



STATE OF VERMONT
OFFICE OF THE STATE TREASURER

MICHAEL S. PIECIAK
STATE TREASURER

Vermont Green FC Special Fund Plate Proposal

Background

The Vermont Department of Motor Vehicles offers a number of different options to residents for personalized license plates, each for a set fee. There are specialized license plates available for service and member organizations as well as to promote and fund special funds such as the Vermont Building Bright Futures Fund and the Non-Game Wildlife Fund and Watershed Grants Program. Annual fees for vanity and special fund plates range from \$29.00-\$58.00 annually.

Vermont Green FC is a USL League Two soccer club, based in Burlington, with a mission centered on environmental justice. The club played its first season in 2022 and won an historic National Championship in 2025.

Proposal

The State of Vermont should issue Vermont Green FC logoed special fund license plates for an annual fee added to motor vehicle registration. Revenues generated from the sale of these license plates would be directed to a new special fund managed by the State Treasurer that would grant funds for limited purposes such as environmental justice work and the outdoor recreation economy.

Grants would be overseen by a Board consisting of representatives from the Treasurer's Office, Commissioner of the Department of Motor Vehicles, Vermont Green FC, the Climate Action Office, and the Vermont Outdoor Business Alliance. Guidelines and criteria for grants will be developed by the Board.

Draft Revenue Estimates

The Vermont Green FC frequently sells out match day tickets for its stadium at Virtue Field, which seats 2,500 people. Conservatively, if we estimated that 2,000 fans purchased the license plate annually, with a fee of \$29.00, the fund could see approximately \$58,000 in annual revenues, net DMV administrative expenses.