308
670061	[478550] Travel Marketing Administrator	1	1	\$72,176	\$63,458	\$4,895	\$140,529
670117	[478905] ACCD Business Process Manager	1	1	\$102,336	\$31,492	\$7,829	\$141,657
670010	[485600] Procur Tech Asst Counselor II	1	1	\$73,278	\$52,612	\$5,150	\$131,040
670055	[485600] Procur Tech Asst Counselor II	1	1	\$73,278	\$52,612	\$5,150	\$131,040
670158	[485600] Procur Tech Asst Counselor II	1	1	\$79,685	\$24,724	\$6,095	\$110,504
670167	[485600] Procur Tech Asst Counselor II	1	1	\$84,365	\$41,024	\$6,226	\$131,615
670162	[496600] Grant Programs Manager	1	1	\$92,435	\$43,435	\$6,843	\$142,713
670189	[496600] Grant Programs Manager	1	1	\$69,950	\$36,718	\$5,123	\$111,791
670200	[496605] ACCD Contracts & Grants Mrg	1	1	\$85,051	\$56,129	\$6,051	\$147,231

670025	[496610] ACCD Contracts & Grants Direct	1	1	\$108,430	\$74,288	\$7,668	\$190,386
670036	[540000] Community Development Spec III	1	1	\$82,430	\$40,443	\$6,078	\$128,951
670004	[540004] Community Development Spec IV	1	1	\$95,721	\$70,492	\$6,696	\$172,909
670153	[540300] Senior Economic Development Sp	1	1	\$65,853	\$35,249	\$4,810	\$105,912
670146	[547900] Mgr Placemaking & Comm Partner	-	-	\$0	\$0	\$0	\$0
670040	[547950] Community Planning & Proj Mgr	1	1	\$77,022	\$64,619	\$5,265	\$146,906
670095	[548200] Community Plan & Policy Mgr	1	1	\$85,051	\$56,129	\$6,051	\$147,231
670146	[548200] Community Plan & Policy Mgr	1	1	\$95,722	\$44,417	\$7,095	\$147,234
670067	[550200] Contracts & Grants Administrat	1	1	\$82,430	\$40,446	\$6,078	\$128,954
670075	[554800] ACCD Digital Outreach Coord	1	1	\$68,411	\$62,332	\$4,606	\$135,349
670187	[554802] Econ Devel Digital Market Spec	1	1	\$80,163	\$54,668	\$5,677	\$140,508
677001	[90100A] Agency Secretary	1	1	\$182,083	\$96,600	\$13,302	\$291,985
677002	[90120A] Commissioner	1	1	\$138,445	\$60,359	\$10,591	\$209,395
677003	[90120A] Commissioner	1	1	\$138,445	\$78,211	\$9,841	\$226,497
677005	[90120A] Commissioner	1	1	\$140,774	\$84,188	\$10,142	\$235,104
677006	[90570D] Deputy Commissioner	1	1	\$126,256	\$79,828	\$9,032	\$215,116
677019	[90571D] Deputy Commissioner	1	1	\$125,008	\$57,633	\$9,563	\$192,204
677025	[91590E] Private Secretary	1	1	\$93,579	\$58,834	\$6,702	\$159,115
677014	[94980E] Economic Progress Council Dir	1	1	\$129,813	\$80,895	\$9,303	\$220,011
677013	[95010E] Executive Director	1	1	\$99,029	\$60,470	\$7,119	\$166,618
677032	[95010E] Executive Director	1	1	\$91,166	\$50,763	\$6,974	\$148,903
677034	[95010E] Executive Director	1	1	\$47,162	\$29,988	\$3,380	\$80,530
677015	[95230E] Historic Preservation Officer	1	1	\$114,442	\$49,896	\$8,527	\$172,865
677029	[95250E] Executive Assistant	1	1	\$100,880	\$72,201	\$7,090	\$180,171
677011	[95360E] Principal Assistant	1	1	\$100,880	\$72,201	\$7,090	\$180,171
677022	[95360E] Principal Assistant	1	1	\$100,693	\$72,147	\$7,076	\$179,916
677017	[95870E] General Counsel I	1	1	\$119,038	\$66,484	\$8,651	\$194,173
677012	[95871E] General Counsel II	1	1	\$138,632	\$70,264	\$9,978	\$218,874
677026	[96170E] Chief Marketing Officer	1	1	\$105,414	\$47,489	\$7,836	\$160,739
677007	[96500D] Deputy Secretary	1	1	\$149,802	\$86,901	\$10,833	\$247,536
Total		87	87	\$7,911,117	\$4,733,749	\$574,306	\$13,219,172

Fund #	Fund Name	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
10000	10000 - General Fund	69	70	\$6,539,681	\$3,913,244	\$473,682	\$10,926,607
21085	21085 - Captive Insurance Reg & Suprv	1	1	\$87,443	\$41,945	\$6,462	\$135,850
21819	21819 - ACCD-Mobile Home Park Laws	1	1	\$40,333	\$28,023	\$2,848	\$71,204
22005	22005 - Federal Revenue Fund	16	16	\$1,243,660	\$750,537	\$91,314	\$2,085,511
Total		87	87	\$7,911,117	\$4,733,749	\$574,306	\$13,219,172

Division of Administration

Lindsay Kurrle, Agency Secretary

Tayt Brooks, Deputy Secretary

FY 2027 Governor's Recommend	\$ 3,964,020
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Fiscal Year 2027 Budget Development Form: Agency of Commerce and Community Development

	General \$\$	Special \$\$	Federal \$\$	Interdept'l Transfer \$\$	All other \$\$	Total \$\$
Approp #1 [7100000000]: Administration FY 2026 Approp	3,802,763	0	0	0	0	3,802,763
Other Changes: (Please insert changes to your base appropriation that occurred after the passage of the FY 2026 budget)						0
FY 2026 Other Changes	0	0	0	0	0	0
Total Approp. After FY 2026 Other Changes	3,802,763	0	0	0	0	3,802,763
CURRENT SERVICE LEVEL/CURRENT LAW	161,257	0	0	0	0	161,257
<i>Personal Services</i>	<i>102,212</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>102,212</i>
500000: Salary & Wages: Classified Employees	57,076					57,076
500010: Salary & Wages: Exempt Employees						
501500: Health Insurance: Classified Employees	68,777					68,777
501510: Health Insurances: Exempt Employees						
502000: Retirement: Classified Employees	8,113					8,113
502010: Retirement: Exempt Employees						
All Other Employee Payroll Related Fringe Benefits	(2,493)					(2,493)
504040: VT Family & Medical Leave Insurance Premium	212					212
504045: Child Care Contribution	249					249
505200: Workers' Compensation Insurance Premium	4,620					4,620
508000: Vacancy Turnover Savings	(1,366)					(1,366)
Misc. personal service cost changes	100					100
Gov allocation	1,744					1,744
Dun & Bradstreet contract - DoL did not renew	(34,820)					(34,820)
						0
<i>Operating Expenses</i>	<i>49,045</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>49,045</i>
515010: Fee-for-Space Charge						0
516000: Insurance Other Than Employee Benefits	(3,462)					(3,462)
516010: Insurance - General Liability	1,861					1,861
516671: VISION/ISD	20,271					20,271
516685: ADS Allocated Charge	53,173					53,173
519006: Human Resources Services	2,788					2,788
523620: Single Audit Allocation	96					96
National Life yearly rent increase - Davis and Dewey Bldg	5,188					5,188
ADS service level agreement	(16,529)					(16,529)
Misc. operating cost changes	11,359					11,359
516662 ADS end user computing expense	(25,700)					(25,700)
<i>Grants</i>	<i>10,000</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>10,000</i>
UVM Census data center - grant not adjusted for inflation since 2020	10,000					10,000
						0
						0
Subtotal of Increases/Decreases	161,257	0	0	0	0	161,257
FY 2027 Governor Recommend	3,964,020	0	0	0	0	3,964,020

Agency of Commerce and Community Development FY 2026 Appropriation	3,802,763	0	0	0	0	3,802,763
Reductions and Other Changes	0	0	0	0	0	0
FY 2026 Total After Other Changes	3,802,763	0	0	0	0	3,802,763
TOTAL INCREASES/DECREASES	161,257	0	0	0	0	161,257
Agency of Commerce and Community Development FY 2027 Governor Recommend	3,964,020	0	0	0	0	3,964,020

State of Vermont
FY2027 Governor's Recommended Budget
Rollup Report

Organization: 07100 - Commerce & Community Dev Agency

Budget Object Group: 1. PERSONAL SERVICES

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Salaries and Wages	1,553,624	1,493,002	1,493,002	1,548,712	55,710	3.7%
Fringe Benefits	888,823	956,420	956,420	1,035,898	79,478	8.3%
Contracted & 3rd Party Service	743	65,960	65,960	32,884	-33,076	-50.1%
Per Diem & Other Pers Services	29	195	195	295	100	51.3%
Budget Object Group Total: 1. PERSONAL SERVICES	2,443,218	2,515,577	2,515,577	2,617,789	102,212	4.1%

Budget Object Group: 2. OPERATING

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	FY2027 Governor's Recommended to FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Equipment	0	2,000	2,000	2,500	500	25.0%
IT/Telecom Services and Equipment	366,471	492,442	492,442	524,166	31,724	6.4%
IT Repair and Maintenance Services	2,145	5,900	5,900	5,900	0	0.0%
Other Operating Expenses	220	3,387	3,387	3,533	146	4.3%
Other Rental	2,122	3,000	3,000	3,000	0	0.0%
Other Purchased Services	88,733	91,629	91,629	99,316	7,687	8.4%
Property Rental	252,217	256,158	256,158	261,346	5,188	2.0%
Supplies	10,142	7,250	7,250	7,250	0	0.0%
Travel	11,757	11,100	11,100	14,900	3,800	34.2%
Budget Object Group Total: 2. OPERATING	733,808	872,866	872,866	921,911	49,045	5.6%

Budget Object Group: 3. GRANTS

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed

Grants	389,320	414,320	414,320	424,320	10,000	2.4%
Budget Object Group Total: 3. GRANTS	389,320	414,320	414,320	424,320	10,000	2.4%

Total Expenditures	3,566,346	3,802,763	3,802,763	3,964,020	161,257	4.2%
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Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	3,566,346	3,802,763	3,802,763	3,964,020	161,257	4.2%
Funds Total	3,566,346	3,802,763	3,802,763	3,964,020	161,257	4.2%

Position Count	15.0
FTE Total	15.0

State of Vermont
FY2027 Governor's Recommended Budget
Detail Report

Organization: 07100 - Commerce & Community Dev Agency

Budget Object Group: 1. PERSONAL SERVICES

Salaries and Wages	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
500000 - Salaries	1,553,189	864,904	864,904	912,080	47,176	5.5%
500010 - Exempt	0	652,663	652,663	662,563	9,900	1.5%
500060 - Overtime	435	0	0	0	0	0.0%
508000 - Vacancy Turnover Savings	0	-24,565	-24,565	-25,931	-1,366	5.6%
Total: Salaries and Wages	1,553,624	1,493,002	1,493,002	1,548,712	55,710	3.7%

Fringe Benefits	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
501000 - FICA	112,233	66,166	66,166	66,013	-153	-0.2%
501010 - FICA - Exempt	0	48,755	48,755	48,177	-578	-1.2%
501500 - Health Insurance	331,849	223,395	223,395	245,858	22,463	10.1%
501510 - Health Ins - Exempt	0	148,932	148,932	195,246	46,314	31.1%
502000 - Retirement	400,139	249,092	249,092	262,678	13,586	5.5%
502010 - Retirement - Exempt	0	174,276	174,276	168,803	-5,473	-3.1%
502500 - Dental Insurance	14,472	8,530	8,530	8,790	260	3.0%
502510 - Dental - Exempt	0	4,265	4,265	4,395	130	3.0%
503000 - Life Insurance	6,051	2,924	2,924	1,916	-1,008	-34.5%
503010 - Life Ins - Exempt	0	2,807	2,807	1,762	-1,045	-37.2%
503500 - Long Term Disability	1,579	508	508	531	23	4.5%
503510 - LTD - Exempt	0	1,097	1,097	960	-137	-12.5%
504000 - Employee Assistance Program	514	370	370	380	10	2.7%
504010 - EAP - Exempt	0	185	185	190	5	2.7%
504040 - VT Family & Medical Leave Ins	5,297	5,631	5,631	5,843	212	3.8%
504045 - Child Care Contribution Exp	5,905	6,678	6,678	6,927	249	3.7%
505200 - Workers Comp - Ins Premium	10,784	12,809	12,809	17,429	4,620	36.1%

Total: Fringe Benefits	888,823	956,420	956,420	1,035,898	79,478	8.3%
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Contracted and 3rd Party Service	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
507600 - Other Contr and 3rd Pty Serv	743	65,960	65,960	32,884	-33,076	-50.1%
Total: Contracted and 3rd Party Service	743	65,960	65,960	32,884	-33,076	-50.1%

PerDiem and Other Personal Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
505700 - Catamount Health Assessment	0	195	195	195	0	0.0%
506220 - Transcripts	29	0	0	100	100	0.0%
Total: PerDiem and Other Personal Services	29	195	195	295	100	51.3%

Total: 1. PERSONAL SERVICES	2,443,218	2,515,577	2,515,577	2,617,789	102,212	4.1%
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Budget Object Group: 2. OPERATING

Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
522700 - Furniture & Fixtures	0	2,000	2,000	2,500	500	25.0%
Total: Equipment	0	2,000	2,000	2,500	500	25.0%

IT/Telecom Services and Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
516605 - ADS VOIP Exp	946	1,800	1,800	1,800	0	0.0%
516658 - Telecom-Conf Calling Services	1,628	2,000	2,000	2,000	0	0.0%
516659 - Telecom-Wireless Phone Service	9,312	9,500	9,500	10,000	500	5.3%
516660 - ADS Service Level Agreement	44,053	47,521	47,521	30,992	-16,529	-34.8%

516662 - ADS End User Computing Exp	158,130	262,970	262,970	237,270	-25,700	-9.8%
516671 - IT Inter Svc Cost-VISION/ISD	128,934	139,219	139,219	159,490	20,271	14.6%
516672 - IT Inter Svc Cost ADS Telephon	282	293	293	302	9	3.1%
516685 - IT Inter Svc ADS Allocated Fee	19,353	20,939	20,939	74,112	53,173	253.9%
522201 - Hardware-Computer Peripherals	532	2,500	2,500	2,500	0	0.0%
522216 - Hardware-Desktop & Laptop PCs	3,136	5,200	5,200	5,200	0	0.0%
522258 - Hardware-Pers Mobile Devices	165	500	500	500	0	0.0%
Total: IT/Telecom Services and Equipment	366,471	492,442	492,442	524,166	31,724	6.4%

IT Repair and Maintenance Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
		Description				
513010 - Repair & Main-OfficeTechEquip	2,145	3,300	3,300	3,300	0	0.0%
513056 - Software-Repair&Maint-Servers	0	1,600	1,600	1,600	0	0.0%
513058 - Software-Repair&Maint-Desktop	0	1,000	1,000	1,000	0	0.0%
Total: IT Repair and Maintenance Services	2,145	5,900	5,900	5,900	0	0.0%

Other Operating Expenses	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
		Description				
523620 - Single Audit Allocation	0	3,187	3,187	3,283	96	3.0%
523640 - Registration & Identification	220	200	200	250	50	25.0%
Total: Other Operating Expenses	220	3,387	3,387	3,533	146	4.3%

Other Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
		Description				
514550 - Rental - Auto	1,763	2,000	2,000	2,000	0	0.0%
515000 - Rental - Other	359	1,000	1,000	1,000	0	0.0%
Total: Other Rental	2,122	3,000	3,000	3,000	0	0.0%

Other Purchased Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
516000 - Insurance other than Empl Bene	20,858	18,458	18,458	14,996	-3,462	-18.8%
516010 - Insurance - General Liability	3,651	8,667	8,667	10,528	1,861	21.5%
516500 - Dues	23,000	20,000	20,000	22,000	2,000	10.0%
516815 - Advertising - Other	0	500	500	500	0	0.0%
516871 - Giveaways	0	100	100	100	0	0.0%
516872 - Sponsorships	17,500	15,000	15,000	18,000	3,000	20.0%
517000 - Printing and Binding	0	100	100	100	0	0.0%
517005 - Printing & Binding-BGS Copy Ct	8	50	50	50	0	0.0%
517100 - Registration for Meetings&Conf	2,303	2,500	2,500	3,000	500	20.0%
517120 - Emp Training & Background Chks	180	0	0	0	0	0.0%
517200 - Postage	0	10	10	10	0	0.0%
517205 - Postage-BGS Postal Svcs Only	23	150	150	150	0	0.0%
517300 - Freight & Express Mail	0	100	100	100	0	0.0%
517400 - Instate Conf, Meetings, Etc	500	500	500	1,000	500	100.0%
517410 - Catering/Meals Cost	956	0	0	0	0	0.0%
519000 - Other Purchased Services	5,470	6,500	6,500	7,000	500	7.7%
519006 - Human Resources Services	13,094	17,994	17,994	20,782	2,788	15.5%
519040 - Moving State Agencies	1,190	1,000	1,000	1,000	0	0.0%
Total: Other Purchased Services	88,733	91,629	91,629	99,316	7,687	8.4%

Property and Maintenance	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
Total: Property and Maintenance	0	0	0	0	0	0.0%

Property Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
514000 - Rent Land & Bldgs-Office Space	237,072	241,785	241,785	246,683	4,898	2.0%
514010 - Rent Land&Bldgs-Non-Office	15,145	14,373	14,373	14,663	290	2.0%
Total: Property Rental	252,217	256,158	256,158	261,346	5,188	2.0%

Supplies	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
520000 - Office Supplies	757	3,300	3,300	3,300	0	0.0%
520110 - Gasoline	86	1,000	1,000	1,000	0	0.0%
520500 - Other General Supplies	374	1,000	1,000	1,000	0	0.0%
520510 - IT & Data Processing Supplies	69	1,000	1,000	1,000	0	0.0%
520600 - Recognition/Awards	7,098	0	0	0	0	0.0%
520601 - Public Service Recog Wk Food	720	0	0	0	0	0.0%
521500 - Books&Periodicals-Library/Educ	0	200	200	200	0	0.0%
521510 - Subscriptions	199	750	750	750	0	0.0%
521515 - Subscriptions Other Info Serv	839	0	0	0	0	0.0%
Total: Supplies	10,142	7,250	7,250	7,250	0	0.0%

Travel	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
518000 - Travel-Inst-Auto Mileage-Emp	1,475	2,000	2,000	2,500	500	25.0%
518010 - Travel-Inst-Other Transp-Emp	0	100	100	100	0	0.0%
518020 - Travel-Inst-Meals-Emp	28	1,500	1,500	500	-1,000	-66.7%
518030 - Travel-Inst-Lodging-Emp	177	1,000	1,000	500	-500	-50.0%
518040 - Travel-Inst-Incidentals-Emp	53	0	0	0	0	0.0%
518500 - Travel-Outst-Auto Mileage-Emp	497	400	400	400	0	0.0%
518510 - Travel-Outst-Other Trans-Emp	3,516	2,200	2,200	4,000	1,800	81.8%
518520 - Travel-Outst-Meals-Emp	520	900	900	1,000	100	11.1%
518530 - Travel-Outst-Lodging-Emp	5,214	2,600	2,600	5,500	2,900	111.5%
518540 - Travel-Outst-Incidentals-Emp	221	400	400	400	0	0.0%
518710 - Trvl-Outst-Other Trans-Nonemp	56	0	0	0	0	0.0%
Total: Travel	11,757	11,100	11,100	14,900	3,800	34.2%

Total: 2. OPERATING	733,808	872,866	872,866	921,911	49,045	5.6%
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Budget Object Group: 3. GRANTS

Grants Rollup	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
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Description							
550000 - Grants to Municipalities	89,320	0	0	0	0	0	0.0%
550500 - Other Grants	300,000	414,320	414,320	424,320	10,000	2,4%	
Total: Grants Rollup	389,320	414,320	414,320	424,320	10,000	2.4%	
Total: 3. GRANTS	389,320	414,320	414,320	424,320	10,000	2.4%	
Total Expenditures	3,566,346	3,802,763	3,802,763	3,964,020	161,257	4.2%	

Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	3,566,346	3,802,763	3,802,763	3,964,020	161,257	4.2%
Funds Total	3,566,346	3,802,763	3,802,763	3,964,020	161,257	4.2%

Position Count	15.0
FTE Total	15.0

State of Vermont
FY2027 Governor's Recommended Budget
Position Summary Report

Organization: 7100000000 - Agency of Commerce and Community Development - Administration

Sec No: B.800

BU: 07100

Position Number	Classification	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
670023	[089060] Financial Administrator II	1	1	\$70,699	\$51,652	\$4,953	\$127,304
670165	[089060] Financial Administrator II	1	1	\$62,213	\$34,405	\$4,531	\$101,149
670048	[089080] Financial Manager I	1	1	\$95,098	\$59,130	\$6,819	\$161,047
670045	[089130] Financial Director I	1	1	\$92,706	\$58,572	\$6,636	\$157,914
670127	[089130] Financial Director I	1	1	\$102,336	\$61,465	\$7,372	\$171,173
670097	[089250] Administrative Svcs Cord IV	1	1	\$72,654	\$63,600	\$4,931	\$141,185
670013	[089420] Administrative Svcs Dir IV	1	1	\$120,557	\$36,817	\$9,223	\$166,597
670117	[478905] ACCD Business Process Manager	1	1	\$102,336	\$31,492	\$7,829	\$141,657
670200	[496605] ACCD Contracts & Grants Mrg	1	1	\$85,051	\$56,129	\$6,051	\$147,231
670025	[496610] ACCD Contracts & Grants Direct	1	1	\$108,430	\$74,288	\$7,668	\$190,386
677001	[90100A] Agency Secretary	1	1	\$182,083	\$96,600	\$13,302	\$291,985
677032	[95010E] Executive Director	1	1	\$91,166	\$50,763	\$6,974	\$148,903
677011	[95360E] Principal Assistant	1	1	\$100,880	\$72,201	\$7,090	\$180,171
677012	[95871E] General Counsel II	1	1	\$138,632	\$70,264	\$9,978	\$218,874
677007	[96500D] Deputy Secretary	1	1	\$149,802	\$86,901	\$10,833	\$247,536
Total		15	15	\$1,574,643	\$904,279	\$114,190	\$2,593,112

Fund #	Fund Name	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
10000	10000 - General Fund	15	15	\$1,574,643	\$904,279	\$114,190	\$2,593,112
Total		15	15	\$1,574,643	\$904,279	\$114,190	\$2,593,112

**State of Vermont
FY2027 Governor's Recommended Budget
Grants Out Inventory Report**

Organization: 7100000000 - Agency of Commerce and Community Development - Administration

Sec No: B.800

BU: 07100

Fund Name	Grant Recipient	Grant Purpose	Prior Year Budget Amount	Budget Request Amount	Variance
10000 - General Fund	VT Council on Rural Development	Support engagement of Vermonters in community and economic development	\$89,320	\$89,320	\$0
10000 - General Fund	UVM Data Center for Rural Studies	Technical assistance accessing and using Census data	\$50,000	\$60,000	\$10,000
10000 - General Fund	VT Sustainable Jobs Fund	Support and enhancement of Vermont's robust climate economy	\$275,000	\$275,000	\$0
Total			\$414,320	\$424,320	\$10,000

Fund Name	Prior Year Budget Amount	Budget Request Amount	Variance
10000 - General Fund	\$414,320	\$424,320	\$10,000
Total	\$414,320	\$424,320	\$10,000

ACCD -Administration Division

General Fund Carry-forward Balances - June 30, 2025

Source: VT_APPROP_DEPT_SUM_NW - Approp Summary Fund-Ldgr Cols

Unit	Account	Fund	Descr	Dept	Budget Amt	Encumb Amt	Expended Amt	Available Amt
07100	000100	10000	General Fund	7100000000	(3,665,774.32)	-	3,566,345.90	(99,428.42)
07100	000100	10000	General Fund	7100892301	-	-	-	-
07100	000100	10000	General Fund	7100892302	(350,000.00)	-	350,000.00	-
07100	000100	10000	General Fund	7100892402	(9,000.00)	-	9,000.00	-
07100	000100	10000	General Fund	7100892502	(4,985,000.00)	-	2,295,032.68	(2,689,967.32)

General Fund Carry-forward request (2,789,395.74)

7100000000 Administration	Approved	99,428.42
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This carry-forward will be utilized to pay for an existing limited-service position within the Administration Division of ACCD - a Financial Administrator II. This position remains critical as the Agency continues to spend down ARPA-era dollars as well as millions in one-time appropriations. Without the approval of this carry-forward, the Agency would be at risk of losing important financial operations capacity.

7100000000 Administration	Not Approved	2,689,967.32
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This carry-forward would be held to support business recovery in the event that flooding or other natural disasters occur in calendar year 2025. Act 27 of 2025 authorizes the Vermont Economic Development Authority (VEDA) to stand up a business recovery program for future natural disasters, but that program is not yet active. This residual BEGAP funding could quickly be deployed if another event occurs prior to the VEDA program going live. If this carry-forward request was not approved, then the State would be at risk of not being able to provide a timely response in the event of significant flooding in the near-term.

DEPARTMENT NAME: ACCD Administration		Financial Info						
Programs	Financial Category	GF \$\$	Fed F \$\$	All other funds \$\$	Total funds \$\$	Authorized Positions (if available)	\$ Amounts granted out (if available)	
PROGRAM NAME								
The Department serves as the backbone of administrative and leadership services for the Agency. The Secretary's office provides policy leadership, direction and support to the Agency's three departments. The finance and business process team develops and implements the entire Agency's budget, provides human resources support, liaises with the Agency of Digital Services, and manages multiple other administrative tasks such as space management. The legal services division provides general counsel services across department lines, manages the Agency's contract and grant processes, and ensures the Agency is complying with public	FY 2025 Actual expenditures	3,566,346	0	0	3,566,346	17	389,320	
	FY 2026 Estimated	3,802,763	0	0	3,802,763	17	414,320	
	FY 2027 Budget Request for Governor's Recommendation	3,964,020	0	0	3,964,020	15	424,320	
	FY 2025 Actuals	3,566,346	0	0	3,566,346	17	389,320	
	FY 2026 Estimated	3,802,763	0	0	3,802,763	17	414,320	
	FY 2027 Budget Request	3,964,020	0	0	3,964,020	15	424,320	

Agency of Commerce and Community Development

When selecting programs in this column, please choose an option from the in-cell drop down (not the table header). Available options are populated from the Programs tab. (Required)	Include the specific measure...measures typically start with number, percentage, etc. (Required)	When selecting a measure type in this column, please choose an option from the in-cell drop down (not the table header) (Required)	When selecting a unit type in this column, please choose an option from the in-cell drop down (not the table header) (Required)	Polarity determines which directional trend is preferred. A "Higher is Better" polarity indicates that we would like to see the data values "increase" over time, while a "Lower is Better" polarity signifies that we want the data values to "decrease" over time. (Required)	Over which kind of period is the measure calculated? (Required)	You will want to confirm/adjust the data points currently listed in the prior year columns which came from last years submission, then populate additional data in the other columns to bring your data values up to date. 3-5 years of data is preferred. (Required)	Please provide a target value for the next cycle. Targets express what you are trying to achieve and what good performance looks like. (Required for any measure not listed as a 'Context' measure)	Please include any notes or comments and they relate to the performance measure. (Encouraged)
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Program Name	Measure	Measure Type	Unit Type	Polarity	Reporting Period	2021	2022	2023	2024	2025	Target	Notes
ACCD - Administration - Finance	Number of accounts payable vouchers processed	Quantity	Number	No Polarity	SFY	-	-	-	4830.00	4731.00		
ACCD - Administration - Finance	Journal vouchers as a share of total AP vouchers	Quality	Percent	Lower is Better	SFY	-	-	-	0.035%	0.043%	0.020%	This is an imperfect measure of accuracy as JVs could be required for reasons other than corrections
ACCD - Administration - Finance	Percentage of "yes" or "n/a" responses on annual self-assessment of internal controls	Quality	Percent	Higher is Better	SFY	-	-	-	100.0%	98.6%	100.0%	"Yes, but" was a new category for FY25 reporting
ACCD - Administration - Finance	SAIC - Data Validation Review results	Quality	Percent	Higher is Better	SFY	-	-	-	1.00	0.00		There may not be results every year. Have not yet received validation inquiry for FY25
ACCD - Administration - Human Resources	Number of personnel actions processed in ACCD HR workflow system	Context	Number	No Polarity	SFY					42.00		
ACCD - Administration - Human Resources	Average processing time for personnel actions - from work order open date to work order close date - in days	Quality	Number	Lower is Better	SFY	-	-	-	-	35.00	30	First year with this system - target is aspirational
ACCD - Administration - Finance	Total General Fund budget for ACCD	Context	Number	No Polarity	SFY	-	-	-	-	19,449,372.00		
ACCD - Administration - Finance	Percent of General Fund budget not spent or obligated during the fiscal year	Quality	Percent	Lower is Better	SFY	-	-	-	-	5.33%	1%	Reflects timeliness of spending and accuracy of budgeting

Department of Housing and Community Development

Alex Farrell, Commissioner

Nate Formalarie, Deputy Commissioner

FY 2027 Governor's Recommend	\$ 54,126,162
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Fiscal Year 2027 Budget Development Form: Department of Housing and Community Development

	General \$\$	Transp \$\$	Special \$\$	Federal \$\$	Interdept'l Transfer \$\$	All other \$\$	Total \$\$
Approp #1 [7110010000]: Housing and Community Development FY 2026 Approp	7,656,505	0	10,144,339	10,957,973	2,428,567	0	31,187,384
Other Changes: (Please insert changes to your base appropriation that occurred after the passage of the FY 2026 budget)							0
FY 2026 Other Changes	0	0	0	0	0	0	0
Total Approp. After FY 2026 Other Changes	7,656,505	0	10,144,339	10,957,973	2,428,567	0	31,187,384
CURRENT SERVICE LEVEL/CURRENT LAW	4,345,916	1,000,000	535,306	19,486,123	(2,428,567)	0	22,938,778
Personal Services	495,894	0	60,964	220,679	(128,567)	0	648,970
500000: Salary & Wages: Classified Employees	166,807		4,340	194,095	(65,686)		299,556
500010: Salary & Wages: Exempt Employees							
501500: Health Insurance: Classified Employees	90,912		(4,237)	62,589	(37,233)		112,031
501510: Health Insurances: Exempt Employees							
502000: Retirement: Classified Employees	48,445		1,250	55,900	(18,918)		86,677
502010: Retirement: Exempt Employees							
All Other Employee Payroll Related Fringe Benefits	134		51	15,115	(6,197)		9,103
504040: VT Family & Medical Leave Insurance Premium	9		16	511	(244)		292
504045: Child Care Contribution	737		19	856	(289)		1,323
505200: Workers' Compensation Insurance Premium	4,639						4,639
508000: Vacancy Turnover Savings	(6,140)			(7,570)			(13,710)
IT contracts	3,848						3,848
VHIP Staffing - new base SFY2027	240,000						240,000
Contracted services	(53,497)						(53,497)
Historic Sites seasonal employees			63,125				
Misc changes			(3,600)				(3,600)
Sites - Morrill and Old Constitution House grant spend down				(32,477)			(32,477)
ERA II - personnel costs				(68,340)			
							0
Operating Expenses	100,022	0	313,000	312,694	0	0	725,716
515010: Fee-for-Space Charge	0						0
516000: Insurance Other Than Employee Benefits	(21,519)			221			(21,298)
516010: Insurance - General Liability	(465)			104			(361)
516671: VISION/ISD	0						0
516685: ADS Allocated Charge	126,494			187			126,681
519006: Human Resources Services	3,969						3,969
523620: Single Audit Allocation	354						354
Misc operating changes	(18,811)		13,000	(1,124)			(6,935)
VHIP operations - new base	10,000						
Theron Boyd private donation - maintenance			300,000				300,000
Sites - Morrill and Old Constitution House grant spend down				(126,694)			(126,694)
CDBG-DR operating				40,000			40,000
Bennington Monument CDS allocation - maintenance				400,000			400,000
Grants	3,750,000	1,000,000	161,342	18,952,750	(2,300,000)	0	21,564,092
Downtown Vibrancy grants - 4 new designated downtowns	100,000						100,000
VHIP grants - new base	3,750,000						3,750,000
MHIR - reduce by 5% and allocate for staffing	(100,000)						(100,000)
EVSE grants - new T-Fund base		1,000,000					1,000,000
Municipal and Regional Planning funds			161,342				161,342
CDBG-DR grant awards				18,952,750			18,952,750
802 Homes - one-time funds from AHS obligated					(600,000)		(600,000)
Reduction - EVSE reduced and moved from IDT to T-Fund					(1,700,000)		(1,700,000)
							0
Subtotal of Increases/Decreases	4,345,916	1,000,000	535,306	19,486,123	(2,428,567)	0	22,938,778
FY 2027 Governor Recommend	12,002,421	1,000,000	10,679,645	30,444,096	0	0	54,126,162

Department of Housing and Community Development FY 2026 Appropriation	7,656,505	0	10,144,339	10,957,973	2,428,567	0	31,187,384
Reductions and Other Changes	0	0	0	0	0	0	0
FY 2026 Total After Other Changes	7,656,505	0	10,144,339	10,957,973	2,428,567	0	31,187,384
TOTAL INCREASES/DECREASES	4,345,916	1,000,000	535,306	19,486,123	(2,428,567)	0	22,938,778
Department of Housing and Community Development FY 2027 Governor Recommend	12,002,421	1,000,000	10,679,645	30,444,096	0	0	54,126,162

State of Vermont
FY2027 Governor's Recommended Budget
Rollup Report

Organization: 07110 - Housing & Comm Development

Budget Object Group: 1. PERSONAL SERVICES

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Salaries and Wages	3,803,710	3,338,718	3,338,718	3,687,689	348,971	10.5%
Fringe Benefits	2,210,593	2,167,527	2,167,527	2,378,592	211,065	9.7%
Contracted & 3rd Party Service	302,217	918,062	918,062	235,936	-682,126	-74.3%
Per Diem & Other Pers Services	9,902	95,576	95,576	266,636	171,060	179.0%
Budget Object Group Total: 1. PERSONAL SERVICES	6,326,423	6,519,883	6,519,883	6,568,853	48,970	0.8%

Budget Object Group: 2. OPERATING

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	FY2027 Governor's Recommeded to FY2026 As Passed	Percent Change FY2027 Governor's Recommeded and FY2026 As Passed
Equipment	13,644	5,000	5,000	5,150	150	3.0%
IT/Telecom Services and Equipment	216,889	215,727	215,727	330,366	114,639	53.1%
IT Repair and Maintenance Services	8,315	5,200	5,200	5,200	0	0.0%
Other Operating Expenses	228,460	178,395	178,395	188,749	10,354	5.8%
Other Rental	33,156	13,410	13,410	13,530	120	0.9%
Other Purchased Services	192,043	261,868	261,868	313,034	51,166	19.5%
Property & Maintenance	226,772	701,775	701,775	1,256,041	554,266	79.0%
Supplies	133,529	94,175	94,175	89,085	-5,090	-5.4%
Travel	43,927	52,520	52,520	52,631	111	0.2%
Budget Object Group Total: 2. OPERATING	1,096,735	1,528,070	1,528,070	2,253,786	725,716	47.5%

Budget Object Group: 3. GRANTS

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed

Grants	25,213,793	23,139,431	23,139,431	45,303,523	22,164,092	95.8%
Budget Object Group Total: 3. GRANTS	25,213,793	23,139,431	23,139,431	45,303,523	22,164,092	95.8%

Total Expenditures	32,636,951	31,187,384	31,187,384	54,126,162	22,938,778	73.6%
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Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	5,380,652	7,656,505	7,656,505	12,002,421	4,345,916	56.8%
Transportation Fund	0	0	0	1,000,000	1,000,000	#DIV/0!
Special Fund	10,698,184	10,144,339	10,144,339	10,679,645	535,306	5.3%
Federal Funds	15,360,213	10,957,973	10,957,973	30,444,096	19,486,123	177.8%
IDT Funds	1,197,903	2,428,567	2,428,567	0	-2,428,567	-100.0%
Funds Total	32,636,951	31,187,384	31,187,384	54,126,162	22,938,778	73.6%

Position Count	39.0
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State of Vermont
FY2027 Governor's Recommended Budget
Detail Report

Organization: 07110 - Housing & Comm Development

Budget Object Group: 1. PERSONAL SERVICES

Salaries and Wages	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
500000 - Salaries	3,798,734	2,589,533	2,589,533	2,866,842	277,309	10.7%
500010 - Exempt	0	523,096	523,096	545,343	22,247	4.3%
500040 - Temporary Employees	0	305,873	305,873	368,998	63,125	20.6%
500060 - Overtime	4,976	0	0	0	0	0.0%
508000 - Vacancy Turnover Savings	0	-79,784	-79,784	-93,494	-13,710	17.2%
Total: Salaries and Wages	3,803,710	3,338,718	3,338,718	3,687,689	348,971	10.5%

Fringe Benefits	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
501000 - FICA	278,968	198,100	198,100	207,694	9,594	4.8%
501010 - FICA - Exempt	0	40,016	40,016	39,431	-585	-1.5%
501500 - Health Insurance	890,053	825,143	825,143	892,563	67,420	8.2%
501510 - Health Ins - Exempt	0	104,928	104,928	149,539	44,611	42.5%
502000 - Retirement	929,453	745,788	745,788	825,650	79,862	10.7%
502010 - Retirement - Exempt	0	136,982	136,982	143,797	6,815	5.0%
502500 - Dental Insurance	32,096	26,443	26,443	29,886	3,443	13.0%
502510 - Dental - Exempt	0	4,265	4,265	4,395	130	3.0%
503000 - Life Insurance	13,947	9,667	9,667	6,657	-3,010	-31.1%
503010 - Life Ins - Exempt	0	1,774	1,774	1,146	-628	-35.4%
503500 - Long Term Disability	1,186	381	381	400	19	5.0%
503510 - LTD - Exempt	0	880	880	916	36	4.1%
504000 - Employee Assistance Program	1,480	1,185	1,185	1,285	100	8.4%
504010 - EAP - Exempt	0	185	185	189	4	2.2%
504040 - VT Family & Medical Leave Ins	11,459	11,549	11,549	11,841	292	2.5%
504045 - Child Care Contribution Exp	14,365	13,693	13,693	15,016	1,323	9.7%

505200 - Workers Comp - Ins Premium	35,946	43,548	43,548	48,187	4,639	10.7%
505500 - Unemployment Compensation	1,639	3,000	3,000	0	-3,000	-100.0%
Total: Fringe Benefits	2,210,593	2,167,527	2,167,527	2,378,592	211,065	9.7%

Contracted and 3rd Party Service	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
507565 - IT Contracts - Application Dev	2,010	10,000	10,000	8,000	-2,000	-20.0%
507566 - IT Contracts - Application Sup	19,018	38,152	38,152	44,000	5,848	15.3%
507600 - Other Contr and 3rd Pty Serv	271,760	869,910	869,910	183,936	-685,974	-78.9%
507670 - Custodial	1,625	0	0	0	0	0.0%
507679 - Contr&3rd Pty-Electrical Work	7,804	0	0	0	0	0.0%
Total: Contracted and 3rd Party Service	302,217	918,062	918,062	235,936	-682,126	-74.3%

PerDiem and Other Personal Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
505700 - Catamount Health Assessment	3,852	600	600	0	-600	-100.0%
506000 - Per Diem	6,050	11,636	11,636	11,636	0	0.0%
506200 - Other Pers Serv	0	83,340	83,340	255,000	171,660	206.0%
Total: PerDiem and Other Personal Services	9,902	95,576	95,576	266,636	171,060	179.0%
Total: 1. PERSONAL SERVICES	6,326,423	6,519,883	6,519,883	6,568,853	48,970	0.8%

Budget Object Group: 2. OPERATING

Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
522300 - Maintenance Equipment	-4,344	0	0	-	0	0.0%
522400 - Other Equipment	15,436	5,000	5,000	5,150	150	3.0%
522650 - Art	2,552	0	0	-	0	0.0%
Total: Equipment	13,644	5,000	5,000	5,150	150	3.0%

IT/Telecom Services and Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
516551 - Software-License-ApplicaSupprt	820	0	0	0	0	0.0%
516557 - Software-License-Servers	0	5,500	5,500	5,500	0	0.0%
516605 - ADS VOIP Exp	1,685	1,200	1,200	1,206	6	0.5%
516620 - Internet	846	50	50	50	0	0.0%
516623 - Telecom-Mobile Wireless Data	320	1,450	1,450	1,453	3	0.2%
516652 - Telecom-Telephone Service	6,068	0	0	0	0	0.0%
516659 - Telecom-Wireless Phone Service	21,931	22,700	22,700	19,650	-3,050	-13.4%
516660 - ADS Service Level Agreement	77,697	84,982	84,982	85,681	699	0.8%
516662 - ADS End User Computing Exp	966	2,000	2,000	2,000	0	0.0%
516667 - ADS EA SOV Emp Exp	26,565	0	0	0	0	0.0%
516672 - IT Inter Svc Cost ADS Telephon	6,828	12,800	12,800	7,800	-5,000	-39.1%
516685 - IT Inter Svc ADS Allocated Fee	57,614	53,045	53,045	179,726	126,681	238.8%
519085 - Software as a Service	-4,912	6,000	6,000	800	-5,200	-86.7%
522201 - Hardware-Computer Peripherals	2,936	1,600	1,600	1,600	0	0.0%
522216 - Hardware-Desktop & Laptop PCs	17,099	23,200	23,200	23,700	500	2.2%
522258 - Hardware-Pers Mobile Devices	426	1,200	1,200	1,200	0	0.0%
Total: IT/Telecom Services and Equipment	216,889	215,727	215,727	330,366	114,639	53.1%

IT Repair and Maintenance Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
513050 - Software-Rep&Maint-ApplicaSupp	8,315	0	0	0	0	0.0%
513056 - Software-Repair&Maint-Servers	0	5,200	5,200	5,200	0	0.0%
Total: IT Repair and Maintenance Services	8,315	5,200	5,200	5,200	0	0.0%

Other Operating Expenses	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
523620 - Single Audit Allocation	12,716	11,795	11,795	12,149	354	3.0%
523640 - Registration & Identification	0	100	100	100	0	0.0%

523660 - Taxes	29,791	0	0	10,000	10,000	0.0%
524000 - Bank Service Charges	25,399	6,500	6,500	6,500	0	0.0%
525270 - Fee for Space Services	200	0	0	0	0	0.0%
525290 - Cost of Stock Items Sold	160,354	160,000	160,000	160,000	0	0.0%
Total: Other Operating Expenses	228,460	178,395	178,395	188,749	10,354	5.8%

Other Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
		Description				
514550 - Rental - Auto	11,239	5,500	5,500	5,560	60	1.1%
515000 - Rental - Other	21,917	7,910	7,910	7,970	60	0.8%
Total: Other Rental	33,156	13,410	13,410	13,530	120	0.9%

