

ES EASTERN STATES Exposition

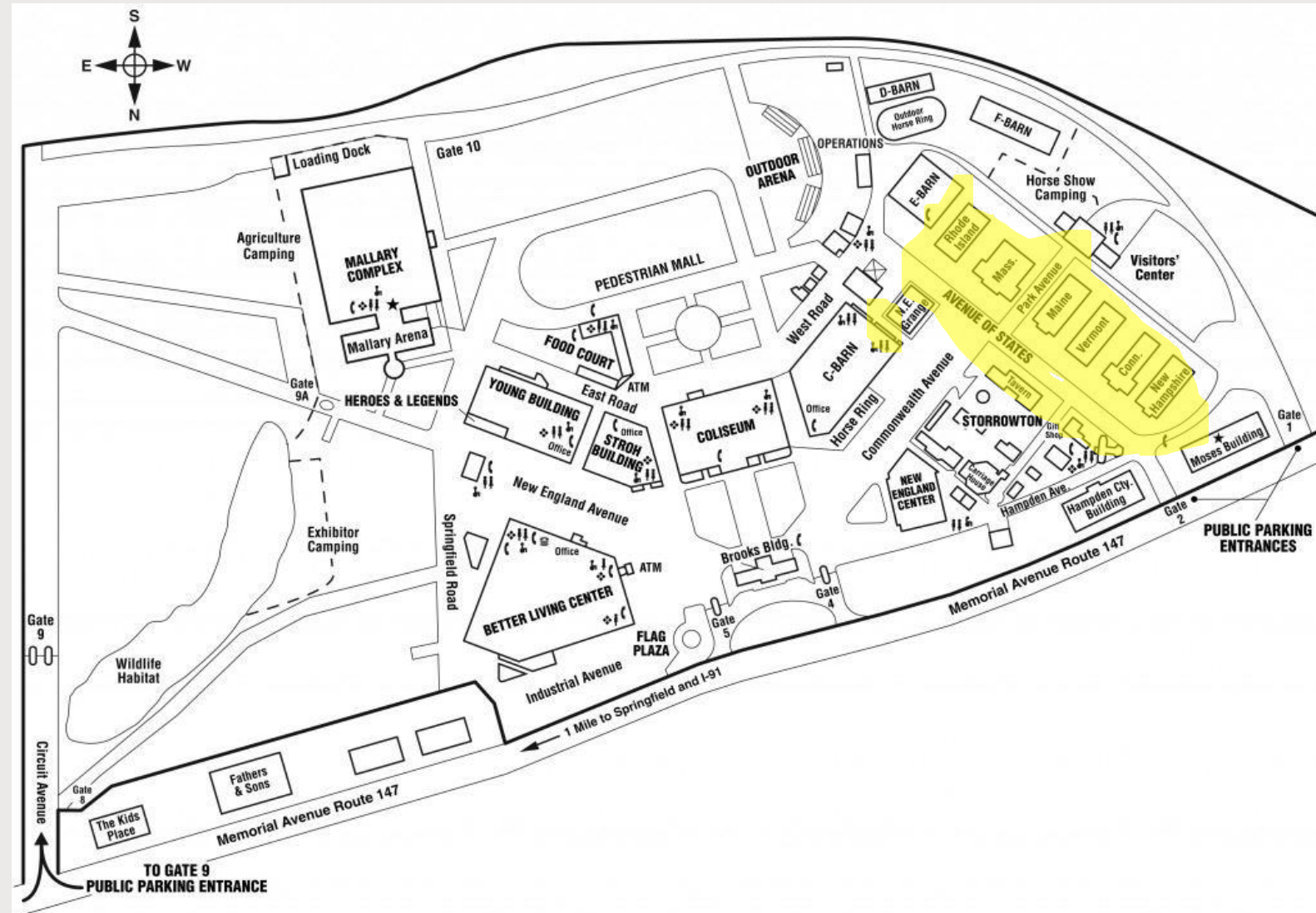


The Eastern States Exposition -

- Home of the Big E
- Avenue of the States, Storowtown village and tavern, and year-round operations with a variety of events each year

