

A large crowd of people is gathered outdoors for a community event. In the foreground, a man in a vibrant floral shirt and a red hat is performing, gesturing towards the audience. The crowd, consisting of people of various ages, is seated on the ground or on folding chairs, many of whom are clapping. The background shows a street scene with trees, buildings, and a "FOR RENT" sign. The overall atmosphere is festive and communal.

Vermont Department of Tourism & Marketing

Tourism & Economic Recovery Marketing Grant Program

PROGRESS REPORT

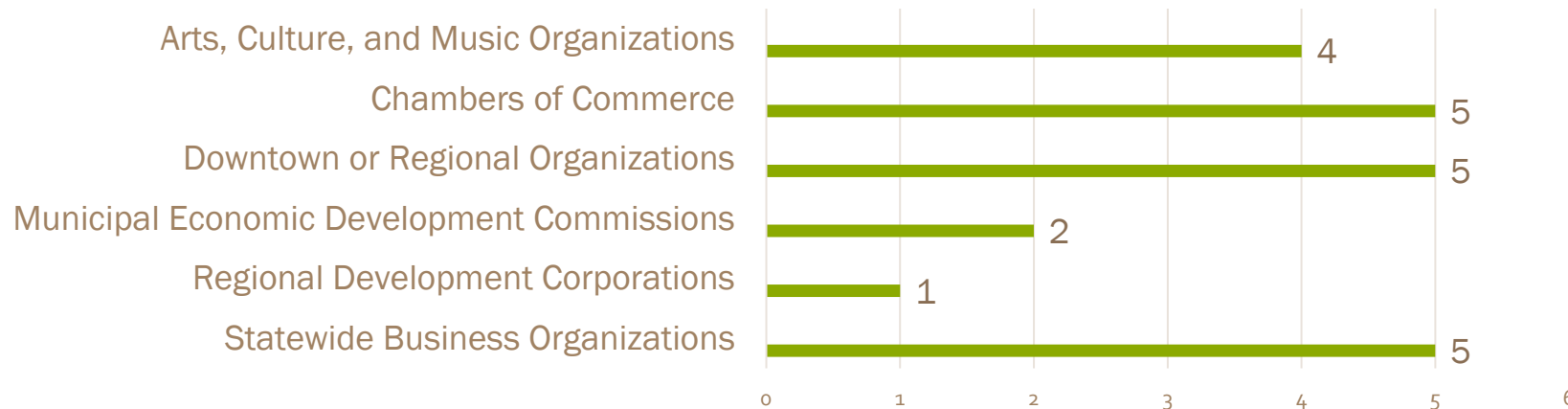
The Tourism and Economic Recovery Marketing Grants were launched on September 16, 2021. These grants are intended to enable local, regional, or statewide organizations to implement campaigns and initiatives that increase consumer spending, support local businesses, and advance community recovery efforts to support businesses in Vermont that have suffered economic harm due to the COVID-19 public health emergency.

Tourism and Economic Recovery Marketing Grant Program PROGRESS REPORT

Maximum Grant Award	Applications Received	Total Funding Requested	Applications Awarded Funds	Total Grant Funds Awarded
\$30,000	41	\$1,099,833	22	\$595,513

The Tourism and Economic Recovery Marketing Grants are the implementation of a \$600,000 appropriation by the Vermont Legislature in Act 74 (2021) to provide grants to organizations to support their efforts and activities related to regional tourism marketing to aid recovery from COVID-19. These grants are intended to enable local, regional, or statewide organizations to implement campaigns and initiatives that increase consumer spending, support local businesses, and advance community recovery efforts to support businesses in Vermont that have suffered economic harm due to the COVID-19 public health emergency. All data reported is as of 2/8/22.

Types of Applicants Receiving Awards



Awards By County	
Addison	1
Bennington	3
Chittenden	4
Lamoille	1
Northeast Kingdom	1
Orange	2
Washington	1
Windham	2
Windsor	2
Statewide	5



Tourism and Economic Recovery Marketing Grant Program

PROGRAM DESIGN AND USE OF FUNDS

The grant program was designed to increase the ability of regional organizations to work with partners to attract more visitors and visitor spending to their region of Vermont. In awarding funds, priority was given to projects that have the potential for long-term transformational impacts; campaigns that reach underrepresented and new and diverse communities of visitors; and projects that create assets that will live on beyond the life of the grant term. To increase regional and statewide collaboration, new creative assets developed with this grant funding will be shared with the Department of Tourism and Marketing for additional amplification and brand reach.

Awarded grant projects fell into five primary categories: arts and culture event; development of creative assets and targeted marketing; digital and/or website upgrades; festivals; and itineraries and/or mapping projects. See pages 5-9 for a list of grant recipients and project descriptions.

Arts and Culture Event (and marketing to promote)	Development of Creative Assets and Targeted Marketing Campaigns	Digital/Web Upgrades	Festivals (and marketing to promote)	Itineraries and Mapping Projects
3	7	2	6	4

In addition to program details, anticipated funds leveraged, and anticipated costs incurred, grant recipients are required to provide an approximate estimate on the number of participating businesses and a return on their investment at the close of their projects.

