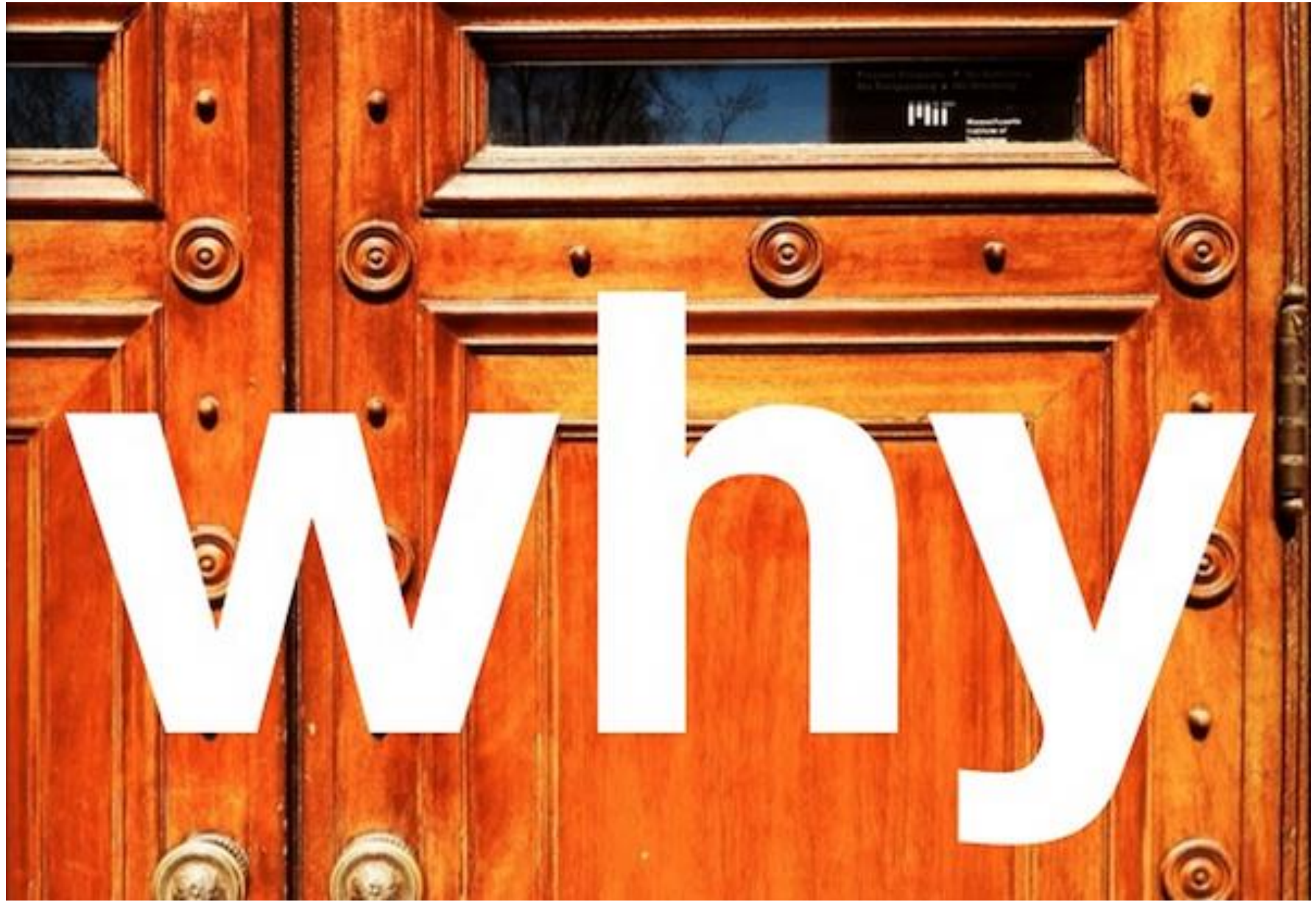


Vermont Main Street Program



Community Planning + Revitalization

Provide tools, training, grants, and incentives for local leaders to plan and implement projects that support thriving and inclusive communities.



