Bennington Project Independence
March 15, 2018
5:30 PM

Present: Walt Klinger (Pownal), Jon Ryan (Housing), Ed Shea (Woodford), Janet Hurley (Manchester), John LaVecchia (Dorset), Donald Campbell (Conservation), Bruce Lierman (Transportation), Bill Deveneau (Bennington), Nancy Faesy (Dorset), Rebecca Dragon (Pownal), Suzy dePeyster (Sandgate), Meg Cottam (Glastenbury), Charlie Rockwell (Rupert), Phil Chapman (Rupert), Judy Boehlert (Sandgate), Dan Monks (Bennington), Jon Hale (Housing)

BCRC Staff: Jim Sullivan, Catherine Bryars, Jonathan Cooper, Jim Henderson, Michelle Marrocco

Also: Bill Scully, Laura Block, Bhima Nitta, Claude DeLucia, Valerie dePeyster, Tim Scoggins, Joe Schoenig, Robert Block, Cora DeLucia, several other members of the public

I. Minutes of January 18 Meeting

Motion (LaVecchia): Approve as submitted. Second by Ryan. Passed unanimously.

II. Public Hearing: Bennington Town Plan and Energy Plan Amendment

Janet Hurley opened the hearing for comments on the Bennington Town Plan approval/confirmation and energy certification under 24 VSA Sections 4350 and Section 4352.

Laura Block spoke in favor of approval of the Town Plan and issuance of the certification of energy compliance.

Charlie Rockwell asked about the lawsuit filed by PLH (Allco, ECOS, Chelsea Solar,...) and liability exposure for the BCRC. Sullivan reviewed the complaint in general and noted that the Commission is potentially liable in the unlikely event that the lawsuit is decided in favor of the plaintiffs. The BCRC’s attorney has filed a motion to dismiss the lawsuit. Catherine Bryars and Hurley explained the
basis for the staff report findings that the Town Plan meets the standards of both Sections 4350 and 4352.

John LaVecchia noted that the plaintiffs have already failed to prevail in proceedings related to their solar projects. He also stated that, based on his experience as a lawyer, the complaint has no basis.

Donald Campbell stated that he was involved in the process of developing the energy plan and saw that the process was thorough and fair.

Several other attendees spoke in favor of the plan and approval.

The hearing was closed and it was announced that ballots will be counted during the meeting and results announced at the end of the meeting.

III. Staff Reports

Municipal Energy Planning – Catherine Bryars (presentation attached)

The BCRC has started working on a number of individual town energy plans, directed toward development of Act 174 compliant town energy plans. Dorset, Sunderland, and Bennington were the first towns to begin work with the BCRC on the plans. Stamford, Manchester, Pownal, and Peru currently are working on new energy plans.

Town-level energy demand data was reviewed. The importance of identifying preferred sites for renewable energy projects was discussed and the mapping process described. Best practices for renewable energy development policies were discussed. Jon Ryan and Bhima Nitta suggested it would be a good idea to include acreages for typical projects as well as KWH of rated capacity.

Bryars reviewed siting incentives for preferred sites and used the former Bennington landfill as an example. Noted that it is valuable to contact property owners to assess interest in siting.

Tim Scoggins asked about examples of solar projects developed on landfills, which have been implemented in a number of places.

Bryars reviewed pathways for implementing actions contained in the plan. The importance of having town energy committees to oversee plan implementation was noted.

Rebecca Dragon asked about how an energy committee can achieve the goals in the plan. Leading by example, land use policies and regulations, transportation projects, enforcement of building standards, and education were given as possible ways for municipalities to help.
Walt Klinger expressed some reservations about future renewable energy development because of experiences with past projects in Pownal.

**Brownfields Development – Jim Henderson (presentation attached)**

BCRC’s brownfield redevelopment program began in 2006 and relies on grants from the US EPA. The BCRC has a brownfields program steering committee that helps identify projects and supports decision-making. The BCRC also works closely with the Vermont Department of Environmental Conservation and the EPA.

