

Community and Economic Development Committee

Date: Thursday, August 8, 2024

Topics: Real Rutland Marketing Initiative

Committee members present: Chair Tadio, Alderwoman Davis, Alderman McCann, Alderman Whitcomb (over the phone)

Others present: Mayor Doenges, President Talbott, Alderman Barbagallo, Alderman Gillam, Alderman Adams, Lyle Jepson & Olivia Lyons from CEDRR, Ed Bove, Gordon Dritschilo,

Meeting was called to order at 5:31pm.

The topic was CEDRR's Real Rutland Marketing Initiative.

Lyle Jepson and Olivia Lyons from CEDRR presented on the program. The Real Rutland Marketing Initiative was launched in 2017 with the goal to attract new residents and encourage current residents to stay. With a larger population, Rutland City can lower individual tax rates. The program has successfully relocated 270 individuals to Rutland county. There are 30 concierge volunteers who the program connects with people who are interested in moving to the area from out of state to answer questions and talk about what it's really like to live in Rutland. The program also chooses five families for an all-inclusive weekend retreat in Vermont to see potential employers, schools, activities and connect with relators.

The program operates on a budget of \$120,000, half of which goes to staff salaries, and the other portion is for advertising to perspective participants in the program and weekend getaways that bring potential residents into Rutland County. 70% of the budget for the program is corporate sponsorship and the other is from local cities and towns in Rutland County. CEDRR has received a Grow Grant to additionally fund the program. Lyle Jepson asked for a commitment from Rutland City for \$16,000, or \$1 per person in Rutland to sponsor the program and pointed out that Killington contributed \$6,000 which is more than \$1 per person of its town's population.

Alderman McCann said that he had used the concierge service when he was moving here and had found it helpful. There was some discussion of where the money should come from. In years past it was pulled from the Mayor's contingency budget. Mayor Doenges said he would support that for this year, but he believes it would be great to have a line item in the budget specifically for marketing in the future.

Alderman McCann made a motion to support CEDRR's Real Rutland Marketing Initiative and Concierge Service in the amount of \$16,000 coming from the Mayor's contingency fund.

Motion passed 4-0.

Meeting adjourned at 6:14pm.