Southern Vermont Economy Project

USDA Presentation July 23, 2019

Strategies, Accomplishments, and Impacts Utilizing the USDA RCDI Grant Program





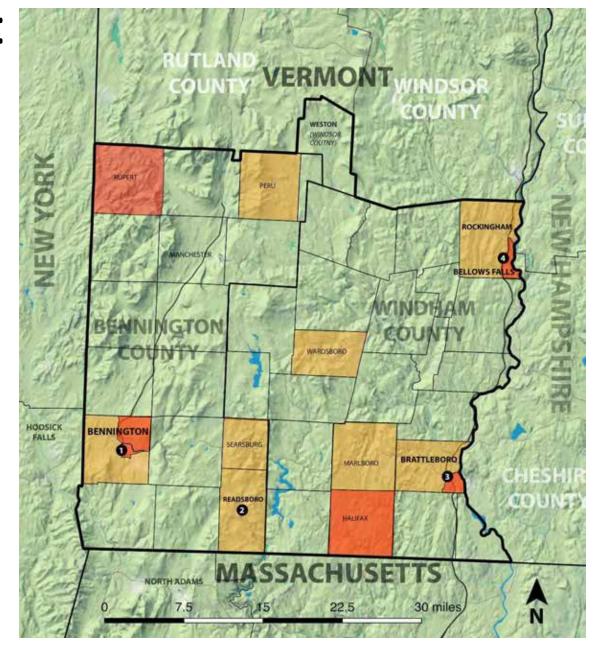


Background: SVEP

- USDA RCDI awarded \$230,000 in 2016 to BDCC
- Matched \$230,000
- Served the Southern Vermont Economic Development Zone and specifically the 11 distressed towns
- 14 recipients including nonprofits, a municipality, and regional organizations
- Goal: build capacity within recipients around economic and workforce development

Southern Vermont Zone: Distressed Towns

- Rupert
- Peru
- Searsburg
- Readsboro
- Bennington
- Rockingham
- Bellows Falls
- Wardsboro
- Marlboro
- Halifax
- Brattleboro



Recipients

Regional Organizations:

- Bennington County Regional Commission
- Bennington County Industrial Corporation
- Bennington Area Chamber of Commerce
- Windham Regional Commission
- Brattleboro Area Chamber of Commerce
- Strolling of the Heifers
- Southeastern Vermont Economic Development Strategies
- Great Falls Regional Chamber of Commerce



Municipality:

Town of Bennington

Nonprofits:

- Bennington Downtown Alliance
- Readsboro Hometown Redevelopment
- Bellows Falls Area Development Corporation
- Rockingham Arts and Museum Project
- Bellows Falls Downtown Development Alliance

Challenges Identified

- Uneven support for economic development, which leads to multiple local organizations supporting some towns, and almost no support in others
- Duplication or weak coordination and promotion of region-wide programs for business and workforce development

Goal and Outcomes

Original Goal:

- Improve the capacity for conducting economic development projects within 14 recipient organizations serving some of the counties' most challenged villages and towns
- Intended Benefits and Outcomes:
 - Increased capacity through workshops and trainings
 - Reduced redundancy through communication
 - Increased efficiency through collaboration
 - Stronger Economic Development network
 - Increased ability to act regionally

Project Barriers Identified

- Geography became a big hurdle to attendance (distance, weather conditions)
- Varying skill levels made it difficult to provide the same training for everyone
- Paper work in relation to recipient reimbursement created a burden
- Lack of established network in the Southern Vermont region