Jim described Phase I and Phase II environmental assessments. He reviewed a number of projects that the BCRC has worked on recently that have led to corrective action plans and, subsequently, to property redevelopment. The BCRC also worked on an area-wide plan for downtown Bennington that helped to spur redevelopment of the Putnam Block. Three of the successful projects are now generating renewable electricity.

**Cultural Planning – Michelle Marrocco (presentation attached)**

Towns in the region received a municipal planning grant to complete a region-wide cultural plan. Town officials and a number of individuals involved in arts in the region are working cooperatively. A consultant to help with the process will be selected soon.

The cultural plan will build off previous efforts including cultural meetings and “summits” that were held in different locations in the region. An inventory of assets in the Northshire will be replicated in the Southshire and plans coordinated to bring the arts communities closer together. Michelle noted that arts and culture have been emphasized in both the Bennington area and Northshire economic development projects completed with assistance from the BCRC.

Examples from around the state and around the region were presented. An outline of the planning process and the future plan were reviewed. The planning process will actively engage local artists.

**Economic Development – Jonathan Cooper (presentation attached)**

Jonathan described work being completed to support economic development within the Bennington/Windham County “Southern Vermont Economic Development Zone.”

A Southern Vermont Comprehensive Development Strategy (CEDS) is being developed by a regional working group. Private and public sector representation covering a variety of interests and businesses is important to the process. Windham County has developed a CEDS that will be expiring soon so it will be combined with Bennington County and its scope expanded to make a more appropriately sized economic development district. Once completed, the Southern Vermont CEDS
will be presented to the US Economic Development Administration for approval. A draft should be completed by the end of 2018.

Jonathan also discussed the Southern Vermont Sustainable Recruitment and Marketing project, an initiative that grew out of work following economic concerns highlighted during recovery from Tropical Storm Irene. The business community and towns across Southern Vermont have been extremely supportive. A wide variety of businesses have joined as project partners. A strong focus is on recruiting new residents/employees to meet critical workforce needs of regional businesses – noted the near full employment level for the region.

IV. Vote Results:

Both questions on the Bennington Town Plan passed with 19 municipal representatives voting in favor of approval/confirmation/certification and 25 total commissioners in favor. There were no votes opposed to approval. Paper ballots are on file at the BCRC. The Chair will sign the energy compliance certification.

V. Other Business

Jim Sullivan mentioned that the BCRC will be organizing a workshop on housing in April and that BCRC’s annual dinner meeting will be held in May at the West Mountain Inn with Vermont Forest Parks and Recreation Commissioner Michael Snyder as the featured speaker.

The meeting was adjourned at 7:36 PM.
TOPICS IN REGIONAL PLANNING

Presentations to the BCRC Board of Commissioners
March 15, 2018
STATUS OF ACT 174
TOWN ENERGY PLANNING
BENNINGTON COUNTY

Catherine Bryars
Bennington County Regional Commission
PROGRESS

2017

Bennington – adopted January 2018
North Bennington and Old Bennington
Sunderland – May 2018
Dorset – Summer 2018