Other Purchased Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
		Description				
516000 - Insurance other than Empl Bene	69,587	62,757	62,757	41,459	-21,298	-33.9%
516010 - Insurance - General Liability	24,821	29,468	29,468	29,107	-361	-1.2%
516500 - Dues	24,509	23,700	23,700	22,700	-1,000	-4.2%
516813 - Advertising - Print	10,767	4,100	4,100	4,100	0	0.0%
516814 - Advertising - Web	59	1,000	1,000	150	-850	-85.0%
516815 - Advertising - Other	0	0	0	7,000	7,000	0.0%
516820 - Advertising - Job Vacancies	3,860	1,600	1,600	1,600	0	0.0%
516871 - Giveaways	138	0	0	0	0	0.0%
516872 - Sponsorships	11,250	8,500	8,500	36,000	27,500	323.5%
517000 - Printing and Binding	1,548	1,200	1,200	1,236	36	3.0%
517005 - Printing & Binding-BGS Copy Ct	195	610	610	610	0	0.0%
517010 - Printing-Promotional	0	5,000	5,000	5,150	150	3.0%
517100 - Registration for Meetings&Conf	7,062	7,500	7,500	7,500	0	0.0%
517120 - Emp Training & Background Chks	350	0	0	0	0	0.0%
517200 - Postage	141	500	500	515	15	3.0%
517205 - Postage-BGS Postal Svcs Only	1,485	330	330	330	0	0.0%
517300 - Freight & Express Mail	35	0	0	0	0	0.0%
517400 - Instate Conf, Meetings, Etc	6,063	24,050	24,050	17,565	-6,485	-27.0%
517410 - Catering/Meals Cost	5,533	0	0	5,000	5,000	0.0%
517500 - Outstate Conf, Meetings, Etc.	480	32,100	32,100	24,943	-7,157	-22.3%
519000 - Other Purchased Services	-21,897	25,353	25,353	70,000	44,647	176.1%
519006 - Human Resources Services	39,283	34,100	34,100	38,069	3,969	11.6%

519030 - Brochure Distribution	5,172	0	0	0	0	0.0%
519040 - Moving State Agencies	1,602	0	0	0	0	0.0%
Total: Other Purchased Services	192,043	261,868	261,868	313,034	51,166	19.5%

Property and Maintenance	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
510000 - Water/Sewer	13,745	20,000	20,000	15,000	-5,000	-25.0%
510200 - Disposal	240	0	0	0	0	0.0%
510210 - Rubbish Removal	10,891	20,000	20,000	12,000	-8,000	-40.0%
510300 - Snow Removal	36,095	30,000	30,000	36,500	6,500	21.7%
510400 - Custodial	7,592	12,000	12,000	9,000	-3,000	-25.0%
510500 - Other Property Mgmt Services	0	2,000	2,000	2,060	60	3.0%
510520 - Lawn Maintenance	61,550	65,000	65,000	62,000	-3,000	-4.6%
512000 - Repair & Maint - Buildings	54,907	333,940	333,940	954,405	620,465	185.8%
512010 - Plumbing & Heating Systems	40,607	20,000	20,000	18,950	-1,050	-5.3%
512310 - Car Wash Services	9	0	0	0	0	0.0%
512400 - Rep&Maint-Grds & Constr Equip	357	0	0	0	0	0.0%
513200 - Other Repair & Maint Serv	0	6,000	6,000	1,500	-4,500	-75.0%
513210 - Repairs&Maint-Property/Grounds	778	192,835	192,835	144,626	-48,209	-25.0%
Total: Property and Maintenance	226,772	701,775	701,775	1,256,041	554,266	79.0%

Property Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
Total: Property Rental	0	0	0	0	0	0.0%

Supplies	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
520000 - Office Supplies	2,054	6,900	6,900	5,850	-1,050	-15.2%
520100 - Vehicle & Equipment Supplies	40	0	0	0	0	0.0%
520110 - Gasoline	3,251	5,600	5,600	4,400	-1,200	-21.4%
520120 - Diesel	32	0	0	0	0	0.0%
520200 - Building Maintenance Supplies	12,611	10,600	10,600	8,850	-1,750	-16.5%
520210 - Plumbing	28	0	0	0	0	0.0%

520220 - Small Tools	36	0	0	0	0	0	0.0%
520230 - Electrical Supplies	617	0	0	0	0	0	0.0%
520500 - Other General Supplies	34,313	11,250	11,250	9,490	-1,760	-15.6%	
520510 - IT & Data Processing Supplies	826	2,800	2,800	2,830	30	1.1%	
520550 - Electronic	275	0	0	0	0	0.0%	
520600 - Recognition/Awards	85	0	0	0	0	0.0%	
520700 - Food	1,850	1,700	1,700	1,700	0	0.0%	
521000 - Natural Gas	99	0	0	0	0	0.0%	
521100 - Electricity	44,216	38,000	38,000	39,140	1,140	3.0%	
521220 - Heating Oil #2 - Uncut	7,443	10,000	10,000	9,000	-1,000	-10.0%	
521320 - Propane Gas	6,435	6,000	6,000	6,500	500	8.3%	
521500 - Books&Periodicals-Library/Educ	15,463	600	600	600	0	0.0%	
521510 - Subscriptions	67	500	500	500	0	0.0%	
521515 - Subscriptions Other Info Serv	2,637	225	225	225	0	0.0%	
521800 - Household, Facility&Lab Suppl	139	0	0	0	0	0.0%	
521820 - Paper Products	1,013	0	0	0	0	0.0%	
Total: Supplies	133,529	94,175	94,175	89,085	-5,090	-5.4%	

Travel	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
518000 - Travel-Inst-Auto Mileage-Emp	20,557	25,500	25,500	27,000	1,500	5.9%
518010 - Travel-Inst-Other Transp-Emp	115	0	0	0	0	0.0%
518020 - Travel-Inst-Meals-Emp	249	0	0	0	0	0.0%
518030 - Travel-Inst-Lodging-Emp	338	400	400	400	0	0.0%
518040 - Travel-Inst-Incidentals-Emp	61	0	0	0	0	0.0%
518300 - Travl-Inst-Auto Mileage-Nonemp	3,822	7,000	7,000	5,611	-1,389	-19.8%
518500 - Travel-Outst-Auto Mileage-Emp	1,116	1,120	1,120	1,120	0	0.0%
518510 - Travel-Outst-Other Trans-Emp	4,927	5,000	5,000	5,000	0	0.0%
518520 - Travel-Outst-Meals-Emp	3,641	3,000	3,000	3,000	0	0.0%
518530 - Travel-Outst-Lodging-Emp	8,876	9,500	9,500	9,500	0	0.0%
518540 - Travel-Outst-Incidentals-Emp	226	1,000	1,000	1,000	0	0.0%
Total: Travel	43,927	52,520	52,520	52,631	111	0.2%
Total: 2. OPERATING	1,096,735	1,528,070	1,528,070	2,253,786	725,716	47.5%

Budget Object Group: 3. GRANTS

Grants Rollup	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
550000 - Grants to Municipalities	12,793,539	8,897,645	8,897,645	27,913,703	19,016,058	213.7%
550220 - Grants	11,951,171	13,628,685	13,628,685	16,776,719	3,148,034	23.1%
550500 - Other Grants	469,083	613,101	613,101	613,101	0	0.0%
Total: Grants Rollup	25,213,793	23,139,431	23,139,431	45,303,523	22,164,092	95.8%
Total: 3. GRANTS	25,213,793	23,139,431	23,139,431	45,303,523	22,164,092	95.8%
Total Expenditures	32,636,951	31,187,384	31,187,384	54,126,162	22,938,778	73.6%

Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	5,380,652	7,656,505	7,656,505	12,002,421	4,345,916	56.8%
Transportation Fund	0	0	0	1,000,000	1,000,000	0.0%
Special Fund	10,698,184	10,144,339	10,144,339	10,679,645	535,306	5.3%
Federal Funds	15,360,213	10,957,973	10,957,973	30,444,096	19,486,123	177.8%
IDT Funds	1,197,903	2,428,567	2,428,567	0	-2,428,567	-100.0%
Funds Total	32,636,951	31,187,384	31,187,384	54,126,162	22,938,778	73.6%

Position Count	39.0
FTE Total	38.6

State of Vermont
FY2027 Governor's Recommended Budget
Position Summary Report

Organization: 07110 - Housing & Comm Development

Position Number	Classification	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
670206	[045004] Housing Program Administrator	1	1	\$79,602	\$39,600	\$5,862	\$125,064
670170	[045005] Housing Division Director	1	1	\$98,946	\$45,116	\$7,341	\$151,403
670082	[049100] Housing Program Coordinator	1	1	\$77,563	\$53,890	\$5,477	\$136,930
670156	[049600] Grants Mng Spec Housing&Com De	1	1	\$70,700	\$51,653	\$5,408	\$127,761
670203	[049600] Grants Mng Spec Housing&Com De	1	1	\$62,213	\$34,405	\$4,531	\$101,149
670007	[060000] Grants Management Analyst	1	1	\$95,097	\$70,305	\$6,648	\$172,050
670020	[060000] Grants Management Analyst	1	1	\$97,906	\$59,968	\$7,033	\$164,907
670215	[060000] Grants Management Analyst	1	1	\$64,314	\$51,474	\$4,920	\$120,708
670216	[060000] Grants Management Analyst	1	1	\$64,314	\$51,474	\$4,920	\$120,708
670034	[063000] Dir of State Historic Sites	1	1	\$87,131	\$41,527	\$6,437	\$135,095
670037	[071700] Downtown Program Manager	1	1	\$92,435	\$69,510	\$6,444	\$168,389
670091	[072000] Senior Hist Pres Review Coord	1	1	\$101,150	\$71,844	\$7,111	\$180,105
670051	[072002] Director of Preservation	1	1	\$92,955	\$69,418	\$7,111	\$169,484
670099	[072100] Tax Credit & Historic Grants	1	1	\$92,435	\$43,435	\$6,843	\$142,713
670087	[072400] Historic Sites Regional Admin	1	1	\$74,984	\$38,220	\$5,508	\$118,712
670088	[072400] Historic Sites Regional Admin	1	1	\$94,806	\$47,048	\$6,980	\$148,834
670083	[076200] State Architectural Historian	1	1	\$82,410	\$55,340	\$5,848	\$143,598
670190	[089230] Administrative Svcs Cord II	1	1	\$58,614	\$33,328	\$4,256	\$96,198
670096	[089240] Administrative Svcs Cord III	1	1	\$66,290	\$61,698	\$4,444	\$132,432
670022	[089270] Administrative Svcs Mngr II	1	1	\$90,376	\$68,896	\$6,287	\$165,559
670172	[131400] Environmental Officer	1	1	\$79,310	\$39,511	\$5,839	\$124,660
670212	[131401] ACCD Environmental Specialist	1	1	\$56,576	\$17,610	\$4,328	\$78,514
670024	[140300] State Archeologist	1	1	\$90,376	\$57,719	\$6,457	\$154,552

670052	[314900] Benn Monum Hist Site Adm	1	1	\$89,315	\$57,403	\$6,377	\$153,095
670050	[456700] DHCD Federal Programs Director	1	1	\$123,386	\$37,987	\$9,439	\$170,812
670142	[472200] Dir of Comm Plan & Revital	1	1	\$114,816	\$76,389	\$8,156	\$199,361
670068	[473300] Hist Res Spec Architecture	1	1	\$70,283	\$62,891	\$4,750	\$137,924
670164	[473301] Historic Res Spec Archeology	1	1	\$80,163	\$54,668	\$5,676	\$140,507
670036	[540000] Community Development Spec III	1	1	\$82,430	\$40,443	\$6,078	\$128,951
670004	[540004] Community Development Spec IV	1	1	\$95,721	\$70,492	\$6,696	\$172,909
670146	[547900] Mgr Placemaking & Comm Partner	-	-	\$0	\$0	\$0	\$0
670040	[547950] Community Planning & Proj Mgr	1	1	\$77,022	\$64,619	\$5,265	\$146,906
670095	[548200] Community Plan & Policy Mgr	1	1	\$85,051	\$56,129	\$6,051	\$147,231
670146	[548200] Community Plan & Policy Mgr	1	1	\$95,722	\$44,417	\$7,095	\$147,234
670067	[550200] Contracts & Grants Administrat	1	1	\$82,430	\$40,446	\$6,078	\$128,954
677003	[90120A] Commissioner	1	1	\$138,445	\$78,211	\$9,841	\$226,497
677006	[90570D] Deputy Commissioner	1	1	\$126,256	\$79,828	\$9,032	\$215,116
677034	[95010E] Executive Director	1	1	\$47,162	\$29,988	\$3,380	\$80,530
677015	[95230E] Historic Preservation Officer	1	1	\$114,442	\$49,896	\$8,527	\$172,865
677017	[95870E] General Counsel I	1	1	\$119,038	\$66,484	\$8,651	\$194,173
Total		39	39	\$3,412,185	\$2,083,280	\$247,125	\$5,742,590

Fund #	Fund Name	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
10000	10000 - General Fund	28	28	\$2,555,475	\$1,556,493	\$184,236	\$4,296,204
21819	21819 - ACCD-Mobile Home Park Laws	1	1	\$40,333	\$28,023	\$2,848	\$71,204
22005	22005 - Federal Revenue Fund	10	10	\$816,377	\$498,764	\$60,041	\$1,375,182
Total		39	39	\$3,412,185	\$2,083,280	\$247,125	\$5,742,590

State of Vermont
FY2027 Governor's Recommended Budget
Grants Out Inventory Report

Organization: 7110010000 - Housing & Community Development

Sec No: B.802

BU: 07110

Fund Name	Grant Recipient	Grant Purpose	Prior Year Budget Amount	Budget Request Amount	Variance
10000 - General Fund	CVOEO First Stop Program	Supporting housing initiatives	\$120,000	\$120,000	\$0
10000 - General Fund	Housing - Mobile Home Improvement and Repair (MHIR) Grants	Housing - Mobile Home Improvement and Repair (MHIR) Grants	\$2,000,000	\$1,900,000	-\$100,000
10000 - General Fund	HP Preservation Trust VT	Historic Preservation Trust award	\$10,000	\$10,000	\$0
10000 - General Fund	Strengthen Community & Downtown	Supporting statewide downtown vitality	\$625,000	\$725,000	\$100,000
10000 - General Fund	VT Housing Improvement Program (VHIP)	Supporting housing	\$0	\$3,750,000	\$3,750,000
20105 - Transp Fund - Nondedicated	Electric Vehicle Supply Equipment (EVSE) program	Support buildout of EVSE in Vermont	\$0	\$1,000,000	\$1,000,000
21054 - Misc Fines & Penalties	HP Barn Grant Mitigation Awards	Historic Preservation Barn grants	\$5,000	\$5,000	\$0
21330 - Municipal & Regional Planning	Municipal Planning Grants received by VT municipalities	Supporting municipalities	\$1,187,721	\$1,323,397	\$135,676
21330 - Municipal & Regional Planning	Regional Planning Commission Block Grants received by towns	Supporting Regional Planning Commissions (RPC)	\$7,300,358	\$7,838,580	\$538,222
21500 - Inter-Unit Transfers Fund	VW Mitigation EVSE Grants - Supports Electric Vehicle Supply Equipment (EVSE) program via ANR (IDT)	VW mitigation for EVSE	\$1,700,000	\$0	-\$1,700,000
21575 - Downtown Trans & Capital Impro	Downtown Grants - Supports Transportation & Capital Improvements in VT Downtowns	Supporting downtown transportation & Capital Improvements	\$523,966	\$523,966	\$0
21819 - ACCD-Mobile Home Park Laws	Mobile Home Park Mediation facilitators	Supporting MH Parks needing mediation	\$4,000	\$4,000	\$0
22005 - Federal Revenue Fund	Community Development Block Grants	VCDP/CDBG HUD block grants to municipalities	\$7,137,556	\$7,137,556	\$0
22005 - Federal Revenue Fund	VHCB HOME Grant	VCDP support for VHCB	\$255,000	\$255,000	\$0
22005 - Federal Revenue Fund	HP Certified Local Government Grants	Historic Preservation CLG grants	\$79,101	\$79,101	\$0
22005 - Federal Revenue Fund	Recovery Housing Program	VCDP RHP program	\$1,029,173	\$1,029,173	\$0
22005 - Federal Revenue Fund	Community Development Block Grants Disaster Relief (DR)	Community Development Block Grants Disaster Relief (DR)	\$0	\$18,952,750	\$18,952,750
22005 - Federal Revenue Fund	HOME-ARP	VCDP program supporting housing	\$150,000	\$150,000	\$0
22060 - DHCD-CDBG Program Income Fund	CDBG Program Income Grants	VCDP/CDBG program income grants	\$500,000	\$500,000	\$0
Total			\$22,626,875	\$45,303,523	\$22,676,648

Fund Name	Prior Year Budget Amount	Budget Request Amount	Variance
10000 - General Fund	\$2,755,000	\$6,505,000	\$3,750,000
20105 - Transp Fund - Nondedicated	\$0	\$1,000,000	\$1,000,000
21054 - Misc Fines & Penalties	\$5,000	\$5,000	\$0
21330 - Municipal & Regional Planning	\$8,488,079	\$9,161,977	\$673,898

21500 - Inter-Unit Transfers Fund	\$1,700,000	\$0	-\$1,700,000
21575 - Downtown Trans & Capital Impro	\$523,966	\$523,966	\$0
21819 - ACCD-Mobile Home Park Laws	\$4,000	\$4,000	\$0
22005 - Federal Revenue Fund	\$8,650,830	\$27,603,580	\$18,952,750
22060 - DHCD-CDBG Program Income Fund	\$500,000	\$500,000	\$0
Total	\$22,626,875	\$45,303,523	\$22,676,648

State of Vermont
FY2027 Governor's Recommended Budget
Federal Receipts Inventory Report

Organization: 7110010000 - Housing & Community Development

Sec No: B.802

BU: 07110

Fund Name	Federal Grant Number (ALN)	Federal Grant Name	Justification	Budget Request Amount
22005 - Federal Revenue Fund	14.239	VHCB HOME Grant HUD	VHCB HOME Grant HUD	\$255,000
22005 - Federal Revenue Fund	14.228	Housing and Urban Development (HUD) Admin & Ops community support	HUD Admin & Ops community support	\$848,264
22005 - Federal Revenue Fund	14.228	Community Development Block Grant (CDBG) Disaster Relief (DR) program	Community Development Block Grant (CDBG) Disaster Relief (DR) program	\$18,952,750
22005 - Federal Revenue Fund	15.904	Historic Preservation Congressional Delegation Support grant aid	Historic Preservation Bennington Monument site	\$400,000
22005 - Federal Revenue Fund	15.904	Historic Preservation Grants in Aid NPS - JM	Historic Preservation Justin Morrill site	\$170,044
22005 - Federal Revenue Fund	14.228	HOME-ARP Investment Partnership	HOME-ARP Investment Partnership	\$150,000
22005 - Federal Revenue Fund	15.904	Historic Preservation Grants in Aid NPS - OCH	Historic Preservation Old Constitution House site	\$307,470
22005 - Federal Revenue Fund	15.904	Historic Preservation Grants in Aid NPS	Historic Preservation sites support	\$693,839
22005 - Federal Revenue Fund	14.228	Community Development Block Grant (CDBG) grant program	Community Development Block Grant (CDBG) grant program	\$7,137,556
22005 - Federal Revenue Fund	14.228	Recovery Housing Program	Recovery Housing Program	\$1,029,173
22060 - DHCD-CDBG Program Income Fund	14.228	Community Development Block Grant (CDBG) program income	Community Development Block Grant (CDBG) program income	\$500,000
Total				\$30,444,096

Fund Name	Budget Request Amount
22005 - Federal Revenue Fund	\$29,944,096
22060 - DHCD-CDBG Program Income Fund	\$500,000
Total	\$30,444,096

ACCD - Department of Housing and Community Development

General Fund Carry-forward Balances - June 30, 2025

Source: VT_APPROP_DEPT_SUM_NW - Approp Summary Fund-Ldgr Cols

REVERSIONS

Approp Summary Fund-Ldgr Cols

Unit	Account	Fund	Descr	Dept	Budget Amt	Encumb Amt	Expended Amt	Available Amt
07110	000100	10000	General Fund	7110010000	(6,188,522.84)	109.20	5,380,651.84	(807,761.80)
07110	000100	10000	General Fund	7110892106	(30,738.72)	-	30,738.72	-
07110	000100	10000	General Fund	7110892107	(16,007.30)	-	6,522.62	(9,484.68)
07110	000100	10000	General Fund	7110892202	(118,680.68)	-	118,680.68	-
07110	000100	10000	General Fund	7110892205	-	-	-	-
07110	000100	10000	General Fund	7110892207	(179,901.04)	-	174,878.27	(5,022.77)
07110	000100	10000	General Fund	7110892208	(152,670.13)	-	152,670.13	-
07110	000100	10000	General Fund	7110892209	(39,378.53)	-	12,500.00	(26,878.53)
07110	000100	10000	General Fund	7110892210	(1,103.67)	-	1,103.67	-
07110	000100	10000	General Fund	7110892211	-	-	-	-
07110	000100	10000	General Fund	7110892213	(429.19)	-	429.19	-
07110	000100	10000	General Fund	7110892214	(881,200.94)	-	868,153.29	(13,047.65)
07110	000100	10000	General Fund	7110892301	(100,000.00)	-	100,000.00	-
07110	000100	10000	General Fund	7110892302	(1,288,757.89)	-	1,287,726.27	(1,031.62)
07110	000100	10000	General Fund	7110892304	(356,500.00)	-	286,500.00	(70,000.00)
07110	000100	10000	General Fund	7110892305	(3,931.00)	-	3,931.00	-
07110	000100	10000	General Fund	7110892306	(5,342.36)	-	-	(5,342.36)
07110	000100	10000	General Fund	7110892312	(2,462,187.97)	-	2,462,187.97	-
07110	000100	10000	General Fund	7110892401	(447,928.70)	-	447,928.70	-
07110	000100	10000	General Fund	7110892402	(300,000.00)	-	300,000.00	-
07110	000100	10000	General Fund	7110892403	(90,485.00)	-	31,290.00	(59,195.00)
07110	000100	10000	General Fund	7110892406	(831,043.50)	-	-	(831,043.50)
07110	000100	10000	General Fund	7110892501	(969,175.19)	-	969,175.19	-
07110	000100	10000	General Fund	7110892502	-	-	-	-
07110	000100	10000	General Fund	7110892503	(2,500,000.00)	-	2,500,000.00	-
07110	000100	10000	General Fund	7110892504	(202,070.46)	-	72,070.46	(130,000.00)
07110	000100	10000	General Fund	7110892505	(2,693,295.99)	-	2,693,295.99	-
07110	000100	10000	General Fund	7110892506	(7,000,000.00)	-	7,000,000.00	-
07110	000100	21932	Clean Water Fund	7110010000	(472,600.00)	-	-	(472,600.00)

7110010000 DHCD General Fund**807,761.80**

Carry-forward will support additional DHCD programs being added to the new Intelligents IGX grants management platform. The most recent ABC form from ADS for this project quotes an anticipated cost of over \$500,000.

(525,957.25)

Carry-forward remaining after the IGX project mentioned above will continue to support critical limited-service positions that are involved in housing initiatives. DHCD had requested three permanent positions in the FY26 budget for VHIP and for MHIR but none of them were funded by the legislature. DHCD will need to continue relying on limited service positions to manage these programs for at least another year.

(281,804.55)

711089xxxx DHCD General Fund one-times**1,151,046.11**7110892107 Carry-forward supports continuation of Vermont 250th planning **(9,484.68)**7110892207 Carry-forward supports completion of DHCD grants management system implementation **(5,022.77)**

7110892209	Carry-forward supports continuation of Vermont 250th planning	(26,878.53)
7110892214	Carry-forward supports continuation of the Vermont Housing Improvement Program.	(13,047.65)
7110892302	Carry-forward supports continuation of EVSE build-out in Vermont	(1,031.62)
7110892304	Carry-forward supports completion of the predevelopment grants program	(70,000.00)
7110892306	These funds can be reverted	(5,342.36)
7110892403	Carry-forward supports continuation of Vermont 250th planning	(59,195.00)
7110892406	Carry-forward will support continued efforts to protect important affordable manufactured housing - proposed for reversion in FY27 Gov Rec budget to support \$800k MHIR one-time appropriation	(831,043.50)
7110892504	Carry-forward supports continuation of Manufactured Home Improvement and Repair (MHIR) program - an important initiative to create and maintain affordable housing in Vermont	(130,000.00)

7110010000 DHCD Clean Water Fund	472,600.00
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Carry-forward will support continuation of the Better Connections program

Department of Housing and Community Development (DHCD)
Fiscal Year 2027 Budget
Strategic Overview and Program Performance Narrative

STRATEGIC OVERVIEW

1. Mission

The mission of the Department of Housing and Community Development (DHCD) is *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 accelerate home production and rehabilitation, create vibrant spaces, and foster economic opportunities at the state, regional and local levels.

DHCD accomplishes this through a variety of economic, housing and community development programs with the goals of:

- promoting and supporting the production and preservation of housing that is affordable to all Vermonters.
- advancing vibrant communities through preservation of Vermont's historic downtowns and village centers and enhancement of Vermont's working landscape.
- supporting new housing development in smart growth and common-sense areas in every corner of Vermont.
- helping cities and towns meet their community development goals while benefitting low and moderate-income residents.
- identifying and protecting the state's historic resources and promoting the state-owned historic sites.

2. Population Served

DHCD serves all of Vermont as it touches on key issues important to residents – employment, business development, housing options, vibrant communities, public facilities and services, accessibility for all, and quality of place. DHCD serves, supports, and works with many partners to implement its mission including: Vermont businesses (for-profit and non-profits), municipalities, regional planning commissions, community development organizations, low and moderate-income Vermonters, mobile home residents and park owners, housing organizations, downtown revitalization organizations, and institutions of higher learning, as well as state and federal agencies.

3. Outcomes and Measures

For DHCD, the goals driving its work for FY26 include growing the number of new quality units of housing, at all income levels, by supporting new construction and rehabilitation of existing or underutilized properties. DHCD will also support growth and reinvestment in communities with designated growth areas, downtowns and village centers. DHCD will track its performance in achieving these goals through the following measurable outcomes:

- increase the number of net new units of housing affordable to those earning 80%-120% AMI.
- increase the number of existing housing units rehabilitated and available to those earning below 80% AMI.
- increase the number of building permits used for new housing starts.
- reduce the number of Vermont households experiencing cost burden (30%-50% of income spent on housing) and severe cost burden (more than 50% of income spent on housing) annually.
- increase grand list values for communities participating in DHCD designation programs.

Of course, there are other goals that must be achieved in support of DHCD's mission and its underlying program requirements. Staff continue to review and refine measures and outcomes to ensure these programs are delivering desired results and are in line with the Agency's and the Governor's goals. Outcomes and measures currently in place are included in the program descriptions that follow.

PROGRAM PERFORMANCE

The following sections detail DHCD programs: goals, current measures, and outcomes. For ease of reporting, Program Performance is broken down by DHCD's Divisions, mirroring the Department Program Profile (Form 5): Housing, Community Development, Community Planning & Revitalization, and Historic Preservation.

In late 2024, the U.S. Congress appropriated \$68M dollars to Vermont through the CDBG-DR program as part of a disaster supplemental to support the state's recovery from the 2023 floods. In 2025, DHCD created an action plan for the funds which was approved by HUD, stood up an application portal, and awarded a first round of CDBG-DR grants for recovery projects in four buckets: Housing, Infrastructure, Mitigation, and Planning. The first round of awards granted \$49M to 25 transformative projects and were announced in December of 2025. A second application round opened in early 2026 to allocate the remainder of the funding. These projects, benefits and performance measures do not fit neatly into the past performance narratives provided below for each division and will straddle multiple fiscal years. The grant award and compliance monitoring has a six-year window to complete all projects. This program is mentioned above to note the agency-wide lift that was and will be needed by many DHCD staff to support Vermonters as we recover from the historic flooding events of 2023 and 2024.

Community Development

Administers and assists municipalities' participation in the Vermont Community Development Program (federal Community Development Block Grant program) which funds over \$7 million of housing, economic development, public facility, and public services projects. The VCDP team provides financial and technical assistance to address local needs and priorities in the areas of housing, economic development, and public facilities and services for people of lower income.

Vermont Community Development Program

The Vermont Community Development Program (VCDP) administers funding from the U. S. Department of Housing and Urban Development (HUD) under the Community Development Block Grant (CDBG) program. Activities that support economic development and affordable housing continue to be VCDP's top priorities for funding. VCDP assists communities on a competitive basis by providing financial and technical assistance to identify and address local needs in the areas of housing, economic development, public facilities, public services, and handicapped accessibility modifications. The program is designed to predominantly benefit people of low and moderate income. In addition, financial assistance is provided to communities with urgent needs, such as threats to health and safety and removal of blighted properties.

VCDP staff are assigned to each region of the state and provide technical assistance to municipalities, businesses, nonprofit organizations, and housing developers to help them meet complex and increasingly rigorous federal requirements. Typically, the program provides guidance to approximately 85 communities and receives 30 to 50 applications each year. Requests always exceed available resources by more than 200%. State funding to support the VCDP program is established in the federal authorizing legislation and requires a minimum 2% state match of the federal funds which must be used for program administration. Additional state funds above the required 2% state match are necessary as federal funding has remained level but grant monitoring, administrative and compliance requirements at the state and federal level continue to increase. Grants are made available to all municipalities in Vermont except for the City of Burlington which receives a direct allocation through HUD's CDBG Entitlement Program.

This past program year VCDP awarded over \$8 million to 27 projects, which leveraged over \$74 million. The funds were awarded to housing, public facilities, and planning projects. VCDP also collects approximately \$200,000 annually in Program Income from grants that were converted to loans (principal and interest) and subsequently repaid. These funds are used to enhance the annual allocation from HUD and increase the grant funding available to assist communities. The annual federal allocation remains well below its pre-2010 annual average of \$8 to \$9 million due to the structure of the allocation being based on percentages of home values versus poverty rates. With the dramatic rise in housing values since COVID, there has been an impact on the annual allocation being driven down by approximately \$400,000. VCDP awarded 9 housing grants totaling \$4,427,405 in CDBG funding which leveraged \$51.3M in local, private, and other federal and state resources. This collaborative effort will create or preserve 187 units of affordable housing and will make a significant contribution in addressing the affordable housing need.

VCDP funding priorities are established in the HUD Consolidated Plan for Vermont. The Consolidated Plan covers not only the CDBG and the Home Investments Partnership Program (HOME), administered by the Vermont Housing and Conservation Board, but also the Emergency Solutions Grant Program (ESG), administered by the Vermont Agency of Human Services. HUD's move to an electronic submission of the plan through the Integrated Disbursement and Information System (IDIS) requires far more collaboration on reporting data and programs serving the same populations, to measure goals and outcomes. DHCD is the HUD point of contact for the Consolidated Plan and all programs that populate the HUD-

required Consolidated Annual Performance and Evaluation Report (CAPER). The Consolidated Plan is developed every five years and then updated through an annual Action Plan. DHCD conducted public outreach for the Annual Plan of the Consolidated Plan and of the Programs represented in the Annual Plan, none put forth any substantive updates.

DHCD intends to conduct additional outreach to non-English speaking and Black, Indigenous and People of Color (BIPOC) communities.

HUD requires the program to report data to demonstrate the outcomes for each funded project. Some of the measures for housing include total number of rental units created and rehabilitated; total number of owner-occupied units created and rehabilitated; number of affordable units created; number of units made Section 504 accessible; and number of units occupied by elderly. For economic development, measures include the total number of jobs created and retained; number of low and moderate jobs created; and many other indicators. Measures for public service projects and public facility projects include the number of persons with new or improved access to services; number of persons with service that is no longer substandard; and many other indicators.

Due to the State of Vermont's increasing opioid mortality rate the Recovery Housing Program received another allocation this past year bringing the total to \$5,528,149 **in Recovery Housing Program (RHP)** funding to assist individuals in recovery from substance use disorders to be safely housed. The funding is in support of transitional housing for a two-year period. Staff continue outreach with various stakeholders and the Agency of Human Services to update the Action Plan for the additional RHP funding. Over the past 5 years RHP funds have been awarded to 6 projects totaling \$3.1M and creating 18 new transitional housing units with a total of 70 available beds for individuals in recovery, which leveraged \$6.7M in other resources.

The following Recovery Housing projects have been completed and are serving individuals: Jenna's Sober Living in Johnson, the Foundation House in Barre, and the Squires House in Bennington. Gage Street in Bennington and the Essex Property which has begun serving individuals this past November. Hope Grove Recovery House in the City of St. Albans was awarded in September 2025 with a potential opening date of early 2027.

RHP funding goals are established in Vermont's Recovery Housing Program Action Plan. Vermont's RHP action plan was submitted to HUD through their Disaster Recovery Grant Reporting (DRGR) system which also tracks all funding and performance measures required for RHP. DHCD is required annually to submit a comprehensive annual performance evaluation report to HUD via the DRGR system.

In addition, VCDP measures overall program performance by annually compiling program level information. A small sample of the results for the last four federal fiscal years is shown in the table below, this includes CDBG and RHP.

VCDP MEASURES	FFY2022	FFY2023	FFY2024	FFY2025
Communities/projects receiving technical assistance	156	171	142	96
Projects/grants funded	32	29	20	31
Funding awarded	\$7.3M	\$7.8M	\$6.2M	\$11.1M
Funding leveraged	\$77M	\$83M	\$71M	\$58.0M
Housing units created or preserved	283	278	227	205
Jobs created or retained	30	0	0	31
Persons benefiting from increased access or services	12,943	8,355	446	1368
Communities receiving urgent need or blight assistance	0	0	0	0
Communities receiving grant assistance for planning	8	9	5	5

Home Investment Partnerships Program (HOME): The intent of the federal HOME Program is to strengthen public-private partnerships and expand the supply of decent, safe, sanitary, and affordable housing, with primary attention to rental housing for very low-income and low-income families. Vermont receives the small state minimum HOME award. In FFY 2025 the State's award of HOME funds was \$3,014,372.26. DHCD subgrants the funds to the Vermont Housing and Conservation Board (VHCB) which administers the program. VHCB will use approximately \$2.56 million in state-wide project implementation funds to create or rehabilitate affordable rental housing units. A minimum of \$452,155.84 is set aside for projects developed by Community Housing Development Organizations (CHDOs), and up to 10% of that amount may be used for CHDO organizational operating support.

The program continues to be successful. As illustrated in the accomplishments below, the HOME program preserves or creates permanently affordable units for the lowest income families in Vermont, ensuring new and existing units are available.

Accomplishments during this past program year (ending June 30, 2025):

- 2 Community housing development organizations (CHDOs) received operating grants.
- 5 HOME-funded projects were completed in Randolph, White River Junction, Colchester, Barre and Hartford.
- In total, these 5 projects resulted in new construction of 60 permanently affordable housing units; and the rehabilitation of an additional 140 multi-family affordable units.

Projected Accomplishments for FFY2026:

- 2 CHDOs will receive operating grants.
- It is anticipated that approximately 4-6 HOME-funded projects will be completed: rehabilitating or creating approximately 40 HOME units serving low-income households.

The National Housing Trust Fund (HTF) is an annual appropriation of federal funding for the purpose of developing housing units to serve extremely low-income households (<30% AMI) for a minimum of 30 years. Since 2016 Vermont has received annual awards at or slightly above the small state minimum award. In 2025, Vermont received \$3,134,373.20. HTF is administered and reported separately under the Vermont Housing and Conservation Board; however, it is reported through the HUD Consolidated Annual Performance Evaluation Report (CAPER) with the other HUD funding. Accomplishments for FFY25:

- 1 HTF-funded project was completed in Hartford that rehabilitated a former hotel property to create 40 permanently affordable multi-family units.
- 6 additional projects with HTF funding were under construction as of June 30, 2025.

The Grants Management Team assures municipalities, developers, attorneys, engineers, consultants, auditors, and program staff comply with the federal regulations related to federal programs (primarily HUD) administered by DHCD and its partners. The Division conducts onsite monitoring, provides technical assistance and audits the performance of grantees and developers to ensure compliance and provide grants management oversight. It serves as the main point of contact with HUD and oversees reporting for over \$120 million in programs including the Community Development Block Grant program (CDBG), Community Development Block Grant Cares Act (CDBG-CV), Neighborhood Stabilization Programs (NSP1 and NSP3), the HOME Investment Partnerships Program (HOME), Recovery Housing Program (RHP), and HUD Special Purpose Grants. In addition, through the Consolidated Annual Performance Evaluation Report (CAPER), oversees and responds directly to HUD for the Emergency Solutions Grant Programs. Compliance areas include environmental review, eligible activities, financial management, single audit, fair housing, contracts, procurement, Davis-Bacon Labor Standards, Section 3, Buy America Build America (BABA), timeliness of expenditures and meeting the National Objective (beneficiaries) for each program.

A significant increase in federal oversight and reporting requirements such as the changes in Uniform Guidance and the pre-award risk assessments have increased the work and responsibilities of the Division. Numerous documents have been re-written during this past fiscal year to bring them current with the Uniform Guidance to ensure our Grantees have the latest information at their disposal and available in their toolboxes. With the unprecedented federal funding of \$68M available in response to the Disaster Recovery from the flooding of July 2023 with the receipt of the CDBG-DR funding, technical assistance, compliance monitoring and guidance will be needed for our communities, nonprofit organizations, businesses, and individuals. In addition, more education and technical assistance will be needed for our municipal officials and the auditors performing the municipal audits to ensure a thorough understanding of the compliance required under the changes with the Uniform Guidance and the requirements from the Agency of Administration. The latest requirements of Build America Buy America (BABA) are bringing about impacts to the affordable housing projects that may be detrimental with dramatic increased costs and timelines to completion in the search for made in the US of products. We are currently responding to requests to Congress in an effort to eliminate BABA requirements on affordable housing projects.

Housing

Coordinates state housing policy through Vermont Housing and Homelessness Council and serves as co-chair and assists with HUD Consolidated Plan. Administers statutory requirements of the Mobile Home Park Program. Administers Charitable Housing Tax Credit and assists with HOME program administration. Administers the Vermont Housing Improvement Program (VHIP) and the Manufactured Housing Improvement and Repair program (MHIR).

Decent and safe housing that is affordable is a basic need of all Vermonters and a cornerstone of a viable economy and healthy communities. DHCD's role is to coordinate and oversee the implementation of the state's housing policy, facilitate collaboration among state housing agencies, serve as a resource to housing providers, and promote and support the production and preservation of housing that is affordable to all. DHCD's work is designed to produce, support and/or protect housing that is affordable for all Vermonters. Efforts include co-chairing and staffing the newly reconstituted Housing and Homelessness Council, overseeing the contract for the State's 5-year Housing Needs Assessment, general housing policy work, identifying and collecting metrics on housing development, advocating for federal housing resources, administration of the federal Neighborhood Stabilization Program, and the state Charitable Housing Investment Tax Credit. DHCD also provides oversight of the federal HOME program, which is administered by the Vermont Housing and Conservation Board (VHCB). The DHCD Commissioner also represents the Governor on the Joint Commission for Tax Credits and the Vermont Housing Finance Agency. Other initiatives include enhanced fair housing activities, and ongoing participation in interagency efforts to promote the preservation and development of housing and ending homelessness. Since the onset of COVID-19, DHCD has also created two new, flagship programs out of the Housing Division – the Manufactured Housing Improvement and Repair Program (MHIR) and the Vermont Housing Improvement Program (VHIP). Both seek to improve the quality of existing structures to ensure families that are at risk of losing their housing are able to maintain it and to bring units up to code so they can provide adequate housing to those experiencing homelessness.

With historic levels of federal and state funding available during the pandemic response and a severe housing crisis fueled by lack of supply, scarcity, and poor-quality housing, DHCD and the Housing Division continues to oversee and administer programs such as a First-Generation Homeowner Purchase & Rehabilitation program and the Missing Middle-income Homeownership Program. The First-Generation Homeowner Purchase & Rehabilitation program aims to assist the BIPOC community as they have much lower homeownership rates in VT and improve our aging and poor-quality housing stock, making quality affordable homes once again available to Vermonters of modest means. The Missing Middle-income Homeownership Pilot Program is focused on increasing the production and the supply of new modest priced homes, hardworking Vermont families deserve.

Vermont Housing Improvement Program (VHIP): Supports affordable apartment and Accessory Dwelling Unit (ADU) creation in existing properties, with a focus on vacant and code violating properties. To date, VHIP has successfully created over 700 units of housing with another 300+ units under construction. Of the units created, over 90% are serving households that were previously homeless. Requests for this program continue to exceed funding available. Most of our partner organizations have closed waiting lists and are working through inquiries before entertaining new projects. At an average cost of approximately \$40,000 in public investment per VHIP unit, this current demand likely exceeds 450 units that are unfunded and will not be produced without further program support.

Mobile Home Park Program: DHCD is tasked with administering Vermont's mobile home park laws, which are designed to protect the safety and rights of owners and residents. DHCD implements rules concerning mobile home park leases, rent increases, the sale or closure of mobile home parks, and habitability, and conducts an annual registration of all mobile home parks (3 or more mobile home lots on one property). Two hundred and thirty-eight mobile home parks (20 Cooperatively Owned, 47 Non-profit Owned, 171 Private Owned) are registered with the Mobile Home Park Program with a total of 7,104 lots. The program is staffed by DHCD's Housing Program Coordinator who serves as a resource on mobile home and park issues; and provides technical assistance to residents, park owners and advocates.

Highlights from the past year include again increasing the number of online registrations of mobile home parks, to 96%, and assisting residents and park owners of mobile home parks put up for sale or for closure. The Department also continues to refine and learn from its intake process for addressing complaints from residents concerning habitability and lease volitions under Act 8 of 2016 which expanded the Department's authority to enforce the mobile home park law to include administrative penalties and investigate and resolve complaints of park owner violations by residents. The program also continues to administer the annual CVOEO First Stop grant which provides direct education, advocacy, and referral services for individual mobile home park residents. This funding has historically maintained at \$80,000 and was raised to \$110,000, which the organization had sought to address growing needs and increased cost to maintain staff.

To determine if people are better off, DHCD monitors and tracks lot rent increases, and compiles mobile home park statistics via the annual registration. Together these measures ensure park residents continue to have safe, affordable housing.

- **Lot Rent Increases:** In calendar year 2025, any lot rent increase above 5.4% was eligible for mediation. DHCD reviewed 178 lot rent increases, 14 of these were determined to be eligible for mediation.
- **Park Sales:** From July 2024 to June 2025, 5 parks were noticed for sale and 1 was purchased. DHCD offers all residents a meeting and support to help assure their rights are protected.
- **Park Closures:** Vermont law requires 18 months' notice before closing any lots or mobile home park and requires park owners to offer a park for sale before closing it to sell the land. No parks were noticed for closure this year, but at least 2 park owners have issued intent to sell notices in preparation to issue park closure notices. The park noticed for closure in 2024 has been closed.
- **Outcomes:** DHCD tracks the difference between the State Median Lot Rent and increases in the consumer price index (CPI) housing component, to evaluate the effectiveness of the statute. State Median Lot Rent over the last ten years has loosely tracked increases in CPI - Housing. Since 2018 the State Median Lot Rent is below the CPI – Housing Adjusted Rent.

