

Senate Committee on Transportation

Chair Richard Westman
Vice Chair Rebecca White



Office of the State Treasurer
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Vermont Green License Plate Proposal

The proposal would create a Vermont Green FC license plate. Vermont Green FC, based in Burlington, is a USL League Two club with a 2025 national championship and a mission focused on social and environmental justice.

- Let residents show support for the club while generating tens of thousands of dollars annually for new special fund.
- The special fund would be managed by a board including the Treasurer's Office, DMV, Vermont Green FC, the Climate Action Office, and the Vermont Outdoor Business Alliance.
- Grants would be awarded from the special fund to support environmental sustainability/resilience and support Vermont's outdoor recreation economy - consistent with the Vermont Green's values.

Vermont Green License Plate Proposal

Win For Vermont

Vermont Green FC has built a national profile that reflects Vermont's values—community, fairness, and a commitment to doing what's right.

The team's success has also been a source of immense pride and community for all Vermonters. The plates would allow Vermonters to visibly show its pride and stand for our shared values, reinforcing the club as a force for good and Vermont as place where everyone is treated with dignity.

Vermont Green License Plate Proposal

Win For Vermont Green

Vermont Green FC is the state's fastest growing sports community. Beyond the field, the club provides a real economic benefit, inviting young people and families to enjoy summer evenings in the Queen City.

The license plates would deepen the club's roots, expand its reach, and cement their role as a team of the Vermont's future.

Vermont Green License Plate Proposal

New Revenues, No New Taxes

The program creates a new, non-tax revenue stream bringing in additional resources for climate justice and outdoor recreation. It does this by building community, leveraging the Vermont Green FC brand, and supporting the club—not raising taxes.

Climate Justice: Vermonters—particularly in our rural communities—continue to bear the financial and emotional toll of repeated flooding and natural disasters. As federal assistance remains unreliable, Vermont must be thoughtful about how we make our communities more sustainable and resilient, without burdening taxpayers. Vermont Green FC license plates would generate revenues directly in support of this work.

Outdoor Recreation: Outdoor recreation is one of the most significant drivers of Vermont's economy—from leaf peeping to mountain biking to winter sports. In Vermont, outdoor recreation accounts for the second-highest share of state GDP in the nation, behind only Hawaii. It is a lifeline to our rural communities—supporting businesses, job growth, and opportunity. Vermont Green FC license plates would fuel additional investment in this sector—expanding access to the outdoors and strengthening these opportunities for future generations.



Vermont



HBP 245

Green Mountain State

