

Vermont Chamber of Commerce
Economic Growth Agenda

House Commerce and Economic
Development Committee

January 27, 2015

Agenda

- Overview – Betsy Bishop
- Tourism – Tori Ossola
- Manufacturing – Chris Carrigan

Economic Growth Agenda Overview

- Sustain the ACCD Budget
- Maintain Vermont Training Program Funding
- Implement Brand Evolution
 - Vermont: Innovative by Nature

Economic Growth Agenda

Tourism



Economic Growth Agenda

Tourism

- 3rd largest generator of revenue
- Supports 30,000 jobs in VT
- Vermont is 1-2 times more dependent on visitor spending than the national average.

Economic Growth Agenda

Tourism

- Marketing Solutions
- Official Vermont Guidebooks
- Niche marketing - Country Inns and B&Bs
- ThisIsVT mobile application
- VermontVacation.com desktop travel planner

Economic Growth Agenda

Tourism

ServSafe Training Program

- Eight classes held annually
- 100 students attend the program
- 84% pass rate

Economic Growth Agenda Manufacturing



Economic Growth Agenda Manufacturing at a Glance

- 32,000 jobs (about 11% employment)
- About \$3.2 billion or 11.5% of the state's GDP
- \$2.8 billion exports, about two-thirds of all exports

Economic Growth Agenda

Vermont Chamber Manufacturing Program

- Manufactured in Vermont, a Supply Chain Trade Show
- 14 matchmaking events focused on Canadian aerospace, medical devices, composites, and more
- Online manufacturing website & directory
- Quarterly newsletters on emerging trends & opportunities
- Trusted referrals and introductions

Economic Growth Agenda 2013 Advanced Manufacturing Report Collaboration with ACCD

Completed 4 of 8 Action Steps to date

1. Created a Supply Chain Tool
 - Invested in an appointments-based technology
 - Featured 96 participants with 278 supply chain meetings, representing 70 hours of quality meetings
2. Completed a web-based Manufacturing Directory
3. Promoted Department of Economic Development Economic Summit
4. Public Relations and promotion of the Department's information

Vermont Chamber of Commerce Economic Growth Agenda

Questions?