Community Planning and Revitalization

A team of policy and program experts providing grant funding and guidance, and creates partnerships to assist communities with an ever-changing landscape of priorities and needs. The team uses a collaborative, place-based approach to community development that empowers state and local leaders to plan for and build vibrant, inclusive, and resilient downtowns, villages, and neighborhoods. The team's work was recognized with national awards from the Congress for the New Urbanism, the International Economic Development Council, and the Harvard Joint Center for Housing Studies publication on housing innovations.

State Designation Programs: Vermont's identity and quality of life are shaped by its historic development pattern of compact, vibrant town and village centers surrounded by working farms and forests. To support this development pattern, the division administers a suite of designation programs, including Downtowns, Village Centers, New Town Centers, Growth Centers, and Neighborhood Development Areas. Together, these programs support development by directing public and private investment to places with existing infrastructure and community support.

Current designations include:

- **Downtowns** (25 total; 1 new designation, Morristown, was added in 2025): Vermont's downtown centers of commerce receive grants, tax credits, and technical assistance to support reinvestment and economic vitality. The Vermont Downtown Program is a State Coordinating Program of Main Street America, which recently completed a comprehensive evaluation confirming the program is achieving its goals. In 2025, seven downtowns received national accreditation – nearly doubling the number recognized in 2024.
- **Village Centers** (253 total; 5 new designations added in 2025): Village Centers support smaller town hubs through training, technical assistance, and tax credits that strengthen local economies and preserve historic settlement patterns.
- **New Town Centers** (3 total): This program supports communities without a traditional downtown that have the capacity to plan and build a new one. The designation is currently supporting South Burlington's City Center, a walkable, mixed-use district with housing, civic spaces, and businesses.
- **Growth Centers** (6 total): Growth Centers help communities plan for development outside historic cores while maintaining compact settlement patterns. Check-ins with participating communities show that more than half of new development is occurring within designated growth centers, reducing pressure on Vermont's farms and forests.
- **Neighborhood Development Areas** (20 total - 2 new designations, Chester and Plainfield added in 2025, with expanded boundaries in 2 municipalities). NDAs provide regulatory and financial incentives for new housing within walking distance of designated centers. Benefits include Act 250 relief, reduced fees, and tax credits for rehabilitating older rental housing, helping make infill housing more feasible and affordable.

2025 Program Evolution: Act 181, enacted in 2024, modernized Vermont's designation framework and refocused the division's role. The changes shift the division away from reviewing and approving designation boundaries and toward coordinating funding, aligning state policies, and expanding capacity to support local and regional priorities.

As of 2025, the division has completed its role in approving new state designations and boundary amendments. Going forward, designations will be established through regional planning processes and approved by the Land Use Review Board (LURB). This transition enables the division to concentrate on implementation—helping communities translate plans into housing, infrastructure, climate adaptation, and community and economic development projects.

The division and the Community Investment Board will continue to support designated communities by:

- Strengthening the designation system through a “step-up” process that recognizes and rewards local achievement with additional program benefits
- Awarding downtown and village center tax credits
- Funding transportation and infrastructure improvements
- Reinvesting sales tax revenue to help make new construction projects financially viable
- Organizing an annual bus tour to visit communities, evaluate program design, address local implementation challenges, and identify opportunities to better align funding, technical assistance, and policy.

Grant and Incentive Programs:

Regional Planning Commissions (RPCs): Granted \$7.2 million to support regional planning, technical assistance, cross-regional collaboration, and coordination with municipalities. These funds allow RPCs to provide essential services such as regional planning, municipal planning and implementation support like zoning and bylaw assistance, data and mapping, project development, and regional coordination—particularly for small and rural communities with limited staff capacity. The grants strengthen local implementation of state programs related to housing, infrastructure, climate resilience, and economic development, and serve as a critical backbone of Vermont’s planning system.

Vermont Sustainable Infrastructure Fund (VSIF): Administered by the Vermont Bond Bank, this new \$7.5M fund will provide low-cost financing that helps communities plan, design, and construct critical infrastructure, including water, wastewater, and transportation to support new housing. VSIF reduces financial gaps for municipalities, supports housing and economic development, and aligns infrastructure investments with state land-use, housing, and climate goals.

The **Downtown and Village Center Tax Incentive** programs support reinvestment in Vermont’s traditional commercial centers by incentivizing projects that improve building safety, accessibility, and long-term economic viability. In FY2026, \$3.3 million in funding was allocated to 34 rehabilitation and revitalization projects in 23 of Vermont’s designated downtown and village centers. These awards will generate nearly \$70 million in building improvements and public infrastructure around the state. In addition to supporting investments for small businesses and important community centers, funding this year will help to create or rehabilitate nearly 70 units of housing within existing underutilized and vacant buildings

The **Downtown Transportation Fund** invests in infrastructure and public spaces, boosting private investment and fostering a sense of identity and pride in Vermont’s downtowns and village centers. Eight designated downtowns and village centers received \$1.4 million in grants this year. Since its start in 1999, the program has invested over \$16 million in Vermont’s downtowns and villages.

The **Downtown Vibrancy Fund** is a \$600,000 grant program that supports the 25 designated downtown organizations in strengthening the economic sustainability and vibrancy of Vermont’s downtowns by increasing access to resources and organizational capacity. The fund helps downtown organizations run a local community revitalization program that supports economic growth, encourages visits, improves public spaces, advocates for the community, and provides technical assistance and resources.

Charge Vermont is a \$9.16 million program that was launched in July of 2023 to provide direct incentives for installing EV charging that increases Vermonters' access to charging at workplaces, multiunit homes, and community attractions. The division partnered with Green Mountain Power to administer the program for all electric utility customers across the State. To date, the program has provided \$1,457,747,000 in incentives for 275 Level 2 charging ports in 86 locations. Another \$1,560,000 in incentives will support EV charging installations for 52 applicants in the program queue. \$1.4 M has also been competitively awarded to construct 9 new DC fast chargers for locations in Vermont with no DC fast charging within 10 miles. Incentives are provided upfront after reviewing detailed design and estimate documentation, ensuring that access to upfront capital is not a barrier while maintaining a high project success rate.

This program builds on \$4.5M in EV charging grant programs the Division has managed since 2014, investing in EVSE projects across all 14 counties, including 41 fast charging stations and 89 Level 2 charging stations.

Municipal Planning Grants provide funding to help cities and towns hire the expertise needed to flexibly tackle locally identified planning and development challenges. This year, the division awarded \$1,000,203 in grants to 47 municipalities, including one multi-town project. These grants will support communities statewide in updating town plans and bylaws, planning public infrastructure improvements, identifying opportunities for new housing, and advancing resilience planning in response to increasingly extreme weather.

Training and Technical Assistance:

In addition to grants and incentives, the division achieves impactful outcomes, in the following areas

Housing

- **Homes for All & 802 Homes:** *Homes for All* seeks to transform and accelerate housing production by aligning regulatory reform, training and technical assistance, and financing to make development more predictable and feasible—especially for small- and mid-scale projects and developers in downtowns, village centers, and neighborhoods. *802 Homes* pairs a construction-ready, code-compliant catalog of plans with off-site construction to reduce costs, shorten timelines, and address labor constraints—helping developers move more quickly to construction and lessen risk. Three partnering communities—Essex Junction, Hartford, and Manchester—will help shape the home designs and explore pathways for streamlined permitting at the local level. These lessons will be shared with communities statewide with the launch of the free catalog in the Fall of 2026. The team is also collaborating with the Housing Division, VHFA, and the LAOB to launch a developer training program that translates lessons from the *Homes for All* initiative into a series of workshops and learning opportunities to expand Vermont's network of small-scale developers. Together, these initiatives focus on practical system fixes to deliver more housing, faster, at a lower per-unit cost.

Community Revitalization

- **Vermont Evaluation of Rural Technical Assistance (VERTA):** Established under Act 181, VERTA assessed Vermont's rural technical assistance system and identified practical improvements. Led by the division in partnership with the University of Vermont's Center for Rural Studies, the effort engaged partners through surveys, interviews, listening sessions, and a statewide summit.

The legislative report's key findings highlight improved coordination among existing programs, targeted investments in shared and regional capacity, and pilot initiatives to test solutions before expanding—offering a clear roadmap to better support small town planning, revitalization, housing, infrastructure, and resilience projects.

- **Village Meetup:** In partnership with the Vermont Council on Rural Development, the Preservation Trust of Vermont, and the Division for Historic Preservation, the team convened a Village Meetup focused on village-scale solutions for housing, infrastructure, economic development, and municipal capacity. The event highlighted the Town of Reading and the newly formed Reading Community Trust, demonstrating how peer learning can translate into local action.
- **Community Investment Board (CIB) Bus Tour:** The first annual CIB Bus Tour brought together state leaders, philanthropic and state funding partners, staff members of Vermont's federal delegation, and the media for a full day of conversation and connection. Stops highlighted a diverse range of projects, including housing, brownfield redevelopment, transportation, the arts, flood recovery, and infrastructure in Randolph, Fairlee, White River Junction, Windsor, Springfield, and Ludlow.

Planning & Policy

- **Age Strong Vermont:** Supported the development of a 10-year, multi-sector action plan to help older Vermonters thrive in their communities, with a focus on housing, transportation, and community design. By 2030, one in three Vermonters will be over age 60, underscoring the importance of accessible, affordable, and well-located housing to support aging in place. Continue to support ongoing reporting on implementation progress.
- **State Planning Manuals Update:** Partnered with the Northeastern Vermont Development Association to update the State Planning Manuals covering State Designations, Municipal Planning, and Municipal Regulation. The updates reflect recent legislation, including the HOME Act and Act 181, and incorporate best practices related to housing, climate adaptation, and bylaw and policy modernization. The revised manuals provide clearer, more usable and accessible guidance for Vermont's volunteer and municipal planners.
- **State Planning Data Center:** Created a modernized online hub for collecting and sharing local and regional plans; maintaining a statewide zoning atlas; tracking the status of designated centers; and displaying statewide future land use map coverage (proposed for review, and final once approved).

Climate Resilience: The team has engaged with and provided project and policy analysis support for a number of State plans, funding programs, and projects focused on climate resilience. The team supported updates to the State Climate Action Plan and the Governor's

Resilience Implementation Strategy. Besides ensuring that land use development reforms and climate-safe housing growth remained priorities in both plans, the team also led efforts to involve economic sectors, especially the outdoor recreation and small-business communities, in developing them. This helped identify actions and build relationships that ensure these key sectors of Vermont's economy are engaged and supported in becoming more resilient to climate impacts. The team also served on a technical advisory committee for developing the Municipal Climate Action Planning Framework and Guide, which helps communities incorporate climate resilience into their municipal and capital plans.

- **Better Connections Program:** The communities of Ludlow and Gilman received grants to support projects that increase transportation options, enhance water quality, and boost local economic vitality. Better Connections is a partnership between the Vermont Agency of Transportation, Vermont Agency of Commerce and Community Development, and the Vermont Agency of Natural Resources.

Historic Preservation

Dedicated to identifying, preserving, interpreting, and enhancing Vermont's historic resources on behalf of the citizens of the state and promoting them as significant components of our communities. This involves coordination of public and private preservation efforts through federal and state programs. Interprets and maintains 24 state-owned historic sites with 88 buildings and structures, as well as 11 underwater preserves.

Vermont Division for Historic Preservation (VDHP)

VDHP ensures the identification, preservation, rehabilitation, interpretation, and promotion of historic resources. As vibrant components of Vermont's heritage, the state's historic resources shape our distinctive character and comprise key assets in all communities, including historic downtowns and village centers, historic agricultural and working landscapes, and important archeological sites spanning 13,000 years of our state history. VDHP encourages preservation projects and activities through local and statewide partnerships, educational outreach, national and state register listings, grant and tax credit programs, and stewardship of state-owned historic sites. VDHP's operations, excluding the state-owned historic sites and Roadside Historic Site Markers, are partially funded by the Historic Preservation Fund provided annually through Congressional appropriations to the National Park Service; these activities are under the direction of the State Historic Preservation Officer. Some program outcomes in 2025 include the following:

National Register: VDHP continues to work diligently to streamline the nomination process and has established a schedule of submission deadlines and quarterly Vermont Advisory Council on Historic Preservation (ACHP) meetings dedicated to consideration of new and amended nominations and determinations of eligibility. All nominations are now available digitally through our Online Resource Center and posted during the ACHP evaluation period. Rules were established for scheduling and outreach for delisting, listing, and determinations of eligibility of properties from the State Register of Historic Places. Additional details shall be created through the state rulemaking process. Continuing the necessity for defining processes, a guidance document for National Register nominations in Vermont is being prepared to supplement the National Register Bulletins. Survey and determination of eligibility forms were updated to clarify documentation necessary, sources of research, require repository contact, and SHPO/ACHP responses. Training for consultants was conducted in April and October of 2025.

For the Federal Fiscal Year 2025, VDHP successfully oversaw the listing of one historic district and two individual properties in the National Register of Historic Places. An additional three nominations were presented to the Vermont Advisory Council on Historic Preservation, consisting of two historic districts and one individual property. Another three nominations were substantially completed during FFY25 and seven more are in progress. Vermont now boasts a total of 249 National Register historic districts and 12,343 buildings, structures, and sites listed individually and in historic districts statewide since 1966. The number of nominations processed and forwarded to the National Register of Historic Places for successful designation has increased over the previous six years. One reason for this increase is the Paul Bruhn Historic Revitalization Grant Program and Congressionally Directed Spending for projects administered by the National Park Service; funding requires listing in the National Register of Historic Places within three years of award.

Eighteen nominations are in active development with seven currently under review or recently processed. Listing in the National Register of Historic Places provides automatic listing in the Vermont State Register of Historic Places; there were no State Register listings apart from National Register nominations. During the fiscal year 59 resources were determined eligible for listing in the State Register and 375 for the National Register.

Barn Grants: Begun in 1992 and funded through the Capital Budget, this is the oldest state barn grant program in the country. Cumulatively, it has provided \$5,364,048 in grants to support 527 projects devoted to the repair and restoration of historic barns and agricultural outbuildings. This has generated \$15,179,110 in total project costs and many preservation jobs since 1992. For State Fiscal Year 2025, of the 31 applications requesting \$463,462 funding, 23 projects were awarded grant funds totaling \$373,026. This leverages \$926,114 in restoration and rehabilitation efforts and provides approximately 65 preservation and construction jobs for Vermont workers. Two of the projects were declined by the applicants who are seeking FEMA funding; three projects have already been completed, with two of those under budget. Grant applications for the FY26 funds were received in December 2025. The 29 applications requesting \$522,700 in funding will be reviewed and awarded in February 2025. The increase in the funding requests exhibits the rise in project costs for materials and contractors, and likely shall result in fewer awards for FY26 funding.

Historic Preservation Grants: Begun in 1986 and funded through the Capital Budget, this program has provided \$7,379,459 in grants for the rehabilitation of 693 significant community buildings such as town halls, museums, theaters, libraries, recreation centers and other municipal resources. Total project costs since 1986 have reached \$29,270,418. This is a 50/50 matching grant program, providing up to \$20,000 per application. All resources must be eligible for or listed in the National Register of Historic Places. Projects must be completed within two years of awarding. The Vermont Advisory Council on Historic Preservation ranks and awards the projects using criteria based on the Standards for Rehabilitation. For FY26, in December 2025, 19 of the 32 applications submitted were awarded with \$330,211 granted, leveraging \$1.64 million and about 35 preservation and construction jobs.

Federal Rehabilitation Investment Tax Credits (RITC): Since 2012, 143 Vermont projects have received Rehabilitation Investment Tax Credits (RITC) with over \$61.35 million in qualified rehabilitation expenditures bringing historic properties back into service; total project costs reached over \$358.8 million. Significantly, these projects have provided 1,399 housing units, both new and rehabilitated; 943 of those were affordable housing units. For 2025, three completed projects were granted \$8.9 million in federal tax credits, leveraging more than \$44.3 million in qualified rehabilitation investment through the employment of contractors and purchasing of materials. Of these completed projects, two involved

rehabilitations for housing, resulting in 74 units of new or rehabilitated housing, all of which are affordable. Projects completed include the Ward 5 School in Barre City, providing nine new affordable housing units; Harness House in Springfield; and Fort Ethan Allen Double Cavalry and Artillery Buildings with 65 affordable housing units. These properties were vacant or significantly underutilized for decades and now illustrate the success of rehabilitation and adaptive use.

There are 36 active RITC projects at various phases currently being reviewed by VT SHPO and another 45 potential projects have been identified by the Vermont Tax Credit Reviewer. Applications are now accepted online by the National Park Service, a process that began in the fall of 2023 that has been expediting application reviews. Part 1 applications for those buildings not yet listed in the National Register, a requirement of the program, must include a 90% draft of a National Register nomination application. The RITC program remained open during the 2025 government shut down, ensuring projects remained actively reviewed.

Certified Local Government Program (CLG): The CLG program helps 21 communities save the irreplaceable historic character of their places by supporting the active role of local preservation commissions. The City of Winooski became our newest CLG in May 2025; since 2013, the number of CLG communities has increased by seven. Using Federal Fiscal Year 2025 funding as part of our Historic Preservation Fund, eight applications were reviewed and awarded in January 2025 with a total request of \$114,318. This was our first competitive grant cycle in several years. Applications were received from Bennington, Burlington, Hartford, Rockingham, Shelburne, Windsor, and Woodstock Village. The project in Woodstock was not funded. Finalizing the grant agreements was postponed due to the delay of the FY25 HPF award, which was received in August 2025. This has resulted in tighter project schedules for the grantees. The seven projects awarded received \$78,570, with a match totaling \$74,668. This award is 11.34% of the HPF. Six CLG communities were evaluated.

Funding for this program is part of the federal funding “Commerce, Justice, Science, Energy and water Development; and Interior and Environment Appropriations Act, 2026,” introduced in January 2026. The funding includes the apportionment for the Historic Preservation Fund to State Historic Preservation Offices, a portion of which supports the CLG programs. Although this fiscal year began October 1, 2025, the grant cycle for FY26 has not been announced because the apportionment has not yet been secured and awarded. Ensuring the communities have sufficient time to apply and complete their grant projects, the application and award process shall commence in March 2026, with grant agreements held until the apportionment is received by SHPO. Assuming the HPF will be level funding, \$79,101 shall be available for awarding.

Project Review: VDHP reviewed and consulted on 1,885 projects in 2025. Management of the projects from submittal to concurrence was completed manually as the project review team, consisting of 4 full-time (one limited service) and 2 very part-time staff, does not have an adequate computerized system, which would assist the team in more efficiently monitoring and supporting Vermonters; the digital database is currently under construction by ADS, modeled after the database used by the Natural Resources Board for Act 250. This shall provide a significant improvement for efficiency, accuracy, and productivity, and is expected to be launched in February of 2026. Despite the manual operations they have mastered, the Project Review Team continues to maintain a 90.4% completion rate within 30 days or less based on programmatic agreement stipulations. The rapid acceleration of projects, especially those for larger hydroelectric dams, requires repeated consultation over several years. The expedited and increased number of consultations necessary to address flood emergencies with Vermont Emergency Management and FEMA have created delays in other reviews, lowering the team’s completion rate slightly. Twenty-one memorandums of agreement and programmatic agreements were signed

for Section 106 and 22 V.S.A. activities. The team reviewed 1,325 development projects receiving federal funds, permits, or licenses for their potential impacts to historic buildings and structures, historic districts, historic landscapes and settings, and known or potential archaeological resources. This is a decrease of 263 projects from FFY25, but consistent with FFY23; the federal government shut down of 43 days impacted consultations as many federal agencies were closed. Six projects reviewed for Section 106 were the result of Congressionally Directed Spending. Under state statute, VDHP staff processed 236 projects under Criterion 8 of Act 250, which is an increase of 81 compared to FFY24. Under Section 248, for Vermont Public Utilities, 106 projects were reviewed and seven memorandums of agreement for adverse effects were executed. The number of projects reviewed under Section 248 continues to hold steady at steady increases annually since the Covid era. For state involvement under 22 VSA chapter 14, 180 projects were reviewed, which is a 169% increase from FFY25.

The review team continues to spend time on Federal Energy Regulatory Commission (FERC) relicensing of hydroelectric projects. For 2018 to 2027, we are anticipating 285+ concurrent relicensing processes. Many of these licensed projects have not had historic resource survey and identification studies completed and will need them during the study periods of the relicensing. It is likely that most facilities will also need new or updated Historic Property Management Plans. For FFY25, one memorandum of agreement was signed with FERC for the electrical modernization of the Essex #19 Hydroelectric Facility in Essex Junction. There are approximately 25 active FERC projects currently under consultation. Vermont is reviewing the relicenses for 30% of all hydroelectric plants in the United States.

VDHP annually measures various aspects of its program for the National Park Service (NPS), which provides funding for staff salaries, surveys, comprehensive preservation studies, National Register nominations, educational materials, tax rehabilitation projects, federal reviews under Section 106, as well as architectural plans and studies necessary for the preservation of historic properties. All these activities must meet the NPS standards as outlined in our Historic Preservation Grant application. A sampling of the measures used by the NPS to evaluate the successful implementation of Vermont's statutory responsibilities set forth in the National Historic Preservation Act for the identification of historic properties, comprehensive preservation planning, and consultation on the effects of federal projects are:

FEDERAL ENVIRONMENTAL REVIEWS COMPLETED UNDER PROGRAMMATIC AGREEMENTS	2020	2021	2022	2023	2024	2025
Properties meeting National Register criteria for which a written eligibility opinion is provided	371	258	371	283	349	335
Properties <u>not</u> meeting National Register criteria for which a written eligibility opinion is provided	508	361	550	912	852	470
Findings of "No Properties" and /or "No Effect" on which written opinions are provided	1683	1241	1555	1580	1570	833
Other findings of "Effect" on which written opinions are provided	207	442	308	353	344	198
Memoranda of agreement signed	13	12	22	21	21	10
Programmatic agreements signed	0	3	2	1	0	4

Vermont Archeology Heritage Center (VAHC): The center opened in September 2012 and occupies 1,850 square feet at the Vermont History Center in Barre most of which is devoted to the curation of archaeological artifacts and archives dating to all time periods of Vermont's 13,000-year human past, with a small area for office, research, and museum space. The curated collection contains information on more than 1,000 archaeological sites in 2,200+ archival boxes that cumulatively house millions of artifacts. VAHC provides unique opportunities to educate communities, teachers, students, researchers, and the interested public about Vermont's archaeological history. Since its opening in 2012, VAHC has hosted 4,000 visitors. VAHC serves as the primary office for the State Archaeologist. Space for the archival boxes is limited, and a request has been made to BGS to secure additional space at the Vermont History Center (and take over the lease agreement so it is in line with that of the Department of State Libraries, which occupies a portion of the building as well); space was rehabilitated in 2012 in anticipation of this expansion need. Without the expansion in the Vermont History Center, additional space shall need to be secured elsewhere. No new artifacts can be added until additional space is secured.

Roadside Historic Site Markers Program: VDHP is charged with approving and overseeing the creation and installation of Vermont Roadside Historic Site Markers. This is a small state program with great reach and overwhelming popularity.

Through statute as part of our mission for promoting state history, VDHP is charged with approving and overseeing the creation and installation of Vermont Roadside Historic Site Markers. This is the smallest state program with great reach and overwhelming popularity. The program was established in 1947, with the installation of ten markers the first year and sixty more within the following three years. It was initiated as a temporary program that has since grown with 346+ historic markers placed statewide, with one in Virginia, to commemorate events significant to local communities, the state, and nation. More than twenty applications for new markers are typically submitted annually, depleting funding within months of allocation. Forty applications are presently in the queue for review and editing of proposed text.

In fiscal year 2025, seventeen new or replacement markers were installed, honoring Vermont's history. Four new markers are in the warehouse, awaiting installation once the ground is no longer frozen. Thirteen markers are on order with the foundry; three of those are replacements of existing markers. New markers include the Isle La Motte Stone Schoolhouse, Revolutionary War patriot Ann Story and the transporting of 230 Green Mountain Boys in Shoreham, Lt. Governor Hunt House in Arlington, the Italian families who established garden farms in Colchester, Old White Meeting House in South Hero, Devil's Bowl Speedway in West Haven, Vermont first casualty during World War I, and the von Trapp Family Lodge & Resort in Stowe. Replacement markers have been ordered for Calvin Coolidge and Plymouth Notch, William Slade and the Gag Rule, and Wagon Wheels Farm.

State-owned Historic Sites: The State-owned Historic Sites connect visitors to the places where Vermont's history happened. This program oversees 25 historic sites comprised of 88 buildings and structures on 919 acres. This includes a Native American cemetery, homes of Presidents Chester A. Arthur and Calvin Coolidge, two nationally recognized Revolutionary War sites, three architecturally significant buildings representing design and construction from the first half of the 19th century, a monument to a Revolutionary War patriot, and the iconic Bennington Battle Monument – the tallest building in the State of Vermont and the second tallest unreinforced masonry building in the U.S. Seven of the sites open annually to the public were operating. The Eureka Schoolhouse was open by appointment for the first time since Covid in 2020 through a cooperative agreement with the Springfield Chamber of Commerce. Old Constitution House in Windsor and Senator Justin Morrill State Historic Site in Strafford were be closed for

the 2025 season as significant renovation projects are commencing; both sites shall be closed for 2026. Revenues from admissions, gift shop sales, donations, and rentals typically provide half of the sites' budget. The sites welcome an average of 63,000 annually; for 2020 due to Covid the number of visitors touring the Vermont State Historic Sites reached just 18,214 and during the 2021 season there were 44,229 visitors. For the 2022 season, the historic sites were visited by 42,915 and in 2023, the visitation reached well over the average for the past 20 years. The 2024 season proved to be a banner year, with the most visitors recorded since 2002 (more visitors explored the outdoor spaces, but we have no mechanism to tabulate visitation). The total for 2024, including the underwater preserves and special events at the Kents Corner State Historic Site, reached 81,167 with \$512,053 of income generated by admissions and gift shop sales. For 2025, visitation was significantly impacted by the closure of the Bennington Battle Monument due to elevator issues and safety. Admission for the program reached 42,071, with the President Calvin Coolidge State Historic Site welcoming a record 15,571 visitors. Because of the reduced admission rate for the Monument, the income for 2025 was just \$477,478; this respectable income is due to the increased sales and admissions at the other historic sites. The stats do not yet include the Underwater Preserves of Lake Champlain.

A new Director of State Historic Site was hired in June of 2025, bringing years of historic sites management and visitation experience expertise. For the 2025 season the director observed general admissions, special events, toured exhibits and historic buildings, and learned of processes. The director is now implementing changes for 2026 that will expand the visitors' experience, attract new visitors, and highlight the Vermont sites association with the Semiquincentennial.

The collected statistics record more than 1.778 million visitors have been welcomed by Vermont's State Historic Sites since 1998. To help with admissions and gift shop sales, the Clover system was purchased to enable better documentation, conformity among sites, and immediate conveyance of documentation to the ACCD financial team. Gift shop inventories are now being added to Clover.

YEAR	ATTENDANCE	RECEIPTS
2025	42,071*	\$477,478
2024	81,167	\$512,053
2023	66,942	\$462,471
2022	42,915	\$279,873
2021	42,229	\$336,434
2020 Covid	18,214	\$85,149
2019	63,655	\$444,056
2018	62,674	\$433,615
2017	64,890	\$465,184
2016	64,334	\$416,879
2015	50,756	\$403,088
2014	51,285	\$382,221
2013	49,694	\$417,330
2012	64,474	\$397,496

2011	60,408	\$331,487
2010	62,445	\$385,558

***2025 stats do not yet include underwater preserves

VDHP also owns two metal lattice bridges, five covered bridges, and the Forestdale iron blast furnace, as well as serving as custodian of all underwater sites under Vermont waters, including exceptional historic shipwrecks. Eleven of these are open to recreational divers as Vermont's Underwater Historic Preserve. For the seven bridges, VDHP and the Vermont Agency of Transportation (VTrans) have an aged programmatic agreement that ensures maintenance and preservation of these iconic resources. Two of the bridges have recently been restored and stabilized for pedestrian traffic. None of the bridges are in service, although some are open to pedestrians; the Scott Bridge reopened to pedestrian traffic in May 2017 and was used for wedding ceremonies throughout the season. Unfortunately, the bridge was damaged by a tree in January 2023; VTrans worked with VDHP to assess damage and outlined plans for repairs and funding needs. The Fisher Covered Railroad Bridge was restored as part of a rail trail, a rehabilitation project that stabilized the western abutment in 2022. Unfortunately, Fisher Covered Bridge was damaged during the July 2023 flooding but quickly repaired and opened as part of the Lamoille Valley Rail Trail. A new agreement with VTrans for the Fisher Covered Bridge as part of the Lamoille Valley Rail Trail is being outlined, and the general bridge agreement with VTrans is being reviewed for updating. SHPO and VTrans continue to explore the deaccessioning/demolition plans for two of the bridges due to severe structural issues; the Town of Pittsford was interested in the utilization of the Hammond Covered Bridge as part of a proposed trail and VDHP is exploring estimates for the rehabilitation based on the significant structural issues.

In Frederick, Maryland, at the Monocacy National Battlefield Park, a granite monument honoring the 10th Vermont Volunteer Infantry Regiment was placed by the State of Vermont in 1915 on two parcels associated with the Civil War Battle of Monocacy (July 9, 1864). Since 2019, VDHP has been working with the National Park Service and the Battlefield Park to transfer the two continuous tracts of land to the United States Park Service. Permission for the transfer was granted by Governor Phil Scott and the Vermont General Assembly in 2020. The effort is expected to be completed in 2026, which will ensure best preservation and interpretation practices for the monument and property.

Under the stewardship of the Director of Preservation, a position created in 2019, conditions studies are being prepared and major maintenance projects projected for the next ten years. The total biannual appropriation annually for maintenance through the Capital Construction Bill has been \$550,000 annually but the need is far greater. The projected maintenance needs annually are estimated to be over \$1.0 million for the urgent and high priority projects (excluding Bennington Battle Monument).

For major rehabilitation projects, VDHP coordinates with BGS to prioritize, complete condition assessments/reports, and some contracting and project management. High priority is being given to projects requiring proactive planning, study, and funding, especially as we programmatically examine the use of these buildings by the public for accessibility, safety, and during events like COVID and flooding. Three elements affect the major maintenance of the state historic sites are: 1) design and construction costs; 2) decades of deferred maintenance; 3) unexpected maintenance due to inferior projects completed in the last 30 years and flooding. The rising costs of engaging preservation-experience contractors and the restoration processes and materials essential to preserving the significance of these historic places have required prioritization and thus fewer projects being undertaken or completed. Most significantly, VDHP is addressing decades of deferred maintenance due to insufficient funding, no long-term or

strategic planning, and lack of preservation-based contractors. This has resulted in accelerating deterioration, expanding project scopes, threatening structural stability and public safety, and escalating costs. A great deal of effort has been undertaken to identify and prioritize these projects, with short- and long-term plans. Most efforts currently are devoted to the impacts of flooding and, unfortunately, projects undertaken by the state over the past 30 years that were completed (most in part) by project managers and contractors with little experience to proactively address historic structure maintenance. Current projects address climate conditions and poor drainage, mold remediation, roof repairs/replacements, window restoration/replacement, porch reconstructions, ADA and accessibility, plaster repair and painting, foundation and structural stabilization, site work and paths, and mechanical systems. Most significantly, the ongoing impacts of climate change and flooding have expended major maintenance funding and capacity as project priorities shift to addressing water infiltration and mold remediation. Industrial dehumidifiers have been purchased, replacing damaged dehumidifiers. Mechanical systems have been redesigned and installation at higher elevations; some have already been installed and others pending. Security and fire systems have been replaced. Blocked drainage systems have been excavated and repaired. Safety equipment to warn and guard the public and staff have been purchased and installed. A temporary maintenance technician, a permanent position that once existed for the sites, was hired to address the smaller projects like those related to daily and routine cyclical maintenance at the sites. These projects are often not acceptable to contractors as they are too small, require extensive travel, and contracting procedures are too great by comparison to the scope of work and funding. It is estimated that in a single day's visit to one historic site, the maintenance technician can complete several (5-8) smaller projects that preserve historic materials with no deferred maintenance and ensure public safety and tourism. During the winter months the maintenance technician will be restoring windows, prioritizing those with the greatest need. Ensuring that we have a maintenance team (director of preservation and maintenance assistant) enables projects to move forward from concept/identification to contracting and finally to completion; in some cases, these various steps take several construction seasons and therefore need management, oversight, and consistency. Flooding in July 2023 impacted three historic sites for which VDHP received public assistance and continues to work closely with FEMA, Vermont Emergency Management, and the National Park Service.

A few major projects are underway/planned in preparation of the national Semiquincentennial celebration of the American Revolution. This includes Bennington Battle Monument, Old Constitution House, Hubbardton Battlefield, Mount Independence, and Chimney Point. Condition assessments were completed at the Justin Morrill Homestead, affected by drainage and moisture problems (and now flooding), and Bennington Battle Monument, plagued by structural and moisture issues as well as electrical challenges. Similar conditions assessments are planned for all other sites to identify and prioritize needs and improvements. A donation from Vermonter and emergency supplemental grant are jointly providing \$1,367,972 for the foundation and exterior envelope restoration of the 1786 Theron Boyd House in Quechee, which has never been open to the public. Affected regularly by flooding, rain and moisture, and deferred maintenance, the Theron Boyd House is planned as a conservation site that enables exploration of 18th and 19th century architectural design and construction methods and offers an educational opportunity for restoration and repair of historic resources. The Theron Boyd House is likely to be the most unaltered late-18th-century building in Vermont and was home to several Revolutionary War patriots. Federal funding was also secured for the Justin Morrill State Historic Site, Bennington Battle Monument, and Old Constitution House. This will result in four major restoration projects for 2026 and 2027.

With an income-producing special fund, the historic sites provide admissions fees that are affordable for all Vermont residents and visitors. Admission is free to school-aged children and active military and their families. Group rates for families and bus tours are offered, attracting hundreds of visitors during the Fourth of July and fall foliage. The historic sites grow the economy with the employment of five permanent and 65

seasonal positions for employees who are from the communities where this historic is preserved. Four of the sites provide five museum gift shops that offer Vermont-made goods and thematic items distinctly tied to the historic sites. Our state-owned historic sites speak to not only the historic context and architectural heritage of Vermont, but also to our national history, with the homes of a U.S. senator and two presidents. These historic sites teach the public about the Revolutionary War, War of 1812, emancipation of slaves, architecture from the 18th through 20th centuries, agriculture and working landscapes, Native Americans, and our state's progressive 1777 Constitution. What our visitors learn at these historic sites, they take with them when they return to their Vermont homes or beyond our state's borders. These stories cannot be told without the buildings, sites, structures, and objects where the events occurred, and their preservation/maintenance is essential to enable that education, tourism, and celebration.

250th Anniversary Commission: Created by Executive Order, the 250th Commission has been meeting since March 2021, with the State Historic Preservation Officer serving as chair of the 14-person commission. The Strategic Plan, created under the leadership of the chief performance office, includes four primary measures: 1) Increase commission capacity and productivity; 2) Increase relevance of 250th history; 3) Enable arts and cultural heritage organizations and school participation; and 4) Increase partner and public awareness of 250th commemorations. These measures are being reviewed and updated as needed. Subcommittees include admin & finance; marketing & public outreach; school & teacher outreach; and history & cultural. Teachers, especially social studies teachers, continue to be engaged with the excellent assistance of the Agency of Education and Vermont Historical Society, utilizing the Vermont Alliance for Social Studies. Native American state recognized tribes are being engaged and a member of the Abenaki appointed to the Commission. A strong focus is being placed on diversity and inclusion as part of the planning, and presentation of history. Regional and national meetings have been convened to share ideas, garner support, and ensure borders are blurred for the commemoration. The website, which went live in October 2024, can be accessed at <https://anniversary250.vermont.gov/> Twenty-eight grants, with funding from Vermont Covered, were provided through the Vermont Historical Society on behalf of the 250th Anniversary Commission to help communities plan and prepare for the upcoming anniversary. The Department of Libraries has purchased ebooks, books, and audiobooks from the approved Revolutionary War and Vermont History reading list of the 250th Anniversary Commission; access is being provided for lending through all libraries. Funding was transferred to the Vermont Humanities (\$25,000) and Vermont Arts Council (\$25,000) for community grants with \$62,875 in awarded grants to 12 different Vermont communities in 7 counties for history, arts, and culture projects commemorating the 250th anniversary of the historic events associated with the American Revolution in Vermont. The next Project Grant deadline is February 18, 2026, through Vermont Humanities.

Funding continues to be required to expand outreach, marketing, engagement, support communities and organizations with commemorations and event planning, teacher training, and provide books for school and public libraries about this period in our history. Funding request for 2027 is planned to support implementation grants to communities, the arts, and humanities.

1. **Implementation Grants** to municipalities, non-profits, libraries, and educational organizations for community programming that will commemorate Vermont's place in the 250th Anniversary of the United States of America. **\$175,000**
2. **Signature event(s)** in 2027 to focus on the Vermont Republic and Constitution, Northern Department Campaign, and Battles of Hubbardton and Bennington. **\$20,000**
3. **Marketing for awareness**, including sponsorship of educational programming, promotional signage, and stickers/magnets. **\$15,000**
4. **Educational Events** like the Vermont Alliance for Social Studies, Vermont Tourism Summit, Vermont History Day, and history conference for Vermont colleges and universities. **\$35,000**

5. Promotion of student and community programming to be displayed at the State House, State Historic Sites, Historical Societies, Museums, and Vermont Supreme Court. **\$5,000**

PROPOSED PROGRAM INCREASE AND BUDGET IMPACT FOR FY26

The Administration's FY27 budget includes proposed base investments to help the state tackle its housing shortage, stabilize successful programs by providing sustainable funding to deliver increased housing quality, supply, and affordability, while revitalizing our downtowns, villages, and local communities. These new investments can be summarized across four categories:

\$4M in Base Funding

Vermont Housing Improvement Program (VHIP): VHIP offers grants up to \$50,000 per unit to bring vacant rentals up to code, add new units to an existing building, or build up to 5 units in a new building. Since 2021, VHIP created almost 1,200 units with an average grant of about \$40,000 per unit.

\$800k One-time Funding

Repurpose funds previously appropriated to DHCD for Manufactured Home Community Flood Recovery

Manufactured Housing Improvement and Repair (MHIR) program: MHIR supports park improvements, home repairs, and foundation installation in manufactured home communities. The program launched in February of 2023 and was made permanent in FY26 with \$2M in the base budget.