The Big E-

- "Annual autumn extravaganza of entertainment, exhibits and agriculture – the culmination of a visionary idea first expressed by Joshua L. Brooks at the beginning of the 20th century."
- The Big E is the Largest Agricultural Event in New England. The 5th Largest in America.
- Held annually in September and runs 17 days and sees over 1 million in attendance each year



Avenue of States

- To achieve Joshua Brooks vision for the Exposition to be a truly regional event, each of the six New England states should construct a building that could display both its character and its products.
- Many replicate the original State House of their State.
- Only fair in the nation where more than one state participates

Vermont Building

- Built in 1929 & was the third building on the Avenue
- May 15, 1929, ESE signed a Warranty Deed to the State of Vermont for the parcel of land that the Vermont Building stands upon, which measures 32,000 square feet.
- Title 10, Chapter 5, Section 51 & 52
 - Year-round management of the Vermont Building is a shared responsibility and coordination between The Vermont Agency of Agriculture, Food and Markets and The Vermont Building and General Services



Vermont Building at the Big E

September 17 – October 3, 2021

During the Big E, which brings in approximately 1.5 million people each year, the Vermont Building is home to a variety of Vermont food and retail businesses which showcase the best of what Vermont has to offer and is a great opportunity for Vermont businesses to expand their market and increase brand recognition.



2021 Challenges & Solutions

The fair has been canceled only for the duration of WWI, for five years during WWII, and now 2020 for COVID.

It was held despite the flood of 1936, the hurricane of 1938 and the terrorist attacks of Sept. 11, 2001.

COVID 19 Impacts on 2021 Fair Season

COVID played a significant role in the 2021 fair season.

In the spring of 2021, we waited for the official word from Eastern States that the BIG E was happening. We received confirmation in late spring. Typically, vendor decisions have been made well before that time.

Prepared the Vermont building with the suggested health & safety measures.

- Creating traffic flow maps
- signage for customers & vendors,
- supplies to help with the spread of germs.

Extended space to all 2020 vendors, however several made difficult choices.

Vendors not returning to the Vermont Building

Cold Hollow, American Flatbread, and Johnson Woolen Mill

Vendors not participating 2021

We had 5 vendors decide not to return just for the 2021 due to staffing and Covid concerns. Most are planning on returning for 2022.

Vermont Maple Sugar Makers, Halladay's, Vermont Flannel, Vermont Hand Crafters, and Ropana

2021 Solutions Vermont Building Vendors

Returning Vendors in 2021 – 9

Bear's Den, Ben & Jerry's, Danforth Pewter, J&P Bonita/Vermont Cheese, Long trail, Mother Myrick's Confectionery, Vermont Clothing, Village Peddler, and Vermont Emu

NEW Vendors in 2021 – 7

Better Wheel, Eden Iced Cider, FinAllie Ferments, Green Mountain Concessions, Skinny Pancake (1st year for all 17 days), Sugar Bob

Sales Comparison 2021 vs 2019

2021

- 9 less vendors compared to 2019
- Total Sales: \$964,923.62**
- Fair Attendance: 1,498,774
- Avg Building Attendance*: 369,303*
- Per attendance spending: \$2.61

**Massachusetts State building attendance records.*

2019

- 20 fulltime vendors 7 rotating
- Total Sales: \$1,973,078.92
- Fair Attendance: 1,629,527
- Per attending spending: \$1.21

***Additional funds collected for Vendors who paid rent to keep space for 2022*

2021 Numbers

Vermont Building



\$3,591.75

Average daily
sales per vendor



1,498,774

Total Fair Visitors

369,303

Estimated Building
Attendance

Vendor Success Story

Better Wheel – *Newfane, VT*

First time vendor 17 Days

The now famous WOODZIE! Coasters, earrings, ornaments

-Discovered by a couple of national retail representatives walking through Vermont Building including Wayfair and LL Bean



Vendor Success Story

Village Peddler – *East Arlington, VT*

Caramel dipped apples, chocolate dipped apples, fudge, and many more sweet treats

Sales in 2021 up 25% - Village Peddler's best year in the 15 years they have been a vendor in the VT Building



2029 100 Years Anniversary!