2018

Manchester
Manchester Village
Pownal
Stamford
Peru
## BEST PRACTICES

Municipal Energy Use Estimates

### Table 8-5. Annual Energy Consumption (2012) — Bennington Municipal Buildings and Infrastructure

<table>
<thead>
<tr>
<th>Building</th>
<th>Oil / Cost (gallons @ $2.50)</th>
<th>Propane / Cost (gallons @ $3.50)</th>
<th>Electricity / Cost (kW, rate specific to use)</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Station</td>
<td>6,222 $15,555</td>
<td>154 $529</td>
<td>99,624 $13,947</td>
<td>$30,041</td>
</tr>
<tr>
<td>BBC/BCIC</td>
<td>1,150 $2,875</td>
<td>-</td>
<td>12,432 $1,492</td>
<td>$4,367</td>
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<tr>
<td>Police Station</td>
<td>-</td>
<td>18,420 $64,470</td>
<td>212,940 $27,684</td>
<td>$92,154</td>
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<tr>
<td>Recreation Center</td>
<td>-</td>
<td>54,000 $189,000</td>
<td>173,400 $36,414</td>
<td>$155,677</td>
</tr>
<tr>
<td>Town Offices</td>
<td>2,961 $7,403</td>
<td>&lt;100</td>
<td>66,612 $9,651</td>
<td>$17,054</td>
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<tr>
<td>Water Department/*</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Filtration Plant</td>
<td>8,239** $20,598</td>
<td>1,196** $4,186</td>
<td>-</td>
<td>$57,695</td>
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<tr>
<td>Water Infrastructure*</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$33,053</td>
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<tr>
<td>Wastewater Plant</td>
<td>6,216** $15,540</td>
<td>647** $2,265</td>
<td>-</td>
<td>$189,476</td>
</tr>
<tr>
<td>Wastewater Infrastructure*</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$5,705</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>24,788 $61,970</td>
<td>54,312 $260,460</td>
<td>-</td>
<td>$654,957</td>
</tr>
</tbody>
</table>

* Infrastructure includes facilities such as pumping stations and other equipment that utilize electricity.
** Gallons imputed from cost information obtained from municipal records.
Local Engagement and Support

Guidance on Act 174 - Preferred Site designation – Town of Dorset

The Town of Dorset should identify at least 32 acres of Preferred Sites to be certified by BCRC for Act 174 compliance.

What is Act 174?
Act 174 is a Vermont law passed in 2016 to enhance regional and municipal energy planning and to grant municipalities more say in the siting of renewable electric generation facilities in the state. The Act established standards that, if met by a regional or municipal plan—give their land conservation measures or specific policies ‘substantial deference’ in Section 248 proceedings of the Public Utility Commission regarding the siting of electric generation facilities. The Town of Dorset is currently preparing an energy plan, which will be reviewed by the Bennington County Regional Commission for compliance with Act 174 standards.

What is a Preferred Site?

Under the new net-metering (NM) regulations of 2017, the only way to build a net-metered facility larger than 150 kW is on a preferred site. This makes the identification of preferred sites critical to the future of renewable electricity generation in the state.
The town has identified preferred sites for commercial-scale solar facilities in areas zoned Commercial/Industrial and at a former gravel pit. Solar electric generation facilities of 75 kW capacity and greater are highly encouraged in these areas. Solar facilities of 75 kW capacity and greater shall not be developed in other areas of town.

Solar energy policies should consider the constantly evolving nature of these technologies. As the capacity and diversity of solar energy systems increase over time, the policies presented here should be reviewed to reflect relevant updates in the technology. For example, recently-introduced Tesla Solar Roof tiles on a Sunderland home may surpass the 75 kW capacity threshold delineated here, but could be found to be aesthetically and environmentally suitable in the town.
Identify and Vet as Many Preferred Sites as Possible
Energy Committee
Leadership and
Specific Goals

Dorset ELECTRIC VEHICLE Targets:
- Year 2025: 109
- Year 2035: 750
- Year 2050: 1,543

Dorset ELECTRIC HEAT PUMP Targets (by HH):
- Year 2025: 51
- Year 2035: 121
- Year 2050: 270

Dorset WEATHERIZATION Targets (by HH):
- Year 2025: 96
- Year 2035: 294
- Year 2050: 639
BCRC Brownfields Redevelopment Program

Jim Henderson
Bennington County Regional Commission
Brownfields are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant.