- Program outcomes:
 - Projects awarded: 858
 - Total Awards: \$9M
 - MHCs impacted: 155

Agency of Commerce and Community Development

<p>Please provide a unique and descriptive program name. (Required)</p> <p>Please provide a narrative description of the purpose of this program and the context in which it operates. State the goal of this program and answer the questions: What is the role this program play in contributing to the agency's mission? Is there a particular segment of the population served by this program? (Required)</p> <p>Please provide a narrative description of the services provided by this program. Answer the questions: What do you do within this program to achieve the stated goals? What specific services are provided? (Encouraged)</p> <p>Link to program's externally facing website. (Encouraged)</p> <p>If you have additional reporting you'd like to highlight that is publicly available, please provide the links, separated by a semi-colon. (Encouraged)</p> <p>Please provide the email address of the person most familiar with the data submitted for this performance measure. This individual should be able to answer technical or contextual questions about the source, calculation, or interpretation of the data. (Required)</p> <p>Please denote the primary outcome the program is contributing to. The list of outcomes are established by the Legislature as per Act 186 of 2014. Please choose an option from the in-cell drop down (not the table header) (Required)</p> <p>Calculated by formula</p>							
Program Name	Program Purpose and Context	Program Services Provided	Program Website	Additional Reporting Links	Data Steward Email	Primary Outcome	Number of Measures Reported
Community Planning and Revitalization (CP&R) - State Designation	<p>The Downtown, Village Center, New Town Center, Growth Center designations support Vermont's goal of fostering compact and vibrant urban centers. The downtown and village center rehabilitation tax credits help to stimulate private investment needed to restore historic buildings and jump start community revitalization.</p> <ul style="list-style-type: none"> Downtowns: This program provides grants, tax credits, and technical assistance to keep Vermont's historic, regional centers of commerce strong and vital. Village Centers: Like the downtown program, the village center designation program provides training and tax credits to help Vermont's smaller centers thrive. The number of designated village centers has increased by 100% (98 to 216) in the last six years. New Town Centers: This program is designed to help communities without a traditional downtown, but with the ability to plan and develop a new downtown. Growth Centers: Not all development fits in central business districts, and this program helps communities plan for orderly growth in areas that surround a designated downtown village center or new town center. Neighborhood Development Areas: This program provides regulatory benefits and reduced fees for new housing in areas within walking distance of a designated downtown, village or new town center. 	<p>The Department of Housing and Community Development manages the state designation programs – Downtowns, Village Centers, New Town Centers, Growth Centers and Neighborhood Development Areas. These programs work together to provide incentives, align policies and give communities the technical assistance needed to encourage new development and redevelopment in our compact, designated areas. The program's incentives are for both the public and private sector within the designated area, including tax credits for historic building rehabilitations and code improvements, permitting benefits for new housing, funding for transportation-related public improvements and priority consideration for other state grant programs.</p>	https://accd.vermont.gov/community-development/designation-programs		jennifer.lavoie@vermont.gov	Vermont has a prosperous economy	3
Community Planning and Revitalization (CP&R) - Regional Planning Commission Grants	<p>The Municipal and Regional Planning Fund is disbursed to regional planning commissions for the purpose of assisting municipal and regional planning commissions to provide regional planning services. Disbursement of funding to regional planning commissions shall be predicated upon meeting performance goals and targets pursuant to the terms of the performance contract. RPCs will be responsible for:</p> <ol style="list-style-type: none"> 1. Regional Planning 2. Municipal Planning and Technical Assistance 3. Regional Training and Education for Municipalities 4. Support for Statewide Initiatives 5. Core Functions & Implementation Assistance 6. Pandemic Response 	<p>The Municipal and Regional Planning Fund for the purpose of assisting municipal and regional planning commissions to carry out the intent of this chapter shall be disbursed to the Secretary of Commerce and Community Development for performance grants with regional planning commissions to provide regional planning services and allocations for performance grant funding to regional planning commissions shall be determined according to a formula to be adopted by rule under 3 V.S.A. chapter 25 by the Department for the assistance of the regional planning commissions. Disbursement of funding to regional planning commissions shall be predicated upon meeting performance goals and targets pursuant to the terms of the performance contract.</p>	https://accd.vermont.gov/community-development/town-future		jennifer.lavoie@vermont.gov	Vermont has a prosperous economy	3
Vermont Housing Improvement Program (VHIP)	<p>The Vermont Housing Improvement Program (VHIP) offers grants up to \$50,000 per unit for repairs needed to bring vacant rental units up to Vermont Rental Housing Health Code guidelines, add new units to an existing building, or create an accessory dwelling unit on an owner-occupied property. VHIP is designed to address two critical issues in the state, the declining quality of rental units and the homeless assistance programs that often struggle to find suitable housing for their clients.</p>	<p>Landlords can apply for grants to bring units up to Vermont Rental Housing Health Code guidelines. These grants can be: up to \$30,000 for the rehabilitation of each 0-2 bedroom unit; up to \$50,000 for the rehabilitation of each 3+ bedroom unit; up to \$50,000 for the creation of new units in an existing building; up to \$50,000 for the creation of accessory dwelling units (ADUs)</p> <p>All VHIP participants must agree to rent units at or below HUD Fair Market Rents for the County for a minimum of five years (a fair market rent calculator is included at the bottom of this page).</p>	https://accd.vermont.gov/src/vhip	https://accd.vermont.gov/src/vhip/vhip-dashboard		Vermont has a prosperous economy	1
Manufactured Housing Improvement & Repair Program (MHIR)	<p>Manufactured homes* are an important source of affordable housing for over 7,000 households in Vermont. Many manufactured home parks and residents have been adversely impacted by the COVID pandemic and two consecutive summer floods. Through three distinct program areas, the Manufactured Home Improvement and Repair Program (MHIR) offers assistance to income-eligible mobile home parks and current and prospective mobile homeowners.</p>	<p>1. Park Improvements for Small-Scale Capital Infill to assist park owners with small-scale capital needs to infill vacant lots, demolition and removal of abandoned homes, and cover associated expenses up to \$20,000 per lot.</p> <p>2. Home Repair Awards assist homeowners with covering the costs of repairing existing homes to prevent displacement and extend the life of the home.</p> <p>3. Manufactured Home Foundation Awards can help prospective and current homeowners to pay for a foundation and related expenses in preparation for siting a home, up to \$15,000.</p>	https://accd.vermont.gov/housing/funding/MHIR			Vermont has a prosperous economy	3
Mobile Home Parks Program	<p>The DHCD administers statutory requirements and has adopted rules concerning mobile home park leases, lot rent increases, mediation of increases more than the CPI-housing index, and sale or closure of mobile home parks, and conducts an annual registration of the state's 238 mobile home parks, and has adopted rules for the warranty of habitability contained in the statute, and investigates complaints of violations of the statute by park owners pursuant to the Housing Division Rules, and may issue a NOAV and administrative penalty or refer violations to the Office of the Attorney General. The population served by this program are residents of Vermont's mobile home parks.</p>	<p>DHCD assists mobile home park owners with the legal requirements for lot rent increases and park sale and closure notices, and reviews the same; meets with residents of parks noticed for sale or closure, provides for mediation of disputed lot rent increases, maintains webpages for park owners and residents, and publishes the registry list of mobile home parks. DHCD staff conduct intake and investigate complaints of alleged violations of the statute by park owners, and attempts to resolve them.</p>	https://accd.vermont.gov/housing/mobile-home-parks			Vermont has a prosperous economy	3
Electric Vehicle Supply Equipment (EVSE) Grant Program	<p>The program was designed to expand the State's network of electric vehicle (EV) chargers, support more equitable access to EV charging and local economic development, and encourage development of the EV charging marketplace. Through competitive grant awards, the program funds projects to pilot EV charging solutions for publicly accessible charging in designated downtowns and villages, and for home charging in multiunit residential buildings.</p>	<p>The program has awarded and administered \$4.5M in grants in 5 rounds. The grant awards terms ensure the equipment remains operational for either 5 or 7 years after installation. The program sets best practice standards for EV charging equipment, siting, and operability.</p>	https://accd.vermont.gov/community-development/funding-incentives/electric-vehicle-supply-equipment-evse-grant-program	https://outside.vermont.gov/agency/ACCD/ACCD_Web_Docs/CD/CP/Grant-Funding-and-Incentives/CPR-EVSE-Annual-Report.pdf	bronwyn.cooke@vermont.gov	Vermont's environment is clean and sustainable	3
Charge Vermont		<p>Charge Vermont provides financial incentives and technical assistance for installing EV charging at 3+ unit multifamily properties, workplaces, and public attractions.</p>	https://www.chargevermont.com/		bronwyn.cooke@vermont.gov	Vermont's environment is clean and sustainable	4
Vermont State-owned Historic Sites (Division for Historic Preservation)	<p>The mission of the Vermont State-owned Historic Sites Program, which is part of the Vermont Division for Historic Preservation, is to encourage the discovery and appreciation of the state's rich heritage through the stewardship and interpretation of historic sites that evoke an authentic sense of time and place. The program and funding promote the public's knowledge and use of historic sites and resources; furthering a stronger sense of the environment, history and community; and strengthening stewardship of public and private historic assets. The Program includes 83 state-owned historic resources located throughout Vermont; ten sites with 62 resources are open to the public for touring, education, and community events/meetings. These historic sites speak to not only the historic context and architectural heritage of Vermont, but also to our national history, with the homes of U.S. senators and presidents. Our historic sites teach the public about the Revolutionary War, War of 1812, emancipation of slaves, architecture from the 18th through 20th centuries, agriculture and working landscapes, Native Americans, education, and our state's progressive 1777 Constitution.</p> <p>What our visitors learn at these historic sites, they take with them when they return to their Vermont homes or beyond our state's borders. These stories cannot be told without the buildings, sites, structures, and objects where the events actually occurred, and their preservation/maintenance is essential to enable that education, tourism, and celebration. The funding provided through the Capital Construction Budget covers the maintenance at state-owned historic sites statewide, including routine, preventive, emergency, deferred, ongoing, and major maintenance activities. This allows the admissions fees to be affordable for all Vermont residents and visitors; admission is free to school-aged children and active military. The historic sites grow the economy with the employment of five permanent and 56 seasonal employees, with vendors and contractors engaged for more than 50 construction projects annually. Maintenance projects are strategically planned and prioritized with conditions assessments and engineering reports.</p>	<p>The State Historic Sites are open to the public, providing annual experiences and education. Each year we assess our offerings for the best education possible. Our admissions fees are adjusted to best serve the visiting public; this year we started offering veterans fee admission and we increased some of our fees to ensure we are able to provide proper operations and maintenance. The days and hours of operations are evaluated each year to best meet the desires of our traveling public. It was noted in 2022 that visitors are showing up for tours more during the week and not just on weekends; our days of operations were adjusted for 2023 to better serve them. We are working to engage local and experienced contractors to perform major maintenance projects that will better protect and preserve our sites, while ensuring the safety of our visitors and staff. Old Constitution House has been closed since Covid and is now plagued by mold. We have applied for a grant to install an new environmental system and will keep the building closed until it is safe. We have requested the 56 seasonal staff for hire each year be raised to 70, allowing greater flexibility of their skills and interests to cover the limited full-time staff. There is much to be done at the sites, but we are making great progress and our public interface and experiences are improving.</p>	https://historicsites.vermont.gov	https://www.facebook.com/VermontHistoricSites/	laura.trieschmann@vermont.gov	Vermont Has a Prosperous Economy	0

Historic Preservation Grant Program (Division for Historic Preservation)	Historic Preservation Grant Program's purpose is to preserve Vermont's Historic Landmark Community Buildings. This matching grant program helps municipalities and nonprofits repair and maintain the iconic historic municipal buildings gracing our downtowns and village centers. Grants of up to \$20,000 are awarded to repair roofs, structural elements, windows, foundations, cupolas and more.	Staff of VDHP connects directly with municipalities and non-profits to determine the best preservation practices, realizing these are active buildings typically with specific uses that we need to keep in use/occupied. Often these buildings are significant historic buildings and locally adored landmarks. The program is promoted year-round, buildings evaluated for eligibility prior to the application process, and staff works regularly with applications (awarded and those not awarded to provide guidance for the next year). This funding is not sufficient to complete most projects, but it is imperative to start/finish a project and keep a building in service. Our team helps prioritize the funding needs, provides guidance for other sources of funding, and celebrates these preservation projects.	https://accd.vermont.gov/historic-preservation/funding/historic-preservation-grants		laura.trieschmann@vermont.gov	Vermont Has a Prosperous Economy	0
Historic Barn Preservation Grant Program (Division for Historic Preservation)	The Historic Barn Grants program is another a state-funded program stewarded by VDHP. This grant program awards one-to-one matching grants to individuals, municipalities, and nonprofit organizations for the rehabilitation and restoration of historic agricultural buildings that are the icons of Vermont's rural landscape. Created in 1992, the program is the oldest state-funded barn grant program in the United States. Funding has assisted with such work as the restoration of deteriorated foundations, roofs, high-drives, doors and windows, timber frames, and cupolas. Rehabilitation efforts support the continued use of these agricultural buildings and, in a few cases, allow for non-agricultural purposes for underutilized or vacant buildings. The work must conform to the <i>Secretary of the Interior's Standards for the Treatment of Historic Properties</i> . The Vermont Advisory Council on Historic Preservation reviews applications and awards the funding each year. The maximum grant amount is \$20,000 and projects must be completed within three years of the award.	Staff of VDHP connects directly with municipalities, non-profits, and property owners to determine the best preservation practices, realizing these are active buildings typically with specific uses that we need to keep in use/occupied. Often these buildings are significant historic buildings, active agricultural buildings, and locally adored landmarks. The program is promoted year-round, buildings evaluated for eligibility prior to the application process, and staff works regularly with applications (awarded and those not awarded to provide guidance for the next year). This funding is not sufficient to complete most projects, but it is imperative to start/finish a project and keep a building in service. Our team helps prioritize the funding needs, provides guidance for other sources of funding, and celebrates these preservation projects.	https://accd.vermont.gov/historic-preservation/funding/barn-grants		laura.trieschmann@vermont.gov	Vermont's Environment Is Clean and Sustainable	0

DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT (DHCD)		Financial Info								
Programs	Financial Category	GF \$\$	TF \$\$	Spec F (incl tobacco) \$\$	Fed F \$\$	All other funds \$\$	Total funds \$\$	Authorized Permanent Positions	\$ Amounts granted out (if available)	
PROGRAM #1: ADMINISTRATION										
Oversees the human, technical and financial resources of the Department. Along with their statutory duties, the Commissioner and Deputy Commissioner represent the Governor and Agency Secretary on a number of boards and commissions as well as serve as the public face of the Department. The General Counsel provides legal expertise for the Department as well as additional support for the Agency's General Counsel. The Executive Assistant provides administrative support to the Commissioner, Deputy and the entire Department as well as scheduling, meeting coordination and limited administrative support for the Agency Secretary and Deputy Secretary.	FY 2025 Actual expenditures	\$ 917,689.64	\$ -	\$ -	\$ 240,008.97	\$ 21,740.31	\$ 1,179,438.92	4	\$ -	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 937,830.00	\$ -	\$ -	\$ 46,285.00	\$ 128,567.00	\$ 1,112,682.00	4	\$ -	
	FY 2027 Budget Request for Governor's Recommendation	\$ 976,241.00	\$ -	\$ -	\$ -	\$ -	\$ 976,241.00	4	\$ -	
PROGRAM #2: VERMONT COMMUNITY DEVELOPMENT PROGRAM (VCDP)										
Administers and assists municipalities' participation in the federal Community Development Block Grant program (CDBG) which funds over \$7 million of housing, economic development, public facility and public services projects to benefit persons of lower income. VCDP consists of two teams that work collaboratively together: Community Development (CD) and Grants Management (GM). The CD Team provides up front program education and guidance as well as financial and technical assistance, to participants from application inception, through award to grant agreement. The Grants Management team assists grantees in compliance with requirements of CDBG as well as other federal & state programs administered by the Agency: Disaster Recovery, Neighborhood Stabilization Programs, HOME, Regional Planning Grants and Historic Preservation grants. For FY27, the team will also be focused on allocating and monitoring \$68 million of CDBG-Disaster Recovery (DR) funds tied to flooding in 2023 and 2024.	FY 2025 Actual expenditures	\$ 714,552.51			\$ 13,133,501.98		\$ 13,848,054.49	8	\$ 12,506,146.04	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 857,021.00			\$ 9,582,118.00		\$ 10,439,139.00	8	\$ 9,071,729.00	
	FY 2027 Budget Request for Governor's Recommendation	\$ 881,525.00			\$ 28,872,743.00		\$ 29,754,268.00	8	\$ 28,024,479.00	
PROGRAM #3: COMMUNITY PLANNING & REVITALIZATION (CP&R)										
Provides training, technical assistance and funding to help local leaders plan and implement projects that bring new vitality to their community. Administers grants, tax credits and sales tax reallocations; municipal planning grants, electric vehicle charging station grants, and funding for the 11 Regional Planning Commissions. Oversees the State Designation program. Offers matching grants to municipalities in designated downtowns for transportation-related and clean water infrastructure improvements that support economic development. During FY27, will continue to administer EVSE grants and assist communities with resilience and adaptation planning.	FY 2025 Actual expenditures	\$ 1,543,648.64		\$ 7,641,015.51		\$ 1,176,162.69	\$ 10,360,826.84	6	\$ 9,483,080.32	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 1,623,358.00		\$ 9,526,601.00		\$ 2,300,000.00	\$ 13,449,959.00	6	\$ 11,849,601.00	
	FY 2027 Budget Request for Governor's Recommendation	\$ 1,788,016.00	\$ 1,000,000.00	\$ 9,705,943.00		\$ -	\$ 12,493,959.00	6	\$ 11,410,943.00	
PROGRAM #4: VERMONT DIVISION FOR HISTORIC PRESERVATION (VDHP)										
VDHP is dedicated to identifying, preserving, and interpreting historic resources on behalf of the state and promoting them as significant components of our communities. VDHP encourages preservation projects through local and statewide partnerships, educational outreach, State and National Registers listings, and grant and tax credit programs. This involves coordination of public and private preservation efforts through federal and state programs.	FY 2025 Actual expenditures	\$ 855,729.72		\$ 85,551.01	\$ 777,331.62		\$ 1,718,612.35	8	\$ 198,862.22	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 914,009.00		\$ 43,000.00	\$ 634,433.00		\$ 1,591,442.00	9	\$ 94,101.00	
	FY 2027 Budget Request for Governor's Recommendation	\$ 910,954.00		\$ 43,000.00	\$ 579,657.00		\$ 1,533,611.00	9	\$ 94,101.00	

DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT (DHCD)		Financial Info								
Programs	Financial Category	GF \$\$	TF \$\$	Spec F (incl tobacco) \$\$	Fed F \$\$	All other funds \$\$	Total funds \$\$	Authorized Permanent Positions	\$ Amounts granted out (if available)	
PROGRAM #5: VERMONT HISTORIC SITES										
Interprets and maintains 24 state-owned historic sites with 82 buildings and structures, as well as 10 underwater preserves. Continued focus will be on completing drainage improvement efforts at the Justin Morrill site and mold remediation at the Old Constitution House, both funded with National Park Service grants, while initiating grant-funded work at the Bennington Monumen and the Theron Boyd house. Overall, the historic sites have continued to experience strong levels of visitation since the pandemic.	FY 2025 Actual expenditures	\$ 897,277.51		\$ 453,433.15	\$ 9,999.05		\$ 1,360,709.71	4	\$ 5,090.00	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 843,384.00		\$ 494,473.00	\$ 695,137.00		\$ 2,032,994.00	4	\$ -	
	FY 2027 Budget Request for Governor's Recommendation	\$ 938,516.00		\$ 848,998.00	\$ 991,696.00		\$ 2,779,210.00	4	\$ -	
PROGRAM #6: HOUSING										
Coordinates state housing policy through Vermont Housing Council and HUD Consolidated Plan. Administers statutory requirements of the Mobile Home Park program. Administers Charitable Housing Tax Credit and assists with HOME program administration. Responsible for implementing and administering the Vermont Housing Improvement Program (VHIP) and the Manufactured Home Improvement and Repair (MHIR) Program. The FY27 budget includes new base funding to continue the popular VHIP program.	FY 2025 Actual expenditures	\$ 243,046.61		\$ 2,500,864.75	\$ 1,209,282.40		\$ 3,953,193.76	3	\$ 3,025,704.69	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 2,480,904.00		\$ 80,265.00	\$ -		\$ 2,561,169.00	3	\$ 2,124,000.00	
	FY 2027 Budget Request for Governor's Recommendation	\$ 6,507,169.00		\$ 81,704.00	\$ -		\$ 6,588,873.00	4	\$ 6,124,000.00	
	FY 2024 Actuals	\$ 5,171,944.63	\$ -	\$ 10,680,864.42	\$ 15,370,124.02	\$ 1,197,903.00	\$ 32,420,836.07	33	\$ 25,218,883.27	
	FY 2025 Estimated	\$ 7,656,506.00	\$ -	\$ 10,144,339.00	\$ 10,957,973.00	\$ 2,428,567.00	\$ 31,187,385.00	34	\$ 23,139,431.00	
	FY 2026 Budget Request	\$ 12,002,421.00	\$ 1,000,000.00	\$ 10,679,645.00	\$ 30,444,096.00	\$ -	\$ 54,126,162.00	35	\$ 45,653,523.00	

Department of Economic Development

Lyle Jepson, Commissioner

Nick Grimley,

Deputy Commissioner

FY 2027 Governor's Recommend	\$ 11,033,925
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Fiscal Year 2027 Budget Development Form: Department of Economic Development

	General \$\$	Special \$\$	Federal \$\$	Interdept'l Transfer \$\$	All other \$\$	Total \$\$
Approp #1 [7120010000]: Economic Development FY 2026 Approp	5,937,190	3,150,350	5,264,940	200,000	0	14,552,480
Other Changes: (Please insert changes to your base appropriation that occurred after the passage of the FY 2026 budget)						0
FY 2026 Other Changes	0	0	0	0	0	0
Total Approp. After FY 2026 Other Changes	5,937,190	3,150,350	5,264,940	200,000	0	14,552,480
CURRENT SERVICE LEVEL/CURRENT LAW	168,732	164,215	(3,651,502)	(200,000)	0	(3,518,555)
Personal Services	11,472	153,436	(989,906)	(200,000)	0	(1,024,998)
500000: Salary & Wages: Classified Employees	50,882	5,262	(32,228)			23,916
500010: Salary & Wages: Exempt Employees						
501500: Health Insurance: Classified Employees	89,190	1,362	(26,357)			64,195
501510: Health Insurances: Exempt Employees						
502000: Retirement: Classified Employees	4,272	1,516	(9,279)			(3,491)
502010: Retirement: Exempt Employees						
All Other Employee Payroll Related Fringe Benefits	(2,158)	82	(5,452)			(7,528)
504040: VT Family & Medical Leave Insurance Premium	(307)	20	(120)			(407)
504045: Child Care Contribution	224	23	(140)			107
505200: Workers' Compensation Insurance Premium	3,314	171	(738)			2,747
508000: Vacancy Turnover Savings			3,960			3,960
misc personal services changes	(3,945)					(3,945)
Misc personal services - shift to grants to correct CoC FY26 big bill change	(130,000)					(130,000)
CHIP financial analysis		150,000				150,000
Legal services		(5,000)				(5,000)
Remove OEA-funded personal service contracts			(919,552)			(919,552)
Remove AoA IDT payroll reimb for ARPA positions			(200,000)			(200,000)
						0
Operating Expenses	6,662	10,779	(60,998)	0	0	(43,557)
515010: Fee-for-Space Charge						0
516000: Insurance Other Than Employee Benefits	(10,108)	(349)	(1,063)			(11,520)
516010: Insurance - General Liability	381	41	(499)			(77)
516671: VISION/ISD						0
516685: ADS Allocated Charge	72,988	38	(1,085)			71,941
516660: ADS Service Level Agreement (SLA)	(69,527)	54	(1,463)			(70,936)
519006: Human Resources Services	1,503	27	(773)			757
523620: Single Audit Allocation						0
Travel - trade shows and conferences	15,000					15,000
Misc operating	16,425					16,425
Misc operating - shift to grants to correct CoC FY26 big bill change	(20,000)					(20,000)
Captive increase		10,968				10,968
Remove OEA-funded operating			(56,115)			(56,115)
						0
						0
Grants	150,598	0	(2,600,598)	0	0	(2,450,000)
RDCs/NBRC	598		(598)			0
Restore Grants - correct CoC FY26 big bill change	150,000					150,000
Brownfields - Grant Funding - no new federal award			(2,600,000)			(2,600,000)
						0
						0
						0
						0
						0
Subtotal of Increases/Decreases	168,732	164,215	(3,651,502)	(200,000)	0	(3,518,555)
FY 2027 Governor Recommend	6,105,922	3,314,565	1,613,438	0	0	11,033,925

Department of Economic Development FY 2026 Appropriation	5,937,190	3,150,350	5,264,940	200,000	0	14,552,480
Reductions and Other Changes	0	0	0	0	0	0
FY 2026 Total After Other Changes	5,937,190	3,150,350	5,264,940	200,000	0	14,552,480
TOTAL INCREASES/DECREASES	168,732	164,215	(3,651,502)	(200,000)	0	(3,518,555)
Department of Economic Development FY 2027 Governor Recommend	6,105,922	3,314,565	1,613,438	0	0	11,033,925

State of Vermont
FY2027 Governor's Recommended Budget
Rollup Report

Organization: 07120 - Economic Development

Budget Object Group: 1. PERSONAL SERVICES

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Salaries and Wages	1,997,138	1,786,311	1,786,311	1,814,187	27,876	1.6%
Fringe Benefits	1,178,867	1,201,264	1,201,264	1,256,887	55,623	4.6%
Contracted & 3rd Party Service	189,201	1,182,962	1,182,962	134,448	-1,048,514	-88.6%
Per Diem & Other Pers Services	3,373	225,717	225,717	15,734	-209,983	-93.0%
Budget Object Group Total: 1. PERSONAL SERVICES	3,368,579	4,396,254	4,396,254	3,221,256	-1,174,998	-26.7%

Budget Object Group: 2. OPERATING

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	FY2027 Governor's Recommended to FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
IT/Telecom Services and Equipment	194,088	207,050	207,050	204,035	-3,015	-1.5%
IT Repair and Maintenance Services	11,200	15,880	15,880	15,752	-128	-0.8%
Other Operating Expenses	9,307	14,302	14,302	14,302	0	0.0%
Other Rental	4,666	7,850	7,850	7,850	0	0.0%
Other Purchased Services	827,011	816,025	816,025	934,131	118,106	14.5%
Property Rental	0	200	200	200	0	0.0%
Supplies	23,252	52,661	52,661	43,572	-9,089	-17.3%
Travel	102,364	85,714	85,714	86,283	569	0.7%
Budget Object Group Total: 2. OPERATING	1,171,888	1,199,682	1,199,682	1,306,125	106,443	8.9%

Budget Object Group: 3. GRANTS

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Grants	4,590,497	8,956,544	8,956,544	6,506,544	-2,450,000	-27.4%

Budget Object Group Total: 3. GRANTS	4,590,497	8,956,544	8,956,544	6,506,544	-2,450,000	-27.4%
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Total Expenditures	9,130,964	14,552,480	14,552,480	11,033,925	-3,518,555	-24.2%
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Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	6,038,462	5,937,190	5,937,190	6,105,922	168,732	2.8%
Special Fund	785,138	3,150,350	3,150,350	3,314,565	164,215	5.2%
Federal Funds	1,813,226	5,264,940	5,264,940	1,613,438	-3,651,502	-69.4%
IDT Funds	494,138	200,000	200,000	0	-200,000	-100.0%
Funds Total	9,130,964	14,552,480	14,552,480	11,033,925	-3,518,555	-24.2%

Position Count	21.0
FTE Total	21.0

State of Vermont
FY2027 Governor's Recommended Budget
Detail Report

Organization: 07120 - Economic Development

Budget Object Group: 1. PERSONAL SERVICES

Salaries and Wages	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
500000 - Salaries	1,961,214	1,361,653	1,361,653	1,381,700	20,047	1.5%
500010 - Exempt	0	490,277	490,277	494,146	3,869	0.8%
500060 - Overtime	35,924	7,000	7,000	7,000	0	0.0%
508000 - Vacancy Turnover Savings	0	-72,619	-72,619	-68,659	3,960	-5.5%
Total: Salaries and Wages	1,997,138	1,786,311	1,786,311	1,814,187	27,876	1.6%

Fringe Benefits	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
501000 - FICA	145,471	104,165	104,165	100,799	-3,366	-3.2%
501010 - FICA - Exempt	0	37,506	37,506	36,547	-959	-2.6%
501500 - Health Insurance	430,866	365,556	365,556	392,681	27,125	7.4%
501510 - Health Ins - Exempt	0	107,566	107,566	144,636	37,070	34.5%
502000 - Retirement	540,896	392,155	392,155	397,930	5,775	1.5%
502010 - Retirement - Exempt	0	126,341	126,341	117,075	-9,266	-7.3%
502500 - Dental Insurance	15,843	15,354	15,354	14,943	-411	-2.7%
502510 - Dental - Exempt	0	3,412	3,412	3,516	104	3.0%
503000 - Life Insurance	8,473	5,852	5,852	3,678	-2,174	-37.1%
503010 - Life Ins - Exempt	0	1,583	1,583	1,314	-269	-17.0%
503500 - Long Term Disability	787	0	0	0	0	0.0%
503510 - LTD - Exempt	0	824	824	387	-437	-53.0%
504000 - Employee Assistance Program	838	666	666	646	-20	-3.0%
504010 - EAP - Exempt	0	148	148	152	4	2.7%
504040 - VT Family & Medical Leave Ins	6,190	6,877	6,877	6,470	-407	-5.9%
504045 - Child Care Contribution Exp	7,671	8,150	8,150	8,257	107	1.3%
504530 - Employee Tuition Costs	1,700	1,200	1,200	1,200	0	0.0%

505200 - Workers Comp - Ins Premium	20,131	23,909	23,909	26,656	2,747	11.5%
Total: Fringe Benefits	1,178,867	1,201,264	1,201,264	1,256,887	55,623	4.6%

Contracted and 3rd Party Service	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
507100 - Contr & 3rd Party - Financial	0	6,500	6,500	3,500	-3,000	-46.2%
507200 - Contr & 3rd Party - Legal	0	7,404	7,404	2,321	-5,083	-68.7%
507350 - Contr&3rd Pty-Educ & Training	0	2,400	2,400	2,400	0	0.0%
507543 - IT Contracts - Servers	12,000	14,500	14,500	14,500	0	0.0%
507563 - Contr&3rdPty-Adv/Mkting-Other	75,732	75,000	75,000	75,000	0	0.0%
507564 - Contr&3rdPty-Media-Plan/Buying	10,353	0	0	0	0	0.0%
507565 - IT Contracts - Application Dev	631	11,500	11,500	8,500	-3,000	-26.1%
507566 - IT Contracts - Application Sup	19,018	17,189	17,189	14,927	-2,262	-13.2%
507600 - Other Contr and 3rd Pty Serv	71,468	1,048,469	1,048,469	13,300	-1,035,169	-98.7%
Total: Contracted and 3rd Party Service	189,201	1,182,962	1,182,962	134,448	-1,048,514	-88.6%

PerDiem and Other Personal Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
505700 - Catamount Health Assessment	873	0	0	0	0	0.0%
506000 - Per Diem	2,500	3,500	3,500	3,500	0	0.0%
506200 - Other Pers Serv	0	222,217	222,217	12,234	-209,983	-94.5%
Total: PerDiem and Other Personal Services	3,373	225,717	225,717	15,734	-209,983	-93.0%
Total: 1. PERSONAL SERVICES	3,368,579	4,396,254	4,396,254	3,221,256	-1,174,998	-26.7%

Budget Object Group: 2. OPERATING

Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
Total: Equipment	0	0	0	0	0	0.0%

IT/Telecom Services and Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
516557 - Software-License-Servers	5,678	14,807	14,807	14,807	0	0.0%
516605 - ADS VOIP Exp	0	5,420	5,420	5,300	-120	-2.2%
516623 - Telecom-Mobile Wireless Data	1,873	6,800	6,800	4,200	-2,600	-38.2%
516657 - Telecom-Toll Free Phone Serv	0	100	100	100	0	0.0%
516658 - Telecom-Conf Calling Services	0	50	50	50	0	0.0%
516659 - Telecom-Wireless Phone Service	12,630	11,550	11,550	10,250	-1,300	-11.3%
516660 - ADS Service Level Agreement	101,802	118,334	118,334	47,398	-70,936	-59.9%
516662 - ADS End User Computing Exp	882	0	0	0	0	0.0%
516667 - ADS EA SOV Emp Exp	9,064	0	0	0	0	0.0%
516672 - IT Inter Svc Cost ADS Telephon	0	2,731	2,731	2,731	0	0.0%
516683 - IT InterSvcCost ProjManage&Rvw	22	0	0	0	0	0.0%
516685 - IT Inter Svc ADS Allocated Fee	35,849	30,710	30,710	102,651	71,941	234.3%
519085 - Software as a Service	12,250	0	0	0	0	0.0%
522201 - Hardware-Computer Peripherals	314	0	0	0	0	0.0%
522216 - Hardware-Desktop & Laptop PCs	13,594	10,462	10,462	10,462	0	0.0%
522258 - Hardware-Pers Mobile Devices	130	6,086	6,086	6,086	0	0.0%
Total: IT/Telecom Services and Equipment	194,088	207,050	207,050	204,035	-3,015	-1.5%

IT Repair and Maintenance Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
513010 - Repair & Main-OfficeTechEquip	0	3,000	3,000	3,000	0	0.0%
513056 - Software-Repair&Maint-Servers	11,200	12,880	12,880	12,752	-128	-1.0%
Total: IT Repair and Maintenance Services	11,200	15,880	15,880	15,752	-128	-0.8%

Other Operating Expenses	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
523620 - Single Audit Allocation	9,307	14,302	14,302	14,302	0	0.0%
Total: Other Operating Expenses	9,307	14,302	14,302	14,302	0	0.0%

Other Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
514550 - Rental - Auto	4,297	3,350	3,350	3,350	0	0.0%
515000 - Rental - Other	369	4,500	4,500	4,500	0	0.0%
Total: Other Rental	4,666	7,850	7,850	7,850	0	0.0%

Other Purchased Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
516000 - Insurance other than Empl Bene	39,141	34,455	34,455	22,935	-11,520	-33.4%
516010 - Insurance - General Liability	36,755	16,179	16,179	16,102	-77	-0.5%
516500 - Dues	96,615	101,369	101,369	108,594	7,225	7.1%
516812 - Advertising - Radio	2,090	0	0	0	0	0.0%
516813 - Advertising - Print	5,771	12,150	12,150	12,150	0	0.0%
516814 - Advertising - Web	196,040	181,588	181,588	192,556	10,968	6.0%
516817 - Advertising - Out of Home	25,730	0	0	0	0	0.0%
516820 - Advertising - Job Vacancies	1,138	500	500	500	0	0.0%
516855 - Client Meetings-Econ Dev Only	6,847	3,700	3,700	200	-3,500	-94.6%
516870 - Trade Show & Events	195,679	318,295	318,295	333,295	15,000	4.7%
516871 - Giveaways	8,513	0	0	0	0	0.0%
516872 - Sponsorships	149,825	32,406	32,406	28,304	-4,102	-12.7%
516875 - Photography	0	1,000	1,000	1,000	0	0.0%
517000 - Printing and Binding	59	1,100	1,100	1,100	0	0.0%
517005 - Printing & Binding-BGS Copy Ct	553	825	825	825	0	0.0%
517010 - Printing-Promotional	0	1,600	1,600	1,600	0	0.0%
517100 - Registration for Meetings&Conf	17,027	15,284	15,284	15,284	0	0.0%
517120 - Emp Training & Background Chks	1,497	0	0	0	0	0.0%
517200 - Postage	0	100	100	100	0	0.0%
517205 - Postage-BGS Postal Svcs Only	29	300	300	300	0	0.0%
517300 - Freight & Express Mail	2,513	2,550	2,550	2,550	0	0.0%
517400 - Instate Conf, Meetings, Etc	8,076	600	600	600	0	0.0%
517410 - Catering/Meals Cost	2,734	0	0	0	0	0.0%
517500 - Outstate Conf, Meetings, Etc.	0	20,000	20,000	0	-20,000	-100.0%
519000 - Other Purchased Services	5,936	52,282	52,282	175,637	123,355	235.9%
519006 - Human Resources Services	24,443	19,742	19,742	20,499	757	3.8%
Total: Other Purchased Services	827,011	816,025	816,025	934,131	118,106	14.5%

Property and Maintenance	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
Total: Property and Maintenance	0	0	0	0	0	0.0%

Property Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
514010 - Rent Land&Bldgs-Non-Office	0	200	200	200	0	0.0%
Total: Property Rental	0	200	200	200	0	0.0%

Supplies	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
520000 - Office Supplies	261	3,120	3,120	3,120	0	0.0%
520110 - Gasoline	741	2,250	2,250	2,250	0	0.0%
520500 - Other General Supplies	0	200	200	200	0	0.0%
520510 - IT & Data Processing Supplies	123	700	700	700	0	0.0%
521510 - Subscriptions	4,078	46,391	46,391	37,302	-9,089	-19.6%
521515 - Subscriptions Other Info Serv	18,049	0	0	0	0	0.0%
Total: Supplies	23,252	52,661	52,661	43,572	-9,089	-17.3%

Travel	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
518000 - Travel-Inst-Auto Mileage-Emp	12,633	12,300	12,300	12,680	380	3.1%
518010 - Travel-Inst-Other Transp-Emp	1,578	1,020	1,020	1,400	380	37.3%
518020 - Travel-Inst-Meals-Emp	262	150	150	150	0	0.0%
518030 - Travel-Inst-Lodging-Emp	4,051	1,800	1,800	2,180	380	21.1%
518040 - Travel-Inst-Incidentals-Emp	336	500	500	950	450	90.0%
518300 - Travl-Inst-Auto Mileage-Nonemp	3,024	4,200	4,200	4,580	380	9.0%
518500 - Travel-Outst-Auto Mileage-Emp	2,762	2,811	2,811	2,811	0	0.0%
518510 - Travel-Outst-Other Trans-Emp	21,832	19,173	19,173	18,622	-551	-2.9%

518520 - Travel-Outst-Meals-Emp	10,882	7,150	7,150	7,530	380	5.3%
518530 - Travel-Outst-Lodging-Emp	40,974	30,758	30,758	29,338	-1,420	-4.6%
518540 - Travel-Outst-Incidentals-Emp	4,030	5,852	5,852	6,042	190	3.2%
Total: Travel	102,364	85,714	85,714	86,283	569	0.7%
Total: 2. OPERATING	1,171,888	1,199,682	1,199,682	1,306,125	106,443	8.9%

Budget Object Group: 3. GRANTS

Grants Rollup	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
550200 - Gr, Awards, Scholarships&Loans	-5,000	0	0	0	0	0.0%
550220 - Grants	1,598,388	1,621,076	1,621,076	1,621,674	598	0.0%
550500 - Other Grants	2,997,109	7,335,468	7,335,468	4,884,870	-2,450,598	-33.4%
Total: Grants Rollup	4,590,497	8,956,544	8,956,544	6,506,544	-2,450,000	-27.4%
Total: 3. GRANTS	4,590,497	8,956,544	8,956,544	6,506,544	-2,450,000	-27.4%
Total Expenditures	9,130,964	14,552,480	14,552,480	11,033,925	-3,518,555	-24.2%

Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	6,038,462	5,937,190	5,937,190	6,105,922	168,732	2.8%
Special Fund	785,138	3,150,350	3,150,350	3,314,565	164,215	5.2%
Federal Funds	1,813,226	5,264,940	5,264,940	1,613,438	-3,651,502	-69.4%
IDT Funds	494,138	200,000	200,000	0	-200,000	-100.0%
Funds Total	9,130,964	14,552,480	14,552,480	11,033,925	-3,518,555	-24.2%

Position Count	21.0
FTE Total	21.0

State of Vermont
FY2027 Governor's Recommended Budget
Position Summary Report

Organization: 07120 - Economic Development

Position Number	Classification	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
670093	[049601] Grants Management Specialist	1	1	\$84,490	\$57,503	\$6,463	\$148,456
670113	[073600] Economic Development Director	1	1	\$87,443	\$41,945	\$6,462	\$135,850
670128	[073600] Economic Development Director	1	1	\$92,435	\$43,435	\$6,843	\$142,713
670178	[073650] Sr Economic Development Dir	1	1	\$101,774	\$72,301	\$7,159	\$181,234
670154	[074200] Workforce Train Prog Dir	1	1	\$67,392	\$35,703	\$4,928	\$108,023
670035	[089230] Administrative Svcs Cord II	1	1	\$60,569	\$33,913	\$4,406	\$98,888
670168	[089240] Administrative Svcs Cord III	1	1	\$68,411	\$51,157	\$4,778	\$124,346
670015	[089280] Administrative Svcs Mngr III	1	1	\$101,774	\$72,301	\$7,159	\$181,234
670001	[447800] Procurement Tech Serv Coord	1	1	\$82,431	\$55,347	\$5,850	\$143,628
670074	[464500] Procurement Tech Assist Ctr Dir	1	1	\$96,137	\$70,618	\$7,354	\$174,109
670010	[485600] Procur Tech Asst Counselor II	1	1	\$73,278	\$52,612	\$5,150	\$131,040
670055	[485600] Procur Tech Asst Counselor II	1	1	\$73,278	\$52,612	\$5,150	\$131,040
670158	[485600] Procur Tech Asst Counselor II	1	1	\$79,685	\$24,724	\$6,095	\$110,504
670167	[485600] Procur Tech Asst Counselor II	1	1	\$84,365	\$41,024	\$6,226	\$131,615
670162	[496600] Grant Programs Manager	1	1	\$92,435	\$43,435	\$6,843	\$142,713
670189	[496600] Grant Programs Manager	1	1	\$69,950	\$36,718	\$5,123	\$111,791
670153	[540300] Senior Economic Development Sp	1	1	\$65,853	\$35,249	\$4,810	\$105,912
677002	[90120A] Commissioner	1	1	\$138,445	\$60,359	\$10,591	\$209,395
677019	[90571D] Deputy Commissioner	1	1	\$125,008	\$57,633	\$9,563	\$192,204
677014	[94980E] Economic Progress Council Dir	1	1	\$129,813	\$80,895	\$9,303	\$220,011
677029	[95250E] Executive Assistant	1	1	\$100,880	\$72,201	\$7,090	\$180,171
Total		21	21	\$1,875,846	\$1,091,685	\$137,346	\$3,104,877

Fund #	Fund Name	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
10000	10000 - General Fund	14	14	\$1,361,120	\$797,967	\$99,611	\$2,258,698
21085	21085 - Captive Insurance Reg & Suprv	1	1	\$87,443	\$41,945	\$6,462	\$135,850
22005	22005 - Federal Revenue Fund	6	6	\$427,283	\$251,773	\$31,273	\$710,329
Total		21	21	\$1,875,846	\$1,091,685	\$137,346	\$3,104,877

**State of Vermont
FY2027 Governor's Recommended Budget
Grants Out Inventory Report**

Organization: 7120010000 - Economic Development

Sec No: B.801

BU: 07120

Fund Name	Grant Recipient	Grant Purpose	Prior Year Budget Amount	Budget Request Amount	Variance
10000 - General Fund	Entrepreneurship Performance Grants	Entrepreneurship Performance Grants	\$200,000	\$200,000	\$0
10000 - General Fund	VT Training Program	VT Training Program	\$1,207,741	\$1,207,741	\$0
10000 - General Fund	VT Employee Ownership Center	VT Employee Ownership Center	\$73,143	\$73,143	\$0
10000 - General Fund	RDC Block Grants	RDC Block Grants	\$1,466,104	\$1,466,104	\$0
10000 - General Fund	Small Business Dev Ctr - Bus Support	Small Business Dev Ctr - Bus Support	\$388,889	\$388,889	\$0
21953 - Capital Infrastructure Reserve Fund - Other Infrastructure	Rural Industrial Revolving Loan Grant Program	Rural Industrial Revolving Loan Grant Program			
			\$2,500,000	\$2,500,000	\$0
22005 - Federal Revenue Fund	NBRC Capacity Grants	NBRC Capacity Grants	\$120,000	\$120,000	\$0
22005 - Federal Revenue Fund	SBA - STEP International Trade	SBA - STEP International Trade	\$159,000	\$159,000	\$0
22005 - Federal Revenue Fund	NBRC VT Outdoor Recreation (VOREC)	NBRC VT Outdoor Recreation (VOREC)	\$391,667	\$391,667	\$0
Total			\$6,506,544	\$6,506,544	\$0

Fund Name	Prior Year Budget Amount	Budget Request Amount	Variance
10000 - General Fund	\$3,335,877	\$3,335,877	\$0
21953 - Capital Infrastructure Reserve Fund - Other Infrastructure	\$2,500,000	\$2,500,000	\$0
22005 - Federal Revenue Fund	\$670,667	\$670,667	\$0
Total	\$6,506,544	\$6,506,544	\$0

State of Vermont
FY2027 Governor's Recommended Budget
Federal Receipts Inventory Report

Organization: 7120010000 - Economic Development

Sec No: B.801

BU: 07120

Fund Name	Federal Grant Number (ALN)	Federal Grant Name	Justification	Budget Request Amount
22005 - Federal Revenue Fund	12.002	DOD: Procurement Technical Assistance for Business Firms (APEX)	RPT - Description (Uncategorized)	\$665,351
22005 - Federal Revenue Fund	90.601	NBRC: Northern Border Regional Commission - Capacity	RPT - Description (Uncategorized)	\$250,000
22005 - Federal Revenue Fund	90.601	NBRC: Northern Border Regional Commission - VOREC	RPT - Description (Uncategorized)	\$391,667
22005 - Federal Revenue Fund	59.061	SBA: State Trade & Export Promotion (Int'l Trade - STEP)	RPT - Description (Uncategorized)	\$306,420
Total				\$1,613,438

Fund Name	Budget Request Amount
22005 - Federal Revenue Fund	\$1,613,438
Total	\$1,613,438

Department of Economic Development
General Fund, ARPA-SFR, One-time Carry-forward Balances - June 30, 2025

Source: VT_APPROP_DEPT_SUM_NW - Approp Summary Fund-Ldgr Cols

Approp Summary Dept-Ldgr Cols									Reverted
Unit	Account	Dept	Descr	Fund	Budget Amt	Encumb Amt	Expended Amt	Available Amt	
07120	000100	7120010000	Economic Development	10000	(6,143,543.85)	2,997.97	6,038,461.69	(102,084.19)	
07120	000100	7120892201	DED-Priority Capital Projects	10000	6,687,983.99	5,290,001.09	1,397,982.90	-	
07120	000100	7120892202	ACCD-Brownfields Revitalize	10000	(5,723,619.54)	3,089,369.23	2,634,250.31	-	
07120	000100	7120892204	ACCD-Technology Related Grants	10000	(741,875.00)	132,770.00	9,105.00	(600,000.00)	
07120	000100	7120892205	ACCD-BIPOC Owned Businesses	10000	(39,750.00)	-	-	(39,750.00)	
07120	000100	7120892301	DED-Community Recovery Grant	10000	(21,927,328.28)	14,547,266.72	7,379,522.20	(539.36)	
07120	000100	7120892302	DED-Brownfield Sites	10000	(3,508,961.20)	1,753,641.84	1,755,319.36	-	
07120	000100	7120892303	DED-Community Recovery/Revital	10000	(8,812,722.15)	4,584,817.27	4,227,904.88	-	
07120	000100	7120892305	DED-BIPOC Business Coaching	10000	(153,935.92)	34,532.59	119,403.33	-	
07120	000100	7120892401	DED-Vermont Training Program	10000	(5,000,000.00)	1,622,265.44	2,877,663.49	(500,071.07)	
07120	000100	7120892402	DED-Brownfields Redevelopment	10000	(7,100,000.00)	5,163,859.76	1,936,140.24	-	
07120	000100	7120892406	Business Emergency Gap Assist	10000	(355,018.89)	-	245,316.58	(109,702.31)	
07120	000100	7120892501	DED-International Business Off	10000	(150,000.00)	-	40,945.48	(109,054.52)	
07120	000100	7120892502	DED-Bus. Emerg Gap Assist Prog	10000	(7,000,000.00)	2,000,000.00	4,012,630.16	(987,369.84)	
FY25 General Fund Remaining									(2,448,571.29)

7120010000 Economic Development

Total 7120010000 / GF 10000 CARRYFORWARD REQUEST	(102,084.19)
<p>FY25 proved to be a demanding year for the Vermont Training Program (VTP), with over \$1.240 M in grants issued to Vermont businesses for training needs, and there are still dozens of companies that have applications coming in. For much of June, during the Purchase Order blackout period when grant funding could no longer be encumbered, there were \$150,000 in potential grants that just missed the deadline and needed to be pushed to FY26. DED requests carry-forward of the remaining FY25 VTP funding to leverage its FY25 allocation to support these businesses and other prospective Vermont business training demands in FY26.</p>	

One-time Appropriations - Carryforward Request

Remaining balances to be used pursuant to:

ACCD-Technology Related Grants: 2021 Act 74, G.300(a)(16) <i>Program continuation</i>	Total 7120892204 / GF 10000	(600,000.00)
ACCD-BIPOC Owned Businesses: 2021 Act 74 G.300(a)(18) <i>Program continuation</i>	Total 7120892205 / GF 10000	(39,750.00)
ACCD-Community Recovery & Grant Revitalization: 2022 Act 185 G.300(a)(5) and Act 183 Sec. 53(c) <i>Program continuation</i>	Total 7120892301 / GF 10000	(539.36)
ACCD-Vermont Training Program: 2023 Act 78 2023 B.1101(f)(1) <i>Program continuation</i>	Total 7120892401 / GF 10000	(500,071.07)
ACCD-Business Emergency Gap Assistance: 2023 Spending Authority Establish on E Board 07-31-2023 and Executive order 04-23 <i>DED is still monitoring prior BEGAP grants, which requires staff time. This carry-forward will fund that work.</i>	Total 7120892406 / GF 10000	(109,702.31)
ACCD-DED-International Business Off: 2024 Act 113 Sec B.1100 (h)1 <i>Program continuation</i>	Total 7120892501 / GF 10000	(109,054.52)
ACCD-Business Emergency Gap Assistance: 2023 Spending Authority Establish on E Board 07-31-2023 approved by Emergency Board 8/8/2024, https://aoa.vermont.gov/sites/aoa/files/documents/2024-08-08_Emergency_Board_Note_and_Materials.pdf \$2m of the leftover BEGAP funding is committed per the language around the new VEDA program in Act 27 of 2025, sec. C.106. The remaining carry-forward totaling \$987,369.84 would be held to support business recovery in the event that flooding or other natural disasters occur in calendar year 2025. Act 27 of 2025 authorizes the Vermont Economic Development Authority (VEDA) to stand up a business recovery program for future natural disasters, but that program is not yet active. This residual BEGAP funding could quickly be deployed if another event occurs prior to the VEDA program going live. If this carry-forward request was not approved, then the State would be at risk of not being able to provide a timely response in the event of significant flooding in the near-term.	Total 7120892502 / GF 10000	(987,369.84)

Total GF Carryforward Request	(2,448,571.29)
Total ARPA One-Time Carryforward Request	-
Total Special Fund One-Time Carryforward Request	-
Total Carry-forward Request	(2,448,571.29)

Department of Economic Development (DED)
Budget Narrative for Fiscal Year 2027

MISSION

To improve the economic well-being of Vermonters by fostering growth, opportunity, and innovation. Our work connects businesses and organizations to critical resources, including financing, workforce development, and market expansion, to cultivate high-quality jobs and expand the state tax base.