11

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11 MOST ENDANGERED HISTORIC PLACES

In 1993 the entire State of Vermont was Listed as Most Endangered Historic Places by the National Trust for Historic Preservation



National Trust *for*
Historic Preservation®

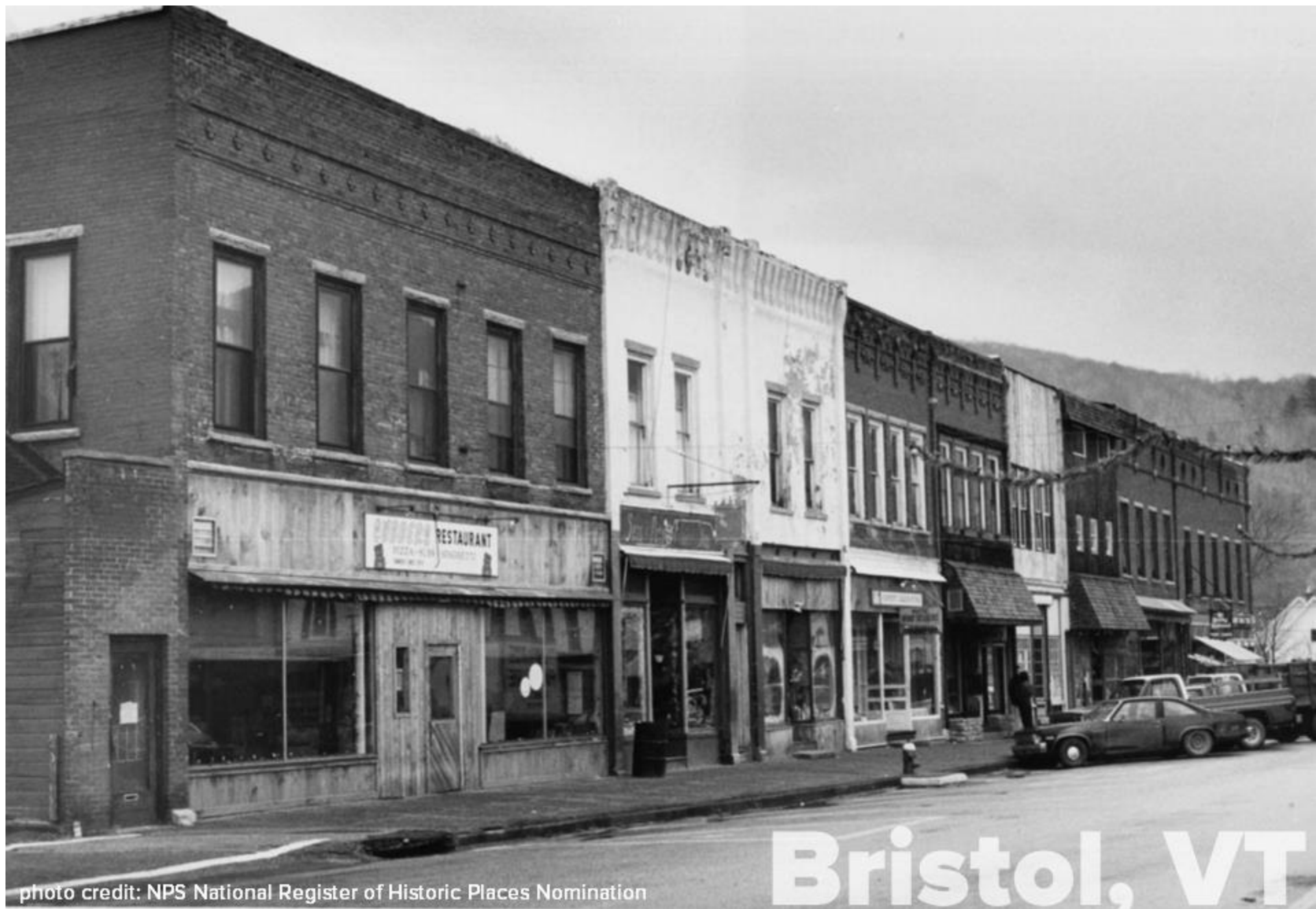


photo credit: NPS National Register of Historic Places Nomination

Bristol, VT









MAIN STREET AMERICA®

2023 Coordinating Program



24

State Designated Downtowns



- | | | |
|---------------|-------------|----------------------|
| Barre | Middlebury | St Johnsbury |
| Bellows Falls | Montpelier | Stowe |
| Bennington | Newport | Vergennes |
| Brandon | Poultney | Waterbury |
| Brattleboro | Randolph | White River Junction |
| Bristol | Rutland | Wilmington |
| Burlington | Springfield | Windsor |
| Hardwick | St Albans | Winooski |