Cleaning up and re-investing in these properties protects the environment, reduces blight, and takes development pressure off green space and working lands.
2010 Assessment Grant

- $200,000 Hazardous Substance Assessments
- $156,000 Petroleum Substance Assessments
- 3 Phase 1 Environmental Site Assessments
- 5 Phase 2 Environmental Site Assessments
- 4 Corrective Action Plans
- 2 Redevelopments
- Downtown Bennington Area-wide Plan
2017 Assessment Grant

- $200,000 Hazardous Substance Assessments
- $100,000 Petroleum Substance Assessments

- 3 Phase 2 Environmental Site Assessments
- 2 Corrective Action Plans
- Focused on The Downtown Bennington Area-wide Plan
Downtown Bennington Area Wide Brownfield Plan
● Saint Paul’s Church, Manchester
Bernstein Display, Shaftsbury
• Mack Molding, Pownal
• P&S Garage, Arlington
• Vermont Tissue North, North Bennington
Vermont Tissue South, North Bennington
• Barlow Gravel Pit, Pownal
Former Bennington Brush Property, Bennington
Former Tuttle’s True Value Lot, Bennington
Vermont Tissue, North Bennington
Barlow Gravel Pit Solar Farm, Pownal
Hoosic Hydro, Pownal Vermont
Questions?
municipal planning grant

Michelle Marrocco
Bennington County Regional Commission
what is it?

"...encourages and supports planning and revitalization..."

20 years

$12 million

234 cities & towns

Awarded and Administered by the Department of Housing and Community Development
THE PROJECT:

County-Wide Cultural Plan

JAN. - MAR. '18
Consultant Selection

DEC. '17
Grant awarded

APR. '18
Project Start

MAY '19
Project completion

$10K
BCRC Staff Match

$35K
Grant Award

= $45K
Total Project Cost
cultural planning?

A structured, community-wide fact-finding and consensus-building process to assess community needs and develop a plan of action that directs arts and cultural resources to address those needs.

Community Cultural Planning: A Guidebook for Community Leaders by Craig Dreeszen, PhD.
why now?
NORTHSIRE
ARTS, CRAFTS, CULTURE AND ENTERTAINMENT

Note: Every effort has been made to make the inventory comprehensive but omissions and changes are inevitable. The entries are correct as far as possible as of the date shown above. There are also arts and artists who sell on Facebook and other online sites.

Galleries and Permanent Exhibits
Southern Vermont Arts Center, Manchester, www.svartc.org
Heinmink Fine Art, Manchester, http://heinminkfineart.com
Epoch - 18 Vermont Artists, Manchester, www.epochvermont.com
Greenlin Fine Art Gallery, Manchester, www.greenlin.com
Tilting at Windmills Fine Art Gallery, Manchester, www.tilting.com
John Zeeco Fine Art Gallery, Manchester, www.johnzeecoart.com
3 Pears Gallery, Dorset (website under construction)
Ellaine Beckwith Gallery, Jamaica, www.beckwithgallery.com

Performing Arts
Manchester Music Festival, www.mmfly.org
Dorset Theatre Festival, http://dorsettheatrefestival.org
Dorset Players, http://dorsetplayers.org
Northshire Performing Arts, Manchester, www.npa-arts.org
Junk Music with The Junkman, Manchester
Marble House Project, Dorset, www.marblehouseproject.org
Winsted Playhouse, http://www.winstedplayhouse.com
Sundays on the Hill Concert Series, Weston, www.sundaysonthehill.org

Live Entertainment
Tuesday Night Summer Concerts on the Green, Manchester
Music and Theater at the Riley Center for the Arts, Manchester Village
Music at Riley Risk, Hunter Park, Manchester, www.rileyrisk.com
Music at The Perfect Wife, Manchester, www.perfectwifecom
Jazz at Posto+Bistro, Manchester
Music at The Barn Restaurant and Tavern, Pawlet
Music at The Red Fox Inn, Winhall, www.redfoxinn.com
Stratus Mountain Music, www.stratusmusic.com