1929



2021



Vermont Building Walk-Through

Thursday, September 23, 2021

Those attended:

- Committee Chair Alice Emmons
- Anson Tebbetts, Secretary of VAAFM
- Jennifer Fitch, Commissioner of BGS
- Joe Aja, BGS
- Jessica Thyme, BGS
- Faith Raymond, VAAFM





Vermont Building Renovation Needs

The renovation includes:

- scheduled or postponed repairs
- desired improvements to booths
- general layout modernization

- Major restoration of the Cupola, Pediment,
- Signage, and frieze
- Highly detailed exterior woodwork
- Floor
- Kitchens & restrooms (ADA & Modern)
- Front pavers & Lawn
- Electrical Updates
- Paint / Rotten wood repairs including restoration of side balconies
- Potential structural repairs
- Repair water damaged balconies
- Accessibility requirements & Elevator
- Plumbing improvements
- Replace rear garage doors
- Add sprinkler system
- Mezzanine code improvements
- Additional electrical modernization and replacement
- Minimum aisle widths- comply with AHJ requirement
- Replace worn finishes throughout, including cabinetry
- Provide a cohesive design marketing Vermont



Summary of Legislative Request- Major Maintenance

1/20/2022 BGS Update

		Request from Legislature	Granted from Legislature	Encumbered to Date	Funds Remaining
2020	\$	200,000	\$ 197,529	\$ 197,529	\$ -
2021	\$	280,000	\$ 279,821	\$ 263,459	\$ 16,362
2022	\$	260,000	\$ 257,857	\$ 142,396.96	\$ 115,460
2023	\$	1,070,000	\$ -	\$ -	\$ -

Item	FY 2022 Capital Bill	FY 2023 Capital Bill
Appropriated Funds (Capital Bill)	\$ 260,000.00	\$ 350,000.00
Governor's Requested	\$ 260,000.00	\$ 1,070,000.00
1. Mechanical and Electrical Maintenance		
Engineering		
Hot Water Distribution Improvement Project Phase I (including code sinks and hood)		
Repair Freezer / Cooler Components(2021 Event)		
Completion of Electrical Code repairs		
Anticipated for FY 2024 (as much to be done in FY 2023 as funds allow):		
<i>Insulate mechanical shed & temper</i>		
Subtotal	\$ 201,000.00	\$ 347,000.00
2. Structural & Safety Maintenance		
A&E Design & Historic Preservation Consultant		
Roof Replacement -Slate & Base of cupola		
Exterior woodwork highest priority only		
Anticipated for FY 2024 (as much to be done in FY 2023 as funds allow):		
<i>Repair Windows</i>		
<i>Additional Woodwork</i>		
Subtotal	\$ 19,000.00	\$ 723,000.00
3. Next Generation Major Maintenance & Renovation Concept Design		
Subtotal	\$ 40,000.00	\$ -

Notes:

1. Since the FY 21 legislative session, vendor turnover has triggered additional health code compliance.
2. Hot water distribution improvements are designed for code compliance and continuation of code improvements. This project is anticipated to use most of the FY22-FY23 funds prior to the adjusted request.

Summary of Legislative Request- Renovation & Modernization

1/20/2022 BGS Update

		Request from Legislature	Granted from Legislature	Encumbered to Date	Funds Remaining
	2023	\$ 330,000	\$ -	\$ -	\$ -
	2024	\$ -	\$ -	\$ -	\$ -
2025 Anticipated Interiors Renovation		\$ 1,200,000	\$ -	\$ -	\$ -
2026 Anticipated Interiors Renovation		\$ 1,200,000			
2027 Anticipated		\$ 50,000			
2028 Anticipated Exterior Restoration		\$ 280,000			
2029 Vermont Building's 100 Year Anniversary					

Architectural & Engineering Design Request

Construction Request

Future Vision for the Vermont Building

We envision an environment that represents the State of Vermont's cultural & environmental qualities. To highlight the unique agricultural products Vermont is best known for as well as new and innovative locally made products. A public market space that welcomes both established Vermont brands while also acts as an incubator for small businesses.

Modernize the building's interior and exterior to allow for building flexibility and changeover to accommodate a wide variety of businesses while honoring the building's historic features. Provide an atmosphere where the fairgoers who step into vendor booths feel like they're stepping into one of the state's quaint storefronts.