Downtown Program Requirements



- Annual Downtown Reinvestment Statistics
- Annual budget and work plans
- Organization Evaluations
- Attendance at trainings and workshops
- Compliance with general criteria for state downtown program

2022 Reinvestment Statistics

In 2022 24 Downtowns Reported Annual Statistics:

- **\$27,544,147** in public investment and **\$101,155,452** of private investment
- **149** new or expanded businesses and **305** net new full time jobs and **160** net new part time jobs
- **352** rehab projects, **15** new construction projects and **65** public improvement projects
- **2,289** volunteers investing **30,166** hours of time to help better their communities



Better Places

Empowering Vermonters to Create Vibrant Public Places



A vibrant mural on a brick wall featuring diverse people and flowers. The mural is composed of various figures in different colors and styles, including a man in a red suit, a woman in a blue hijab, and a woman in a blue dress. There are also several large, colorful roses in shades of pink, yellow, red, and purple. The background of the mural is a mix of blue and white, with some text visible in the upper left corner, including the words "BILLY" and "INTER".

A new grant program
that's about **building
community**, not just
implementing projects.

Core Program Partners





Patronicity



Better Places

Empowering Vermonters to Create Vibrant Public Places



MAD RIVER VALLEY

WARREN, VT


Help Us Bring a Dog Park to Mad River Valley!

We are creating a welcoming park where dogs (and their people) can socialize, recreate, have fun, and safely play.

\$12,305 of \$12,000 **6** days left

★ Matching Grant: Vermont Department of Housing and Community Development

VIEW SUPPORT



MIDDLEBURY BIKE PUMP TRACK PROJECT

MIDDLEBURY, VT

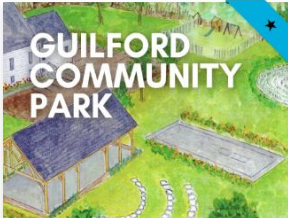
Middlebury Bike Pump Track Project

Building a bike pump track in town that is free, fun, and accessible for bicyclists of all ages.

\$6,068 of \$6,000 **27** days left

★ Matching Grant: Vermont Department of Housing and Community Development

VIEW SUPPORT



GUILFORD COMMUNITY PARK

GUILFORD, VT


Guilford Community Park needs YOUR support!

Create and foster community through shared recreational experiences...

\$9,480 of \$20,000 **48** days left

★ Matching Grant: Vermont Department of Housing and Community Development

VIEW SUPPORT



PITTSFORD VILLAGE FARM PAVILION

PITTSFORD, VT

Pittsford Village Farm Pavilion

Help us raise the funds needed to install a pavilion for the community at the Pittsford Village Farm!

\$11,358 of \$11,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

VIEW SUCCESS!



LAMOILLE ART & JUSTICE PROJECT COMMUNITY MURAL

STOWE, VT

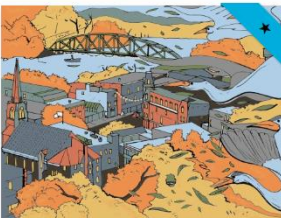
Lamoille Art & Justice Project Community Mural

Join the Lamoille Art & Justice Project in a community-created mural on the Stowe recreation path to highlight local conversations around racial justice

\$5,400 of \$5,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

VIEW SUCCESS!



HIGH STREET MURAL

BRATTLEBORO, VT

High Street Mural

Revitalizing Downtown Brattleboro Together

\$8,411 of \$8,000 **Project Closed**

★ Matching Grant: Vermont Department of Housing and Community Development

VIEW SUCCESS!

What is Crowdfunding?

Crowdfunding is the process of gathering a community to provide financial support for a project within a set period of time.

What is Crowdgranting?

This powerful model combines the power of a grant with the power of crowdfunding!