Annual Arts and Entertainment Events
The Manchester Fall Art and Craft Festival
Annual Manchester Antique and Classic Car Show Manchester StreetFest - June and July

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Unique, geographic advantages with easy access from major Northeast population centers</td>
<td>1. Lack of effective communication for collaboration and promotion within the cultural community</td>
</tr>
<tr>
<td>2. Year-round natural and scenic attractions and recreational opportunities</td>
<td>2. Economic and demographic barriers reduce efforts by residents to pursue art experiences</td>
</tr>
<tr>
<td>3. Positive national reputation and Bennington &quot;cachet&quot;</td>
<td>3. Current downtown inventory does not maximize opportunities to serve as a cultural and entertainment hub</td>
</tr>
<tr>
<td>4. Established, deep base of cultural and educational institutions, events and venues</td>
<td>4. Scarce funding options draw heavily upon limited sources and threaten sustainability</td>
</tr>
<tr>
<td>5. Iconic, historic features and built environment</td>
<td>5. Core community activists shoulder the bulk of the workload, leaving many unconnected and uninvolved</td>
</tr>
<tr>
<td>6. Vastly varied attractions of commercial significance</td>
<td>6. Youth and young adult audiences are lacking programming, monitoring and opportunities for involvement</td>
</tr>
<tr>
<td>7. Broad-based, talented, motivated creative community</td>
<td>7. Struggle to balance traditional, historic image with goal of being perceived as contemporary</td>
</tr>
</tbody>
</table>

Opportunities
1. Leverage the reputation of Bennington as an arts community and Vermont’s recognition as a place with strong historic and cultural assets
2. Integrate existing organizational websites to form a single source for information on cultural events
3. Expand visual signage to target current events and direct tourists and patrons to cultural venues
4. Capitalize on current Bennington Festivals and events to showcase local talent and develop additional events
5. Collaborate with local businesses and property owners to provide venues for cultural events such as live music, art exhibits and food shows. Focus on underutilized downtown properties when possible.
6. Engage with local schools and colleges to facilitate student participation in community cultural events and activities
7. Develop partnerships among and between cultural organizations and local media outlets to promote events and share resources.
“Develop a plan that identifies specific strategies for coordination and collaboration between the many arts groups and organizations in the region.”

- 2015 Bennington County Regional Plan
“Develop a cultural plan designed to improve opportunities for, and communication and cooperation among, Bennington's artistic and cultural businesses, resources, and practitioners.”

- 2015 Bennington Town Plan
“Foster regional collaboration on economic development initiatives...”

- 2017 Manchester Town Plan
types of plans

- Cultural Asset Mapping
- Issue-Specific
- District-Specific
- Community/Regional
- Component of Town Plans
- Comprehensive Community & Arts
1. Foster arts education and lifelong learning
2. Attract/retain artists and creative professionals
3. Elevate and expand neighborhood cultural assets
4. Facilitate neighborhood cultural planning
5. Strengthen capacity of cultural sector
6. Optimize City policies and regulations
7. Promote the value and impact of culture
8. Strengthen Chicago as a global cultural destination
9. Foster cultural innovation
10. Integrate culture into daily life

YOUR CITY. YOUR VISION. YOUR PLAN!

1 PLAN

4 CATEGORIES

PEOPLE PLACES POLICIES PLANNING CULTURALLY

10 PRIORITIES

36 RECOMMENDATIONS

200+ INITIATIVES
San Diego, CA

UNDERSTANDING THE SAN DIEGO REGION
WE MUST UNDERSTAND, THEN WE CAN ACT

ARTS & CULTURE

summary

Five Key Findings Define pARTicipate San Diego

Key Finding 1: Cultural participation needs to be deepened and expanded
San Diego is far from culturally undernourished. In fact, research says that virtually all San Diegans have a relationship with arts and culture. More than 90 percent personally participate in arts and culture activities and attend at least one such event each year. The challenge is to deepen and expand the ways the community participates in arts and culture. and, in turn, to translate that participation into greater resources — larger audiences and greater earned income. A majority of arts and culture organizations have goals for audience growth.