Adjustments

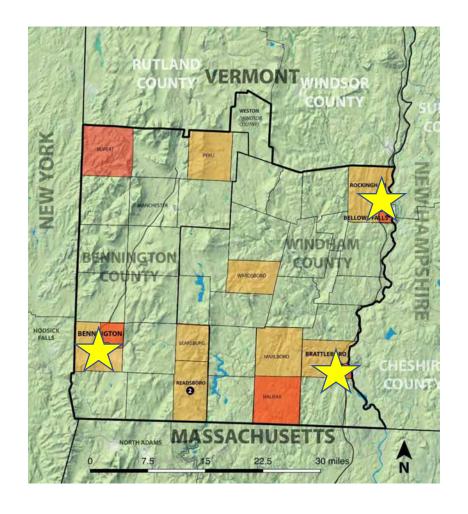
- Listened to recipients and responded with changes to content and format of trainings
- More personal engagement between recipients and BDCC staff person
- Multiple training formats
- Reduced paperwork
- Sponsored recipients' professional development and training delivery
- Captured opportunities for collaboration

Outcomes

- Some individual recipients gained technology
- BDCC hosted trainings available for free or very low cost to recipients and other interested participants
- Recipients gained abilities to host their own trainings
 - Small Business Marketing (Bennington Area Chamber of Commerce)
 - Future-Ready Economic Development Organizations (Bennington County Industrial Corporation)
 - Bellows Falls Downtown Development Tours (Bellows Falls Area Development Corporation, Rockingham Arts and Museum Project)
 - Creative Economy Forums (Rockingham Arts and Museum Project, Town of Bennington)
 - Form-based Code Workshop (Bennington County Regional Commission)

Virtual Conferencing Equipment

- Locations Installed: Bellows Falls and Bennington (Brattleboro had equipment previous to grant)
- Providing value:
 - connecting with other recipients
 - Receiving technical assistance



Training Topics

- Connectivity
- Zoning
- Housing
- Creative economy
- Marketing
- Grant writing
- Financing projects and small businesses
- Labor and workforce

Outcomes: Additional participants

- Bennington College
- **Bennington Senior**
- Bonnyvale Environmental **Education Center**
- Brattleboro Reformer
- **BUHS**
- CCV
- Cersosimo Lumber Company
- Community Asylum Seekers Project
- Deerfield Valley News
- Downtown Brattleboro Alliance
- **GNAT**
- Hale Resources
- HeartStorm Farmstead
- Keene State College
- LineSync Architecture
- Manchester Community Library
- Mount Snow
- NeighborWorks
- **NECCA**
- Northshire Grows
- Parks Place
- Peoples United Bank
- Pettee Memorial Library
- Putney Food Shelf
- Putnev Food4Kids
- Readsboro Historical Society
- Retreat Farm
- River Valley Technical Center
- **SEON**
- **Shires Housing**
- Smokev House Center

- Southern Vermont Area Health and Education Center
- Stevens & Associates
- Southwestern Vermont Health Care
- Swallowtail Farm
- The Gathering Place
- The Reluctant Panther
- The Tutorial Center
- The Windham Foundation
- **TPW Real Estate**
- USDA
- **VELCO**
- Vermont Center for Photography
- **Vermont Community** Foundation
- Vermont Housing and Conservation Board
- VMEC
- VT Department of Public Service
- VT Small Business Development Center
- VTel
- **WBTN**
- Wilmington Works
- Windham and Windsor **Housing Trust**
- Youth Services
- 10F Design
- 1Berkshire
- 376 Main Partners
- Abacus Automation
- Advance VT
- AN Deringer
- Arlington Area Renewal Project
- **Bennington County**

- Habitat for Humanity
- Bennington County Head Start
- Bennington Museum
- Bennington Rescue Squad
- BeWell.md
- **BEYourStart**
- Bobolink Communications LLC
- **Brattleboro Country**
- Brattleboro Housing **Partnerships**
- **Brattleboro Memorial** Hospital
- **Brattleboro Savings and**
- Bread Loaf Corporation
- **Bromley Mountain**
- Castleton University
- Catamount Connections
- Centerline Architects
- Center for Women and Enterprise
- Chroma Technology
- Citizens Bank
- Community Capital of Vermont
- Community House Inc.
- Community Workshop
- Costello, Valente, and Gentry Law
- **Country Business**
- Discovery Group
- **Dorset Partners**
- **Dorset Theatre Festival**
- **Dover Entertainment** Studios
- DRM
- **Dupuis Construction**