Anticipated Participating Businesses	Anticipated Participating Businesses by Sector					
	Arts and Culture	Attractions	Lodging	Food & Beverage	Retail (non-food)	Other
6,577	1,184	613	527	2,395	981	877

Final grant agreements are currently in process and all projects must be completed by March 2023.



Tourism and Economic Recovery Marketing Grant Program

GRANT RECIPIENTS



1. Addison County Economic Development Corporation
2. Arlington Arts Enrichment Program
3. City of South Burlington
4. Downtown Brattleboro Alliance
5. Downtown Winooski
6. Flynn Center for the Performing Arts, Ltd.
7. Hartford Area Chamber of Commerce
8. Lake Champlain Regional Chamber of Commerce
9. Manchester Business Association, Inc.
10. Mount Snow Chamber of Commerce
11. Northern Forest Center
12. Okemo Valley Regional Chamber of Commerce, Inc.
13. Southwestern Vermont Chamber of Commerce
14. Stowe Area Association, Inc.
15. Studio Place Arts, Inc.
16. The Space On Main
17. Town of Randolph
18. Vermont Adaptive Ski and Sports
19. Vermont Brewers Association
20. Vermont Cheese Council, Inc.
21. Vermont Crafts Council
22. Vermont River Conservancy



Tourism and Economic Recovery Marketing Grant Program

GRANTS AWARDED

A total of 22 grants were awarded, with an average grant award of \$27,069.

Grant Award	Grant Recipient	Project Description
\$30,000	Addison County Economic Development Corporation (in partnership with Middlebury, Bristol and Vergennes)	To hire a writer/designer to create a series of compelling weekend itineraries for visitors, complemented with strong photography and short videos. Itineraries will be promoted through a regional marketing campaign, and highlight shopping / dining / hospitality businesses, as well as experiences and activities in and around Middlebury, Vergennes, and Bristol.
\$29,150	Arlington Arts Enrichment Program	To create a multi-day Battenkill Fly and Film Festival in late April, centered around the International Fly-Fishing Film Festival and the opening week of fly-fishing season. Films screened at the newly created Arlington Common will be complemented by "river provision" bundles available from area restaurants; related events at local galleries and museums; and activities for kids including casting lessons, tie-flying classes, and scavenger hunts at the Arlington Recreational Park. A series of independent driving tours will also be created to encourage visitors to explore the region.
\$30,000	City of South Burlington	To launch a new Annual Winter Lights Festival featuring Vermont musicians, locally-made arts, crafts and food and beverage gifts, plus local food vendors. The event, in South Burlington's new City Center New Town Center, will close traffic downtown on Market Street on Friday and Saturday night to create space for booths, an outdoor performance stage and warming spaces for this community event.
\$30,000	Downtown Brattleboro Alliance	To create assets and collateral for a marketing campaign to promote the thriving downtown Gallery Walk as a regional tourism destination. Gallery Walk is a series of programmed community events between May and October that bring live music, an outdoor market, and pop-up art spaces to downtown Brattleboro.
\$30,000	Downtown Winooski	To design a compelling and inclusive digital map to direct visitors to local retail businesses, restaurants and bars, recreation areas, historical sites, and other attractions. The website and map launch will align with and support the Waking Windows 10th Anniversary Music Festival in May 2022.



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\$29,000	Flynn Center for the Performing Arts, Ltd.	To use geo-targeting and other modern targeted marketing tactics in key metro markets to promote the Burlington Discover Jazz Festival. In addition to signature performances, the 10-day festival includes educational events, meet-the-artist opportunities, films, workshops and over 100 free performances by roughly 200 Vermont and regional artists.
\$30,000	Hartford Area Chamber of Commerce	To create and promote five interest-specific itineraries that will highlight the beautiful working lands, abundant natural resources and activities, and the unique and thriving Main Streets and culture in the Upper Valley. The trails will be available digitally via a mobile-friendly QR code, as well as in printed collateral at area welcome centers, and each will have translation options for Spanish, French, and Mandarin.
\$30,000	Lake Champlain Regional Chamber of Commerce	To redevelop the Hello Burlington website with a robust, scalable architecture that will allow the destination marketing initiative to expand its focus to include a larger portion of the Greater Burlington region and evolve over time to incorporate new functionality.
\$30,000	Manchester Business Association, Inc.	To initiate an innovative marketing campaign titled “A Celebration of Diversity in Southern VT” to position the Manchester area and its attractions as open, welcoming, and inclusive to new visitors from more diverse communities in the northeast region. The campaign will feature programming from the arts and cultural sector, including the Dorset Theatre Festival, Taconic Music Festival, Manchester Music Festival, Hildene and the Southern Vermont Arts Center, and focus promotional efforts on the various Heritage Months in 2022, including: Black History Month (February), Women’s History Month (March), Arab American Heritage Month (April), Asian American and Pacific Islander Heritage Month (May), LGBTQ+ Month (June), Hispanic Heritage Month (Sept 15 - Oct 15) and National American Indian Month (November).