Key Finding 2: San Diego’s arts and culture community is understood
While San Diego has an arts and culture community of significant accomplishment and moderate size, it is under-funded in comparison to other communities, in a 2000 comparison of 20 cities. Among other measures, San Diego is low in both contributed and earned revenue of arts nonprofit per capita (18th and 17th of 20). A valid case can be made for substantially boosting both financial support and other resources: leadership, facilities, and externalization among institutions and interest groups, to name a few. Other communities that have cultivated resources for arts and culture in a comprehensive manner have seen significant community benefits.

Key Finding 3: People care about the arts — two-thirds of San Diegans would be willing to pay extra taxes to support arts and culture
This majority would pay at both the $5 level and the $25 level, if they knew that the revenues would directly benefit the community’s arts and culture activities and facilities.

Key Finding 4: The region places high priority on increasing arts education
Out of 19 arts and culture features of a community, individual respondents placed highest importance on: 1) providing arts instruction in public school classrooms; and 2) providing arts and culture programs for young people. However, arts education provision in San Diego County is a mixed picture. According to the County Office of Education, 24 of the 38 districts offer some arts instruction. The Foundation can articulate the community benefits to be gained from further investment. And it can enhance the relationship donors have with arts and culture.

Key Finding 5: The San Diego Foundation should be a catalyst to help strengthen the arts and culture community
The Foundation can play a catalytic role beyond grantmaking, in part because of its required focus. The research convincingly demonstrates a mandate for Foundation leadership in funding, providing community leadership and advocacy. As a voice outside the immediate arts and culture community, The Foundation can articulate the community benefits to be gained from further investment. And it can enhance the relationship donors have with arts and culture.
Arts & Cultural Resources

Brattleboro values the arts and our cultural resources, and recognizes the need to sustain and build on our environment of social vitality and artistic endeavors, both for its intrinsic benefits and as an important economic driver.

Arts & Cultural Resources

Goals

A. Promote public appreciation, participation, dialogue, and culture makes to Brattleboro’s economic vitality
B. Create a sense of community through the expansion of local arts offerings
C. Strengthen arts organizations
D. Nurture the integration of art, architecture, and design in the built environment
E. Build a strong and viable arts and creative industries

Policies and Actions

Policy 8.1 Collect information regarding the cultural community

Actions

8.1.1 Measure the economic impact of arts and culture
8.1.2 Collect data on all artists, arts organizations, and related information

Policy 8.2 Support the creation of prominent art activities

Actions

8.2.1 Maintain the Town Arts Policy
8.2.2 Use various media to increase awareness of cultural events, tours, banners and signs, web, mobile applications
8.2.3 Continue to collaborate with the Town department
8.2.4 Discuss the potential for an annual municipal funding

Policy 8.3 To strengthen the arts sector, support the creation of artistic opportunities, and art resources in the Brattleboro area

Actions

8.3.1 Create opportunities for artists and cultural groups
8.3.2 Create an online, interactive posting website
What is RiverCulture?

RiverCulture is a dynamic partnership of leaders from the Turners Falls arts, cultural and business communities joined together to promote and enhance the wide variety of cultural activities that Turners Falls has to offer residents and visitors.

We are the proud recipient of the 2011-12 Massachusetts Commonwealth Award for Creative Community. Given every two years by the Massachusetts Cultural Council, the Commonwealth Awards shine a spotlight on the extraordinary contributions that arts and culture make to education, economic vitality, and quality of life in communities across the state.

Our Mission

RiverCulture works to strengthen the creative and cultural industries in the Turners Falls area. We believe that experiencing arts and cultural activities significantly enhances quality of life and is a vital component to a healthy community. By highlighting our heritage and many local assets as we cultivate creative endeavors, we intend to engender a strong sense of place.