- **Echo Farm Puddings**
- Edward Jones
- Efficiency Vermont
 - **Food Connects**
- First Stop Board Barn
- Front Porch Forum
- Gonnerman Consulting
- **Grace Cottage Hospital**
- Great Eastern Radio Green Mountain Power
- Groundworks Collaborative
- Hale Mountain Research
- Hannah Grimes Center
- Heritage Family Credit
- Hermit Thrush Brewery
- Lamoille County Planning Commission
- Landmark College
- **Latchis Corporation**
- M&S Development
- Marlboro College
- Meg Streeter Real Estate
- Merck Forest and Farmland
- Milk Money
- Mocha Joe's Roasting Company
- Mondo Media Works
- MSC Consultancy
- MSK Engineering
- Mumford Management Group LLC
- Omega Optical, Inc
- OSEC
- **Peak Resorts**

- **Penniless Projects**
- Preservation Trust of
- Ranieri Partners LLC
- Rich Earth Institute
- REDC
- **Rutland Regional** Chamber of Commerce
- Shapeshifters
- SIT
- SBA
- Southern Vermont Deerfield Valley Chamber of Commerce
- Southwest Vermont Career Development Center
- Springfield Regional Chamber of Commerce
- Springfield Regional Development Corporation
- Stone Environmental
- **Temblor Creative Group**
- The Bank of Bennington
- The High Meadows Fund
- The Inn at Manchester
- The Richards Group
- Thrive LLC
- **UVM Extension**
- USPS
- VABIR
- **VEDA**

VEPC

- Vermont Adult Learning
- **VBSR**
- Vermont Community Loan Fund
- Vermont Country Deli
- VT DOL

- **VT Department of Taxes**
- VEOC
- Vermont Futures Project
- **Vermont Housing** Finance Agency
- Vermont Innovator Magazine
- Vermont League of Cities and Towns
- Vermont Outdoor **Business Alliance**
- Vermont Public Radio
- **Vermont Rural Ventures** & Housing Vermont
- Vermont STEMcorps
- Vernon Elementary School
- Viking Farms LLC
- Voc Rehab
- **VSECU**
- VT PTAC
- VTDigger West River Educational
- Weston Playhouse
- Windham Central Windham Movement Apparel
- Windham Southeast Supervisory Union WW Building Supply

Additional participants also serve the distressed

communities

Outcomes: Additional municipal participants

- Town of Brattleboro
- Town of Brookline
- Town of Dorset
- Town of Grafton
- Town of Killington
- Town of Ludlow
- Town of Manchester
- Town of Newfane
- Town of Pownal
- Town of Vernon
- Town of Whitingham
- Town of Wilmington
- Town of Rockingham
- Town of Dover
- Town of Dummerston
- Town of Guilford

- Town of Jamaica
- Town of Londonderry
- Town of Landgrove
- Town of Marlboro
- Town of Putney
- Town of Readsboro
- Town of Sandgate
- Town of Shaftsbury
- Town of Stratton
- Town of Sunderland
- Village of Saxtons River
- Town of Wardsboro

Outcomes by Capacity Type

- Technology
- Connectivity
- Working Lands
- Housing
- Grant Writing
- Leadership and Engagement
- Workforce and Entrepreuenurship