The **COMMUNITY**
crowdfunds

\$15,000



The **SPONSOR or GRANTOR**
awards a matching grant of

\$30,000



The **TOTAL INVESTMENT**
in the community is

\$45,000

Program Details

What?

Better Places grants support **community-led projects that create, revitalize, or activate public spaces**, that bring people together to build welcoming and thriving communities across Vermont. All projects must be open to and accessible to all people, with no charge of admission.



Program Details

Who?

Municipalities, local community groups, and nonprofit entities with municipal support may apply. Nonprofits and community-based organizations must have permission from the property owners (municipality or private owner) where the project is proposed.



Program Details

Where?

Projects must be located in, connected to, or in direct safe walking distance to a state **designated downtowns, village centers, new town centers, or neighborhood development areas**. Projects must have proper site control secured prior to applying to ensure permission to use (or improve) the space.



Program Details

When?

Applications will be accepted on a rolling basis while funding is available. There is no application deadline. Projects must be completed within one year of executed grant agreement.



Program Details

How?

The Better Places program will support local crowdfunded placemaking projects **through a two-to-one (2:1) match, providing grants from \$5,000 to \$40,000.** Better Places grants will support both permanent and temporary projects that create, revitalize, or activate a public space. However, public space activations and programming, events, music and cultural performances, temporary improvements, and demonstration projects are limited to a maximum grant award of \$10,000.



Better Places

Empowering Vermonters to Create Vibrant Public Places



\$446,360



Crowdfunded

3144



Patrons

37



Projects

\$762,100



Matched



Better Places

Local Projects



Brattleboro – High Street Mural





Rutland, VT Center Street Project

#Getdowntown in St. J

Help us fill the streets of downtown St. Johnsbury with art, community, and fun this summer with Final Fridays performance events and live music every weekend.



#Getdowntown St. J & Final Fridays

Accessible. Free. Inclusive. Vitality.



Springfield, VT



Springfield, VT

Comtu Falls Park



Placemaking Toolkit



Vermont Better Places Program PLACEMAKING TOOLKIT



PILLARS OF PLACEMAKING

People, place, and process are essential areas of understanding, sometimes called the 'pillars', of placemaking. They provide a starting point for considering the social, physical, and organizing elements of a placemaking project.

PEOPLE

EMPOWER PEOPLE TO CREATE PLACES THEY LOVE

Placemaking depends on local ideas, enthusiasm, values, skills, cultural traditions, and local knowledge to inform how a project is organized, built, and cared for. Without the infusion of this local engagement, places lack personal connection for community members and are less likely to thrive.

Projects with greatest community impact provide ways for different people across the community to participate and engage with all phases of a project, with the goal of feeling connected and excited about the public place or experience being created.

PLACE

USE WHAT YOU HAVE AND TRY SOMETHING OUT

Placemaking begins with what's there, who's using it, and how people feel in that place. Placemaking also considers what resources (materials and skills) exist within the community to help make something happen, quicker. Topography, ecology, climate, seasons, surrounding environment, utilities, and street connections impact how people feel and move within and through a space. Experimenting with short-term placemaking ideas provides an opportunity to take notes, gather feedback, and understand opportunities and challenges for future expansions of the project.

PROCESS

BUILD AND LIFT EACH OTHER UP

Community-led placemaking thrives when collaboration is embraced, trust is built between partners, and municipalities provide ways to enable both temporary and permanent placemaking initiatives. The project team must outline a clear process, roles, and responsibilities to start, build, and sustain their project. Above everything, project teams must be inclusive, adaptable, and not afraid to reach out to new partners to create something inspiring together.

Digging Deeper to Find Each Other



Successful community building projects empower people who are historically marginalized and underrepresented due to systemic racism, and other inequalities based on a person's ethnicity, gender, class, ability, age, or sexual orientation.

People: Consider the diversity of who is involved, who's perspective is missing and why, and how to respectfully include them.

Place: Consider who can get to and access the space, how to make the space feel safe and welcoming, and how to make access easier and accommodating to all users.

Process: consider who holds power and whether the project roles are fairly distributed.