Our Goals

- Build a strong, cultural community that contributes to the success of its partner organizations.
- Build a strong, diverse base of support for cultural economic development among community, political, cultural, educational and business leaders.
- Establish art and culture as a highly visible element of the region's identity.
- Establishing an environment that attracts businesses, residents and visitors to Turners Falls.
- Foster live/work/retail space, studios and new arts facilities in available properties throughout Turners Falls.

The project accomplishes this through

- Hosting and promoting cultural events.
- Spearheading cooperative marketing efforts.
- Collectively branding and presenting our area's best cultural resources to the public.
- Maintaining a website as a central resource for event and cultural information for use by residents and visitors.
- Serving as a forum for the RiverCulture Partners to convene around shared topics.
- Serving as a platform to address local social issues through cultural means.
- Producing printed materials promoting our resources.
- Actively participating in the town's economic development initiatives.
- Analyzing the various impacts of cultural events on our community.
Short Term Goal
Increase coordination/collaboration within the arts community to better leverage resources

Long Term Goal
Attract young families and professionals to the region
1. Establish Steering Committee
2. Review existing conditions
3. Map cultural assets
4. Review examples
5. Identify community vision
6. Develop strategies & recommendations
7. Produce plan
Questions?
thank you!

a program of Vermont's Department of Housing and Community Development
ECONOMIC DEVELOPMENT INITIATIVES
SOUTH BY SOUTHWEST-ERN VERMONT

Jonathan Cooper
Bennington County Regional Commission
Southern Vermont Economic Development Zone

Created by General Assembly
Coterminous with BCRC/BCIC and WRC/BDCC service areas
44 municipalities
79,900 residents
Shared demographic and economic characteristics and challenges
ZONE COMMITTEE REPORT
RECOMMENDATIONS

1. Create a Comprehensive Economic Development Strategy (CEDS) for Southern Vermont
2. Implement the Southern Vermont Sustainable Recruitment and Marketing Project
3. Integrate workforce education, internship and career development programs.
4. Create a private-public partnership to attract investment capital to the Zone
5. Define the role of the Zone Committee and/or other groups in continuing the work and its mission.

Wayne Granquist  Adam Grinold
Lisa Sullivan    Peter Odierna
Michael Keane   Chris Campany
Tom Cain        Bill Colvin
Mariko Silver
ZONE COMMITTEE REPORT RECOMMENDATIONS

Wayne Granquist  Adam Grinold
Lisa Sullivan     Peter Odierna
Michael Keane    Chris Campany
Tom Cain         Bill Colvin
Mariko Silver

1. Create a Comprehensive Economic Development Strategy (CEDS) for Southern Vermont
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WHY A SOUTHERN VERMONT CEDS?

CHARACTERISTICS

• Participation throughout region
• High-level coordination
• Preservation of “sub-regional” processes
• Creative approaches for new opportunities
• Critical mass influencing state policy
• Equivalent commitment of resources

CONSIDERATIONS

• Scale
  • Too big, you lose the local connection
  • Too small, you can’t reach a critical mass
• Momentum
  • Existing Windham CEDS means many pieces are in place
  • Capitalizes on ongoing bi-county efforts: Zone Report, Southern Vermont Economy Project, etc.
• Strategy
  • Resolves difficulty of one-county CEDS renewal
  • Aligns with EDA guidance
WHY A STEERING COMMITTEE?