Technology









Connectivity Summits









Comprehensive Economic Development Strategy Meetings















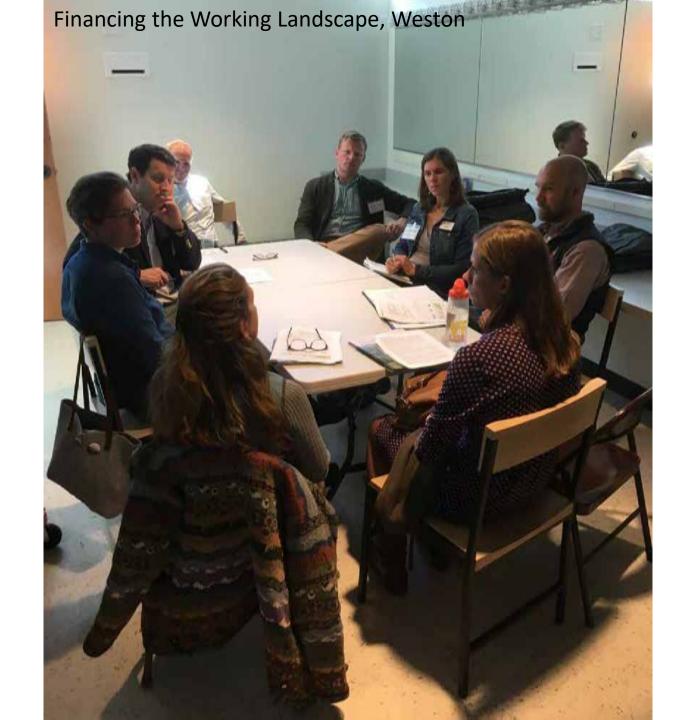
Working Lands Housing





Ben Doyle, USDA RD Assistant State Director VT/NH, facilitates a panel of financing experts

Financing the Working Landscape, Weston





Grant Writing













Leadership and Engagement









Workforce and Entrepreneurship







Notable Achievements

Relationships and Connections

- Individual technical assistance: Project coordinator working 1-on-1 with recipients to meet them where they are
 - Helping with paperwork
 - Helping use technology
 - Helping develop a learning initiatives
 - Helping deliver value to their beneficiaries
- Organizational development, networking, and engagement
 - Grant partner meetings
 - Organizational events including board members and community members
 - Providing a platform for recipients to reach beneficiaries— eg. Windham Regional Commission (one of the recipients) providing their expertise during the Grant Writing Workshop to their beneficiaries in attendance
- Relationship and connection building that makes Southern Vermont stronger— the part that is difficult to see and measure

Relationships and Connections









Leveraging capacity to increase project impact

- Additional BDCC staff
 - Delivering TA and trainings
- Regional partners
 - Providing free space, expertise
- State and federal partners
 - Providing funding, expertise
- Private Sector
 - Volunteers, sponsorship

Utilizing Experts

Examples:

- Economists
 - Boston Fed
 - Urban3 LLC
 - And more**
- State-wide non profits
 - AARP
 - Vermont League of Cities and Towns
 - Vermont Community Foundation
 - And more**
- State officials
 - Gary Holloway, Downtown Designation Program
 - Ted Brady, Dept Secretary, VTACCD
 - Clay Purvis, VT Dept of Public Service
 - And more**

- Experts brought INTO our region and to our recipients— miles logged by experts is a measurable outcome
- Most experts provided in kind services, donated their time, or helped to sponsor trainings

**Complete list of expert panelists, trainers, and technical assistance providers contained within USDA RCDI progress reports

Knowledge Bites Webinar Series



Three Problems:

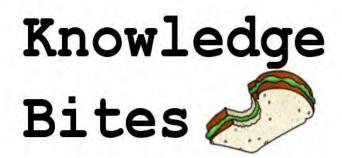
- 1. Lack of awareness of resources available
- 2. Lack of direct access to resources and experts
- 3. Lack of time to commit to travel and training

Specific problems/challenges



Specific opportunities/resources

Knowledge Bites Webinar Series



- Understanding Labor Market Information (LMI) Data and Resources
- USDA Rural Development Housing Programs
- Windham County Economic Development Program RFP Submission Process
- Southern Vermont Internship Programs
- Engaging Your State Delegation
- Structured Problem Solving
- Leveraging the VT Downtown/Village Designation Program
- VT Small Business Development Center
- Easing Pain Points for Growing Organizations
- Comprehensive Economic Development Strategy Project Submission Process
- Vermont Employment Growth Incentive Program
- Vermont Training Program
- Windham Region Brownfields Reuse Program (WRBRI) and ACCD Brownfield Revitalization Fund
- Town Officers Education Conference
- The Consumer Assistance Program
- ThinkVermont.com
- Promoting a Business or Town on VermontVacation.com

