

# Rutland County Celebrating a Common Direction



A Strategic Plan to grow the  
economy and reverse the  
Region's population trends.

# Rutland County faces serious population decline

Population in steady decline

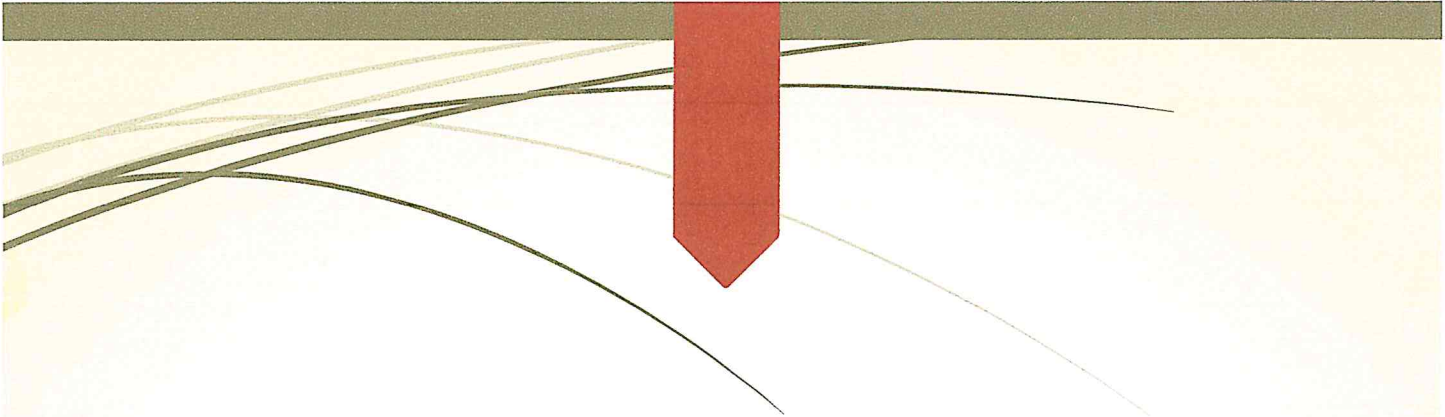
Scenario A: County population decreases  
1.4% by 2020 and 5.2% by 2030

Scenario B: County population  
decreases 5.1% by 2020 and  
12.1% by 2030



# SIGNIFICANT IMPLICATIONS FOR THE REGION

- PROPERTY VALUES
- TAX BASE
- LOCAL RETAILERS
- RESTAURANTS
- EMPLOYERS



# 3-PART PLAN TO REVERSE THE TREND

QUALITY OF LIFE –

Population Growth

WORKFORCE – Dispel the myth  
there are no jobs here

TOURISM – Grow

Killington Valley Initiative





# We Control Our Quality of Life Narrative

## Our Region is the perfect place to blend career, family and recreation.

- Highlight a narrative that includes our recreational resources, great jobs, exciting cultural and educational assets, etc.
- Go beyond the stereotypical Vermont brand
- Expand the outdoor adventure focus
- Focus on Quality of Life

# WORKFORCE DEVELOPMENT

## New REDC program: Succeeding in VT

- Banish the myth of “no jobs here”
- Educate local students about opportunities, connect job seekers with local positions
- Young Leadership Development Programming
- Formal mentoring efforts to help young professionals expand skills, community ties and professional networks

# Tourism / Outdoor Adventure

GROW THE KILLINGTON VALLEY INITIATIVE:  
CAPTURE INCREASED MARKET SHARE

- Target tourist for relocation
- Expand from mountain biking and trail riding to all outdoor adventure
- Market Regional Assets

# Tactics

- Utilize targeted digital campaigns produced by professionals hired through a rigorous RFP process.
- Highlight real, professional, high-paying, jobs that are available at RPMC, GE and others.
- Highlight our assets in new and innovative ways.





## Additional Tactics

- Outreach campaign directly focused on local college / university alumni
- Media pitches
- Wikipedia
- Welcome packages

# PARTNERS AND BUDGET

Steering Committee: REDC/RRCC and DRP, RRA, Area Businesses, Towns

Subcommittees:

Population Growth: Quality of Life

Workforce

Tourism and Outdoor Adventure

- We envision a multi-year strategy.
- The challenge is significant, therefore the budget must be as well.
- \$200,000 is tentatively proposed for the year 1 budget, with subsequent budgets based upon a review of progress and the results of local and regional support.

# STRONG SUPPORT - \$200K COMMITTED

THE FOLLOWING BUSINESSES AND ORGANIZATIONS HAVE  
PLEDGED AT LEAST \$10,000

- CARPENTER AND COSTIN - \$10K
- CASELLA - \$10K
- FOLEY FAMILY OF BUSINESSES - \$10K
- GREEN MOUNTAIN POWER - \$10K
- HERITAGE FAMILY CREDIT UNION - \$10K
- MOUNTAIN TIMES - \$12K IN ADVERTISING
- RUTLAND ECONOMIC DEVELOPMENT CORP - \$10K
- RUTLAND REGION CHAMBER OF COMMERCE - \$10K
- RUTLAND REGIONAL MEDICAL CENTER - \$10K

# STRONG SUPPORT - \$200K COMMITTED

*Additional funding has been pledged by:*

Castleton University - \$5,000 + in kind Donations

VELCO - \$3,000

Russell Construction Services - \$1,000



# SUSTAINABILITY PLAN

Rutland City has committed:

\$50,000 in FY 2016-17

\$50,000 in FY 2017-18

We have begun outreach to other communities  
Rutland Town, West Rutland, Brandon,  
Fair Haven, Killington, Pittsford