In the Department of Economic Development, we adhere to the following tenets:

- Our number one priority is promoting growth in quality jobs for Vermonters.
We owe taxpayers a duty to ensure that revenue growth from new jobs more than offsets the costs of state investments in creating that growth, and we take that duty seriously.
- In encouraging growth, we don't favor any type or size of business or industry over another, and we will not sacrifice the state's long-term economic health for short-term gains.
- We strictly prioritize growth opportunities to maximize our chances of success in high-impact areas.
- We prioritize growth opportunities that protect state resources, improve public infrastructure, strengthen quality of life, diversify the economy, and reflect the character of the state.
- Regional and municipal institutions are also our customers, and we collaborate with them to ensure growth in their jurisdiction is welcomed, high quality, and sustainable.
- Transparency increases trust and decreases suspicion of our motives. We remain tight-lipped when necessary or required by law to protect our business customers. Still, we look for ways to tell our story and educate the media, businesses, and other key audiences about programs and successes.

POPULATION SERVED

We serve all of Vermont as the department touches on key elements critical to all residents – employment, business development, vibrant communities, quality of life, work, and place. We serve, support, and work with many partners to implement our mission, including Vermont businesses, entrepreneurs, municipalities, economic and community development organizations, out-of-state and international businesses for recruitment, low and moderate-income Vermonters, institutions of higher learning, local and federal partners, and lending institutions and capital managers. We also serve individuals relocating to Vermont and will continue these efforts while refining the program to leverage the investments to increase the Vermont workforce.

SUMMARY OF DEPARTMENT PROGRAMS, OUTCOMES, AND SPECIAL PROJECTS

The Department of Economic Development is made up of 26 people, including the Commissioner and a Deputy Commissioner, and 5 ARPA-funded limited-service positions. Many of the members of this team are skilled employees who work on highly specialized programs within the DED including Financial Services (Captive Insurance), the Vermont Employment Growth Incentive (VEGI), Tax Increment Financing (TIF) District Program, International Trade (SBA Export Program), the APEX Accelerator Program, the Brownfields Revitalization Fund – Federal & State Programs, the Northern Border Regional Commission (NBRC), the New England Regional Defense Industry Collaboration funded by a grant from the US Department of Defenses’ Office of Local Defense Community Cooperation (OLDCC), and the Vermont Training Program (VTP). During FY26, the DED continued to be dedicated to the COVID-19 pandemic recovery, community investments, and flood recovery grant programs for businesses, nonprofits, landlords, and agricultural entities that suffered damage from the 2023 and 2024 floods.

OUTCOMES

DED assists and enhances economic activity throughout the state through promotional, incentive, and grant programs that bring dollars into the state’s general fund and, thereby, to Vermonters. Over the last year, nearly every program directly improved Vermont’s prosperity in the following ways.

The State General Fund

- *Captive Insurance*: \$37.9 million in captive insurance premium tax and license and exam fees collected in 2024 (*2025 data is not finalized until 6/30/26).
- *VEGI*: Through 2023 (the most recent claim year), \$41,489,264 in incentives have been paid out by the VEGI program. These incentives have resulted in 10,145 new qualifying jobs, \$613,383,128 in new qualifying payroll, and \$1,158,592,077 in new qualifying capital investments.
- *TIF*: Through the fiscal year 2024, active Vermont TIF districts have generated approximately \$131.5 million in incremental property tax revenue, of which \$13.3 million has gone to the taxing authorities and \$10.6 million in net incremental revenue to the Education Fund.
- *Brownfields Revitalization Fund (BRF) - State Program*: Since program inception (October 2021), a total of \$23M was allocated (ACT74, ACT183, ACT78 and ACT27) to the cleanup-specific portion of this effort. To date, 46 applications have been recommended for approval, awarding the entirety of the \$23M cleanup budget. The program was fully subscribed in December of 2025. Projects awarded to date are expected to produce 745 housing units, create 993 jobs, and remediate more than 96 acres of land. The redevelopment cost for the projects in the cleanup portfolio exceeds \$421M. To date, 11 counties have accessed funds from this program. The performance of the program and resulting economic impacts can be visualized via our dashboard at <https://accd.vermont.gov/economic-development/funding->

[incentives/brownfieldrevitalizationfundstateprogram](#). A draft press release on the most recently awarded projects and announcement of program sunset is pending publication from the Governor's office.

Businesses

- *Vermont APEX Accelerator*: Helped secure \$287 million in federal & state contracts. 250 business awarded contracts.
- *VTP*: In FY25, utilized \$1.1 million to assist 47 businesses through 24 business grants and 4 training provider grants (which served 19 businesses).
- *TIF*: The passage of Act 80 (2013) required that Districts begin reporting jobs and data on work performed by Vermont companies to VEPC in their annual reports. TIF development projects have resulted in \$148.6 million in work for Vermont firms through fiscal year 2024 since tracking of this metric began.

Employee Wages & Job Growth

- *VEGI*: For calendar year 2023, VEGI created 286 new jobs and \$23.8 million in qualifying payroll.
- *Vermont Training Program*: Participant wages showed an increase of 5.4% compared to the statewide average of 1.6%. After training, the median hourly wage for new hires and incumbent workers was \$22.04 and \$34.70, respectively
- *BIPOC Business Support and Workforce Development*: \$249,000 performance-based contract to provide statewide delivery of business coaching and other forms of training to Black, Indigenous, and Persons of Color (BIPOC) business owners, networking and special convenings, and career fairs, workshops, and paid internships, career guidance, and other support for BIPOC workers across the State. Since FY 2023, 96 businesses have received technical assistance, and 37 individuals have received professional career development support. 47 Networking and outreach events have also been coordinated.
- *Cannabis Social Equity Business*: 70 vetted social equity applicants and licensees received a beneficiary payment in 2025. In 2025, 36 social equity individuals who received a second-year license received an additional beneficiary payment. Since FY 24, the selected contractor has provided 86 social equity cannabis businesses with 767 hours of technical business and marketing assistance.

Grant Administration

- *Brownfields Revitalization Fund (BRF)*: The BRF was expanded in 2021 when H.439 was enacted as ACT74 (The Act), tasking the Agency of Natural Resources (ANR) and Agency of Commerce and Community Development (ACCD) with the collaborative deployment of the \$25 million in general fund dollars for the characterization and remediation of Brownfields sites. The joint effort split funding at \$14M ANR (BERA projects) and \$11M ACCD (Cleanup projects, \$1M of which was subgranted to RPCs for site characterization). The passage of ACT74 represented the State's most significant general fund investment into the BRF. Another \$6M in funding followed in the 2022 legislative session under ACT183, and another \$5M in

2023 through ACT78 and a subsequent \$1M allocation in 2025 via ACT27. The BRF now has two programs, one state and one federal, to support brownfield cleanups statewide. The same program manager oversees both programs.

- *Northern Border Regional Commission:* The Northern Border Regional Commission is a federally funded program that DED administers in partnership with the Commission staff as well as the program staff across the 4-state collaborative, which includes New Hampshire, New York, Maine, and Vermont. The FFY2025 core allocation was \$12.5M, with an additional \$500,000 in USDA Partnership funding. Unlike prior years, there was no EDA partnership monies to award in 2025. In FFY25, 24 Catalyst, and 1 USDA partnership project accessed funding. Geographic distribution is well-balanced across the state, all 14 counties represented. Of the 24 projects that secured funding, 17 were included on a regional project priority list. Vermont supported 5 feasibility proposals in the 2025 program year. Of the 24 awards, 11 invested in infrastructure and 4 of those at the multijurisdictional max prize amounts (\$1M+-\$3M).
- *DOD Grant Supporting the NERDIC Collaborative (OLDCC):* In FY23, Vermont, as fiscal agent on behalf of all six New England states, received a \$1.3 million grant from the US Department of Defense's Office of Local Defense Community Cooperation (OLDCC), to expand on the work it had accomplished through the previous OLDCC funding during FY18-FY22. The new grant, "New England Regional Defense Supply Chain Modernization," will build on its previous work in helping build defense-related businesses' capabilities across the six-state New England region. The efforts of this grant will continue to focus on smaller, rural defense businesses. The primary goals of NERDIC's Phase II are 1) Promote to small and medium-sized manufacturers the necessity of optimizing their business and production systems through advanced manufacturing and Industry 4.0 technologies to diversify their capabilities, boost production, and be competitive when bidding for defense contracts, as well as; 2) Creating a regional workforce pipeline capable of meeting the demands of the regions defense-related businesses through a regional workforce development program that supports the talent needs of defense manufactures and creates a career pathway model from technician to engineer. This grant will be ending in March of 2026
- *State Trade Expansion Program (STEP):* The current and future status of federal State Trade Expansion Program (STEP) funding remains uncertain. Although the notice deadline for states was September 30, 2025, no notifications regarding individual state award statuses have been issued. The U.S. House of Representatives proposed a \$10,000,000 appropriation for STEP in H.R. 5166 to support state export programming, while the U.S. Senate increased the proposed funding to \$20,000,000 in S. 3290, introduced in early December 2025. The Department of Economic Development (DED) remains hopeful that legislation authorizing a \$20,000,000 appropriation for STEP will be enacted by January 31st, however, it remains uncertain whether the Small Business Administration will have the capacity to distribute funds during FY 2026. As such, the overall outlook for STEP funding remains unclear.

SPECIAL PROJECTS & ONE-TIME FUNDING

Technology-Based Economic Development

In FY 22, the legislature appropriated \$800k in one-time money to support the development of a program to provide technical assistance and matching grants to businesses applying for federal SBIR grants. The technical assistance program has worked with 18 companies to date. 3 companies have received SBIR Phase I awards totaling \$716,977 in non-dilutive federal funding. Two of the three companies are woman-owned. One of the companies is currently in the application process for a Phase II award. The other two are expected to put forth Phase II applications in the near future. This summer the program launched its SBIR Matching Grant program. The program provides matching grants to Vermont companies who have received federal SBIR grants to continue the commercialization of the technology. 8 business will receive \$50k grants to advance their businesses here in Vermont. 2 of the 8 companies have been approved with the remaining 6 going through the approval process. The 2 approved grants are leveraging \$2.2m in federal funds. This summer, we plan to launch our new Industry Research Partnership Program.

Brownfields Revitalization Fund (BRF)

The Brownfields Revitalization Fund promotes the productive reuse of abandoned and/or underutilized sites due to contamination. The BRF was expanded in 2021 when H.439 was enacted as ACT4 (The Act), tasking the ANR and ACCD with the collaborative deployment of the \$25 million in general fund dollars for the characterization and remediation of Brownfield sites. The joint effort split funding at \$14M ANR (BERA projects) and \$11M ACCD (Cleanup projects), \$1M of which was subgranted to RPCs for site characterization. The passage of ACT74 represents the State's most significant general fund investment in the Brownfields Revitalization Fund. Another \$6M in funding followed in the 2022 legislative session under ACT183, and another \$5M in 2023 through ACT78 and a subsequent \$1M allocation in 2025 via ACT27.

The general fund allocation allowed for the creation of the BRF State Program, which runs parallel to the BRF Federal Program. Both support environmental cleanups state-wide. Since program inception (October 2021), a total of \$23M was allocated (ACT74, ACT183, ACT27 and ACT) to the cleanup-specific portion of this effort. A total of 46 applications were recommended for awards which maximized the \$23M in available funding as of December 2025. The participating county breakdown is: Bennington 2, Caledonia 9, Chittenden 10, Franklin 2, Lamoille 1, Orange 4, Orleans 2, Rutland 4, Washington 6, Windham 2, and Windsor 7. The redevelopment cost for an above-referenced portfolio of cleanup projects exceeds \$421M. Impressively, 21 of these sites are substantially through their corrective action, several have received their certificate of completion, and redevelopment phase of the project is underway. Several have achieved their remediation and redevelopment goals and are already back to productive reuse. As the program is now fully subscribed (December 2025) and is preparing for sunset.

The BRF Federal Program is a \$7M EPA capitalized Revolving Loan Fund (RLF) that continues as one of the most successful in EPA Region 1. This program deploys grant funds to non-profit entities and municipalities and loans to developers. Our active RLF has invested in 19 sites and has a balance of \$1.3M. Since its inception, the initiative has amassed program income from loan repayments

to be deployed to future cleanup projects. The BRF Federal program has two significant projects pending commitment which is largely deplete the residual balances of the 3 active awards and resulting program income.

American Rescue Plan Act - *COVID* Assistance Funding

During FY22, Federal ARPA funds were appropriated to the Department to undertake two business assistance grant programs. The first of these programs is the *Capital Investment Grant Program (CIP)*, funded for \$10,580,000. DED announced awards that total about \$7,300,000 to 32 awardees. These include awards in 11 different counties around the state. The awards support roughly \$125,000,000 worth of capital investment projects. The awardees include 19 (59%) non-profit organizations. 10 (31%) projects are in low-income Qualified Census Tracts. Additional details on the CIP program can be found at <https://accd.vermont.gov/economic-development/funding-incentives/capitalinvestmentgrant>. The remainder of the CIP allocation was rolled into the Community Recovery and Revitalization Program (CRRP).

The Community Recovery and Revitalization Grant Program (CRRP) is the second program. This program has been appropriated \$40,000,000 in Federal ARPA funding in two tranches. The program accepted applications from November 30, 2022, through November 15, 2023. DED received a total of approximately 225 applications. The CRRP program included a 30-day priority period during which DED only reviewed applications from BIPOC-led organizations, organizations serving BIPOC communities, and applicants from communities pursuing projects outside of the Burlington Metropolitan Statistical Area (MSA), which includes Chittenden, Franklin, and Grand Isle counties. The fourth and final round of awards is anticipated to be announced in late December 2023, bringing the total number of awarded applications up to 125 located within all 14 counties, supporting over \$510,000,000 worth of capital investment projects. This program is very focused on funding projects that meet one of five project types: 1) the development or renovation of affordable housing; 2) the development or renovation of childcare facilities; 3) assistance to municipalities seeking to undertake water, wastewater or stormwater projects that will support the development of affordable housing or the recruitment or expansion of a business; 4) support for industries most impacted by the pandemic such as hospitality, arts and culture and educational organizations or; 5) organizations pursuing projects in Qualified Census Tracts. Additional details on the CRRP program can be found at <https://accd.vermont.gov/economic-development/funding-incentives/community-recovery-and-revitalization-program>.

FINANCIAL SERVICES (CAPTIVE INSURANCE)

Financial Services promotes Vermont's position as the top global domicile for captive insurance and seeks new and diversified opportunities in complementary financial services industries. Strategies include developing and implementing marketing and communications plans, providing policy recommendations to state and federal policymakers to assure a beneficial business environment for expansion and relocation within the state, and acting as a spokesperson on behalf of Vermont to the global captive insurance industry. Vermont's homegrown captive industry generates over \$37 million in premium tax revenue and licensing fees

annually, directly supports over 500 clean, high-quality, high-paying jobs, and significantly contributes to the economic activities, opportunities, and commercial fabric of Vermont.

Program Highlights

- One ACCD employee is responsible for the marketing and business development activities supporting Vermont's captive insurance industry.
- Vermont competes in a highly competitive global marketplace and ranks, as of 2025, as the world's top largest captive insurance domicile, with the Cayman Islands and Bermuda trailing behind.
- Due in part to the economic contributions of this clean, high-paying financial services industry, 76 jurisdictions worldwide are now captive insurance domiciles. 2025 represented a consistent year of growth, with 51 new captives formed, representing among the top 3 years of growth in Vermont's 45- year history.
- Vermont received multiple awards in 2025. Vermont won "US Domicile of the Year" and, for a fourth time, "International Domicile of the Year" by the captive publication Captive Review. Vermont was also named "Domicile of the Year" by Captive International.
- The captive insurance program budget is comprised entirely of special funds. In-person and digital marketing is essential for recruiting prospective captive owners and the program's long-term success.
- Vermont continues to support the Vermont Captive Insurance Emerging Leaders Initiative of the Vermont Captive Insurance Association, helping to raise awareness about captive insurance as a career path in Vermont.

VERMONT ECONOMIC PROGRESS COUNCIL

The VEGI program continues to encourage the creation of good-paying jobs and investment in Vermont that otherwise would not occur, generating new revenue for the state to support other programs. The Vermont Economic Progress Council reviews applications for consistency with nine program guidelines, including the quality of the jobs and a rigorous cost-benefit analysis to calculate the level of new tax revenue a project will generate for the state. The Council also must determine that projects would not occur or would occur in a significantly different and less desirable manner if not for the incentives being authorized. Therefore, the projects generate new state tax revenues that would not have otherwise been realized. Those revenues pay the incentives and generate net new tax revenue for Vermont. No general funds are being used to pay the incentives.

To earn the incentives, authorized companies must maintain payroll at the time of application and meet and maintain payroll, employment, and capital investment performance requirements each year. Only when the Tax Department determines that the performance requirements are met and maintained can the incentive be earned and paid out to the company in five annual installments.

In 2025, VEPC authorized Vermont Employment Growth Incentives for two business projects, which will hire over 100 new employees and add an additional \$550,000 in tax revenues (after the cost of incentives) over the next five years. Vermont companies

such as Harbour Industries, Image Tek Manufacturing, Weidmann Electrical Technology Inc., Rhino Foods, Ivy Computer, OnLogic, BETA Technologies, ChromaTechnology Corp., Lawson's Finest Liquids, NuHarbor Security, and Twincraft are locating or expanding in Vermont due to the program. The VEGI program is scheduled to sunset on January 1, 2027.

For many years, TIF Districts have been available in Vermont as a public infrastructure financing tool. Vermont's TIF program has undergone many statutory changes, especially since introducing a statewide education property tax. Generally, a TIF District is established by a municipality around an area that requires public infrastructure to encourage public and private real property development or redevelopment. When the district is created, the property values are determined, and the property taxes generated by that original value continue to go to the taxing entities (municipality and state).

In 2017, the legislature lifted the existing cap on additional TIF districts to allow for six additional districts to be created in Vermont. To date, three additional TIF Districts have been authorized by VEPC: Bennington, Killington, and Rutland. Bennington voted to dissolve their TIF District, having never incurred TIF District debt, while Killington held a ribbon-cutting event in the Fall of 2023 to kick off their first TIF District project. Rutland's master application and first phase filing were approved by the Council in 2025, and they anticipate breaking ground in spring 2026. VEPC will continue to work with municipalities throughout the state that are interested in using this program to finance additional infrastructure.

In 2025, the legislature passed S.127 (Act 69) The Community and Housing Infrastructure Program (CHIP). CHIP was established to "encourage the development of new primary residences for households of low and moderate income across both rural and urban areas of all Vermont counties that would not be created but for the infrastructure improvements funded by the Program." CHIP is a statewide tax increment financing tool designed to help Vermont communities unlock housing opportunities by investing in critical infrastructure. Between now and 2035, VEPC can authorize \$200 million annually (\$2 billion total) of education tax increment toward eligible infrastructure projects that will enable the development of new or rehabilitated housing. CHIP has the potential to be one of the largest investments in infrastructure in Vermont history. The program has been met with a high degree of interest, VEPC launched the program at the end of January 2026.

VERMONT APEX ACCELERATOR

The Vermont APEX Accelerator team comprises seven full-time employees: a director, five counselors, and an administrative services coordinator. The team works closely with businesses nationwide to help them navigate the often-complicated processes of applying for contracts from federal, state, and municipal government organizations. The program operates through a cooperative agreement with the federal Department of Defense (DoD) and State General Funds.

Vermont APEX Accelerator provides one-on-one counseling to eligible businesses, focusing on proactively searching for appropriate opportunities for each business and aiding in market research, bid preparation, and review. Highly qualified counselors guide businesses through government certification programs like the System for Award Management (SAM) and socio-economic programs such as Woman-owned, Veteran & Service-Disabled Veteran-owned, and Minority or Disadvantaged certifications. They also assist with certifications for HUBZone and other federally requested registrations necessary for complying with federal contracting, such as the Enhanced Joint Certification Program (EJCP). Vermont APEX continues to assist Vermont businesses interested in Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) opportunities. Vermont APEX recognized the need to engage and support the R&D community and continues to work closely with our state partners to aid these businesses successfully.

Vermont APEX counselors actively provide education and assistance to their clients with consistently changing cybersecurity requirements, especially around DoD and the Cybersecurity Maturity Model Certification (CMMC) assessments and compliance as needed.

Vermont APEX partners with regional development corporations, local chambers of commerce, and business assistance organizations to support the economy locally and globally. We work closely with procurement processes with various government agencies and departments.

Awards \$287M

- Total Vermont Companies Assisted (awards received): 250

Client Support

- Initial Counseling with all Small Business Concerns: 110

Outreach Events

- Workshops and Outreach Events: 26

Financial Info										
Programs	Financial Category	GF \$\$	TF \$\$	Spec F (incl tobacco) \$\$	Fed F \$\$	All other funds \$\$	Total funds \$\$	Authorized Positions (if available)	\$ Amounts for grants	
PROGRAM #1: ECONOMIC DEVELOPMENT ADMINISTRATION										
Provides management and oversight for the Economic Dev. Department and all its programs. This include budgets, personnel, performance management and operations of the department and programs.	FY 2025 Actual expenditures	\$ 660,177.97	\$ -	\$ -	\$ -	\$ 331,041.56	\$ 991,219.53	9	\$ -	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 810,177.00	\$ -	\$ -	\$ -	\$ 200,000.00	\$ 1,010,177.00	9	\$ -	
	FY 2027 Budget Request for Governor's Recommendation	\$ 807,787.00	\$ -	\$ -	\$ -	\$ -	\$ 807,787.00	9	\$ -	
PROGRAM #2: BUSINESS SUPPORT										
Assists new and expanding Vermont companies by; helping them to locate facilities; arrange financing; secure permits; and by fostering entrepreneurship. The group works via direct client interaction, as well as, in partnership with the Regional Development Corporations and other partner organizations. Administers VTP, OEA and Brownfield grant programs. The VTP promotes business expansion and relocation by granting funds to Vermont businesses to reimburse them for amounts invested in upgrading the skills of the Vermont workforce. Supporting and educating businesses on exporting, interfacing with various international trade components of federal and state government, and supporting international trade missions, primarily to Canada.	FY 2025 Actual expenditures	\$ 4,670,936.86	\$ -	\$ 103,436.00	\$ 1,216,303.07	\$ 163,096.54	\$ 6,153,772.47	9	\$ 4,590,497.31	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 4,363,282.00	\$ -	\$ 2,505,000.00	\$ 4,599,589.00	\$ -	\$ 11,467,871.00	8	\$ 9,106,544.00	
	FY 2027 Budget Request for Governor's Recommendation	\$ 4,280,221.00	\$ -	\$ 2,505,000.00	\$ 948,087.00	\$ -	\$ 7,733,308.00	8	\$ 6,506,544.00	
PROGRAM #3: CAPTIVE INSURANCE										
Promotes and strengthens Vermont's position as the leading U.S. captive insurance domicile. Seeks out new and diversified opportunities for Vermont within the financial services industry.	FY 2025 Actual expenditures	\$ 2,626.94	\$ -	\$ 629,501.96	\$ -	\$ -	\$ 632,128.90	1	\$ -	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ -	\$ -	\$ 630,350.00	\$ -	\$ -	\$ 630,350.00	1	\$ -	
	FY 2027 Budget Request for Governor's Recommendation	\$ -	\$ -	\$ 649,565.00	\$ -	\$ -	\$ 649,565.00	1	\$ -	
PROGRAM #4: VT ECONOMIC PROGRESS COUNCIL (VEPC)										
VEPC is an independent Council created by statute, housed within ACCD, and consisting of three staff (one appointed by the Governor and two classified) an eleven-member board (nine appointed by the Governor and two appointed by the General Assembly) and non-voting regional representatives designated by the RDCs and RPCs. VEPC administers the application and authorization portion of the Vermont Employment Growth Incentive Program (claim portion administered by the Tax Department), the Tax Increment Finance District Program, and the new Community Housing and Infrastructure Program (CHIP).	FY 2025 Actual expenditures	\$ 367,673.55	\$ -	\$ 15,000.00	\$ -	\$ -	\$ 382,673.55	2	\$ -	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 406,671.00	\$ -	\$ 15,000.00	\$ -	\$ -	\$ 421,671.00	3	\$ -	
	FY 2027 Budget Request for Governor's Recommendation	\$ 603,480.00	\$ -	\$ 165,000.00	\$ -	\$ -	\$ 768,480.00	3	\$ -	
PROGRAM #5: PROCUREMENT TECHNICAL ASSISTANCE CENTER (PTAC)										
PTAC provides Vermont businesses with technical knowledge in understanding the procurement process in order to increase the percentage of Vermont business bidding and successfully obtain federal, state and local government contracts.	FY 2025 Actual expenditures	\$ 337,046.37	\$ -	\$ 37,200.00	\$ 596,923.41	\$ -	\$ 971,169.78	7	\$ -	
	FY 2026 estimated expenditures (including requested budget adjustments)	\$ 357,060.00	\$ -	\$ -	\$ 665,351.00	\$ -	\$ 1,022,411.00	7	\$ -	
	FY 2027 Budget Request for Governor's Recommendation	\$ 414,434.00	\$ -	\$ -	\$ 665,351.00	\$ -	\$ 1,079,785.00	7	\$ -	
	FY 2024 Actuals	\$ 6,038,461.69	\$ -	\$ 785,137.96	\$ 1,813,226.48	\$ 494,138.10	\$ 9,130,964.23	28	\$ 4,590,497.31	
	FY 2025 Estimated	\$ 5,937,190.00	\$ -	\$ 3,150,350.00	\$ 5,264,940.00	\$ 200,000.00	\$ 14,552,480.00	28	\$ 9,106,544.00	
	FY 2026 Budget Request	\$ 6,105,922.00	\$ -	\$ 3,319,565.00	\$ 1,613,438.00	\$ -	\$ 11,038,925.00	28	\$ 6,506,544.00	

Department of Tourism & Marketing

Heather Pelham, Commissioner

FY 2027 Governor's Recommend	\$ 5,090,649
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Fiscal Year 2027 Budget Development Form: Department of Tourism and Marketing

	General \$\$	Special \$\$	Federal \$\$	Interdept'l Transfer \$\$	All other \$\$	Total \$\$
Approp #1 [7130000000]: Tourism and Marketing FY 2026 Approp	4,960,125	0	4,007,872	75,000	0	9,042,997
Other Changes: (Please insert changes to your base appropriation that occurred after the passage of the FY 2026 budget)	0	0	0	0	0	0
FY 2026 Other Changes	0	0	0	0	0	0
Total Approp. After FY 2026 Other Changes	4,960,125	0	4,007,872	75,000	0	9,042,997
CURRENT SERVICE LEVEL/CURRENT LAW	130,524	0	(4,007,872)	(75,000)	0	(3,952,348)
Personal Services	83,963	0	(1,232,872)	(20,000)	0	(1,168,909)
500000: Salary & Wages: Classified Employees	31,761					31,761
500010: Salary & Wages: Exempt Employees						
501500: Health Insurance: Classified Employees	7,797					7,797
501510: Health Insurances: Exempt Employees						
502000: Retirement: Classified Employees	9,150					9,150
502010: Retirement: Exempt Employees						
All Other Employee Payroll Related Fringe Benefits	(3,352)					(3,352)
504040: VT Family & Medical Leave Insurance Premium	116					116
504045: Child Care Contribution	142					142
505200: Workers' Compensation Insurance Premium	349					349
508000: Vacancy Turnover Savings	0					0
Contracted - advertising/media buy	38,000					38,000
Federal EDA grant fully expended			(1,232,872)			(1,232,872)
IDT spending authority no longer needed				(20,000)		(20,000)
						0
Operating Expenses	46,561	0	(2,775,000)	(55,000)	0	(2,783,439)
515010: Fee-for-Space Charge						0
516000: Insurance Other Than Employee Benefits	(6,642)					(6,642)
516010: Insurance - General Liability	(657)					(657)
516671: VISION/ISD						0
516660: ADS Service Level Agreement (SLA)	(36,299)					(36,299)
516685: ADS Allocated Charge	27,094					27,094
519006: Human Resources Services	944					944
523620: Single Audit Allocation						0
Software as a Service	3,966					3,966
Advertising	35,408					35,408
Travel	5,656					5,656
Other operating	17,091					17,091
Federal EDA grant fully expended			(2,775,000)			(2,775,000)
IDT spending authority no longer needed				(55,000)		(55,000)
						0
Grants	0	0	0	0	0	0
						0
						0
						0
Subtotal of Increases/Decreases	130,524	0	(4,007,872)	(75,000)	0	(3,952,348)
FY 2027 Governor Recommend	5,090,649	0	0	0	0	5,090,649

Department of Tourism and Marketing FY 2026 Appropriation	4,960,125	0	4,007,872	75,000	0	9,042,997
Reductions and Other Changes	0	0	0	0	0	0
FY 2026 Total After Other Changes	4,960,125	0	4,007,872	75,000	0	9,042,997
TOTAL INCREASES/DECREASES	130,524	0	(4,007,872)	(75,000)	0	(3,952,348)
Department of Tourism and Marketing FY 2027 Governor Recommend	5,090,649	0	0	0	0	5,090,649

State of Vermont
FY2027 Governor's Recommended Budget
Rollup Report

Organization: 07130 - Tourism & Marketing

Budget Object Group: 1. PERSONAL SERVICES

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Salaries and Wages	1,088,379	996,884	996,884	1,028,645	31,761	3.2%
Fringe Benefits	721,743	728,251	728,251	742,453	14,202	2.0%
Contracted & 3rd Party Service	2,082,811	1,593,000	1,593,000	486,000	-1,107,000	-69.5%
Per Diem & Other Pers Services	16	135,572	135,572	27,700	-107,872	-79.6%
Budget Object Group Total: 1. PERSONAL SERVICES	3,892,949	3,453,707	3,453,707	2,284,798	-1,168,909	-33.8%

Budget Object Group: 2. OPERATING

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	FY2027 Governor's Recommended to FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Equipment	116	2,000	2,000	2,000	0	0.0%
IT/Telecom Services and Equipment	149,594	124,729	124,729	119,490	-5,239	-4.2%
IT Repair and Maintenance Services	0	2,958	2,958	2,958	0	0.0%
Other Operating Expenses	1,629	1,512	1,512	1,512	0	0.0%
Other Rental	2,347	2,200	2,200	2,200	0	0.0%
Other Purchased Services	3,180,507	4,352,837	4,352,837	1,568,981	-2,783,856	-64.0%
Property Rental	75	0	0	0	0	#DIV/0!
Supplies	47,232	52,772	52,772	52,372	-400	-0.8%
Travel	40,429	30,282	30,282	36,338	6,056	20.0%
Budget Object Group Total: 2. OPERATING	3,421,929	4,569,290	4,569,290	1,785,851	-2,783,439	-60.9%

Budget Object Group: 3. GRANTS

Budget Object Rollup Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed

Grants	1,723,314	1,020,000	1,020,000	1,020,000	0	0.0%
Budget Object Group Total: 3. GRANTS	1,723,314	1,020,000	1,020,000	1,020,000	0	0.0%

Total Expenditures	9,038,191	9,042,997	9,042,997	5,090,649	-3,952,348	-43.7%
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Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	4,481,993	4,960,125	4,960,125	5,090,649	130,524	2.6%
Federal Funds	4,556,198	4,007,872	4,007,872	0	-4,007,872	-100.0%
IDT Funds	0	75,000	75,000	0	-75,000	-100.0%
Funds Total	9,038,191	9,042,997	9,042,997	5,090,649	-3,952,348	-43.7%

Position Count	12.0
FTE Total	12.0

State of Vermont
FY2027 Governor's Recommended Budget
Detail Report

Organization: 07130 - Tourism & Marketing

Budget Object Group: 1. PERSONAL SERVICES

Salaries and Wages	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
500000 - Salaries	1,088,379	499,656	499,656	508,954	9,298	1.9%
500010 - Exempt	0	517,026	517,026	539,489	22,463	4.3%
508000 - Vacancy Turnover Savings	0	-19,798	-19,798	-19,798	0	0.0%
Total: Salaries and Wages	1,088,379	996,884	996,884	1,028,645	31,761	3.2%

Fringe Benefits	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
501000 - FICA	77,860	38,223	38,223	36,770	-1,453	-3.8%
501010 - FICA - Exempt	0	39,553	39,553	38,875	-678	-1.7%
501500 - Health Insurance	306,567	179,394	179,394	172,897	-6,497	-3.6%
501510 - Health Ins - Exempt	0	142,161	142,161	156,455	14,294	10.1%
502000 - Retirement	303,478	143,900	143,900	146,579	2,679	1.9%
502010 - Retirement - Exempt	0	148,902	148,902	155,373	6,471	4.3%
502500 - Dental Insurance	10,950	5,971	5,971	6,153	182	3.0%
502510 - Dental - Exempt	0	4,265	4,265	4,395	130	3.0%
503000 - Life Insurance	5,068	2,148	2,148	1,353	-795	-37.0%
503010 - Life Ins - Exempt	0	2,223	2,223	1,434	-789	-35.5%
503500 - Long Term Disability	829	0	0	0	0	0.0%
503510 - LTD - Exempt	0	867	867	906	39	4.5%
504000 - Employee Assistance Program	457	259	259	266	7	2.7%
504010 - EAP - Exempt	0	185	185	190	5	2.7%
504040 - VT Family & Medical Leave Ins	3,879	3,773	3,773	3,889	116	3.1%
504045 - Child Care Contribution Exp	4,028	4,473	4,473	4,615	142	3.2%
505200 - Workers Comp - Ins Premium	8,628	11,954	11,954	12,303	349	2.9%
Total: Fringe Benefits	721,743	728,251	728,251	742,453	14,202	2.0%

Contracted and 3rd Party Service	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
507020 - Contr&3rd Party-Fulfillment	68,764	0	0	0	0	0.0%
507561 - Contr&3rdPty-Creative/Developm	402,565	597,000	597,000	77,000	-520,000	-87.1%
507562 - Contr&3rdPty-Creative/Dev-Web	71,091	0	0	0	0	0.0%
507563 - Contr&3rdPty-Adv/Mktng-Other	295,673	55,000	55,000	66,000	11,000	20.0%
507564 - Contr&3rdPty-Media-Plan/Buying	190,136	235,000	235,000	137,000	-98,000	-41.7%
507600 - Other Contr and 3rd Pty Serv	1,054,582	706,000	706,000	206,000	-500,000	-70.8%
Total: Contracted and 3rd Party Service	2,082,811	1,593,000	1,593,000	486,000	-1,107,000	-69.5%

PerDiem and Other Personal Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
505700 - Catamount Health Assessment	16	0	0	0	0	0.0%
506000 - Per Diem	0	2,700	2,700	2,700	0	0.0%
506200 - Other Pers Serv	0	132,872	132,872	25,000	-107,872	-81.2%
Total: PerDiem and Other Personal Services	16	135,572	135,572	27,700	-107,872	-79.6%
Total: 1. PERSONAL SERVICES	3,892,949	3,453,707	3,453,707	2,284,798	-1,168,909	-33.8%

Budget Object Group: 2. OPERATING

Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
522400 - Other Equipment	116	2,000	2,000	2,000	0	0.0%
Total: Equipment	116	2,000	2,000	2,000	0	0.0%
IT/Telecom Services and Equipment	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed

Description							
516605 - ADS VOIP Exp	0	1,500	1,500	1,500	0	0	0.0%
516611 - Toll-Free Telephone	18,673	0	0	0	0	0	0.0%
516623 - Telecom-Mobile Wireless Data	0	1,100	1,100	1,100	0	0	0.0%
516657 - Telecom-Toll Free Phone Serv	4,077	0	0	0	0	0	0.0%
516659 - Telecom-Wireless Phone Service	7,271	8,664	8,664	8,664	0	0	0.0%
516660 - ADS Service Level Agreement	86,493	58,175	58,175	21,876	-36,299	-62.4%	
516662 - ADS End User Computing Exp	21	0	0	0	0	0	0.0%
516672 - IT Inter Svc Cost ADS Telephon	0	2,005	2,005	2,005	0	0	0.0%
516683 - IT InterSvcCost ProjManage&Rvw	858	0	0	0	0	0	0.0%
516685 - IT Inter Svc ADS Allocated Fee	15,364	16,751	16,751	43,845	27,094	161.7%	
516690 - ADS Project Mgmt Contracts	5,000	0	0	0	0	0	0.0%
516695 - ADS App Support Contracts	6,875	0	0	0	0	0	0.0%
519085 - Software as a Service	0	26,034	26,034	30,000	3,966	15.2%	
522201 - Hardware-Computer Peripherals	144	0	0	0	0	0	0.0%
522216 - Hardware-Desktop & Laptop PCs	4,380	9,000	9,000	9,000	0	0	0.0%
522258 - Hardware-Pers Mobile Devices	437	1,500	1,500	1,500	0	0	0.0%
Total: IT/Telecom Services and Equipment	149,594	124,729	124,729	119,490	-5,239	-4.2%	

IT Repair and Maintenance Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
513010 - Repair & Main-OfficeTechEquip	0	1,300	1,300	1,300	0	0.0%
513056 - Software-Repair&Maint-Servers	0	1,658	1,658	1,658	0	0.0%
Total: IT Repair and Maintenance Services	0	2,958	2,958	2,958	0	0.0%

Other Operating Expenses	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
523620 - Single Audit Allocation	1,629	1,362	1,362	1,362	0	0.0%
523640 - Registration & Identification	0	150	150	150	0	0.0%
Total: Other Operating Expenses	1,629	1,512	1,512	1,512	0	0.0%

Other Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
514550 - Rental - Auto	1,847	2,200	2,200	2,200	0	0.0%
515000 - Rental - Other	500	0	0	0	0	0.0%
Total: Other Rental	2,347	2,200	2,200	2,200	0	0.0%

Other Purchased Services	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
516000 - Insurance other than Empl Bene	16,692	17,227	17,227	10,585	-6,642	-38.6%
516010 - Insurance - General Liability	3,492	8,089	8,089	7,432	-657	-8.1%
516500 - Dues	157,949	153,809	153,809	155,950	2,141	1.4%
516811 - Advertising - TV	338,744	520,000	520,000	45,000	-475,000	-91.3%
516812 - Advertising - Radio	5,127	40,000	40,000	15,000	-25,000	-62.5%
516813 - Advertising - Print	36,204	110,000	110,000	65,000	-45,000	-40.9%
516814 - Advertising - Web	1,903,948	3,038,255	3,038,255	1,063,663	-1,974,592	-65.0%
516815 - Advertising - Other	0	57,500	57,500	7,500	-50,000	-87.0%
516817 - Advertising - Out of Home	195,570	200,000	200,000	25,000	-175,000	-87.5%
516870 - Trade Show & Events	49,147	40,200	40,200	40,200	0	0.0%
516871 - Giveaways	5,540	0	0	0	0	0.0%
516872 - Sponsorships	118,963	11,615	11,615	11,615	0	0.0%
516875 - Photography	8,600	79,445	79,445	29,445	-50,000	-62.9%
517000 - Printing and Binding	875	1,600	1,600	1,600	0	0.0%
517005 - Printing & Binding-BGS Copy Ct	146	0	0	0	0	0.0%
517010 - Printing-Promotional	12,529	9,900	9,900	10,591	691	7.0%
517100 - Registration for Meetings&Conf	16,570	4,050	4,050	4,450	400	9.9%
517200 - Postage	94,247	22,450	22,450	36,309	13,859	61.7%
517205 - Postage-BGS Postal Svcs Only	2,616	1,000	1,000	1,000	0	0.0%
517300 - Freight & Express Mail	11,964	20,428	20,428	20,428	0	0.0%
517400 - Instate Conf, Meetings, Etc	787	0	0	0	0	0.0%
517410 - Catering/Meals Cost	2,524	0	0	0	0	0.0%
517500 - Outstate Conf, Meetings, Etc.	4,700	0	0	0	0	0.0%
519000 - Other Purchased Services	164,980	0	0	0	0	0.0%
519006 - Human Resources Services	10,476	10,769	10,769	11,713	944	8.8%
519030 - Brochure Distribution	0	6,500	6,500	6,500	0	0.0%
519083 - Platform as a Service	18,117	0	0	0	0	0.0%
Total: Other Purchased Services	3,180,507	4,352,837	4,352,837	1,568,981	-2,783,856	-64.0%