- SBA HUBZone Program and PTAC Assista
- Talent Pipeline Management
- Targeted Expertise Recruitment and Retention Program
- INSTIG8 Program
- Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR)
- Community Access TV stations: BCTV and FACT TV
- Building Communities Grants Programs
- Community Access TV stations: CAT TV and GNAT
- VT Planning Advance Program
- Act 185 Clean Water Revolving Fund
- Vermont Electric Vehicle Supply (EVSE) Program
- Submitting a Project to the 2019 Southern Vermont Zone CEDS
- "Future-Ready" Economic Development Organizations
- Registering on SAM.gov and acquiring a DUNS number
- Vermont Mobile Wireless Drive Test
- Community Facility Technical Assistance Program













Knowledge Bites Session 18: What is PTAC and how do I

Knowledge Bites Session 17: How can I promote my

Southern Vermont Housing Summit

Knowledge Bites Session 16: How do I utilize

Knowledge Bites Session 15: Where do I go to find clarity

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Knowledge Bites Session 14: What is the TOEC?







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Knowledge Bites Session 12: Do I qualify and how do I

Knowledge Bites Session 13: How do I utilize the region

Knowledge Bites Session 11: How can the VEGI program

Knowledge Bites Session 10: How do I submit a project to

Knowledge Bites Session 9: What do I do when my

Knowledge Bites Session 8: What does it take to start a



Knowledge Bites Session 7: How do I utilize the State



Knowledge Bites Session 6: How do I solve problems



Knowledge Bites Session 5: How do I engage with my VT



Knowledge Bites Session 4: How do i find an intern for my



Knowledge Bites Session 3: How do I response to the



Knowledge Bites Session 2: USDA Rural Development has

By recording each webinar, SVEP is able to provide an archive of all the webinars, available at anytime online for those interested in learning more about the resources, programs, and funding

Southern Vermont Economy Summits 2017, 2018, 2019

- Economic literacy
- Collaboration and partnerships
- Entrepreneurial resources
- Connectivity
- Workforce
- Community development
- Financing and project development
- Rural business development (succession, start ups, financing)

Comparing the 2017 Summit agenda (shown here) and the 2019 Summit agenda (on the next slide) exemplifies the growth in capacity of BDCC to host such a large event and of the growth in interest and appetite of participants for learning and knowledge around economic development



- 9:00 Arrival & Registration
- 9:30 Welcome & Introductory Remarks
 WITH SECRETARY MICHAEL SCHIRLING, VERMONT ACCD
- 10:15 Coffee Break
- 10:30 Keynote Presentation
 WITH DR. ROBERT K TRIEST, FEDERAL RESERVE BANK OF BOSTON
- 11:15 Feature Presentation
 WITH KEVIN STAPLETON, VERMONT DEPARTMENT OF LABOR
- 12:10 Lunch
 - 1:10 Workshop Sessions

DATA AND ECONOMIC DEVELOPMENT POLICY
RURAL ENTREPRENEURSHIP
WORKFORCE DEVELOPMENT IS ECONOMIC DEVELOPMENT

- 2:40 Coffee Break
- 2:50 Afternoon Panel Discussion
 FOSTERING CONDITIONS FOR LOCAL AND REGIONAL GROWTH
- 3:50 Closing Remarks
- 4:00 Governor's Reception & YP Recognition WITH THE HONORABLE PHIL SCOTT, GOVERNOR, STATE OF VERMONT