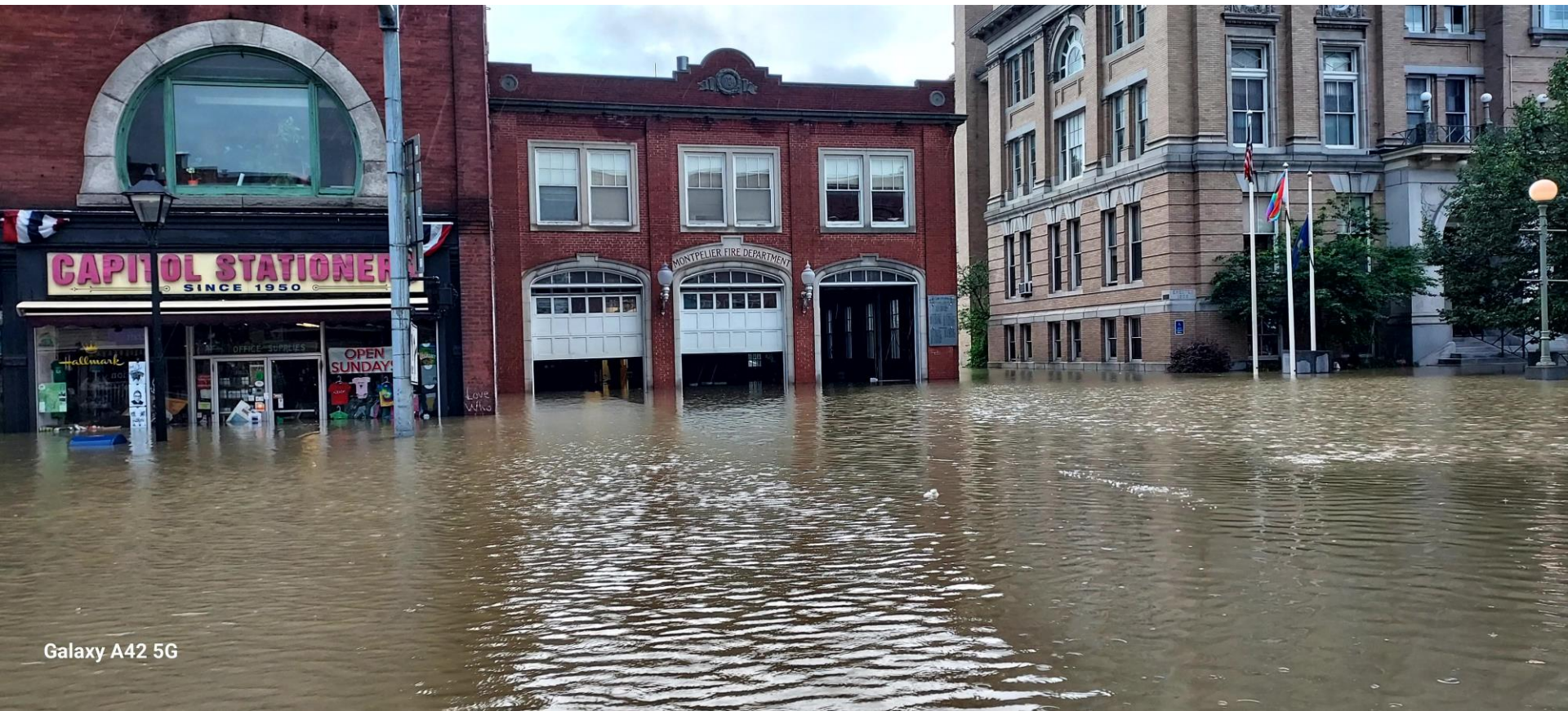
PILLARS OF PLACEMAKING

Check out **Jay Pitter's Equity in Placemaking Checklist** to get started. See more resources on the following page.