Property and Maintenance	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
Total: Property and Maintenance	0	0	0	0	0	0.0%

Property Rental	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
514010 - Rent Land&Bldgs-Non-Office	75	0	0	0	0	0.0%
Total: Property Rental	75	0	0	0	0	0.0%

Supplies	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
520000 - Office Supplies	343	1,759	1,759	1,759	0	0.0%
520110 - Gasoline	489	900	900	500	-400	-44.4%
520500 - Other General Supplies	171	200	200	200	0	0.0%
520560 - Photo Supplies	0	3,000	3,000	3,000	0	0.0%
521510 - Subscriptions	-812	46,913	46,913	46,913	0	0.0%
521515 - Subscriptions Other Info Serv	47,003	0	0	0	0	0.0%
521520 - Other Books & Periodicals	38	0	0	0	0	0.0%
Total: Supplies	47,232	52,772	52,772	52,372	-400	-0.8%

Travel	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
518000 - Travel-Inst-Auto Mileage-Emp	3,669	3,300	3,300	3,960	660	20.0%
518010 - Travel-Inst-Other Transp-Emp	39	900	900	900	0	0.0%
518020 - Travel-Inst-Meals-Emp	415	200	200	490	290	145.0%
518030 - Travel-Inst-Lodging-Emp	3,007	1,250	1,250	2,244	994	79.5%
518040 - Travel-Inst-Incidentals-Emp	140	350	350	350	0	0.0%
518300 - Travl-Inst-Auto Mileage-Nonemp	0	2,500	2,500	1,500	-1,000	-40.0%
518310 - Travel-Inst-Other Trans-Nonemp	0	100	100	100	0	0.0%

518320 - Travel-Inst-Meals-Nonemp	0	150	150	150	0	0.0%
518330 - Travel-Inst-Lodging-Nonemp	913	1,000	1,000	1,000	0	0.0%
518500 - Travel-Outst-Auto Mileage-Emp	982	470	470	984	514	109.4%
518510 - Travel-Outst-Other Trans-Emp	6,338	4,500	4,500	4,500	0	0.0%
518520 - Travel-Outst-Meals-Emp	4,086	2,050	2,050	3,610	1,560	76.1%
518530 - Travel-Outst-Lodging-Emp	17,623	9,792	9,792	13,750	3,958	40.4%
518540 - Travel-Outst-Incidentals-Emp	365	1,220	1,220	800	-420	-34.4%
518710 - Trvl-Outst-Other Trans-Nonemp	2,852	2,000	2,000	1,500	-500	-25.0%
518730 - Travel-Outst-Lodging-Nonemp	0	500	500	500	0	0.0%
Total: Travel	40,429	30,282	30,282	36,338	6,056	20.0%
Total: 2. OPERATING	3,421,929	4,569,290	4,569,290	1,785,851	-2,783,439	-60.9%

Budget Object Group: 3. GRANTS

Grants Rollup	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
Description						
550500 - Other Grants	1,723,314	1,020,000	1,020,000	1,020,000	0	0.0%
Total: Grants Rollup	1,723,314	1,020,000	1,020,000	1,020,000	0	0.0%
Total: 3. GRANTS	1,723,314	1,020,000	1,020,000	1,020,000	0	0.0%
Total Expenditures	9,038,191	9,042,997	9,042,997	5,090,649	-3,952,348	-43.7%

Fund Name	FY2025 Actuals	FY2026 Original As Passed Budget	FY2026 Governor's BAA Recommended Budget	FY2027 Governor's Recommended Budget	Difference Between FY2027 Governor's Recommended and FY2026 As Passed	Percent Change FY2027 Governor's Recommended and FY2026 As Passed
General Funds	4,481,993	4,960,125	4,960,125	5,090,649	130,524	2.6%
Federal Funds	4,556,198	4,007,872	4,007,872	0	-4,007,872	-100.0%
IDT Funds	0	75,000	75,000	0	-75,000	-100.0%
Funds Total	9,038,191	9,042,997	9,042,997	5,090,649	-3,952,348	-43.7%

Position Count	12.0
FTE Total	12.0

State of Vermont
FY2027 Governor's Recommended Budget
Position Summary Report

Organization: 07130 - Tourism & Marketing

Position Number	Classification	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
670027	[461100] Mkt Strat & Create Serv Mngr	1	1	\$71,531	\$53,630	\$5,472	\$130,633
670064	[478500] Travel Marketing Spec III	1	1	\$70,699	\$36,940	\$5,181	\$112,820
670044	[478501] Senior Travel Marketing Spec	1	1	\$82,430	\$40,446	\$6,078	\$128,954
670123	[478501] Senior Travel Marketing Spec	1	1	\$63,544	\$19,903	\$4,861	\$88,308
670061	[478550] Travel Marketing Administrator	1	1	\$72,176	\$63,458	\$4,895	\$140,529
670075	[554800] ACCD Digital Outreach Coord	1	1	\$68,411	\$62,332	\$4,606	\$135,349
670187	[554802] Econ Devel Digital Market Spec	1	1	\$80,163	\$54,668	\$5,677	\$140,508
677005	[90120A] Commissioner	1	1	\$140,774	\$84,188	\$10,142	\$235,104
677025	[91590E] Private Secretary	1	1	\$93,579	\$58,834	\$6,702	\$159,115
677013	[95010E] Executive Director	1	1	\$99,029	\$60,470	\$7,119	\$166,618
677022	[95360E] Principal Assistant	1	1	\$100,693	\$72,147	\$7,076	\$179,916
677026	[96170E] Chief Marketing Officer	1	1	\$105,414	\$47,489	\$7,836	\$160,739
Total		12	12	\$1,048,443	\$654,505	\$75,645	\$1,778,593

Fund #	Fund Name	FTE	Count	Gross Salary	State Benefits	Federally Mandated	Total
10000	10000 - General Fund	12	12	\$1,048,443	\$654,505	\$75,645	\$1,778,593
Total		12	12	\$1,048,443	\$654,505	\$75,645	\$1,778,593

Source: VT_APPROP_DEPT_SUM_NW - Approp Summary Fund-Ldgr Cols

Approp Summary Dept-Ldgr Cols		3							
Unit	Account	Dept	Descr	Fund	Budget Amt	Encumb Amt	Expended Amt	Available Amt	
07130	000100	7130000000	Dept. of Tourism & Marketing	10000	(4,530,100.66)	20,188.66	4,481,992.72	(27,919.28)	
					FY25 General Fund / Special Fund / ARPA-SFR Remaining			(27,919.28)	

Total 7130010000 / GF 10000 CARRYFORWARD REQUEST	27,919.28
With the ongoing uncertainly and concerning data showing a decrease in Canadian visitors due to challenging cross-border relations, the Dept of Tourism and Marketing has a need to step up our diverse and targeted media program to promote visitation to support Vermont businesses across the state. In addition, we have received approval to extend a limited-service Grants Program Manager position until the end of FY26 to assist with close-out of our large EDA federal grant award, beyond the federal funding available for the position. We are asking to carry forward the remainder of the General Fund from FY25 to FY26 to pay increased incurred media expenses and for salary for the limited-service position.	

One-time Appropriations - Carryforward Request

Remaining balances to be used pursuant to:

TM Base Appropriation 2025

APPROVED
Total 7130010000 / GF 10000

27,919.28

Total GF Carryforward Request

27,919.28

Total Carry-forward Request

27,919.28

Department of Tourism and Marketing (VDTM)
Fiscal Year 2027 Budget
Strategic Overview and Program Performance Narrative

STRATEGIC OVERVIEW

MISSION

“To guide, connect and champion Vermont’s tourism industry through storytelling, strategic marketing, and deep partnerships that strengthen communities and grow the state’s economy.”

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, to likely travelers from within the state, across the country, and around the world.

The Department has also been playing an increasingly greater role in providing communications and marketing expertise to support Vermont’s efforts to recruit new businesses and residents to the state, and to convert visitors to become full-time residents, through support of the Think Vermont initiative and regional relocation network.

In concert with the rest of the Agency, VDTM continues to adapt and transform our operations to help businesses, communities and Vermonters fully recover and take full advantage of the unprecedented levels of post-pandemic federal investment. Specifically, thanks to a provision in the American Rescue Plan Act, Vermont received a \$10.4M state tourism grant from the Economic Development Administration (EDA) that has been funding a diverse array of promotional, creative development, research, and strategic planning activities in the last two budget cycles. Many of the activities detailed in this report would never have been possible without this federal funding, including the Transformational Tourism, Events and Regional Marketing (T-TERM) grant program, the workforce development partnerships, investments in research and data analysis, in addition to the increased scale and breadth of destination marketing efforts that these resources supported.

POPULATION SERVED

The Department serves all Vermont residents as tourism and the economic impact of visitation reaches all corners of the state. Whether residents are directly employed in the sector, provide the goods, services and experiences that attract visitors, or benefit from the tax revenue and economic activity visitors generate, tourism contributes significantly to the health and vibrancy of communities across Vermont.

Businesses that fall under the tourism sector include accommodations (hotels, inns, B&Bs, vacation rentals), attractions (entertainment, cultural, historic), outdoor recreation (resorts, guides, built trail infrastructure), food and beverage (restaurants, specialty foods manufacturers, craft breweries, cidermakers, distilleries, winemakers), specialty consumer goods manufacturers (agricultural products, wood products manufacturers), independent retailers, and other entrepreneurs and businesses that provide hospitality services and a dynamic visitation experience for guests to our state.

OUTCOMES AND MEASURES

The Department provides visitors with information to help them make informed decisions when planning their visits to Vermont; to encourage them to participate in events; visit our attractions, state parks, and historic sites; enjoy the myriad recreation opportunities the state can provide; or enjoy our lodging, dining, and retail experiences.

Looking at the population-level metrics and economic data for the tourism and hospitality sector as a whole, the most comprehensive data available is for calendar year 2024 (more details can be found in the Research section of this report). While tax receipts and other data for calendar year 2025 will not yet be available until mid-2026, accommodations and credit card data indicate so far that 2025 will likely be similar to or slightly lower than 2024. Between increasing economic pressure on domestic households, federal policies and rhetoric causing strained relationships with our Canadian neighbors and international visitors, in addition to increased competition from destinations around the country and the world, Vermont's ability to stay top of mind will face challenges in the years ahead.

In 2024, 16 million visitors spent an estimated \$4.2 billion in Vermont, a slight increase from 2023 (estimated at \$4.0 billion) and a dramatic increase from 2020's pandemic low of \$2.2 billion. The value-add of all visitor-associated goods and services produced in Vermont is estimated at 9.0% of the state's total GDP, significantly higher than the national average for visitor-related state GDP which was estimated at 3.0% in 2023. The direct tax revenue generated by tourism activity in 2024 totaled \$293.5 million, which is the equivalent of approximately \$1,089 in tax relief savings for every Vermont household.

	2019	2020	2021	2022	2023	2024
Vermont Visitor Volume	15.8 million	10.7 million (↓ 32.1% YOY)	13.8 million (↑ 28.5% YOY)	15.9 million (↑ 15.5% YOY)	15.8 million (↓ 0.7% YOY)	16.0 million (↑ 1.6% YOY)
Vermont Visitor Spending	\$3.3 billion	\$2.2 billion (↓ 34.3% YOY)	\$3.2 billion (↑ 45.1% YOY)	\$3.9 billion (↑ 23.8% YOY)	\$4.0 billion (↑ 2.3% YOY)	\$4.2 billion (↑ 3.8% YOY)
Visitor Supported Employment in Vermont	33,626	23,903 (↓ 28.9% YOY)	26,450 (↑ 10.7% YOY)	29,837 (↑ 12.8% YOY)	31,053 (↑ 4.1% YOY)	31,780 (↑ 2.3% YOY)

Sources: Tourism Economics, Longwoods International, Bureau of Economic Analysis

PERFORMANCE SUMMARY

More specific to the work of VDTM, the following sections detail Program Performance for each of the Department's major program areas, as per VDTM's Program Profile (Form 5): Destination Marketing; Communications and Public Relations; Tourism Industry Support; Visitation Research; Think Vermont (Relocation and Retention); and Creative Services (Chief Marketing Office).

DESTINATION MARKETING

To promote Vermont as a year-round, global tourism destination, VDTM implements seasonal, direct advertising campaigns to Vermont's core audiences in our top markets. Work by the Department includes developing all advertising creative and promoted content; coordinating purchase of advertising media; engaging in digital marketing and promoting owned media; and collaborating with regional partners.

PAID MEDIA (ADVERTISING)

VDTM's paid advertising strategy typically includes a combination of digital advertising, paid search, native advertising (sponsored content), high-value email partnerships, advertising on social media, print, broadcast and connected TV channels, as well as out-of-home tactics (outdoor advertising). Campaign investments are geotargeted to key "direct" markets (MA, CT, RI, NY, NJ, PA, plus DMA-level (metro) areas of DC, Baltimore, Cleveland, and Columbus, plus Montreal and Sherbrooke, Canada); "distant" markets (metro areas of Atlanta, Charleston, Charlotte, Chicago, Denver, Ft Myers, Raleigh-Durham, and Tampa); and well as some add-on "aspirational" markets for limited specific tactics (metro areas of San Francisco, Dallas, Houston, Seattle, Phoenix, Tucson, Nashville, Portland, Madison, Milwaukee, Salt Lake City, Detroit, Jacksonville, Minneapolis-St. Paul, Orlando, and Los Angeles). These geographic markets were carefully selected based on both past visitor spending and data identifying potential growth markets. Geographic targeting is further narrowed through specific advertising tactics based on online interest, behavior and travel intent in order to increase brand awareness and encourage visitation. Advertising creative celebrates Vermont as "A Place All Its Own," inviting future visitors to learn about the experiences Vermont offers via our outdoor recreation, culinary experiences, and cultural attractions, with a particular emphasis on the natural beauty of our state.

Advertising is deployed at various touchpoints on the classic marketing funnel to influence decision making along a consumer's research and purchase journey. The primary focus of the Department is at the top of the funnel, with the goal of promoting brand awareness and interest. We are not selling a particular product or activity, but the idea of Vermont, so our role is to capture attention and broadly create interest in Vermont as a destination. We focus on brand awareness campaigns to inspire visitors and nurture our brand affinity, to continually fill the 'funnel' with potential visitors and encourage them to take the next step to decide what to do and where to go or stay when they are here in Vermont.

At the middle stage of the marketing funnel, where consumers are considering and evaluating their options, the Department uses data from online behavior (someone who looked at flights online, searched for Vermont lodging or read an article about Vermont), to serve digital advertising to consumers to reinforce the idea of traveling to Vermont and inspire further action. The Department also invests in travel content platforms and sponsors native advertising (editorial content that we work with the publication to produce) to provide exposure to regional and industry partners and elevate Vermont brand experiences to a larger audience than any one business or region could achieve on their own. Our marketing strategy includes not only inviting previous visitors back and keeping Vermont top of mind across the country, but we continue our work to reach new and diverse audiences to protect and strengthen our market share.

Some highlights of VDTM's 2025 destination marketing work include:

- Storytelling through long and short-form video tactics remains a foundational strategy of our destination marketing activities. Audiences are exposed to videos promoting different facets of visiting Vermont on connected TV (i.e. streaming services such as Amazon Prime Video, Hulu, Disney+, Netflix, ESPN+, etc.); on digital platforms (e.g. YouTube, news and information websites, Sports Illustrated, HuffPost, etc.); as well as on social media. Current video creative running in 2025 includes:
 - [Vermont is a Vibe](#) which highlights Phil Calvert's (an influencer of color) vacation to Vermont. Phil has a wonderfully warm personality and focuses on positivity and the joy of embracing new experiences.
 - [Vermont's Got Spirit](#) was filmed at a variety of locations in Southern Vermont to tell the story of Vermont's small independent businesses and communities that are behind a great visitor experience.
 - [Road Tripping Vermont's Green Mountains](#) is the story of a Colombian American filmmaker and National Geographic photographer named Sofia Jaramillo who took a road trip along the Route 100 corridor. Sofia connected with local guides and shared principles of Leave No Trace throughout her journey.
 - A series of winter videos depicting everyday skiers in Vermont telling their story of what skiing in Vermont means to them, each with their own theme. [Vermont's Secret Ingredient](#) focuses on what makes skiing in Vermont so special (with a call-out to sustainability practices); [The Heart and Soul of Skiing](#) focuses on the community connection between the ski mountains and the mountain towns where they are located; [New Family Experiences on Vermont's Slopes](#) celebrates the experience of skiing together as a family; and [Sharing the Stoke: Why We Love Vermont's Indie Ski Resorts](#), highlights Vermont's independent culture at ski areas across the state.
- High-visibility outdoor placements, often referred to as out-of-home (OOH) advertising, offer maximum brand exposure while efficiently reaching a very wide audience. However, OOH placements come at a cost-premium that is usually outside the reach of the Department's budget. Thanks to the federal EDA funding VDTM received for post-pandemic recovery, the Department was able to execute an OOH campaign over the summer of 2025 that included: digital kiosks and signage in heavy pedestrian downtown areas in New York City (specifically 160 locations in Brooklyn); transit advertising on subways (Boston) and commuter rail trains (Metro North NYC, Long Island Railroad, and on DC Rail lines); as well as billboards on high traffic interstate highways (from Philadelphia north through NJ and NY, up to Hartford, CT). The OOH campaign delivered an impressive 220 million impressions and provided an opportunity to remind these significant return-visitor markets that Vermont deserves to stay at the top of their "places to visit" list. A specific brand lift study in the NYC market was able to quantify a 20.7% brand consideration lift among individuals that recalled seeing the advertising (additional details from the study are included in the Research section).
- Each area of Vermont holds its own history, local stories and varied attractions, so the Department has defined 14 specific tourism regions to be able to better guide visitors to lesser-known areas and showcase the unique experiences to be had throughout the state. Launched in late 2024, VDTM continues to build out content hubs for each of the 14 regions, including long-form articles and lists of "Top 5 Things to Do" in each season produced in partnership with Yankee Magazine. The collaboration with Yankee Magazine concluded this summer with the release of both a 3-minute video and social media Reel for each region that were shared on both VDTM and Yankee's social media channels.

- One of the types of content that elicits the most engagement on both our website and on social media is themed or regionally based itineraries that give visitors specific ideas of where to stop or places to explore while travelling in Vermont. In partnership with the travel platform Matador Network, VDTM worked with influencer, content creator and Vermonter of Color, Mirna Valerio, in the summer of 2025 to highlight a variety of outdoor recreation, arts, and foodie trips around Vermont. The videos included: [Explore New England's Longest Rail Trail](#); [The Best of Rutland, from Town to Trail](#); [Get to Know Vermont's Farm and Food Culture](#); [Road Trip through Southern Vermont on Route 30](#); and [Peace and Adventure at Vermont State Parks](#). As part of this ongoing partnership with Matador Network, five regional 72-hour itineraries have been created for VermontVacation.com, including: Rutland and the Stone Valley, Groton State Forest and the Capital region, the Shires region, the Upper Green Mountains region, and the Greater Burlington region. Eight more regional itineraries will launch in 2026.
- VDTM's 2025 advertising efforts also included a robust multi-channel digital deployment (display/banner advertising, social media, email, search) of our 'A Place All Its Own' campaign, to position ourselves with an open invitation to travel, but still leaving space for individual inspiration. Brand creative encourages visitors to find 'Space to Clear Your Mind' and 'Terrain that Lifts Your Spirits' and to consider that, *Vermont is a place unlike any other, where diverse natural beauty creates the space to slow down, look around, and simply take notice. Your days can be as full or unplanned as you like because it's not about what you achieve or acquire, it's about how you feel. Here freedom and unity exist together to inspire, restore, and bring you to a whole new state.*

As will be referred to and discussed again in various sections to follow, visitation to Vermont (and the rest of the U.S.) by Canadian residents was severely disrupted in 2025. Almost immediately following the inauguration of President Trump for a second term, geopolitical tensions between Canada and the U.S. quickly escalated to extremely uncomfortable levels, and many Canadians reacted swiftly by cancelling any future plans to visit the U.S. Almost a year later, travel sentiment has not significantly improved. Even though Canadian visitors only comprise an average of 5% of the total number of visitors that come to Vermont each year, the loss of those visitors disproportionately impacts the northern parts of the state, and the economic losses due to the decline in Canadian visitors in 2025 have been painfully acute in some communities and for some individual businesses. While the root causes of this decline in visitation are far beyond what either VDTM or Vermont can control, the Department did respond to the crisis with several initiatives:

- Right from the start, we recognized a priority need to keep both ourselves and our partners as informed as possible. Compiling data from both sides on the border, VDTM created a dashboard of border crossings information, as well as other trend data on credit card spending and consumer travel sentiment that is still updated on our research page: <https://accd.vermont.gov/canada-research>. (More details on data related to Canadian visitation is included in the Research section).
- In order to provide the best information possible to Canadians who might still be interested in visiting, we created a new [Travel Tips for Canadian Visitors](#) page on our website. Working with our partners at the Vermont Chamber of Commerce, we also created a [new feature on our Business Directory](#) for Vermont lodging properties, retail stores, and attractions that were interested in offering incentives or special package deals to Canadians.
- We did not pull our advertising from the Canadian market, but we did enlist the assistance of the Canadian-based creative agency MMGY Origin to conduct additional message testing as well as to provide on-going situational assessments to try to help us understand how our outreach to Canadians might be best received. Our goal was to position Vermont as a great place to visit, and a place Canadian residents could still respect and appreciate, even if they were not ready visit right now. As a result of the message testing, we launched

a digital campaign in the Fall, dubbed “By the Numbers,” after tensions had cooled somewhat. The campaign leveraged fun factual numbers that represent the state, with a follow up statement confirming our affection and commitment to our Canadian neighbors. Some examples of the copy for the ads included, “18,500 km of trails, 100% Love for Canada” and “252 Welcoming Communities, 100% Love for Canada.” All ads were deployed in both English and French Canadian.

- The Department also partnered with the Vermont Mountain Bike Association to promote a “Canadians Ride Free” Day in August. While not every location that participated in the promotion had a way of tracking Canadian visitors that took advantage of the offer, the organizers were able to confirm a minimum of 338 complimentary passes were redeemed. Although the reactions to the social media promotion were mixed, from those that expressed appreciation at the thought, to many who still expressed anger and frustration at the federal rhetoric, all of the participating locations plan to offer the event again in 2026.
- Finally, in an effort to strengthen ties between recreation and tourism-related organizations from Vermont and Quebec, a loose affiliation of groups from Vermont, Montérégie, and the Eastern Townships met twice in 2025, with another meeting scheduled for Spring 2026, as the unofficial Cross Border Tourism Alliance, with the hopes of strengthening collaborative ties for the long-term.

OWNED MEDIA

The call-to-action on all our advertising and collateral directs consumers to ‘Start Planning Today’ at VermontVacation.com. As the state’s official tourism website, VermontVacation.com provides travelers with useful tools and trip ideas to research and plan their vacations. The site includes over 400 pages of original, relevant and highly focused content, along with stunning photography throughout. Major content areas include specific landing pages for each Season; Things to Do (outdoor recreation, arts and culture, food and drink, trip ideas and itineraries); Places (downtowns, Vermont’s 14 regions, and top attractions); Plan (lodging, transportation, and events); and access to the ‘Plan Your Visit’ business directory for detailed information on specific dining, lodging or entertainment properties. A new “My Trip” feature was introduced in November 2025 that allows users to save businesses and attractions, as well as articles of content, to their own collection page. Users can then see a visualization of their personalized trip with the locations displayed via a map feature.

While website visitors are not going to be booking actual hotel rooms or making other direct purchases on our site, we track our performance by tallying overall site traffic and other ‘conversion actions’ that represent deeper interest and engagement, and a higher likelihood they will visit Vermont. In 2025, VermontVacation.com saw approximately 1.6 million sessions, essentially the same volume as 2024 (but down 3.8%). Although on the surface this may seem to be more or less steady traffic, it should be noted that the various sources within the total web traffic streams have varied significantly, including organic traffic, which was down a concerning 20% year over year (from 665,600+ sessions in 2024 to 530,000+ sessions in 2025). While the total solar eclipse spiked traffic in April 2024, we estimate that phenomenon only accounts for about 5% of the visit decline (approximately 30,000+ sessions). Various other trends are also at play in 2025 that likely had an impact on our website traffic streams, some of which are beyond our control.

- The geopolitical situation between the U.S. and Canada is having clear impacts on Vermont’s visitor economy, which we can see clearly in steep declines in credit card spending, border crossings, and other measures. Website metrics are also showing strain. In 2025, we saw approximately 76,000+ sessions from Canadians, down 46% from the 142,000+ sessions from Canadians measured in 2024. Approximately half of the decrease was in organic traffic (30,000+ of the 65,000+ drop).

- The AI-generated summaries now served up by Google at the top of search results give users information directly, rather than directing them to individual websites. While we have no way of knowing the exact impact of AI on web traffic streams, we can estimate that we are losing approximately 10% of our traffic due to the increased use of generative AI. The Department is working to evolve our content strategies to increase the chances of our content appearing in AI results, however that is not likely to change the overall way users interact with search, and we expect to see decreased organic traffic continuing over time.
- We have begun to see this year a large volume of what we assume to be bots crawling our site, likely for use in different AI scenarios. After observing a giant increase in traffic from China and Singapore, we are filtering out traffic from those regions in our reporting in an effort to get a better sense of “visitor” traffic. We estimate that over 75,000+ sessions, presumed to be ‘bot’ activity, have been filtered out in 2025. Thankfully, the relatively steady traffic pattern we are reporting now (after applying this suppression) is not inflated by ‘bot’ traffic and represents real interest.

Two of the most utilized resources on the VermontVacation.com website are the ‘Plan Your Visit’ business directory and the Events calendar. Both tools are managed in collaboration with the Vermont Chamber of Commerce to ensure business listings are accurate and current, and to drive more traffic ‘down the funnel’ to individual tourism properties and community events across Vermont. The ‘Plan Your Visit’ directory has reached 1,320 business listings and users can filter search results by type of experience or specials available. Users also have the ability to ‘book now’ or ‘reserve a table’ which is about as close as we can get to documenting a final sale. In 2025, over 160,000+ users accessed the directory and events calendar, generating exposure to tourism-related businesses and organizations across the state. Event listings received over 246,000+ page views and directory listings received over 209,000+ page views.

In addition to VermontVacation.com, VDTM communicates directly with potential Vermont visitors via email marketing campaigns. In 2025, the tourism-focused subscriber list fluctuated from a high of 123,000+ consumers, that would average a 29% open rate, to 91,000+ consumers with a healthier average open rate of 33% after cleaning the email list. Archiving and cleaning an email list is just as important as gaining new subscribers. The 30,000 email addresses that were archived hadn’t been active in three or more years. By the end of 2025, the list had grown to over 101,000+ subscribers averaging a 41.8% open rate. Seeing this improvement in our open rates signifies that we are on the right track as we continue to look at ways to re-engage our audience throughout their tourism-specific email lifecycle. Published each fall, the ‘Fall Foliage Report’ series is the highest overall performing email marketing content, with a 44% average open rate and 13% average click-to-open rate over the six-week campaign. The foliage report subscriber list is currently over 60,000+ subscribers and grew by 15% in 2025.

VDTM utilized paid social lead generation campaigns to support the growth we saw across our multiple email lists in 2025. A summer-focused lead generation ad resulted in 3,249 new subscribers for the main consumer newsletter while a targeted fall foliage lead generation ad resulted in 4,742 new subscribers to both the fall foliage list and the main tourism consumer list. Collectively, these paid efforts contributed nearly 8,000 new contacts across our email programs, strengthening our ability to reach travelers with timely, seasonal messaging. In 2025, we also launched an automated four-email welcome series to engage new subscribers early in their relationship with Vermont tourism-related email content. Since launching in August, the series has reached 10,869 new subscribers. To date, 10,832 subscribers have completed the full series, reflecting a 99.7% completion rate. This automation helps ensure new subscribers receive timely, relevant content and supports stronger long-term engagement.

Subscribers to the tourism email campaigns receive content highlighting statewide events, activities, attractions, itineraries, and more. The tourism email program had over 1.9 million successfully delivered newsletters in 2025. Unique click through rates in the email campaigns averaged 4.3% with some campaigns peaking upwards of 7%. Thanks to on-going updates and improvements, we consistently see upticks in pageviews and sessions on VermontVacation.com every time we send an email campaign, totaling over 81,000+ clicks on tourism-related content from the 18 tourism emails we sent in 2025.

SOCIAL MEDIA

VDTM nurtures social media engagement to build a community of passionate Vermont enthusiasts who amplify our marketing efforts with their personal social media connections. Through social media channels Facebook, Instagram, and YouTube, VDTM provides a fully interactive experience, enabling Vermont “fans” to share, comment on, and recommend locations, attractions and events that ultimately build Vermont brand awareness and motivate others to visit Vermont. Through active brand management and community engagement, VDTM has fostered relationships with @VermontTourism followers in a way that helps them feel welcomed and encourages trust in our brand voice.

The Department continues to see steady growth in this social media audience, particularly on Instagram where followership crossed the 100,000 followers mark. We currently have 80,000+ Facebook followers, 100,000+ followers on Instagram, and 5,600+ subscribers on YouTube. VDTM shares a variety of content, from video to images and articles in dozens of posts weekly, which generate hundreds of thousands of weekly social media impressions. As with editorial coverage, these social media posts illuminate our many tourism assets, inspire further visitation, and strengthen the Vermont brand. In the last year, followers have increased by over 7.6% across all channels.

Content on our @VermontTourism accounts went viral several times in 2025. A reel on the [Lake Morey Skating Trail](#) in Fairlee was viewed 592,000+ times, reached 457,000+ people, and was shared 17,000+ times. This video alone drew 826 new followers to Vermont Tourism’s channel. Another reel on [Shelburne Museum’s winter lights display](#) was viewed 179,000+ times and reached 11,000+ people. Non-video posts went viral too, with one again focused on the [Lake Morey Skating Trail](#) reaching 302,000+ people across both Instagram and Facebook and bringing in 625 new followers.

In 2025, VDTM-shared social media posts received just over 82 million impressions and inspired more than 550,000+ engagements, including likes, comments, and shares. Links were clicked more than 49,000+ times over the course of the year. The audience for each social channel behaves slightly differently, providing the Department with an opportunity to continue to refine our content to engage most effectively. Vermont Tourism prioritized creating more Instagram Reels in addition to other types of social media content this year to leverage the Meta platforms’ increased focus on video content. This was a strategic decision to encourage shares and help new followers find our channels. VDTM shared 34 reels in 2025.

On Instagram, [posts with fall imagery](#) continue to perform best, with the majority of the top posts of 2025 being scenic fall images. Other well-performing posts in the past year included the [802 Day post](#), a [Fourth of July post](#), and a post discussing [the best time to view fall foliage](#). Videos on the VDTM YouTube channel earned 6+ million views in 2025, with the most popular video being a [short on downtowns in winter](#). Shorts are a new avenue on YouTube for Vermont Tourism in 2025, playing along with the platform’s answer to short-form video, and the format contributed 4 of the year’s top 5 videos.

As noted in the DEIA section later in this report, VDTM has contracted with the influencer agency Development Counselors International (DCI) to help the Department select and manage the logistics for content creators that visit the state and share their experiences of Vermont with their followers. The partnership with DCI has allowed us to receive not only data on how their posts and content perform, but also the estimated media value of the content produced. We will continue to work with DCI and expect to host even more influencers in 2026.

Content Creators Hosted in 2025

Social Handle	Dates in Vermont	Regions Visited	Niche/ Specialty	Number of Posts Published	Total Reach	Impressions	Engagements	Estimated Media Value
@stephaniebureau	Jan. 27-29	Stowe, Mad River Valley	Outdoor Recreation	29	105.2K	1.9M	5.3K	\$125.2K
@craftbeerdeer	April 9-12	Middlebury, Vergennes, Hinesburg	Craft Beer	27	20.4K	950.7K	742	\$23.1K
@emma_c_bailey	June 19-22	Burlington, Shelburne, Stowe	Accessible Travel	23	41.9K	837.3K	2.3K	\$52.5K
@gwynandami	June 26-29	Northeast Kingdom	LGBTQ/ Outdoor Recreation	11	33.2K	867.4K	1.5K	\$48.8K
@codyconk	July 10-14	Burlington, Montpelier, Waitsfield	Photography/ Outdoor Recreation	21	31.8K	1.9M	2K	\$49.9K
@travelwithsudipa	Aug. 8-11	Brattleboro, Stratton, Manchester	Family Friendly Travel	21	88.4K	6M	2.3K	\$24.3K
@raviroundtheworld	Sept. 4-8	Middlebury, Montpelier, Barre, Burlington	LGBTQ Travel	27	54.9K	1.2M	6.5K	\$185.6K
@adventures.and.ales	Oct. 30-Nov. 3	Waterbury, Jeffersonville, South Hero	Craft Beer	70	49.6K	1M	3.9K	\$69.1K
@itschrisandalex	Dec. 4-8	Manchester, Brattleboro	LGBTQ Travel/ Romance	32	47.1K	2.7M	3.2K	\$76.5K

DIRECT INFORMATION REQUESTS

As our visitor demographics evolve, we continue to assess the most effective ways to reach potential travelers. While phone calls and mail remain relevant, we are noticing a shift in the types of information that visitors value most.

	2019	2020	2021	2022	2023	2024	2025
Calls to 1-800-VERMONT	353	1,720*	1,435	1,219	888	649	350
Information requests fulfilled (printed brochures, guides, etc.)	22,346	15,629	21,580	18,917	10,766*	23,655	20,540

*The 1-800-VERMONT service was utilized heavily for information on Covid-19 and travel restrictions during the pandemic.

**Totals for 2023 only reflects orders received from 4/20/23 – 12/31/23 due to a technical error.

Despite declines in individual calls and information requests, we saw a huge jump in the popularity of our printed Inspiration Guide in 2025. The substantial increase in demand for inspiration guides reflects stronger engagement at the trade and partner level. By fulfilling more bulk orders for AAA agents and travel resource areas across our drive market, we are extending our reach more efficiently and positioning our materials in high-impact locations that influence travel decisions.

Printed Brochure or Collateral Item	Total Distributed (2025)	Printed Brochure or Collateral Item	Total Distributed (2025)
Vermont Road Map and Guide	50,882 (↓11% YOY)	Vermont Inspiration Guide	93,626 (↑112% YOY)
Vermont Scenic Byways brochure	4,827*	Vermont Food and Farms Guide	10,638 (permanently offline now)
Vermont State Parks brochure	19,107 (↑48% YOY)	Vermont State Historic Sites brochure	10,788 (↑36% YOY)
Vermont Fishing Guide and Regulations	5,455 (↑48% YOY)	Vermont Hunting and Trapping Guide	4,391 (↑62% YOY)
Vermont Rail Trails System brochure	7,877 (↓8% YOY)	African American Heritage Trail brochure	6,693 (↑47% YOY)

*This item was out of stock for extended periods due to reprinting.

Some fluctuations in the distribution of printed items was the result of inventory levels, rather than demand. In the spring of 2025, the Vermont Fresh Network halted operations and in turn, the Vermont Food and Farms Guide was no longer available. This guide will be replaced by a new agritourism-focused brochure by early summer 2026. VDTM also revamped two of our brochures this year, one for Amtrak as well as the Byways brochure, to bring both up to date and into compliance with accessibility standards. While this process required taking the brochures offline for a significant period, the investment was worthwhile, ensuring we once again have current, accessible materials available to share with would-be visitors.

COMMUNICATIONS AND PUBLIC RELATIONS

Creating and curating high-quality content, that celebrates the brand values and experiences Vermont has to offer, and keeps readers engaged and excited, is at the core of the Department's communications work. VDTM produces written and video content to inspire both visitation and relocation featuring core content themes that tell the story of Vermont in a compelling way on an on-going basis. This content is then shared across all digital platforms, the website, and in certain instances, paid advertising. The highest performing content is promoted to reach a wider audience, targeted by geographic region, behaviors, and interests. Our storytelling seeks to leverage the attributes of the Vermont brand that differentiate us from competitors including Outdoor Recreation; Arts, Culture and Heritage; Culinary Experiences and Agritourism; and Events and Itineraries.

- Outdoor recreation has always played a pivotal role in Vermont's story. It is a central theme in our visual identity and the way Vermont embraces an outdoor lifestyle is central to our brand. In addition to our world-class skiing and riding, Vermont is well known for its mountain and road biking, hiking trails, waterways, and hunting and fishing opportunities. Our culture of enjoying the amazing natural beauty that surrounds us, and spending time outdoors, is often what drives visitors to our state for the first time. Images of backcountry skiing or hiking in the winter; or spending time on the river or camping in the woods in the summer; are what stir the imaginations of our visitors and inspire them to come visit. Access to nature is important to the physical and mental health of not only our residents, but our visitors as well. And the importance of nature and the outdoors shows in economic impact as well. The latest estimate from the US Bureau of Economic Analysis shows that outdoor recreation accounted for 4.8% of Vermont's GDP in 2023, the second highest in the nation behind only Hawaii. The open space our natural environment offers, and the promise of a safe outdoor experience that space enables, will continue to give Vermont a valuable competitive brand advantage. The VDTM Commissioner serves as the vice-chair for the Vermont Outdoor Recreation Economic Collaborative and the Department regularly collaborates with organizations such as the Vermont Outdoor Business Alliance, Vermont Adaptive Ski and Sports, Vermont Mountain Bike Association, Vermont Trails and Greenways Council and the Vermont Ski Areas Association to highlight our exceptional outdoor recreation opportunities.
- Arts and culture stitch together the fabric of our communities and are central to the vibrancy and uniqueness of the experiences offered in our historic downtowns, city centers and rural hills across the state. Our reputation for creativity and innovation is part of what defines Vermont's identity and helps us to achieve the brand promise of authenticity that so many destinations may aspire to, but we achieve with ease. The most recent Vermont Arts and Economic Prosperity 6 (AEP6) report found that the arts and culture sector generated \$55.4 million in event-related expenditures by arts and culture audiences in 2022, showing the robust contribution of this sector to Vermont's economy. The research also reveals that 79% of non-local attendees to arts and culture events came to Vermont specifically to attend that particular performance, event, exhibit, venue, or facility. VDTM collaborates regularly with cultural and downtown organizations to amplify events and arts experiences to the largest possible audience. The Department also promotes other cultural gems like the Vermont African American Heritage Trail that has generated interest from national and international audiences seeking out the historic and modern African American experience and is now a popular trail for visitors to discover points of interest across Vermont. VDTM works closely with our State Historic Sites to promote visitation and the Department has an active role on the Vermont 250th Anniversary Commission to help prepare for upcoming commemoration of the 250th anniversary of 1776, which was a pivotal moment in a larger historical era that included the signing of the Declaration of Independence, the outbreak of the American Revolution, and the creation of the political foundations of the United States of America.
- Eating local in Vermont has been a way of life for many, long before the phrase "farm-to-table" was coined, and Vermont is recognized as a national leader in agritourism experiences. Agritourism activities connect visitors to the state's working landscape and highlight

tastings, tours, farm stays, and events, as well as encourage direct sales of agricultural and value-added products made in Vermont. With the most craft breweries per capita and exceptional dining experiences available throughout the state, Vermont's food and drink producers are creating brand experiences that are driving visitation, not just as an added component of a vacation in Vermont. VDTM is also a supporting partner in the work the Agency of Agriculture, Food and Markets is undertaking to strengthen Vermont's agritourism brand through a federal grant that will run from 2024-2026. The scope of work includes messaging, asset creation, and data collection that multiple stakeholders will be able to utilize to promote agritourism experiences throughout the state for years to come. While the bulk of this work will happen in 2026, we have contracted with a content writer and a photographer to increase agritourism content on VermontVacation.com. We have also begun a project to increase the number of agritourism listings on our business directory now that the Vermont Fresh Network is no longer updating their own farm and food business directory, Dig In. Our team has reached out to 179 eligible businesses on that directory and is working with them to get their businesses listed on VermontVacation.com

- Visitors are increasingly seeking authentic experiences to immerse themselves in local culture. According to a study commissioned in 2022 by GetYourGuide, while on vacation, at least 3 out of 5 (62%) feel a trip is wasted if they don't experience the local culture. With our rich history, vibrant arts community, agricultural working landscapes, talented producers and makers, and abundant recreational opportunities, Vermont is well positioned as an ideal 'immersive' travel destination. Themed or location-specific itineraries are popular and effective avenues to lead visitors to these brand experiences and encourage visitation to every corner of Vermont. The state's natural beauty becomes the backdrop for trip ideas that the Department promotes for scenic drives around Vermont, including following Vermont's Scenic Byways, the African American Heritage Trail, and the Stone Trail, and numerous culinary experiences. In partnership with the Vermont Chamber of Commerce, VDTM supports the editorial content development for the annual Inspiration Guide published each year, with a print distribution of over 200,000 copies. In the 2025 edition, the guide highlighted all 14 of Vermont's tourism regions with "Did You Know" facts, a scenic drive suggestion, and "Must Visit" locations. The 2025 hero article was a themed guide to some of Vermont's many eateries, highlighting award-winning restaurants, hidden gems, unique spots such as patios where you can eat with your dog, and many more.

EARNED MEDIA

VDTM actively engages with the media for positive coverage of Vermont as a tourism destination by attending media days, facilitating news coverage, and coordinating media familiarization trips for journalists, bloggers, and lifestyle writers to travel to Vermont to experience our tourism destinations and attractions for themselves.

These editorial stories inspire potential travelers, reinforce frequent visitors' affinity for the State, and collectively strengthen the Vermont brand. Travel articles published about Vermont translate into millions of dollars in advertising equivalent publicity annually. In 2025, earned media featuring Vermont and focusing on travel garnered 21.86 million views and 24,398 engagements. Stories about Vermont travel and tourism experiences appeared in *AFAR*, *Conde Nast Traveler*, *Travel + Leisure*, *Forbes*, *World Atlas*, *Yankee Magazine*, *Thrillist*, *The New York Times*, *Washington Post*, *Boston.com*, *Boston Globe*, *Boston Herald*, *Montreal Gazette*, *The Independent*, *Readers Digest*, *Outside Online*, *Good Morning America*, *CBS Sunday Morning*, *USA Today*, CBS, and hundreds of other local and national publications and news sites.

DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY (DEIA)

One of the strategic priorities of the Department is to be more intentional in how we represent the state, using a lens of Diversity, Equity, Inclusion, and Accessibility when we are choosing imagery, creating content, developing partnerships, making strategic marketing decisions, or otherwise going about our day-to-day activities. In 2022 we worked with the Office of Racial Equity to craft a DEIA statement to publicly state our intentions and create a framework to help guide our work. Our statement reads:

“The Vermont Department of Tourism and Marketing is committed to identify, remove, and reform barriers that prevent people of all backgrounds and abilities from connecting with Vermont as a tourism destination. With an awareness that we are on the land of ancestral stewards, we know the important role that government has to increase meaningful inclusion and representation. We recognize that there is much work to do, and we are committed to being a leader and collaborator on local and statewide efforts to advance equity and accessibility in Vermont.”

The challenge for the Department is to stay focused on these foundational concepts and continue to improve, realizing as stated that there is much work for us to do. Some of the progress we have achieved in this area includes:

- VDTM has made a concerted effort to select BIPOC and LGBTQ+ individuals, as well as individuals with a disability, when we look to create partnerships with social media influencers. Last year VDTM was able to partner with the influencer agency, Development Counselors International (DCI), to host six diverse content creators which enabled us to reach markets that may not normally consider Vermont as a place to vacation. Each influencer represented a specific self-described niche, such as a focus on family travel, outdoor recreation, accessible travel or romance (with more details available in the Social Media section). One specific creator shared this fantastic feedback with us when asked if they experienced anything in Vermont that they did not expect, *“How kind everyone was everywhere I went. It was ICONIC! So much celebration of queerness and individuality!”*
- The federal EDA funding the Department received provided the resources for us to create a visitation strategy to specifically engage Black, Indigenous, and People of Color (BIPOC) travelers. VDTM worked with Proverb, a marketing agency based in Boston to not only create a destination marketing campaign framework, but also to conduct research on the BIPOC traveler and complete an assessment of VDTM’s assets when it comes to showcasing people of color.
 - Proverb’s brand audit analyzed the inclusivity of our tone and multicultural awareness across our website, social channels, and marketing. One of the audit’s findings was that a lot of our photography assets do not feature people at all and instead rely on scenic imagery to draw in a broad audience of outdoor enthusiasts. Another observation was that the diverse imagery that we do have tends to focus on Black Americans over other ethnicities. The audit recommended that in order to attract more people of color, we should focus on people instead of scenery and increase the diversity overall across our image library.
 - Proverb worked with Heart and Mind Strategies to provide the Department with quantitative and qualitative research on travelers of color to help us better understand who they are, their travel behaviors, and how they think about destinations, both in terms of appeal, and potential barriers to consideration. A key finding was that destinations with a lack of diversity in their resident populations don’t necessarily present a major barrier. The bigger concern among people of color is feeling like they can feel free and express themselves freely. Another interesting finding was that small towns and winter weather are generally not motivating, but scenic mountain landscapes, fall weather and state parks generate appeal.
 - This project also included the creation of an inclusive marketing playbook for our team and an inclusive training framework that VDTM would be able to use in order to look at DEIA training across the state for many types of tourism partners. The

framework emphasizes two-way engagement: Vermont businesses learning from communities of color, while communities of color learn about Vermont.

- Lastly, Proverb created a marketing campaign framework with photo and video assets. The campaign will launch in 2026.
- As will also be covered in the Tourism Industry Support: Partnerships section, the Department created a Transformation Tourism, Events, and Regional Marketing (T-TERM) Grants Program in 2024 and one criterion was that priority for funding would be given to projects that reached underrepresented and new and diverse communities of visitors. Many grantees included DEIA in aspects in their projects, but there are a few projects that should be called out specifically:
 - Catamount Arts created a 12-month long destination marketing initiative to promote LGBTQIA+ arts programming and events in the Northeast Kingdom. Programming included film festivals, poetry readings, art exhibitions and live performances where inclusive spaces were created that welcomed diverse voices.
 - The Mad Marathon expanded their annual event to include a new category for adaptive athletes and purchased three hand bikes to be used by adaptive athletes in future races.
 - The Stowe Area Association created new photo and video assets that feature diverse casts and different seasons, all representing Stowe and Vermont as an inclusive, four-season destination.
 - The Kelly Brush Foundation developed a multifaceted campaign to showcase adaptive-accessible mountain biking opportunities in Vermont that will inspire individuals with disabilities to enjoy the freedom of recreating in an inclusive space.
 - Southwestern Vermont Chamber of Commerce implemented a high impact marketing campaign to promote the unique attractions of the Shires region, especially its cultural diversity, to increase brand recognition with out-of-state visitors with a focus on BIPOC and other diverse communities.

TOURISM INDUSTRY SUPPORT

VDTM maintains relationships among statewide tourism, lodging, outdoor recreation, agriculture, arts, and cultural heritage organizations to support the tourism infrastructure of the state, i.e. all the goods and services that support the visitor experience. By working with a large coalition of partners that encompasses the broad reach of the visitor economy, we can leverage our resources and expand our collective ability to serve and attract potential visitors.

INTERNATIONAL MARKETS

Travel trade relations provide industry support, including national and international representation, to promote tourism properties and attractions in Vermont to a worldwide audience. The top international markets for Vermont are Canada, the U.K. and Europe, followed by China, Japan, Australia, and Mexico. Quebec and Ontario (especially the metropolitan areas of Montreal and Toronto) are considered key markets for Vermont. The tactics VDTM employs to encourage international visitation include media familiarization trips with journalists to achieve positive press coverage; participation in domestic and international trade shows and sales missions; direct outreach to tour operators and consumers; paid advertising; and owned media and social media.

While the international market is still rebounding from the incredible disruption of the pandemic, 2025 brought new uncertainty for international visitors, not just from Canada, but in overseas markets as well. According to the Tourism Economics U.S. Travel Recovery

Tracker, the number of visits to the U.S. from international travelers is only expected to reach 90% of pre-pandemic levels in 2026, with current research predicting international travel into the U.S. will not attain pre-pandemic levels until at least 2028. That said, international markets remain a significant potential growth opportunity, and we need to maintain a long-term focus so Vermont can be poised to capitalize on high-spend international visitors when they return to vacationing in the U.S.

Membership in the U.S. Travel Association enables VDTM access to opportunities under the Brand USA public-private partnership established at the federal level to increase international visitation to the United States. In 2025, VDTM took advantage of two Brand USA co-op marketing opportunities, one in the U.K. and one in Canada, that were part of a larger media campaign with Discover New England. As is explored elsewhere in this report, Vermont along with the rest of the U.S. is dealing with significant decreases in visitation from Canada.

	Campaign Flight Dates	Impressions Achieved	Click Throughs	Room Nights Booked	Gross Hotel Bookings
2025 UK Multi-Channel Campaign	January 15 - April 24	4 million+	6000+	202	\$55,894 (↑31% YOY)
2025 Canada Multi-Channel Campaign	April 7 - June 12	3.8 million+	2000+	1,009	\$205,059 (↓24% YOY)

In addition to co-op marketing, international media and tour operator tradeshow opportunities, Brand USA participation allows Vermont to have a page on AmericaTheBeautiful.com which is translated in Japanese, Chinese, and Spanish, among other languages.

Discover New England (DNE) is a regional destination marketing organization focused on international visitation. This year we were able to participate in a number of media familiarization tours (FAM tours) as well as attend the annual DNE Summit in Rhode Island which allowed us to have one-on-one appointments with 45 tour operators specifically interested in Vermont and New England. While we were not able to host a FAM tour this year as part of the Summit (FAMs rotate between northern and southern New England each year), Vermont will be hosting the annual DNE Summit in Burlington in April 2026 for the first time since 2013. As part of the 2026 Summit, we will be hosting FAM tours for up to 60 international tour operators as well as a tour for 6 international journalists. The Summit itself will host about 300 attendees at Hotel Champlain and will include not only the international delegates, but also tourism suppliers from all over New England. Plans are well underway for this event, and we are looking forward to showcasing the best that Vermont has to offer.

Outside of the annual Summit, Vermont hosted nine media FAM tours, and one trade FAM tour this year (many more than we've ever hosted in one year), all organized through Discover New England. The media FAMs included writers from the UK, Ireland, Australia, Switzerland, Germany, and Mexico. The German writer was on a fact-finding mission for her New England guidebook to be published in 2026 that will include about 80 "happy places" in New England and will showcase Mount Philo, Vermont Teddy Bear, Shelburne Museum, Quechee Gorge, Simon Pearce and more. *The Times* of London sent a writer to showcase fall and food in New England, so he visited Hen of the Wood in Burlington; 5th Quarter Butcher, Canteen Creemee, and Lawson's Finest Liquids in Waitsfield; along with a scenic gondola ride at Killington. *The Irish Times* partnered with 'America as You Like It' to send a writer on their New England tour and we were able to offer him tickets to Oktoberfest at von Trapp Family Lodge along with a tour of the Marsh-Billings-Rockefeller National Historic Park.

Mexico has been identified as a particularly strong growth market for the New England region. In part to capitalize on the availability of a new direct flight between Boston and Mexico City, Discover New England, in collaboration with Meet Boston, has launched a three-year strategy to establish New England as a destination for Mexican travelers. As part of this initiative, Vermont hosted 5 Mexican journalists and one tour operator from Boston who focuses on the Latin American market for a short fam tour this summer. The group was able to explore Woodstock (including a private tour of the Kelly Way Gardens at the Woodstock Inn) and Artisan's Park in Windsor (including a jam tasting at Blake Hill, watching the glassblowers at Simon Pearce, and walking the labyrinth in the Path of Life Garden). Overall, even though it was a short trip they were able to get a taste of Vermont and we look forward to seeing what they write about their experience here.

As part of this effort to encourage visitation from Mexico, Discover New England and Meet Boston hosted a separate media and travel trade mission this fall in Mexico City. Vermont was very well represented by Michele Palmer of Palmer's Sugarhouse who was able to speak with Mexican media about maple experiences offered not only at her business but at sugarhouses all over the state. Michele took part in two culinary demos where she was able to showcase how to cook with maple and answered questions about Vermont in front of an audience of 15 journalists. There is low awareness but high interest in New England and Vermont in the Mexican market, so we will continue to engage with this partnership and have invited members of the Mexican travel trade to the Discover New England Summit being held here in April 2026.

As with most things in the international market, it can take a long time for partnerships and projects to come to fruition, whether it's working with a new tour operator or inviting media to write about the state. Case in point, VDTM hosted a writer and photographer from Italy in October of 2024 in partnership with Brand USA who wrote about small towns and independent businesses for *Dove Magazine*, Italy's top travel magazine. The journalists visited Manchester, Woodstock, Stowe, and Burlington and they did a large spread for the magazine which was just published in fall of 2025. The print circulation is up to 80,000+ copies per year, and the website gets approximately 754,000+ unique users per month. The online version of the article is available [here](#) and they did an [Instagram post](#) where they have over 400,000+ followers.

VDTM also maintains relationships with U.S.-based receptive tour operators who contract with lodging properties in Vermont to sell rooms via tour operators abroad. These relationships allow properties to fill rooms mid-week as international visitors tend to come for longer periods of time and generally spend more than domestic visitors. The Department has focused recent efforts on working with the Boston-based firm TourMappers, as they are the only receptive tour operator that is an expert specifically on New England. Through collaborative educational outreach and events, there are now 35 properties in Vermont working with TourMappers, reflecting a 25% YOY increase. As with the whole of the United States, however, Vermont has seen a drop in international visitors this year. The drop in bookings for Vermont (550 room nights were booked in 2025, which is a 20% decrease from 2024) is slightly less than what TourMappers is seeing for the other New England states, potentially indicating that Vermont is gaining some market share with our increased product offerings.

In addition to working with Discover New England and TourMappers, VDTM also participates in two industry-led international travel trade shows each year. U.S. Travel's IPW trade show brings international buyers to the U.S., where Vermont had about 30 tour operator appointments as well as 20 media appointments last year. The media appointments were a bit disappointing, however, as most of them were pay-to-play sponsored content pitches, and so we will not be taking media appointments in 2026. The Brand USA Travel Week conference takes place in Europe each year, giving us another opportunity to introduce Vermont to a different set of international tour operators. The meetings were a bit of a mixed bag this year, with some operators reporting revenue declines of up to 30% for travel to the U.S., citing politics

as the main reason. On the other hand, some positive appointments of note included an Italian tour operator that is seeing a surge in requests for Vermont due to the increase in popularity of author and podcaster, Mel Robbins, who lives in Vermont and talks about her love of the state frequently. Virgin Atlantic is also seeing more requests for New England, and so we will be assisting them in adding additional content to their website to better encourage visitation. Lastly, we were able to talk about the Discover New England Summit happening in April 2026 in Burlington at the conference this year and encouraged the tour operators to attend so that they could experience Vermont for themselves.

PARTNERSHIPS AND REGIONAL SUPPORT

Collaborative marketing relationships with industry associations allows VDTM to align strategies and best leverage the state's investment in the tourism sector. VDTM works regularly with regional chambers of commerce, downtown organizations and activity or sector-specific partners across the tourism industry, such as the Vermont Arts Council, the Vermont Ski Areas Association, the Vermont Mountain Bike Association, the Vermont Outdoor Business Alliance, the Maple Sugar Makers Association, and the Vermont Brewers Association to name a few, in addition to state of Vermont partners including Vermont State Parks, the Department of Fish and Wildlife and the Division for Historic Preservation's State Historic Sites. We collaborate to produce content to be shared across our own channels and those of our partner organizations, as well as cross-promote events, statewide initiatives (e.g. Maple Open House Weekend and Open Studio Weekend) and all the authentic experiences visitors seek when they come to Vermont and want to immerse themselves in the local culture.

GROUP TOURS AND CONSUMER EVENTS

Group travel continues to be an integral part of Vermont tourism's mix and VDTM partners with the Vermont Tourism Network (VTN), a group tour planning resource, to support group travel operators that bring hundreds of motor coaches with thousands of travelers to Vermont during all four seasons. Due to staffing constraints, VDTM was unable to attend the American Bus Association Marketplace, one of the largest consumer travel shows for groups, in 2025, but will plan to attend on 2026.

VDTM staff attend select consumer travel shows for the opportunity to speak directly to consumers to highlight Vermont as a vacation destination, some of whom may not have even considered a trip to Vermont before. While VDTM did not attend any domestic Travel and Adventure shows in 2025, we did exhibit at the Montreal Outdoor Adventure Show in March. This was the first time the Department had attended this show, and even though at the timing was difficult, given the unprecedented political situation that was just unfolding between our two countries, we were welcomed as friends and neighbors by the attendees. Some visitors to our booth got emotional, and about a quarter outright said they wouldn't come to the U.S. at all, even though they love Vermont. Another quarter of attendees mentioned the political situation, but said they still wanted to come to Vermont, and the other half of visitors to our booth didn't mention politics at all. Representatives from Hello Burlington and the City of Newport also attended the event along with VDTM.

VDTM also manages the tourism booth in the Vermont building at the Eastern States Exposition (Big E) each year. The 17-day agricultural fair in Springfield, MA took place from September 12-28, 2025 and attracted 1,538,463 attendees, a decrease of approximately 6% compared to 2024. VDTM staff and partners joined other Vermont businesses in the Vermont Building to highlight the state's tourism offerings to fairgoers. Staff engaged attendees in discussions ranging from dog-friendly travel and camping opportunities to peak fall foliage viewing locations.

VDTM's 2025 Big E promotional magnet, featuring a playful, smiling creemee, was especially popular with visitors of all ages.

DESTINATION DEVELOPMENT

In response to the severe disruption and economic losses suffered by the travel and tourism sector due to the COVID-19 pandemic, the Economic Development Administration (EDA), under the American Rescue Plan Act, awarded all states a block grant to aid in recovery. The amount of the award varied by state and was calculated to reflect the relative losses suffered. Under this program, the VDTM received an unprecedented grant of \$10.4 million to support the long-term economic recovery and sustainability of travel, tourism, and outdoor recreation in Vermont. As part of the strategic implementation of this federal fund award, VTDM has been able to invest in a series of destination development projects that were never financially possible in the past, including strategic planning, visitation and brand research, creative development, economic impact analyses, workforce projects and regional tourism grant programs.

Destination Management Plan

One of VDTM's current signature initiatives is a strategic planning effort to create Vermont's first-ever Destination Management Plan to help guide and support the future sustainability and economic success of Vermont's tourism industry. The objective of the Destination Management Plan is to provide an assessment of Vermont's tourism assets and audiences; examine existing tourism partnerships, programs and policies; identify emerging tourism challenges and opportunities; and encourage industry-wide acceptance about what the next 5-10 years should look like for Vermont's visitor economy. The development of the plan was rooted in a deep engagement process over the course of six months that included: ten (10) in-person listening sessions held throughout the state, with 231 total participants; four (4) virtual listening sessions with 100+ participants; one-on-one interviews with 40 participants; an online stakeholder survey that received 523 responses; and the formation of an Advisory Planning Committee comprised of 10 industry partners plus staff. The Destination Management Plan is organized around four strategic imperatives intended to guide and focus the work of the greater tourism industry, as well as the work of VDTM specifically by focusing our efforts on executing programs and services that we are uniquely positioned to deliver. Each of these strategic imperatives is supported by a set of objectives, measurable indicators and actionable initiatives that will guide the scope of our work. The four strategic imperatives are:

- Leverage Destination Marketing to Increase Economic Prosperity Through Visitation
- Strengthen Vermont's Ability to Support a Resilient Tourism Sector
- Strengthen, Grow, and Diversify Vermont's Tourism Infrastructure and Offerings
- Enhance the Vermont Visitor Experience

The final plan will be published in February 2026, and the Department is currently in the process of developing a comprehensive launch and implementation plan to include regional "road shows" and educational events. As this plan is intended to be long-term, we imagine educational and regional events to continue into the foreseeable future.

Vermont Visitor Survey

For the first time since 2014, thanks to the federal EDA funding, VDTM was able to engage with a research vendor to collect first-person survey data from visitors to Vermont. Launched in October of 2024, the Vermont Visitor Survey was a year-long project designed to help us understand the nuanced characteristics, perceptions, motivations, and behavior of the people who come to visit Vermont at various times of the year. Professional researchers were able to conduct short interviews at locations around the state, including at attractions, welcome centers, state parks, ski areas, downtown shopping districts, the Leahy Burlington airport, etc., as well as at various events. The project also included an

online survey that visitors could complete in an effort to reach as many visitors as possible. In total, we exceeded our data collection goal and collected 6000+ in-person surveys from 66 locations and 27 events around the state. An additional 2000+ online responses were received. The survey data has been compiled into distinct seasonal reports, as well as summarized in a final report that explores visitor personas and insights across seasons and regions, available at <https://accd.vermont.gov/tourism/research>.

Transformational Tourism Events, And Regional Marketing (T-TERM) Grant Program

In 2024, VDTM created the T-TERM grant program to make a portion of the federal funds that the Department received available to local and regional organizations. Applicants for the T-TERM grants were encouraged to propose projects that were long-term, transformative investments in their community including, when applicable, creating assets that could be used beyond the grant period. The program attracted over \$6 million in total funding requests with a budget of only \$1.4 million. Ultimately, the Department was able to fund 15 projects with grants of up to \$150,000 each, and all projects were completed by September 2025. Awardees ranged from arts and cultural organizations to chambers of commerce, downtown or regional organizations and outdoor recreation organizations. Some project examples include:

- ECHO, the Leahy Center for Lake Champlain, on the Burlington Waterfront created an expanded ‘Champ’ experience to celebrate Lake Champlain’s legendary lake monster and attract new visitors to the museum and the region. Funds were used to create augmented reality assets that created an immersive experience for visitors, as well as a range of creative assets highlighting the new exhibit to be used for marketing efforts.
- The Newport City Renaissance Corporation launched a destination development initiative, the Newport Peddlers Project, to draw visitors from across New England and Quebec to Newport and Lake Memphremagog. The project aimed to create a unique, destination shopping experience utilizing transportable, custom ‘peddler carts’ to showcase local businesses around the downtown area, taking advantage of the scenic beauty of the nearby lake. The project had many successes, and the lessons learned through this initial year will support the grantee’s board of directors as they make active plans to build on that success for years to come.
- The Montpelier Downtown Community Association (Montpelier Alive) Bridge Illumination Project is a destination development initiative that transformed Montpelier’s historic downtown, attracting visitors to the capital city from near and far. The project permanently illuminated six key historic bridges that serve as gateways into and through Montpelier and established a new identity for the capital city as “The City of Bridges,” through a paid marketing campaign.
- Come Alive Outside, Inc. aimed to elevate the Winterfest experience in Rutland into a major multi-day destination event to increase out-of-state attendance, improve visitor satisfaction, promote inclusiveness, and boost the visitor economy of Rutland County. Some of the event enhancements included transforming the local snow carving event into the U.S. Nationals Snow Sculpting State of Vermont qualifier, adding a Chili Cook-Off, expanding the Winterfest Drag Show, adding a ‘Rail Jam’ freestyle snowboarding competition and a snowmobiling expo. The project was successful in increasing attendance and out of state visitation, reaching an estimated 7,500 attendees in 2025, representing a 2,500-person increase from the prior year, with 30% of attendees coming from out of state.
- The Vermont Mountain Bike Association created the ‘Visitor’s Guide to Mountain Biking,’ a destination-focused resource that encourages multi-day tourism for people interested in mountain biking, featuring a diverse array of regions of Vermont that have mountain biking trails and facilities nearby that are welcoming to all abilities. The guide was launched with an aggressive media push and will have enduring value as an updateable website and as PDF resources that can be shared widely to drive visitation to Vermont.

A few additional projects are also described in the Diversity, Equity, Inclusion, and Accessibility section of this report. A complete [final report](#) listing all of the T-TERM grantees and their projects is available on VDTM's website.

Workforce Development for Tourism, Hospitality and Outdoor Recreation

Another component of VDTM's implementation of the EDA funding has been to support the creation and expansion of two workforce development programs specifically designed to bolster the skills of both incumbent workers that help to drive Vermont's visitor economy, as well as new workers looking to join the sector.

The first was a series of outdoor recreation skill building workshops that were administered by the Vermont Outdoor Business Alliance (VOBA). To support the growth of outdoor recreation in the state, VOBA identified three skill areas with the most demand: bicycle mechanics, ski and snowboard technicians, and trail builders. The workshops were offered in-person to ensure a hands-on approach that allowed students to fully engage and receive immediate feedback from the instructors. A total of 14 workshops were held in different regions of the state (6 for bicycle mechanics, 2 for ski and snowboard technicians, and 6 for trail builders), with a total of 116 participants. 60 employers were also involved with the initiative, either as hosts, instructors, or employers of the participants (incumbent employees and/or new hires). 92% of participants reported learning new skills and all participants received a training Certificate of Completion from VOBA.

For the second program, VDTM contracted with the University of Vermont Professional and Continuing Education program to help develop the curriculum and instructor training for a Hospitality Management continuing education certificate program. The program was launched in January 2025, with the first two cohorts open for students to begin their course of study in either April or May 2025. The hospitality management program includes five online courses and a paid capstone internship. The internship was a minimum of 120 hours, to be completed in person at one of the participating local hospitality businesses. In addition to students receiving a transferable certificate credential upon completion, the capstone requirement offered an exceptional work-based learning opportunity for both incumbent workers in the field, or those just starting a career in hospitality. Over the course of the first two cohorts, UVM had 58 participants with 50% indicating that they were able to increase their wages at their current job and 25% indicating that they received a new job after completion of the program, including two participants noting that they completed the course to successfully start up the new Robert Frost Cabins.

VISITATION RESEARCH

VDTM gathers data and information from varying sources in order to understand the impacts of tourism on the Vermont economy both qualitatively and quantitatively. Through this greater understanding, we hope to better serve visitors, refine the effectiveness of the Department's programs and strategically grow the visitor economy. In the past year, we have been able to use federal EDA funding to engage in multiple market research and data-related projects, many of which would be impossible to achieve during a typical budget year. The reports and projects commissioned were chosen and designed to provide important baseline information that will have value for years to come, although we do hope to identify resources for follow-on projects in the coming years to build on this great foundational body of work.

Our research and data acquisitions generally fall into 4 categories:

- **Economic Impact Studies:** The ability for the Department to have an economic impact study performed each year by an independent outside partner, with experience specific to the tourism industry, is critical. An unbiased assessment of the visitor economy, based on a thorough economic modeling approach, helps us not only understand the overall health and breadth of impact of the tourism sector, but it is an essential source of data for our industry partners. Due to the lag in data availability (e.g., Vermont annual tax data is usually not finalized until the summer of the following year), economic impact studies are typically not available until fall or winter for the previous year. In late 2025, we received the report for 2024. Summary findings are provided in the next section. This is the second year in a row that we have been able to commission this work, and the longitudinal approach is critical to help us characterize directional trends. We intend to commission this work again next year.
- **Visitation and Brand Research:** In 2025 we were able to invest in important baseline research to better understand the behaviors, characteristics and perceptions of current and potential visitors to Vermont. Individual research projects included the Vermont Visitor Survey (described previously in the Tourism Industry Support section) and a comprehensive analysis of the Vermont Brand, including focus groups, surveys, interviews and analysis of regional and national competitors. Given the disastrous effects of federal rhetoric on visitation from Canadians this year, the Department also invested in a set of specific research on Canada, including an Advertising and Promotions Study that evaluated media, messaging and planning habits, and perceptions of Vermont, in addition to quarterly reports on travel sentiment and future travel intent.
- **Advertising Effectiveness Research:** It can be challenging to evaluate the effectiveness of marketing activities when purchasing decisions can be impacted by various advertising touchpoints and messaging over time. However, we acutely recognize how important it is to try to separate economic activity that is a direct result of our advertising versus travel that would have happened anyway. Whenever we have the opportunity, the Department commissions brand “lift” assessments from our media partners, to calculate shifts in brand sentiment and purchase intent based on exposure to our advertising (as compared to non-exposed individuals). Thanks to the additional federal EDA funding we had access to in 2025, we were able to conduct a specific advertising effectiveness study this year on both our 2024-25 winter campaign, and our 2025 summer-fall campaign, with detailed results provided in the next section.
- **Data Dashboards and Reports:** The data and analytics landscape is complex. Whether we are looking at our own State of Vermont tax and visitor center data, or at industry airport throughput analytics, or proprietary credit card and accommodations data we secure from outside vendors, we receive information from many different sources that all have different refresh cycles, terminology and geographic breakdowns. In an effort to spend less time finding and updating information, the Department has commissioned the development of an internal dashboard to help organize and analyze the data available to us. We are also able to make a portion of that data available to the public in dashboards that illustrate tax, accommodations, border crossing, and visitor center data at <https://accd.vermont.gov/tourism/research>.

ECONOMIC IMPACT

In order to determine the overall impact of visitor spending in Vermont, the Department contracted with Tourism Economics to estimate the economic impact of tourism at the state level. Due to natural lags in data reporting, the latest analysis available is for calendar year 2024, as also reported at the start of this report in the population-level Outcomes section.

2024 State Level Direct Economic Impact of Tourism in Vermont

	2019	2020	2021	2022	2023	2024
Vermont Visitor Volume	15.8 million	10.7 million (↓ 32.1% YOY)	13.8 million (↑ 28.5% YOY)	15.9 million (↑ 15.5% YOY)	15.8 million (↓ 0.7% YOY)	16.0 million (↑ 1.6% YOY)
Vermont Visitor Spending	\$3.3 billion	\$2.2 billion (↓ 34.3% YOY)	\$3.2 billion (↑ 45.1% YOY)	\$3.9 billion (↑ 23.8% YOY)	\$4.0 billion (↑ 2.3% YOY)	\$4.2 billion (↑ 3.8% YOY)
Visitor Supported Employment in Vermont	33,626	23,903 (↓ 28.9% YOY)	26,450 (↑ 10.7% YOY)	29,837 (↑ 12.8% YOY)	31,053 (↑ 4.1% YOY)	31,780 (↑ 2.3% YOY)

Sources: Tourism Economics, Longwoods International, Bureau of Economic Analysis

In addition to capturing direct spending, the Tourism Economics report also uses an IMPLAN economic analysis to calculate the indirect and induced effects of business sales impacted by tourism. Indirect effects stem from business-to-business purchases in the supply chain. Induced impacts are created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.

2024 State Level Total Economic Impact of Tourism in Vermont

	Direct Impacts	Indirect Impacts	Induced Impacts	Total Impacts
Business Sales Supported by Visitor Spending	\$4.196 billion	\$1.380 billion	\$1.374 billion	\$6.950 billion
Employment	31,780 jobs	7,058 jobs	7,507 jobs	46,345 jobs
Labor Income	\$1.404 billion	\$406 million	\$438 million	\$2.248 billion
State and Local Taxes	\$293.5 million		\$59.2 million	\$352.7 million

Sources: Tourism Economics, Bureau of Economic Analysis

The 2024 report from Tourism Economics also calculated the share of visitor spending and direct employment supported by visitors at the county level. As shown in the table below, the economic impact of tourism reaches all counties and corners of the state. The full report can be found on VDTM's tourism research web page (<https://accd.vermont.gov/tourism/research>).

2024 County Level Direct Economic Impact of Tourism in Vermont

	Direct Visitor Spending	% change (2024 vs 2023)	Share of State Spending	Employment	Share of County Employment
Addison County	\$147.3 million	+4.1%	3.5%	1,150	4.5%
Bennington County	\$299.7 million	+2.7%	7.1%	2,206	8.6%
Caledonia County	\$109.3 million	+7.7%	2.6%	830	4.6%
Chittenden County	\$1,027.5 billion	+2.5%	24.5%	7,942	5.5%
Essex County	\$11.7 million	+11.6%	0.3%	84	4.0%

Franklin County	\$100.4 million	+12.2%	2.4%	804	3.1%
Grand Isle County	\$38.1 million	+18.4%	0.9%	291	8.2%
Lamoille County	\$612.0 million	+6.1%	14.6%	4,281	22.3%
Orange County	\$59.4 million	+2.7%	1.4%	488	3.3%
Orleans County	\$133.9 million	+6.7%	3.2%	1,112	6.6%
Rutland County	\$462.5 million	+2.1%	11.0%	3,457	9.5%
Washington County	\$314.8 million	+3.1%	7.5%	2,460	5.2%
Windham County	\$394.8 million	+2.5%	9.4%	3,106	9.6%
Windsor County	\$484.9 million	+3.2%	11.6%	3,569	9.8%
State Total	\$4.196.3 billion	+3.8%	100%	31,780	7.1%

Source: Tourism Economics

VISITATION AND BRAND RESEARCH

The Department also keeps track of additional visitation measures to gain insights into the health of the travel and tourism economy as a whole. Visitation trends help the Department to monitor the cumulative effect of our investments to boost overall brand awareness for the state. In 2025, geopolitical tensions between the U.S. and Canada resulted in significant decreases in Canadian visitation. The impact can be seen in some of the measures below, such as State Parks visitation and border crossings.

	2019	2020	2021	2022	2023	2024	2025
Camping and Day-Use Visitation by Out-of-State Visitors at Vermont State Parks (<i>Source: Department of Forests, Parks, and Recreation</i>)	373,648	260,382	389,693	385,578	323,258	362,659	326,328
Skier Visits (for seasons ending in the year indicated) (<i>Source: Vermont Ski Areas Association</i>)	4,178,533	3,664,326	3,532,186	3,762,047	4,134,832	4,115,623	4,161,264
Leahy Burlington International Airport Enplanements (<i>Source: Burlington International Airport</i>)	705,165	209,320	388,834	615,877	660,097	681,952	668,756 ¹
Annual Visitor Traffic at the Vermont Information Centers (<i>Source: Department of Buildings and General Services</i>)	3,269,856	856,067	1,718,601	2,233,396	2,351,880	2,584,411	2,375,438
Crossings at the U.S.-Canadian Border into Vermont (<i>Source: US Department of Transportation</i>)	2,489,941	401,650	220,294	1,407,329	2,102,027	2,425,868	1,591,289
Attendance State Historic Sites (<i>Source: Department of Housing and Community Development, Division for Historic Preservation</i>)	63,655	18,214	42,229	44,566	36,274	80,997	42,771 ²

Ticket Receipts at State Historic Sites <i>(Source: Department of Housing and Community Development, Division for Historic Preservation)</i>	\$444,056	\$85,149	\$336,434	\$279,873	\$461,471	\$512,053	\$296,592 ²
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1: reporting through November 2025. 2: Annual attendance and ticket receipts at the State Historic Sites was negatively impacted by the temporary closure of the elevator at Bennington Battle Monument from July 3 – October 2, 2025.

Canadian Visitation Data and Travel Sentiment

As mentioned in several contexts previously in this report, the unprecedented federal actions and political rhetoric directed at Canada in 2025 had devesting effects on visitation by Canadian residents to Vermont. Recognizing the need to keep ourselves and our partners informed, the Department contracted with two independent research firms to track consumer travel sentiment, in addition to creating a dashboard of visitation data on our website, specific to Canada. VDTM continues to track border crossings (using data from both sides of the border) and credit card spending that is available on our research page: <https://accd.vermont.gov/canada-research>.

According to research by Travel Market Insights, Inc., the average percent of Canadians who reported being ‘likely’ or ‘very likely’ to visit the U.S. or were planning a trip within the next 12 months was 24% for 2024 (and 21% for 2023). In 2025, that number dropped to a low of 12.6% in July, with a year-to-date average of 15% (through November).

Travelers Entering Vermont by Passenger Vehicle from Canada

Jan-25	Feb-25	Mar-25	Apr-25	May-25	June-25	July-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25
124K	109K	115K	98K	106K	145K	205K	225K	131K	150K	111K	123K
↑ 9.5% YOY	↓ 7.4% YOY	↓ 32.7% YOY	↓ 33.3% YOY	↓ 38.2% YOY	↓ 37.2% YOY	↓ 39.3% YOY	↓ 34.4% YOY	↓ 34.9% YOY	↓ 27.1% YOY	↓ 19.2% YOY	↓ 20.8% YOY

Source: U.S. Customs and Border Protection

As shown in the chart above, year-over-year (YOY) decreases in travelers entering Vermont by passenger vehicle from Canada hit their highest point in July of 2025 (39.3% decline), after starting the year showing a YOY increase. By the end of 2025, the percent declines had retreated but still averaged about 20% below 2024 levels. As of November, year-to-date numbers for credit card spending by Canadian residents in Vermont were down 48% from 2024 to 2025, representing an approximate loss of \$75 million in visitor spending.

The reasons for these declines in travel intent are fairly intuitive, but research commissioned by VDTM from the Canadian firm Context Research Group (CRG) provides specific documentation and additional insights. Research shows that Canadian perceptions of the United States as a travel destination are strongly shaped by federal politics, with survey respondents saying they are reluctant to visit the U.S. while political tensions remain high. Cost is cited as a barrier for many Canadians considering travel, in addition to hesitations stemming from border and safety concerns, but even as recently as November, 86% of Canadians surveyed expressed anger about the current political situation between the two countries. Around three in four say these tensions affect their plans to travel to the U.S. (77%), including their willingness to travel to Vermont (70%). Although 46% agree or strongly agree that Vermont has different politics than the U.S. nationally, CRG notes,

“Vermont cannot fully separate itself from the U.S. context, but it can continue to position itself as a trusted, nearby, and distinctly welcoming choice—one that feels familiar and safe, and that stands apart in a time when travelers are seeking destinations.” Additional details on the Department’s strategy for responding to this unprecedented strain in relations between the U.S. and Canada are provided in the Destination Marketing section.

Vermont Brand Study

Using federal funding from EDA, Vermont Tourism was able to commission a report on the attributes, appeal and competitiveness of the Vermont brand for the first time in over 15 years, as well as access national brand equity data. The report, conducted by national brand research firm Future Partners, concludes that while Vermont benefits from some strong, positive brand associations, we are not ‘top of mind’ as a travel destination, primarily due to lack of awareness (that could be mitigated with advertising). Study findings include [quoted from the report]:

- *Vermont’s Appeal:* Vermont holds a strong emotional position among all audiences studied. It is widely recognized for its authenticity, beauty, and sense of renewal. 76% of Vermont Brand Survey respondents say it’s an attractive leisure destination, but fewer express strong excitement to visit in the near term. Focus groups confirm that while Vermont is widely seen in a positive light, the state faces competition from better known regional destinations like Maine and Massachusetts.
- *Barriers to Visitation:* Vermont’s biggest challenge isn’t active rejection. It is being overlooked. 47% of travelers who are unlikely to visit Vermont say it’s simply “not on their radar,” and 29% say they “don’t know enough” about it. Few mention access or distance, cost, or negative perceptions, suggesting that Vermont’s primary hurdle is low awareness rather than any other specific concern.
- *Familiarity:* Vermont’s brand benefits from warm sentiment but shows weakness in depth of traveler understanding of its destination assets. In a nationally representative survey, nearly one-third of respondents (32%) said they were totally unfamiliar with Vermont’s travel offerings, and only 16% placed themselves in the “familiar” or “extremely familiar” categories. Even among affluent, frequent travelers in regional feeder markets (those who might be expected to have greater awareness), fewer than half (48%) rated themselves as even slightly familiar with the state’s tourism assets.
- *Talking About Vermont:* Fewer than one in five travelers recall recent exposure to the brand across any individual channel. There remains significant headroom for growth. Increasing Vermont’s share of voice could help elevate the state further in travelers’ consideration sets.

The report goes on to state, “The National Brand Survey findings make it clear that Vermont is not top-of-mind for most travelers considering trips to the region. In an open-ended, unaided national survey asking travelers to name destinations they most want to visit in the next three years, only 14.8% mentioned Vermont. This places the state behind major destinations like Maine (30.7%), New York (25.5%), and Boston (23.4%). While Vermont ranked ahead of some smaller regional destinations, its position reflects a visibility gap that should not be ignored. **This data challenges any notion that Vermont’s inherent appeal is enough to sustain visitor interest without consistent, strategic marketing.** In a region where iconic cities and well-branded coastal destinations dominate attention, Vermont’s quieter presence comes at a real opportunity cost. Travelers cannot choose what they do not consider, and they will not consider what they do not clearly understand.”

The results of the brand study document a reality that the Department has faced for years. Consumers view Vermont favorably as a destination, but in a highly competitive market, too few consumers are considering Vermont for their next leisure trip, generally due to lack of awareness of either the state itself or all that the state has to offer. Advertising could be greatly impactful to mitigate these challenges, but state investment in

destination marketing has remained flat for over ten years. Without the federal funds that have fueled so much of the activities in this report, the State will once again be at risk of losing market share due to the competitive disadvantage we face, being so under-resourced compared to not only our closest neighbors, but with other destinations that are actually devoting more resources than ever before to promote travel and tourism to support their rural economies.

Advertising Effectiveness Research

Given the challenges acknowledged in keeping Vermont top of mind for travelers, making sure that the destination marketing activities the Department is able to fund are as effective as possible is a mission-critical priority. We also acutely recognize how important it is to try to separate economic activity that is a direct result of our advertising versus travel that would have happened anyway.

It can be difficult to measure the effectiveness of any advertising program, but that difficulty is even more acute in the travel and tourism space, as unlike almost every other advertiser, there is no singular transaction that takes place which can serve as a measure of performance. The final “purchase” action (visitor spending in state during an actual trip to Vermont), often occurs much later than any particular tactic that may have garnered attention, and purchasing decisions are impacted by various advertising touchpoints and messaging over time. There are research companies that specialize in measuring advertising effectiveness of tourism-specific programs, however these research studies, especially at survey number levels that bring high confidence, can be costly. This year, with the resources the Department had available from the federal EDA funding, we were able to engage SMARI Insights to complete an advertising effectiveness study for both our winter 2024-25 and summer/fall 2025 campaigns.

The methodology begins with determining the level of recall of the advertising efforts across the targeted geographic markets. Incremental travel is then calculated by comparing the level of travel among those aware of the ads to the level of travel among those not aware of the ads. By isolating those trips, and applying average visitor spending, the research measures the return on investment for the travel that was generated as a result of the advertising. Online surveys with national representative panels are used so that the results can be projected to the population. The SMARI project collected over 7000 surveys (5300+ for the summer/fall campaign, 1700+ for the winter campaign) and asked a range of questions to measure advertising awareness and the effectiveness of the creative.

Research insights that were similar across both reports (for the Winter 2024-25 campaign and Summer-Fall 2025 campaigns) include:

- Reaction to the ads is almost universally positive (90% for winter, 86% for summer), well exceeding industry benchmarks where the average is 60%, and the goal is 75%.
- Most ad-aware consumers recall seeing ads in multiple media. Generating media overlap is important, as the various media can play different roles and exert influence at different stages of the travel funnel.
- The ads effectively communicated the intended messages and generated interest in Vermont travel, earning ratings in the top 10% of SMARI Insights’ benchmarks for nearly all attributes tested. The messages that come through the clearest are scenic beauty, welcoming and relaxing.
- The advertising also had a positive impact on both Vermont winter and summer trips, leading to longer, more active stays with higher spending, greater satisfaction, and more social sharing.

Measuring incremental travel is the key to producing a conservative measure of advertising impact. It is also the industry standard used by most destinations measuring return on investment (ROI). We know that people will travel to Vermont, even without advertising. The goal is to quantify how many additional visitors came specifically because of the advertising.

The following charts provide data for how the economic impact and ROI for the campaigns is calculated. Starting with the number of households included in the geographic markets that match the campaign targeting, a level of awareness is calculated based on the number consumers that recalled seeing the advertising. As seen below, the winter campaign achieved 44% ad awareness, and the summer campaign achieved a similar 38% ad awareness. Applied against the total number of target households, the number of ad-aware households is calculated.

To calculate the travel increment, the difference in levels of visitation between unaware and ad-aware households is determined. Unaware travel is the baseline, or the level of visitation that would have occurred without the advertising. The travel increment is the percentage of travel influenced by the advertising. Applying the rate of incremental travel to the number of ad-aware households results in the ad-influenced trips.

	Target Households	Awareness	Aware Households	Unaware Travel	Ad-Aware Travel	Travel Increment	Influenced Trips
Winter Campaign 2024-25	9.1M	44%	4.0M	2.7%	6.3%	3.6%	145,000
Summer-Fall Campaign 2025	48.5M	38%	18.2M	1.5%	3.3%	1.8%	331,000

To calculate the economic impact, the average trip spending is applied to the number of ad-influenced trips. The total media spending for each campaign is compared against the economic impact to produce the return on investment for every \$1 spent on marketing. Similar calculations are made to determine the return on investment specifically for the tax revenue generated.

	Influenced Trips	Average Trip Spending	Economic Impact	Media Spend	ROI	Average Trip Tax Revenue	Ad-Influenced Tax Revenue	Tax ROI
Winter Campaign 2024-25	145,000	\$2,127	\$309M	\$538,100	\$574	\$161	\$23.4M	\$43
Summer-Fall Campaign 2025	331,000	\$1,627	\$538M	\$1,528,100	\$352	\$121	\$40M	\$26

The results for VDTM's advertising effectiveness studies parallel those seen by SMARI Insights in other destinations. Winter marketing ROI numbers tend to be high because the marketing is more specifically targeted, which allows a smaller budget to effectively reach the audience. The target audience for VDTM's Summer-Fall campaign is national (split over direct, distant and aspirational markets) and over 5X the size of the Winter target audience. The Summer-Fall advertising had the greatest impact on the direct markets because of relatively high ad awareness and incremental travel. These markets account for 39% of households and 51% of ad-influenced trips. The Summer-Fall advertising also had a stronger impact on outdoor enthusiasts, who account for 21% of target households and 54% of ad-influenced trips.