TIME	EVENT	LOCATION
7:30am - 8:30am	Connectivity Breakfast	Raponda South
8:00am - 9:00am	Registration & Continental Breakfast	Somerset Lobby
8:45am - 9:15am	Summit Welcome	Somerset Ballroom
	SESSION 1	
9:20am - 10:20am	Workforce Workarounds in a Tight Labor Market	Raponda West
	Wired-Envisioning a Tech-Enabled Rural Economy	Raponda Central
	Development 101: Financing Great Community Projects	Deerfield South
	"Brave Little Region": Lessons from Rural Regional Economic Development Efforts	Deerfield North
10:20am-10:30am	Networking + Coffee	Somerset Ballroom
10:30am - 11:15am	Keynote: Mapping the Dollars and Sense of Land Use Patterns Joe Minicozzi, AICP, Urban3, LLC Sponsored by TPW Real Estate and Stevens & Associates	Somerset Ballroom
11:15am - 11:45 am	Emerging Leaders of Southern Vermont Recognition	Somerset Ballroom
Noon - 1:00pm	Lunch & Networking	Somerset Ballroom
	SESSION 2	
1:15pm - 2:15pm	What is a Future Ready Workforce and How Do We Get it?	Raponda Central
	Import/Export and Accessing Global Markets	Deerfield North
	What Makes for a Restlient Community?	Deerfield South
	Regtonal Economics 201: Master Class	Raponda West
2:15pm - 2:30pm	Networking & Coffee	Deerfield Lobby
	SESSION 3	
2:30pm - 3:30pm	"Extt Stage Left": Succession Planning For Owners, Founders, and Business Leaders	Raponda Central
	Funding Small Business Growth in Southern Vermont	Deerfield North
	Redevelopment ROI: Taxes, Incentives, and Tools	Deerfield South
	Not Your Grandfather's Chamber: Redefining the CoC for a New Generation	Raponda West
3:30pm - 4:00pm	2019 SoVermont CEDS Celebration and Project Announcements	Somerset Ballroom
4:00pm - 5:30pm	Reception & Networking	Somerset East

Comparing the 2017 Summit agenda (on previous slide) and the 2019 Summit agenda (shown here) exemplifies the growth in capacity of BDCC to host such a large event and of the growth in interest and appetite of participants for learning and knowledge around economic development





Southern Vermont Economy Summits

















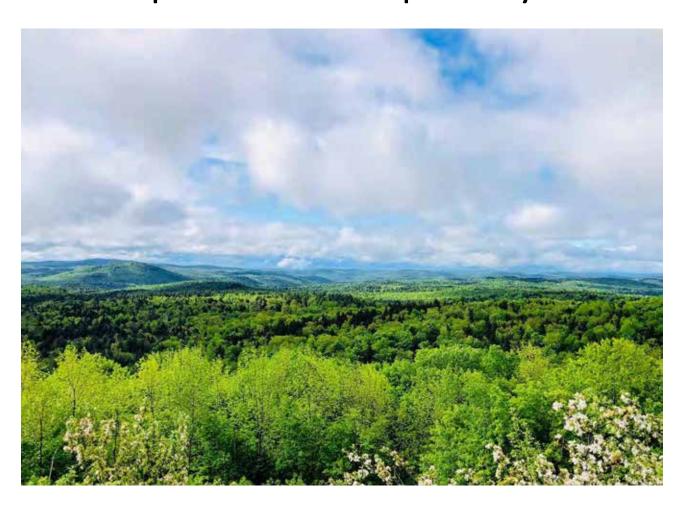




Outcomes by the Numbers

- 6 recipient-led trainings
- 32 webinars
- 89 trainings
- 480 hours in individual technical assistance
- 1070 attendees
- 7409 Knowledge Bites page visits (11th most visited page on BDCC site)