July 2023
Flooding in
Vermont's
Capital City of
Montpelier

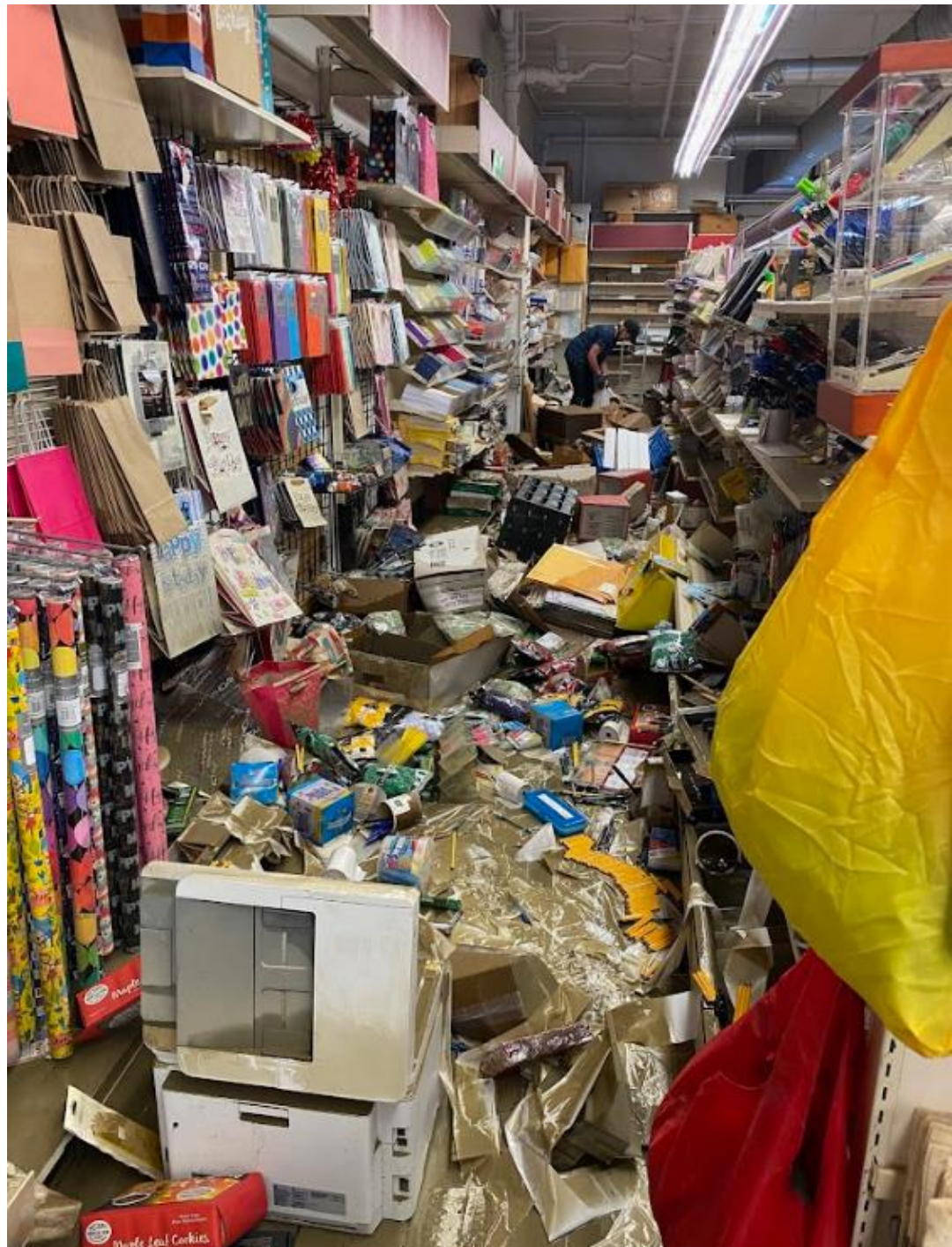


Nearly every building in the downtown was flooded causing over 100 million in damage



Montpelier ALIVE

- Business support by gathering and sharing flood relief resources





- 4000 volunteers over 4 weeks
- 350 residential and commercial properties
- Over 800 tasks ranging from draining, clean-up, construction, inventory for insurance, etc.

Together
WE ARE STRONG

- \$2.6 million raised to support downtown businesses
- \$4K - \$20K grants to businesses



Montpelier ALIVE

- Co-sponsored community forums to build community resilience and establish plans for rebuilding.



Montpelier ALIVE

- Partner in the Commission on Recovery and Resiliency for flood relief.





Thank you.



AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT
DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT

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Division of Community Planning and Revitalization
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