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\$30,000	Mount Snow Chamber of Commerce	To design a marketing campaign aimed at a diverse multi-generational family audience from urban centers within a day-trip distance of the Deerfield Valley. A campaign to attract this target market will highlight our area's closeness, coupled with lack of traffic, easy access to nature and opportunities for outdoor recreation (swimming at the lakes and hiking), all within a charming small-town environment.
\$30,000	Northern Forest Center	To develop digital maps and curated "adventures" to guide visitors to and among the communities of St. Johnsbury, Lyndon, Burke, and Island Pond. Ideas for new maps and curated adventures include community-specific downtown adventures (particularly around the holiday shopping season); outdoor recreation itineraries that move visitors across multiple destinations and communities, event series (Summer 2022), and a "what to do on a rainy day" map/itinerary for the area. These assets will be shared with the regional Chambers of Commerce and promoted via targeted digital advertising.
\$30,000	Okemo Valley Regional Chamber of Commerce, Inc.	To elevate the Okemo Valley Region as a top destination in Vermont and New England for travelers, residents, and businesses via a marketing campaign focusing on outdoor recreation; local shopping; the Main Streets and Village Centers; life in Vermont, and events such as farmers markets and fairs.
\$10,000	Southwestern Vermont Chamber of Commerce	To execute a targeted marketing campaign in support of the newly structured downtown Garlic Festival, a 25-year annual event which hosts almost 70 vendors and entertainment. The campaign will target people interested in farming, agriculture, organic food, local crafts in the regional drive markets.
\$30,000	Stowe Area Association, Inc	To create assets to bring new visitors to the region to enjoy outdoor recreation and in turn, strengthen the region and support local businesses in their recovery from the pandemic. Already recognized for winter sports and fall foliage, the Best of Route 100 Partnership will focus on acquiring video assets and developing a marketing campaign that will target outdoor enthusiasts in key geographic areas to visit and explore all that the Stowe, Waterbury, and Mad River Valley regions have to offer each summer.



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\$11,810	Studio Place Arts, Inc.	To develop a year-long regional advertising campaign to attract visitors to the 2022 Studio Place Arts (SPA) exhibit schedule which includes more than 30 original exhibits involving more than 380 small art businesses. In addition, SPA will develop a 2-weekend event that coincides with 22nd Annual Stone Sculpture Show, “Rock Solid,” during the busy fall tourism season.
\$30,000	The Space On Main	To develop a coordinated marketing effort to introduce the thousands of camp staff, campers, and their families from 14 area summer camps to the amazing businesses, resources, and communities that the region has to offer. In addition to digital materials, a teaser video, printed brochures, and a website will be created, and live music and food events will take place in coordination with drop off days for the major camps, to encourage campers and their families to extend their stay in Vermont.
\$30,000	Town of Randolph	To develop a website for Randolph in Motion to drive tourists to the outdoor recreation, retail, food and quality of life opportunities in the region. In addition, the Town of Randolph will execute a targeted marketing campaign directed at Canadians and southern New Englanders to drive traffic to the annual New World Festival which brings tourists from throughout the Northeast and Canadian Provinces.
\$30,000	Vermont Adaptive Ski and Sports	To produce evergreen video and photography content that highlights accessible adventures and outdoor recreation in the Mad River Valley, Killington/Rutland region, and on the Burlington waterfront and bike path. Content, featuring Vermont Adaptive Ski and Sports programming, will focus on the theme “Vermont is for everybody and anyone of any ability can recreate in the Green Mountains.”
\$15,708	Vermont Brewers Association	To implement improvements to the Vermont Brewers Association mobile app to better support access and usage of nine new beer trails developed in partnership with Vermont Fresh Network and DigIn Vermont. This project is estimated to support 142 restaurants and breweries, businesses that were hardest hit by COVID-19, and reach an estimated 30,000 consumers.



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\$26,000	Vermont Cheese Council Inc.	To expand promotional efforts and drive out of state visitors to The Hunt, the Vermont Cheese Council's premier event that launched as a result of COVID-19, which targets 1,144 lodging providers, retailers, museums, tourist attractions, and non-VCC organizations. The Cheese Council will update and redesign the cheese trail brochure, distribute the brochure widely, organize the 2022 Hunt, and advertise the Hunt broadly in the New York and Boston metro areas.
\$24,145	Vermont Crafts Council	To increase public outreach and visits for the 30th Annual Vermont Open Studio Weekend through new advertising in Visit New England, Yankee Magazine, the Boston Globe and through paid social media posts. Advertising will feature professional photos and videos, and the Vermont Studio Tour Resource Guide will be available to download from website.
\$29,700	Vermont River Conservancy	To build a digital interactive map which will provide information on over 50 swimming holes, dozens of boat launch sites, favorite fishing spots, and paddlers' trails and to create a series of six Spanish language videos promoting Vermont's swimming holes, kayaking, canoeing, and fishing. Each Spanish language video will feature a waterway destination as well as 2-3 local businesses.