Successes: Examples of Expanded Capacity

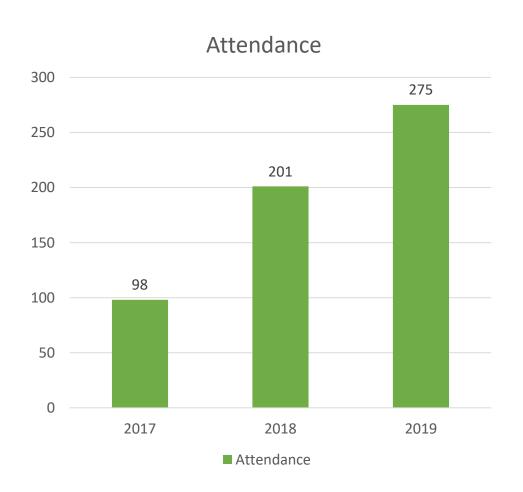


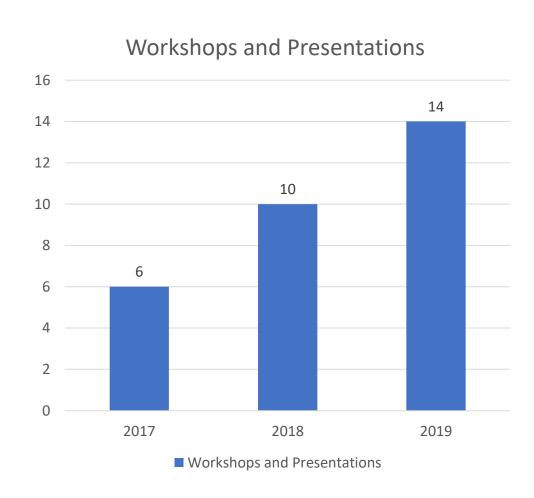
First ever two county CEDS



Additionally, we collected 71 CEDS projects through the CEDS Project Process from the Southern Vermont Zone, many that can potentially be supported by USDA

Growth in Summit attendance and content





Public interest and understanding

SVEP utilized the region's Community TV stations to disseminate knowledge around economic development and information about trainings





August 10, 2017 • 00:27:56 • 43 Views
ID#10773 • Sarah Lang of the Southern Vermont Economy Project stops by.



EVERYDAY PEOPLE:

Sarah Lang and Zon Eastes

February 8, 2018 • 00:30:10 • 53 Views

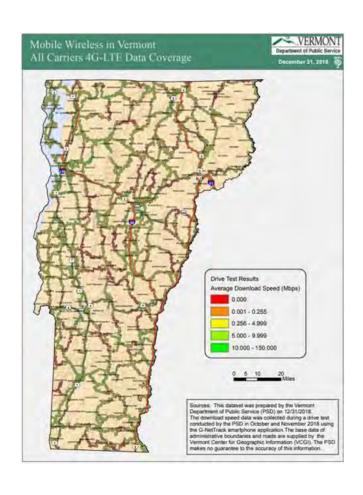
ID#11053 • Sarah Lang, from So. VT Economic Project, and Zon Eastes, from VT Creative, join Robert to discuss initiatives that involve the arts and the economic development.