• A necessary component of any CEDS
  • Represents main economic interests
  • Private sector is majority
  • Exists to focus on the process required for developing a CEDS
• Brings informed and diverse perspectives
  • Identify problems
  • Contextualize data
  • Articulate goals
• Creates local advocacy for regional development
  • Public support of the people creates public support of the process
  • Informal, conversational
RED GROUP MEMBERS

- Shannon Barsotti
- **Paul Carroccio**
- Zirwat Chowdhury
- Bill Colvin
- Jonathan Cooper
- **Jason Dolmetsch (chair)**
- Wayne Granquist
- Lynn Green
- Jon Hale
- Sheela Harden
- Matt Harrington
- Jeannie Jenkins
- Michael Keane
- Kelley Legacy
- Michelle Marrocco
- Pauline Moore
- Todd Nebraska
- Jude Smith Rachele
- David Rees (vice-chair)
- Tim Scoggins
- Laura Sibilia
- Jim Trimarchi
# CEDS Timeline

## Phase 1: Ramp-up & Capacity

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<tr>
<th>Months 1-5</th>
<th>Nov '17</th>
<th>Mar '18</th>
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<tr>
<td>EDA funding announcement</td>
<td>1-Nov</td>
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<tr>
<td>CEDS RFP committee approved</td>
<td>16-Nov</td>
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<tr>
<td>CEDS RFP developed &amp; noticed</td>
<td>21-Dec</td>
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<tr>
<td>CEDS Contractor Interviews week</td>
<td>26-Feb</td>
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<tr>
<td>CEDS RFP contractor approved</td>
<td>15-Mar</td>
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## Phase 2: Public Outreach & Process

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<th>Months 6-14</th>
<th>Apr '18</th>
<th>Dec '18</th>
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<tr>
<td>CEDS goals dev &amp; approved</td>
<td>13-Sep</td>
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<tr>
<td>CEDS action plan approved</td>
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<td>13-Nov</td>
</tr>
</tbody>
</table>

## Phase 3: CEDS Projects & Ranking

<table>
<thead>
<tr>
<th>Months 14-18</th>
<th>Dec '18</th>
<th>Apr '19</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEDS Projects solicited</td>
<td>4-Dec</td>
<td></td>
</tr>
<tr>
<td>Vital Projects determined</td>
<td></td>
<td>4-Apr</td>
</tr>
</tbody>
</table>

## Phase 4: EDA Submission & Approval

<table>
<thead>
<tr>
<th>Months 18-21</th>
<th>Apr '19</th>
<th>Jul '19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee approves/submits to EDA</td>
<td>11-Apr</td>
<td></td>
</tr>
<tr>
<td>CEDS resubmitted w EDA input</td>
<td>11-May</td>
<td></td>
</tr>
<tr>
<td>CEDS approved by EDA</td>
<td>11-Jul</td>
<td></td>
</tr>
</tbody>
</table>
A BRIEF BRANDING EXERCISE
A BRIEF BRANDING EXERCISE
• Initially designed with Disaster Recovery grant secured post-Irene
• Current application to USDA Rural Business Development Grant for $30,000
• BCRC/BDCC staff time commitment of $60,000
• Local cash/in-kind support of $103,650
• Helping employers meet consistent need for workforce talent in rural New England
• SMRP will launch with or without USDA funding
WHAT IS THE CAMPAIGN?

Brand: logo, tagline, design, collateral deployed by all partners in their existing promotions
  Job postings, brochures, web sites, presentations

Web site: brand elements plus original content
  Builds on the look and assets that bring more people to Southern Vermont

Leveraging connections: existing brands, promotions, events
  State ecdev portal, regional chamber and local org initiatives, employer marketing and HR work

Site geared to workforce audience
  Increasing visibility of opportunities here: recruitment with retention
WHO IS ON BOARD

BENNINGTON COUNTY

- Bank of Bennington
- Dorset Theatre Festival
- MSK Engineering & Design
- Southwestern Vermont Health Care
- Town of Bennington
- TPW Real Estate
- William E. Dailey/Dailey Precast

WINDHAM COUNTY

- Bartleby’s Books
- Brattleboro Retreat
- Green River
- Hermit Thrush Brewery
- Meg Streeter Real Estate
- Mondo Mediaworks
- Mount Snow
- New Chapter
- Wilmington Works
QUESTIONS?