Outside of the SMARI Insights studies, the Department was also able to commission a brand impact study to specifically evaluate VDTM's Summer 2025 'Out-of-Home' campaign in the New York City market. As described in the Destination Marketing section, this campaign included video and static ads on 160 street level kiosks in Brooklyn, as well as transit advertising on the Metro North and Long Island Railroad commuter lines. Similar to the SMARI research, the methodology is based on statistically significant survey data of exposed versus unexposed consumers to measure advertising exposure brand lift. The findings include:

- The advertising produced strong ad recall, with 50% of all exposed individuals reporting seeing ads in market, outperforming industry benchmarks (41% for all sectors, 43% for travel/tourism). Ad recall was especially strong (61%) among adults in the under 35 age group.
- When asked "How they would rate Vermont as a destination," the ads created a 9.7% lift in brand opinion with people who were simply just exposed to the ads. For those who reported remembering seeing the ads, brand opinion jumped to 30.5%, well above the benchmark (18%) for travel and tourism ads.
- When asked "Would you consider Vermont as a destination next time you are planning a trip," exposure to the ads alone provided a small 2.6% brand consideration lift, but for those who recalled seeing the ads, the lift was 20.7%, also above benchmark (15%) for travel and tourism ads.

Finally, the Department is also able to measure the brand lift performance of exposed audiences against control groups of non-exposed audiences through a more limited effort with the research firm Lucid, although the sample sizes are much smaller. Key insights we garnered this year were as follows:

- Winter 2024-25: For this campaign, we saw a significant lift in Custom Favorability (+6.0%), Brand Consideration (+4.1%), Purchase Intent (+5.1%), and Ad Recall (+3.7%)
- Summer-Fall 2025: For this campaign: we saw less lift than in the winter (which as noted above for the SMARI study, is expected given the substantial broadening of the geographical and interest-based scope of target audiences in summer). That said, the summer campaign did achieve statistically significant lifts on Brand Consideration (+1.8%), Purchase Intent (+2.2%), and Custom Favorability (+2.1%). These lifts are well within and/or above the industry average.

DATA DASHBOARDS AND REPORTS

As part of our mission to support the travel and tourism industry in Vermont, the Department provides the majority of all of the research noted above on our website at <https://accd.vermont.gov/tourism/research>. This page also includes links to interactive dashboards, with data updated on a monthly basis for State of Vermont meals and rooms tax receipts, accommodations data for vacation rental demand, border crossing data from the U.S. Department of Transportation, and visitor traffic to the Vermont Visitor Information Centers from the Department of Building and General Services.

Accommodations Data

VDTM receives monthly reports from Co-Star (aka Smith Travel Research) on occupancy rates, as well as average daily rates for hotels and lodging properties throughout Vermont. Their reports are based on approximately 20% of lodging establishments in the state who opt-in to provide occupancy and rate data (often the larger branded properties and/or national chains). Despite this limitation, we do see correlations with

other data sets such as reported rooms tax data, so trends do provide a helpful approximation of the market overall. Starting in 2024, the Department also began receiving data on vacation rentals from Key Data (representing 80-90% of the vacation rental properties in Vermont) to gain some insights into our total accommodations supply.

	2019	2020	2021	2022	2023	2024	2025
Hotel Trends							
Average Monthly Occupancy Rate (Source: Smith Travel Research)	61.8%	41.5%	61.9%	69.4%	66.3%	64.6%	59.4%
Average Daily Rate, annually (Source: Smith Travel Research)	\$146.40	\$119.40	\$154.30	\$180.90	\$191.81	\$190.21	\$183.54
Vacation Rental Trends							
Total Number of Guest Nights, annually (Source: Key Data)	not available	\$980K	962K	1.0M	1.0M	1.2M	1.1M
Average Daily Rate, annually (Source: Key Data)	not available	\$202	\$237	\$261	\$273	\$340	\$365

Sources: Co-Star (Smith Travel Research), Key Data

Vermont Resident Sentiment Data

Every year since 1990, the Center for Rural Studies at the University of Vermont has conducted state-wide polls of Vermont residents. The “Vermonter Poll” is a statistically representative, statewide survey, and starting in 2025, VDTM requested the addition of several questions, specifically about tourism. The results show that the majority of residents understand the importance of tourism to the State’s economy and also that tourism brings more benefits than challenges to our state. The Department plans to continue collecting this data on an annual basis to track how residents perceive visitors, as we recognize that providing quality experiences for our visitors cannot come at the cost of the quality of life of Vermonters. The 2025 Vermonter Poll found:

- 94.4% Strongly or somewhat strongly agree that “Tourism is important to the state economy”
- 84.9% Strongly or somewhat strongly agree that “Tourism is important to my local economy”
- 80.4% Strongly or somewhat strongly agree that “Tourism provides more benefits than challenges”
- 72.6% Strongly or somewhat strongly agree that “Quality of life in my local area is positively impacted by tourism”
- 77.5% Strongly or somewhat strongly agree that “Increased tourism would have a beneficial impact on my local community”

THINK VERMONT RELOCATION MARKETING

The Department has been playing an increasingly greater role in providing relocation resources to support Vermont’s efforts to recruit new residents to the state through the Think Vermont initiative and regional relocation network.

The ThinkVermont.com website continues to serve as the cornerstone of our recruitment strategy, connecting potential residents with resources and inspiration to consider Vermont as their new home. The site features an array of content, including economic sector profiles, job resources, a ‘Connect with a Vermonter’ inquiry form, and the ‘Meet Your Neighbors’ blog, which showcases relocation testimonials, regional highlights, and the unique accomplishments of Vermonters and Vermont businesses. This diverse content ensures a rich and engaging experience for users exploring life in Vermont, highlighting Vermont’s unique blend of career opportunities, quality of life, safe communities, outdoor recreation, sustainability, thriving businesses, accessible cities, and natural beauty.

VDTM remains committed to growing our reach to show all that Vermont has to offer. In 2025, ThinkVermont.com hosted over 650,000 user sessions, supported by targeted advertising campaigns. Our primary ‘call to action’ on ThinkVermont.com is our ‘[Connect with a Vermonter](#)’ form. By collecting some basic information from prospective residents, we can track the leads that come in through the website and then hand-off the inquiry to partners at the local level so individuals can quickly be connected with the specific resources they need to successfully relocate (more details below in the GROW Program section). The Connect with a Vermonter page saw over 567,000+ page views in 2025, mainly due to most paid campaigns driving to this page.

Paid Media

As just noted, paid media is employed as budget allows to bolster the owned media activities of the Think Vermont team to increase brand awareness of Vermont as a relocation destination. In the Spring of 2025, Think Vermont launched a 4-month multi-channel paid advertising campaign, across several digital platforms to maximize reach and engagement, as well as a high-visibility out-of-home (OOH) placement in the New York City market. The goal of the campaign was to increase the number of “Connect with a Vermonter” form submissions. Tactics included social media advertising (focused on Facebook, Instagram and LinkedIn), Google search ads, programmatic digital display ads, and the transit advertising in the NYC subway system. The campaign targeted a geographic radius of 15-25 miles surrounding four major metropolitan areas (New York City, Philadelphia, Atlanta and Tampa).

Every campaign asset, from digital ads to the physical transit displays, utilized a singular call-to-action to funnel potential residents toward the “Connect with a Vermonter” webpage. The creative strategy leans on Vermont’s brand strengths, using headlines such as “Think Freedom,” “Think Family,” “Think Open Minds,” “Think Being Yourself,” and “Think Community,” coupled with a concluding line of “Think Vermont.” A series of 15-second video spots were also deployed across social and streaming platforms that followed a similar structure, for example, contrasting being stuck in traffic with the open roads in Vermont and contrasting a busy shopping mall with Vermont’s downtowns.

Earned Media

Just as VDTM engages with the media for positive coverage of Vermont as a tourism destination, editorial stories published about life in Vermont also encourage potential residents to consider relocation. Vermont consistently ranks well for important quality of life measures such as sustainability, safety, health, and community. Brand-positive editorial content in the last year has appeared in *WalletHub*, *CNBC*, *Newsweek*, and more, and these articles are often picked up by other news outlets. The following media coverage underscores Vermont’s distinctive allure as an inviting environment for both living and working:

- Vermont ranked one of the [top states Americans want to move to](#) (Travel + Leisure)
- [Vermont ranks No. 1 most energy-efficient state](#) (WalletHub)

- [Vermont is ranked as the safest state in the U.S.](#) (WalletHub)
- [Manchester and Stowe were highlighted as two of Vermont's best ski towns to live in](#) (On the Snow)
- Outdoor Brand [Kuhl ranked Vermont as the most outdoorsy state in America for 2025](#).
- CNBC released its annual “Top States for Business” report, ranking [Vermont as the No. 1](#) state in the nation for quality of life.
- South Burlington, Vermont ranked No. 5 in the nation in [WalletHub's 2025 Best Places to Raise a Family](#) report.
- Vermont ranks [No. 7 best state for working moms](#) (WalletHub)
- Vermont ranks No. 5 among the [Best States for Children's Health](#) (WalletHub).
- Vermont ranks [No.1 Greenest State](#) according to WalletHub

Owned Media

These national accolades and media attention give Vermont great publicity, and our team is able to further leverage the reach by sharing these features on social media and newsletters.

Think Vermont's 802+YOU email newsletter has over 29,000+ email subscribers. This audience is actively engaged, with the newsletter achieving a healthy average open rate of 30%. The click-per-unique-open rate averages 6.4%. Newsletters play a significant role in driving traffic to the website and are often responsible for over 25% of website sessions in a given month. An email campaign featuring the ‘Vermont’s Most Promising Jobs’ brochure achieved an impressive 16% unique click-through rate, demonstrating strong interest and engagement. Additionally, an email campaign from December saw the highest open rate at 37.8% with the subject line that read, “Vermont ranks No. 1 safest state in America.” This result demonstrates that Vermont’s national reputation for safety remains a top-tier interest for our subscribers.

Think Vermont's social media channels grew to 6,409 followers across Facebook and Instagram, up 30% from last year. Across all channels, we achieved more than 22 million impressions, and we saw more than 13,000+ total engagements. The top performing post was a feature on Middlebury College’s ski-down graduation, generating 689 total engagements. The addition of more organic Reels to our social media content has achieved greater reach and resulted in more followers to our social accounts. Two high-performing Reels highlighted Vermont’s No. 1 ranking for quality of life (earning a total of 533 engagements and 146 shares) and showcased Vermont as the No. 1 safest state (earning 233 engagements and 79 shares).

Grants for Relocation Outreach Work (GROW) Program

Thanks to an increase in base funding received in FY24, the Department was able to launch our Grants for Relocation Outreach Work (GROW) program late in 2023 to formalize what had previously been a volunteer effort from our regional relocation network partners. There are two tracks to the program: the Regional Relocation Network Track and the Outreach Track. Partner organizations receiving funding for the Regional Relocation Network Track commit to receiving and nurturing leads received through the Connect with a Vermonter program. The Outreach Track funds grantees that commit to organizing events and/or conducting activities that promote the region to new residents and help new residents feel welcome in their new community.

At the end of 2023, VDTM was able to approve 12 GROW program grant applications with just over \$1.4 million in funding split between \$743,000 for Regional Relocation Network Track activities and \$671,000 for Outreach Track activities for a two-year period from 2024-2025. The first two-year cycle is now closed, and the Department just kicked off our second round of grants to begin in 2026 and go through 2027. All 12 of our first round grantees have been approved for an additional two years of funding, and we have also extended funding to an additional three organizations to cover all counties within the state. Some grantees have been doing this work for a long time, like the Chamber and Economic Development of the Rutland Region, have used funding to increase capacity and update their lead tracking system. Other grantees like the Green Mountain Economic Development Corporation used the funding to hire someone full time to work with the leads received from our Connect with a Vermonter form. The Vermont Professionals of Color Network received funds to act as a resource for all of our regional partners to ensure that potential Vermonters from any background get the resources they need to move to the state.

2024-25 GROW Grantee Organizations

Region	Grantee	Track
Addison County	Addison County Economic Development Corporation	Outreach and Relocation
Bennington County	Southwestern Vermont Chamber of Commerce	Outreach and Relocation
Chittenden County	Lake Champlain Regional Chamber of Commerce	Outreach and Relocation
Northeast Kingdom	Northern Forest Center	Outreach and Relocation
Orange County	The Chandler Center for the Arts	Outreach
Orange County	Green Mountain Economic Development Corporation	Relocation
Rutland County	Chamber & Economic Development of the Rutland Region	Outreach and Relocation
Washington County	Montpelier Alive	Outreach and Relocation
Windham County	Brattleboro Development Credit Corporation	Outreach and Relocation
Windham County	Southern Vermont Deerfield Valley Chamber	Outreach
Windsor County	Vital Communities	Outreach
Windsor County	Green Mountain Economic Development Corporation	Relocation
Statewide	VT Professionals of Color Network	Relocation

The GROW program structure has been instrumental in helping to track people who have moved to Vermont through this program. In the first two years of the program, a total of 97 family units relocated to Vermont using the GROW program, representing 195 new Vermonters. These new Vermonters came from 32 different states (the top five states were New York, New Hampshire, Texas, New Jersey, and Georgia and Colorado, tied), plus another 11 families from Canada or another country. These new Vermonters have settled in 11 different counties, as follows: Rutland County (68 new residents), Windham County (33), Chittenden County (24), Caledonia County (22), Bennington County (11) Windsor County (9), Washington County (8), Orleans County (7), Lamoille County (5), Addison County (3) and Franklin County (2). It is likely not a coincidence that the Rutland region, with the longest-running and most comprehensive concierge service, has seen the most new residents move to the area through this program so far.

Reporting gathered from the GROW partner network also shows that on average, the length of time between first contact with a GROW grantee organization and finally moving to the state takes 3.8 months. Some families will reach out to our partner organizations within a month of moving, often when they have already accepted a job offer with a Vermont company, while others can take 3 years or more to complete their move to Vermont. GROW grantees track the progress of potential new Vermonters through a relocation ‘sales funnel,’ including the leads received through the Connect with a Vermonter form, but also leads they have generating from their own activities.

	Connect with a Vermonter Leads Received through ThinkVermont.com or partner activities	Stage 1 Prospects: Outreach initiated, but no response has been received yet	Stage 2 Active: Individuals who have responded to outreach at least once	Stage 3 Engaged: Individuals who have engaged 2 or more times	New Vermonters: Family units that have completed the move to Vermont
2024/2025 GROW Metrics	2,269	1,007	275	179	97

On the Outreach track, GROW grantees have had a presence at 127 events over the past two years. Some events have been specifically for new Vermonters, like a Saturday morning meet and greet at the Rockingham Library organized by the Chandler Center for the Arts, or a New Vermonters Welcome Picnic organized by the Southwestern Vermont Chamber Commerce. Many of our grantees also used existing events like the Brattleboro Gallery Art Walk as a way to meet new Vermonters. In September of 2024, the Brattleboro Development Credit Corporation tabled at the Gallery Walk and met 11 new Vermonters in just a couple of hours. Similarly, the Addison County Economic Development Corporation had a table at the Middlebury Car Show in October and met 20 new Vermonters who they were able to share resources with.

Some additional activities and successes reported over the two years of the program for each grantee include:

- **Addison County** launched four highly successful paid social campaigns that garnered 82 new leads from interested relocators specifically interested in Addison County. They also launched their new brand and webpage for relocation, [Imagine Addison County](#) as well as launching specific social media channels, a newsletter, and a printed brochure for relocation.
- The Real Rutland Weekend Getaway campaign hosted by the **Chamber and Economic Development of the Rutland Region** (CEDRR) received 481 entries for a fully hosted weekend to get to know Rutland County and experience life in Vermont this spring. CEDRR interviewed 99 families and have chosen five families to participate who are considering relocating to Vermont from Virginia, Texas, Florida, and Michigan. CEDRR also created Welcome Packages for new residents that includes up to \$1,500 in gift cards and incentives to be used locally that benefit both the newcomer and local businesses.
- The **Deerfield Valley Chamber** created a video for employers explaining the GROW program and resources available to new residents. 17 businesses participated with 105 employees watching the video. They also hosted four mixers to connect long time and new residents, that averaged 70 attendees each. Feedback from attendees was overwhelmingly positive and set a template for future successful events.
- The **Northeast Kingdom** hosted a successful weekend-long relocation event, ‘Keys to the Kingdom’ with 22 attendees including 4 new Vermonters. The event was highly personalized for the visitors, and included a welcome event, boat ride, and brunch as touchpoints but visitors were also given guidance and time to explore on their own.

- **Brattleboro** launched ‘Invite a New Vermonter to Dinner Month’ in March 2025, that had 51 new program participants and created 24 host-newcomer matches as well as hosting 30 newcomer mixers over the last two years.
- The **Chandler Center for the Arts** is getting great feedback at their community mixer events. When talking to someone who had just moved here, she welled up with tears, saying *“I’m just so happy to live here. I’ve been wanting to move here for a long time.”* The Chandler has also developed local partnerships that amplify outreach messaging to the larger regional area. Partnerships include the Chamber of Commerce, Randolph Vibe, and fellow grantee Green Mountain Economic Development Corporation.
- **Burlington** is really focused on talent attraction for their largest employers rather than simply relocation to the region. They created the “Hello” Video Series highlighting locals that have moved to Burlington and found a community that matches their professional passions. The Lake Champlain Chamber also launched a “Move to Burlington” microsite featuring Hello Locals stories, relocation resources, and direct employer hiring pages.
- The **Southwestern Vermont Chamber** has created a ‘Vermont 101’ planning document to help educate their prospective residents on a variety of topics from buying a house and starting a business, to where the best places for outdoor recreation are in the county. They also organized and hosted approximately 30 events a year, including events geared towards newcomers and long-term residents, creating many opportunities for community connection. Events include group hikes, volunteer opportunities, and mixers.
- The **Green Mountain Economic Development Corporation** hosted a monthly newcomer mixer event at the Main Street Museum which drew 75 newcomers over 11 months. Feedback from these events was overwhelmingly positive, with one attendee reporting that *“I’ve never lived in another place that had an organization like the Welcome Wagon. It made me feel so included in the community and actively wanted there. It felt like people were excited to get to know me, and I’ve already met great friends through the events.”*
- **Montpelier Alive** created a dedicated webpage to house information for prospective and new residents, including a jobs board, targeted navigation, and extensive resource materials and hosted two new resident mixers that attracted approximately 30 attendees each. New residents learned more about the Capitol Connections program, mingled and exchanged contact information.
- **Vital Communities** has focused their outreach activities on their BIPOC home and business ownership project which helps black, indigenous, and People of Color put down roots in the Upper Valley.
- The **Vermont Professionals of Color Network** gained critical insights into how BIPOC talent perceives our state, including ideas beyond the usual perceived concerns about Vermont being cold, predominantly white, and rural. They were able to learn that BIPOC Professionals are more concerned with finding a culturally grounded support system, which the organization strives to provide.

Data collected from the ‘Connect with a Vermonter’ form provides helpful insights on motivations and expectations when people are considering a move to Vermont. In April 2025, we added an “unsure” answer when asking where people would like to move, and that quickly became the top choice for respondents. Since April 2025, 45% of respondents chose the “unsure” option. After that, Chittenden County topped the region of interest with 22% of respondents indicating interest in moving there, with the remaining 9 regions generally splitting the interest fairly evenly. Rolling up both 2024 and 2025 responses, the top reasons respondents include about why they are interested in Vermont include: “Access to outdoor recreation and nature” (70%); “Small, vibrant communities” (70%); “Vermont’s progressive culture” (60%) and a “Safe place to raise a family” (59%). Less than half of respondents chose the four other provided options as reasons to move to Vermont, which include: “Climate Change” (36%); “Quality Education” (25%); “Job Offer” (18%); and “Friends and Family Live Here” (15%).

COMMUNICATIONS AND MARKETING OFFICE (formerly CHIEF MARKETING OFFICE)

The Chief Marketing Office has undergone a significant evolution in 2025. This effort combined the Office with the Chief Communications Officer (CCO), a new position created in 2024; renamed the entity to the Communications and Marketing Office (CMO); and co-located the new office in the Agency of Administration (AOA). The new office is led by the Chief Communications Officer and Deputy Chief Communications Officer and is supported by the Marketing Strategy and Creative Services Manager. The Deputy Chief Communications Officer serves a dual role and fulfills the duties of the Chief Marketing Officer position.

Co-locating the office within the AOA recognizes the importance of a more centralized enterprise-wide communication function to support state agencies and departments with marketing and communication efforts. The CMO serves as the central authority and resource hub for all State marketing activities and helps agencies and departments accomplish their outreach and marketing goals. The office focuses on the following priority areas, with a description of each priority area and any notable 2025 project highlights provided below:

- Accessible Design
- State of Vermont Brand Management
- Contracting and Procurement
- Creative Services
- Communications and Marketing Training
- Enterprise Communications Resources
- Internal Communications
- Public Engagement

Accessible Design

The CMO provides statewide accessible design and communications guidance, skill-building and template resources, and tailored training to ensure state employees have the understanding and ability to create accessible marketing and outreach materials.

Project Highlight: State of Vermont Universal Digital Accessibility (UDA) Initiative

The CMO's primary focus over the past year has been launching and leading the UDA Initiative. This initiative is focused on the State's efforts to comply with the new Federal rule that has set specific criteria State web platforms, web content, social media, and mobile applications must meet by April 24, 2026, to comply with the ADA. The initiative is led by three Project Sponsors: Chief Communications Officer, Deputy Chief Communications Officer, and Director of Web Services. The Project Sponsors are supported by a Steering Committee comprised of team members from Agencies and Departments throughout the enterprise. Over the year, the Project Sponsors and Steering Committee have:

- Developed and maintained a new section on the CMO website that serves as a centralized hub for entities' Internal Digital Accessibility Teams. This improves project transparency and provides entities with: Step by Step Task, Guidance and Tools to achieve compliance; Details about Document Exceptions; Checklists to Incorporate Accessibility in Your Work; and Details about the overarching project Implementation and Roadmap, Digital Accessibility Steering Committee, and Directives and Memos.
- Identified a Project Point and an Internal Digital Accessibility Team for every State Entity.

- Distributed communications and held meetings with Project Points about new Step by Step Tasks, Guidance and Tools.
- Published criteria for the Preexisting Conventional Electronic Documents and Archived Web Content document exceptions, and guidance to assess whether documents fall under these exceptions. The guidance provides relevant examples of each exception, a Document Exceptions Decision Tree graphic to support visual learners, and a link to the Document Exception Decision Tree Wizard from the Agency of Digital Services.
- Held weekly internal Steering Committee coordination meetings.
- Developed weekly office hours for Project Points and support teams.
- Initiated Enterprise-level process improvement efforts related to constituent requests, contracting and procurement, web retention and design, and more.

State of Vermont Brand Management

The CMO provides support and guidance for effectively using the Vermont brand, the State of Vermont “Moon Over Mountains” logo, and associated Brand Standards and Guidelines. The CMO’s brand management services help entities establish and maintain a strong brand identity. The CMO fields questions, provides guidance, and supplies design files to State entities. In recent years, the State typography standards, color palette, business card guidelines, and email signature guidance were updated to ensure compliance with accessibility standards. In 2026, the remaining letterhead and envelope brand standards will be updated.

Project Highlight: Template Offerings.

The Office created a new accessible Word document template for agendas that can be used for meetings, conferences, or events. The template was added to the CMO website with step-by-step editing instructions that guide employees in modifying the template, ensuring minimal remediation is required when a PDF is generated.

Contracting and Procurement

The CMO provides strategic assistance for contracted marketing services. As part of this strategic support, the CMO provides entities with step-by-step contracting guidance, oversees the 140+-member Registered Marketing Vendor Program, and manages 16 Statewide Marketing Contracts. The Statewide Marketing Contracts make it easier and more efficient for State entities to enter into agreements with marketing vendors when it is determined that the required skills or capacity for a marketing-related initiative are unavailable internally.

Project Highlight: Agencies Launch Diverse Array of Outreach Projects Using the Statewide Marketing Contracts.

Over the course of 2025, 10 state agencies submitted the following 26 Statewide Marketing Contract Work Request Forms, leading to or supporting impactful public awareness campaigns.

Agency of Agriculture, Food & Markets

Consumer Maple Website.

Agency of Human Services

Pathways to Partnerships, Virtual Family Resource Center.

Agency of Natural Resources

Headshots for ANR Leadership.
2025 Drinking Water Rates Media Campaign.

Agency of Transportation

Vermont Rail Trail System website support services.
Drive Well Vermont Work Zone Safety.
2025 VT AOT Symposium Video Needs.
Drive Well Vermont Website Media Library Updates.
2026 NASTO Video.
Winter Highway Safety and Maintenance Video.
Winter Highway Safety and Maintenance Video, media placement.
Drive Well Vermont 2026 Media Planning and Buying.
Vermont Rail Trail Systems Website Maintenance and Updates.

Department for Children & Families

Foster Care Recruitment.
Marketing: CCFAP Ad Campaign.

Department of Health

Medical Reserve Corps Awareness Campaign.
Vermont WIC Photography.
Vermont WIC Outreach Campaign.
DSU Aging & Substance Use Brochures Redesign.

Department of Labor

Website Migration and Design for Labor Market Information.

Department of Motor Vehicles

DMV Modernization Project Micro Campaigns, Fall 2025.

Department of Tourism and Marketing

Canadian Visitation Outreach and Marketing Strategy.
Tourism Hero Videos.
Agritourism Content Writer.
Agritourism Photographer.

Office of the State Treasurer

Baby Bonds Pilot Marketing Materials.

Project Highlight: Renewal of Level 1 Statewide Marketing Contracts.

The CMO renewed 10 of the 11 Level 1 Statewide Marketing Contracts until the fall of 2027. One contractor opted not to renew due to business model changes. These contracts were initially added to the cohort of six Level 2 and 3 contractors in 2023, increasing the number of

established contracts and improving State entities' ability to easily secure digital and creative services for public-facing campaigns. The Level 1 contractors provide one or two digital and creative services that are frequently needed by State entities (i.e., copywriting and editing, design and print production, photography, primary market research, public relations, and video production).

Project Highlight: Accessibility Standards Contract Language.

As part of the overarching SOV Universal Digital Accessibility initiative, Project Sponsors have worked to educate employees and business office personnel on the importance of including Accessibility Standards language in new contracts, renewals, amendments, and grant agreements. Additionally, Project Sponsors are working with the Governor's Legal Counsel, Office of Purchasing and Contracting, and Attorney General's Office to update Attachment C – Standard State Provisions for Contracts and Grants with Accessibility Standards language.

Creative Services

As capacity allows, the CMO provides no-cost graphic design and marketing strategy services to State entities to support their marketing and communications efforts. This includes developing brand assets, designing printed collateral such as brochures and posters, and producing outreach materials for strategic initiatives.

Project Highlight: Vermont Byways Brochure.

The CMO assisted the Department of Tourism and Marketing with the update and redesign of the Vermont Byways Brochure. The all-new layout implements accessible design best practices, including type size, font, color contrast, and plain language. The internal spread highlights attractions along Vermont's 10 Byways and includes a QR code to the Vermont Vacation website for additional maps, points of interest, and attractions.

Project Highlight: Disaster Recovery Office Website and Flood Anniversary Communications.

The CMO assisted the Disaster Recovery Office in designing a website to provide the public with flood-response information and resources. The information on the site helps people affected by flooding better prepare for and recover from flood events. The CMO and Chief Communications Officer also led content development efforts for the July anniversary of both 2023 and 2024 flooding. This included work with the Vermont Center for Geographic Information and Chief Recovery Office to complete and post a [flood anniversary story map](#); the Agency of Agriculture for a reflective [video](#); and the Governor's Office for the anniversary press conference and fact sheet.

Communications and Marketing Training

The CMO prioritizes building capacity and training State employees in marketing and communications approaches, techniques, and best practices. As part of this work, the CMO collaboratively leads the State's Communication and Marketing (CAM) group and provides statewide communications and outreach training for employees. Below are highlights from this work:

Project Highlight: Accessible Design Training for Contracts and Grants Employees.

The CMO accepted an invitation from the Continuous Improvement Grants and Contracts Community of Practice to provide training on digital accessibility. The Office shared more about the Americans with Disabilities Act and the Federal rule update, best practices for creating accessible contract templates, and information on accessible resources and support.

Project Highlight: CMO launches new State of Vermont Web Design System.

The CMO, in partnership with the ADS Web Services Director, developed a comprehensive web design and editing guide for the State's more than 150 web managers. The design guide includes step-by-step instructions explaining how to edit official SOV websites; visual tutorials that explain how to use the web template regions; guidance on how to place and manage content types and content options like pages, articles, widgets, and menus; and best practices for web design, strategy, accessibility, and writing.

Project Highlight: CMO Delivers Simple, Straightforward PDF Remediation Guidance for Employees.

The CMO provided an interactive, step-by-step training on PDF accessibility. Erin Robinson presented the training for 80 state employees who joined the monthly Accessibility Community of Practice meeting to learn more about how to create accessible PDFs and how to fix PDFs that aren't accessible. The Office developed corresponding written guidance on the CMO website as part of the new Web Design System. The goal of the training was to provide a simple, 4-step process that any employee, regardless of skillset or specialty, could follow to prepare accessible PDFs.

Project Highlight: Training Sessions at the Access VT 2025 Conference.

The CMO office provided a hybrid (in-person and virtual) training session teaching employees how to Create Accessible Documents on both days of the Access VT accessibility and disability inclusion conference that the Agency of Human Services puts on. The office introduced the accessible State templates, how to edit Word documents to minimize PDF remediation, and provided a walkthrough of populating one of the templates, including how to use the template as a starting point for custom content, provided direction on editing basics, and outlined accessibility considerations. Additionally, the CMO Office provided a hybrid (in-person and virtual) training session focused on the new Federal rule for digital accessibility. The session provided a beginner-level walk-through of the new requirements, the assets they apply to, and the State's plan for meeting this requirement.

Project Highlight: Day-Long Document Accessibility Staff Training.

UDA Project Manager Rebecca Kelley and Project Sponsor Erin Robinson worked with Steering Committee members to provide a day-long document accessibility staff training. The goal was to equip staff with the skills needed to complete hands-on document remediation work, further empowering them to become the accessibility and remediation go-to for their entity. The day started with introducing the UDA project and deep diving into the current project task to complete the website and document inventory spreadsheet. This was followed by practical skill-building sessions covering Word and PowerPoint accessibility, PDF remediation, and converting documents to webpages. Approximately 80 staff members from around the Enterprise attended one or more sessions.

Project Highlight: Two-Day Winter Accessibility Training.

UDA Project Manager Rebecca Kelley and Project Sponsor Erin Robinson worked with Steering Committee members to host a two-day digital accessibility training. The agenda included training on accessible videos, PDF forms, manual website audits, using accessibility retainer contracts for vendor supported remediation, and plans to report on each entity's website accessibility. Attendance across the training sessions varied from 80-100+ state employees. Follow-up recordings and session materials were distributed to 140+.

Enterprise Communications Resources

The CMO is working to provide centralized resources, tools and knowledge for more consistent and impactful communications and to ensure every state entity has the communications tools it needs to best serve Vermonters:

Project Highlight: Three-Part Communications Series.

The CMO presented a three-part webinar series on Communications strategy and best practices for the Continuous Improvement Network. Sessions covered how to make best use of communications as a strategic planning tool; how to foster a culture of transparent, two-way communication with internal and external audiences; and how to create clear and impactful communications. Each session hosted about 200-300 State employees across a range of job functions and departments, and recordings are available for on-demand viewing.

Project Highlight: Inventory of Entity-Specific Newsletters.

The CMO surveyed state communications and marketing teams across the enterprise to assess existing internal and external newsletters distributed by agencies and departments. Results were shared with all state communicators and are used as a resource to collaborate and seek best practices across communications teams.

Internal Communications

The CMO is committed to bolstering internal communications across the enterprise and supporting agency communications teams with their own entity-specific internal efforts.

Project Highlight: Supporting Strong Internal Communications Across the Enterprise.

The CMO planned and hosted multiple internal communications workshops for State of Vermont communications staff. The first included a survey to identify how communications staff currently engage staff, and group discussion on the findings; and a panel discussion highlighting internal communications successes across the enterprise; and a conversation exploring what's needed to better support this work throughout state government. The second brought in Green Mountain Power's Vice President of External Affairs to provide practical guidance on understanding your organization's stories and people.

Public Engagement

The CMO supports state agencies' constituent and community engagement efforts, and aims to bolster Vermonters' access to, and understanding of, state programs and services.

Project Highlight: Vermont Association of Broadcasters and Vermont Print Media.

To ensure State communicators and marketers have a solid understanding of the reach and offerings of local media for advertising and marketing initiatives, the CMO facilitated a series of meetings with local press through the Vermont Broadcasters Association and the Vermont Journalism Coalition. It included meetings between the CMO team and local media outlets to educate them on typical advertising processes for state agencies. It also included two opportunities for local media outlets to present information on their readership and marketing channels to the State of Vermont communications and marketing group.

Project Highlight: Roundtable Discussion, Champlain College: Building a World Class Digital Marketing Pipeline.

The Office participated in a roundtable discussion with Vermont marketing leaders at Champlain College. Topics included: how marketing jobs are changing, the skills students need to enter the workforce, and how curricula could be adjusted to support the industry and employers' needs. Alex Hernandez, the President of Champlain College, facilitated the discussion, and other faculty and staff joined to observe and provide insights. The President shared details on how the college is evolving its offerings for students and encouraged the marketing leaders/businesses in attendance to continue the conversation with the college.

Project Highlight: Vermont Dairy Promotion Council.

The Office met with the VDPC to introduce the CMO. Erin Robinson introduced the CMO, confirmed our role in SOV marketing contracts, and noted our office is the go-to resource for State entities when working with marketing vendors. She also worked to support the council's process changes and noted that these were an opportunity to refocus their marketing efforts, stepping back to craft a larger vision and develop KPIs. Rebecca Kelley supported these points by highlighting the importance of well thought out marketing efforts and the value of stepping back to plan and develop a larger longer-term vision for the brand.

Project Highlight: Universal Digital Accessibility Project and Public Entity Education.

The Chief Communications Officer helped shape and moderate a panel on the new Federal rule and digital accessibility for the State's Digital Government Summit. The Web Services Director was also a panelist. This session allowed us to share best practices and tips for digital accessibility compliance with an audience of state and local government officials. The UDA project is also intentionally hosted on the CMO's public-facing website, allowing other public entities covered by the Federal Rule – such as the Legislature, Judiciary, and municipalities – to follow our recommended steps and use our tools. Project leads also met with representatives from the Legislative and Judicial branch to share these tools in support of their compliance efforts.

Agency of Commerce and Community Development - Department of Tourism & Marketing

<i>Please provide a unique and descriptive program name. (Required)</i>	<i>Please provide a narrative description of the purpose of this program and the context in which it operates. State the goal of this program and answer the questions: What is the role this program play in contributing to the agency's mission? Is there a particular segment of the population served by this program? (Required)</i>	<i>Please provide a narrative description of the services provided by this program. Answer the questions: What do you do within this program to achieve the stated goals? What specific services are provided? (Encouraged)</i>	<i>Link to program's externally facing website. (Encouraged)</i>	<i>If you have additional reporting you'd like to highlight that is publicly available, please provide the links, separated by a semi-colon. (Encouraged)</i>	<i>Please provide the email address of the person most familiar with the data submitted for this performance measure. This individual should be able to answer technical or contextual questions about the source, calculation, or interpretation of the data. (Required)</i>	<i>Please denote the primary outcome the program is contributing to. The list of outcomes are established by the Legislature as per Act 186 of 2014. Please choose an option from the in-cell drop down (not the table header) (Required)</i>	<i>Calculated by formula</i>
Program Name	Program Purpose and Context	Program Services Provided	Program Website	Additional Reporting Links	Data Steward Email	Primary Outcome	Number of Measures Reported
Communications and Public Relations	Communications form the foundation of how we execute our mission, which is to increase visitation to the state. The Department crafts and curates content and visual assets to inspire visitors to come to Vermont through owned media (what we say about ourselves) as well as by cultivating earned media (what other people say about us).	Activities include developing all of our owned media content (website/social media/videos/newsletters, etc.), managing social media outreach and marketing; and cultivating relationships with influencers and media outlets to achieve earned media exposure.	https://vermontvacation.com		Abby.Sessock@vermont.gov	Vermont Has a Prosperous Economy	4
Destination Marketing	The top-level mission of the Department is to promote Vermont as a year-round regional, national and international tourism destination to support the visitor economy in the state. Destination Marketing is how we utilize paid media and advertising tactics to extend the reach of our messaging to audiences around the country and around the world.	Activities include developing creative campaigns, promoting owned media and implementing targeted direct advertising campaigns utilizing a range of marketing tactics (digital, social, connected TV, native content, print, out-of-home, search, etc.). International efforts include coordination with other states in the New England region.	https://vermontvacation.com		Maureen.McCracken@vermont.gov	Vermont Has a Prosperous Economy	5
Think Vermont	Think Vermont is a talent attraction program to help address the state's demographic issues by promoting Vermont as a relocation destination and an ideal place to live and work. In addition to promoting relocation, the program also supports the retention of new residents in their communities by supporting activities that help new residents feel welcome in Vermont.	Activities include developing owned media content and targeted direct advertising campaigns (primarily digital and social tactics). Individuals interested in relocation are directed to the Connect with a Vermonter lead management intake form. The program administers the GROW grant program which funds regional community and economic development partners to manage the Connect with a Vermonter leads and deliver direct relocation support, as well as to conduct retention events and activities for new residents.	https://thinkvermont.com		Sara.DeFilippi@vermont.gov	Vermont Has a Prosperous Economy	3
Tourism Industry Support	While the Department's main focus is on Destination Marketing (promoting the state beyond our boundaries to encourage visitation), the actual visitor experience that guests have when they arrive is created by travel, tourism and outdoor recreation partners throughout the state. Our Tourism Industry Support program provides resources, as well as opportunities for participation, engagement, and collaboration, to a wide range of business, organizations and events that contribute to Vermont's visitor economy.	Activities include maintaining a statewide Business Directory and Events Calendar to give local businesses additional exposure to potential visitors; national and international representation of Vermont at consumer travel shows, and with international and group tour operators; providing industry news, trainings, and resources; and maintaining on-going relationships to encourage collaboration with tourism partners across the state.	https://accd.vermont.gov/tourism		Katharine.Ingram@vermont.gov	Vermont Has a Prosperous Economy	4
Visitation Research	The Visitation Research program aims to inform data-driven decision making for the Department and well as to be a resource for communities, businesses and organizations that are part of the visitor economy throughout the state.	Activities include procuring and providing contextual perspective on available data related to visitation trends, traveler interests and activities, accommodations, visitor spending and economic impact.	https://accd.vermont.gov/tourism/research		Maureen.McCracken@vermont.gov	Vermont Has a Prosperous Economy	1
Chief Marketing Office	The Chief Marketing Office is a program within the Department that supports marketing and communications initiatives across state government with strategic expertise, brand and digital asset management, tactical marketing support, and some limited direct creative services as capacity allows.	Services to support marketing initiatives across state government include strategic and media planning consultancy for promotional campaigns, branding support, management of a digital asset management platform, management of statewide marketing contracts for procurement of outside marketing capacity, as well as development of templates and resources to support accessible communications.	https://cmo.vermont.gov		Erin.Robinson@vermont.gov	Vermont Has Open, Effective, and Inclusive Government	3

Financial Info										
Programs	Financial Category	GF \$\$	TF \$\$	Spec F (incl tobacco) \$\$	Fed F \$\$	All other funds \$\$	Total funds \$\$	Authorized Positions (if available)	\$ Amounts granted out (if available)	
PROGRAM #1: TOURISM & MARKETING ADMINISTRATION										
Leadership, management and administrative support for all programs, including administration of grant funds, are all part of the general administration of the department.	FY 2025 Actual expenditures	259,769					259,769	1	-	
	FY 2026 estimated expenditures (including requested budget adjustments)	264,195					264,195	1	-	
	FY 2027 Budget Request for Governor's Recommendation	355,054					355,054	1	-	
PROGRAM #2: MARKETING & ADVERTISING										
Implement strategic, direct advertising campaigns in core markets to promote Vermont as a year-round, global tourism destination and an ideal place to live and work. Develop advertising creative, coordinate purchase of advertising media, engage in digital marketing, promote owned media, and collaborate with private sector partners.	FY 2025 Actual expenditures	2,334,052			4,556,198		6,890,250	4	1,195,198	
	FY 2026 estimated expenditures (including requested budget adjustments)	2,207,864			4,007,872	55,000	6,270,736	4		
	FY 2027 Budget Request for Governor's Recommendation	2,246,673					2,246,673	4		
PROGRAM #3: INDUSTRY SUPPORT & OUTREACH										
Travel trade relations provide industry support, including national and international representation, to promote tourism properties and attractions. Participate in trade shows and sales missions, provide direct outreach to tour operators and consumers, and maintain relationships among statewide tourism, outdoor recreation, agriculture, arts and cultural heritage organizations.	FY 2025 Actual expenditures	1,132,338					-	1,132,338	2	528,116
	FY 2026 estimated expenditures (including requested budget adjustments)	1,610,201					-	1,610,201	2	1,020,000
	FY 2027 Budget Request for Governor's Recommendation	1,612,706					-	1,612,706	2	1,020,000
PROGRAM #4: COMMUNICATIONS & PUBLIC RELATIONS										
Coordinate internal and external communications; develop content for all owned and paid media; manage social media outreach and marketing; cultivate relationships with local, regional and national journalists, influencers and media outlets to achieve earned media exposure.	FY 2025 Actual expenditures	414,400					-	414,400	3	-
	FY 2026 estimated expenditures (including requested budget adjustments)	440,936					-	440,936	3	
	FY 2027 Budget Request for Governor's Recommendation	457,291					-	457,291	3	
PROGRAM #5: RESEARCH & ANALYSIS										
Analyze visitor demographics, interests, activities, and spending patterns to quantify the impacts of tourism on the Vermont economy. Utilize travel market media tracking and digital analytics to optimize marketing strategies and advertising investments.	FY 2025 Actual expenditures	76,008					-	76,008	-	-
	FY 2026 estimated expenditures (including requested budget adjustments)	88,000					-	88,000	-	-
	FY 2027 Budget Request for Governor's Recommendation	88,000					-	88,000	-	-
PROGRAM #6: CREATIVE SERVICES										
Support promotional and marketing initiatives by agencies across state government with strategic expertise, brand and digital asset management, and tactical support, encouraging cost efficiencies and collaboration. Provide direct creative services for promotions, awareness campaigns, websites and other outreach scenarios.	FY 2025 Actual expenditures	265,425					265,425	2	-	
	FY 2026 estimated expenditures (including requested budget adjustments)	348,929				20,000	368,929	2	-	
	FY 2027 Budget Request for Governor's Recommendation	330,925					330,925	2	-	
	FY 2025 Actuals	4,481,993	-	-	4,556,198	-	9,038,191	12	1,723,314	
	FY 2026 Estimated	4,960,125	-	-	4,007,872	75,000	9,042,997	12	1,020,000	
	FY 2027 Budget Request	5,090,649	-	-	-	-	5,090,649	12	1,020,000	