Brattleboro Community TV Community Partner of the Year

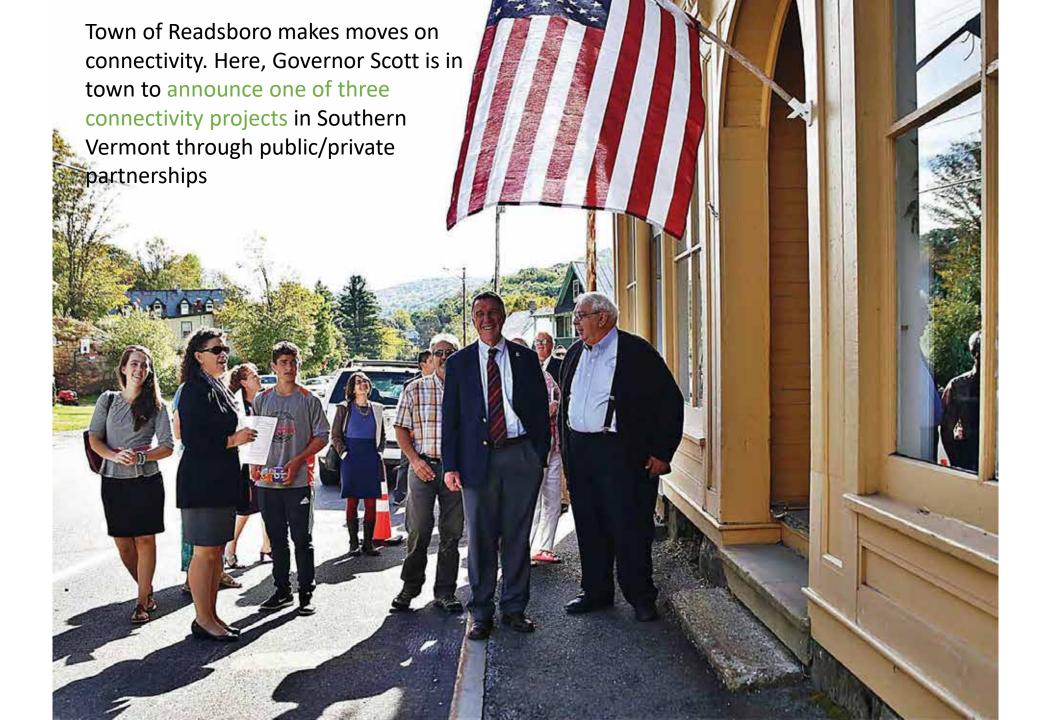


Self-led Connectivity Efforts



Town of Shaftsbury completed a Mobile Drive Connectivity Test on all roads in their town





SVEP coordinator provided hours of individual TA to staff at Northeast Kingdom Collaborative, who was interested in hosting their own connectivity service. Even though they are not within our service area, the success of SVEP programming shows when other regions reach out and want to know best practices on how to put on their own trainings



Northern Vermont Connectivity Summit
Wednesday, December 5, 2018 | 1:00 - 4:00 PM
Burke Mountain Room, Northern Vermont University - Lyndon

MEETING SUMMARY, NOTES AND NEXT STEPS

- 1. NEK Broadband Meeting Summary
- 2. Data on Current State of Connectivity in NEK
 - 3. Minutes from the Meeting
 - 4. Provider Contact Information
 - 5. Additional Resources





Hosted by Northeastern Vermont Development Association & Northeast Kingdom Collaborative

Co-sponsored by Franklin County Industrial Development Corporation, Lake Champlain Islands Economic Development, Lamoille County Planning Commission, Lamoille Economic Development Corporation, and Northwest Regional Planning Commission

Housing and Redevelopment



Arlington Area Housing Forum: Arlington 2025 Part 1 of 6

GNAT Programs JUNE 13 2019



Arlington Area Housing Forum: Arlington 2025 Part 2 of 6

GNAT Programs JUNE 13, 2019



Arlington Area Housing Forum: Arlington 2025 Part 4 of 6

GNAT Programs JUNE 26, 2019

Arlington Area Renewal Project hosted their own housing forum in June 2019 to begin discussing the issues they are facing in their own town around housing





About Residential

Commercial

Membership Housing

Media

Contact



Recipient Led Trainings













Conclusion

Project Purpose: Acting Regionally

• Why:

- Seeking to overcome long term economic decline as well as acute events including natural disasters and nuclear plant closure
- Needed to increase ability to organize and implement in order to achieve community and economic goals

• How:

- Identify gaps, plug holes
- Strengthen network and relationships
- Increase skills, ability, and capacity among regional partners
- Leverage those capacity and connections to improve implementation and attract new resources

Key Findings

- Process improvement: Recognizing what was not working and responding creatively
- Cannot be limited by the recipients; working around those to still ultimately reaching the beneficiaries
- Scale is everything
- This takes time: 3 years was a good start, we could easily fill another 3 years responding to what we know there is appetite for
- This takes attention: staff person, connector, holder of information
- People want to learn, however everyone's learning curve is different
- Acting regionally creates much bigger potential outcomes but new risks
- Local partners make the difference
- This work cannot happen top down

What is next?

- BDCC submitted application for USDA RCDI funding for SVEP 2.0
- BCRC/BCIC submitted application to Northern Borders for capacity to continue the Summit and regional collaborations
- BDCC has pursued funding partners to make the summit sustainable
- BDCC is providing TA through USDA Community Facilities for specific project implementation

Thank you!

Contact:

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