



Agency of Commerce and Community Development **Grants for Relocation Outreach Work Program 2024-2025 Report**

The Grants for Relocation Outreach Work (GROW) program provides grant funding to enable local, regional, county-wide, or state-wide organizations to conduct relocation, recruitment, and retention activities to encourage and support new residents relocating to Vermont. This report details grantee activities and data of the first two-year cycle of the grant program (2024-2025).

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Grants for Relocation Outreach Work 2024-2025 Report

Program History

In 2018, the Vermont Legislature passed Act 197 to address the need for more workers in Vermont. Within the legislation was a program managed by the Vermont Department of Economic Development, the Remote Worker Grant Program, that quickly gained media attention by offering up to \$5000 to reimburse people with a remote job who had recently moved to the state. This first iteration of the program reimbursed 84 families (218 people) \$320,834 in eligible moving expenses.

The program was renewed in 2019, 2021, and 2022 with slight variations, including allowing reimbursable expenses of up to \$7,500, extending eligibility to workers employed by Vermont companies, and allowing applicants who had secured employment with a Vermont business to secure relocation funding before relocating to the state. In total, the state spent \$4,873,000 to support 989 grantees or 2,654 new Vermonters over the course of the grant program.

Concurrently with the launch of the Remote Worker Grant Program in 2018, the Vermont Department of Tourism and Marketing (VDTM) launched the Stay-to-Stay Program, which was a 3-day networking weekend specifically designed for visitors interested in living and working in Vermont. The 2018 pilot program included four communities; Rutland, Bennington, Brattleboro, and Burlington; and four separate Stay-to-Stay Weekends administered jointly by VDTM and regional partners.

The Stay-to-Stay Weekends connected participants to community leaders, employers, entrepreneurs, realtors, potential neighbors, and state and local officials, to begin building a support network that could help facilitate their relocation to Vermont. In total, 140 people participated in the 2018 pilot program and 10 of those ended up relocating to Vermont.

In 2019, the Stay-to-Stay program was expanded to include the Northeast Kingdom and the Woodstock regions for a total of 20 events in 6 communities around the state with 247 participants. Some of these weekends were targeted around specific outdoor recreation activities, such as skiing and mountain biking. At the time the 2019 report was published, 8 participants had moved and another 37 were job and/or house hunting to start the moving process.

Building upon these successes, there were plans in 2020 to expand the Stay-to-Stay program to add new communities like Addison County and to create weekends that



were geared to specific employment sectors. With the outbreak of the COVID-19 pandemic, all Stay-to-Stay weekends in 2020 were cancelled. The Stay-to-Stay program shifted into a virtual experience and in 2021, a more robust intake form was created to better support people interested in moving to Vermont. Dubbed the 'Connect with a Vermonter' form, this new process allowed more communities in Vermont to participate. Within the first three months of the virtual program, over 400 people had filled out the form to meet virtually with one of our regional representatives.

From 2021 until 2023, the Connect with a Vermonter program continued with the help of regional partners who were working with the state as essentially volunteers. As inquiries were received through the form on ThinkVermont.com, those leads were passed along to regional partners on the local level to provide individualized guidance on relocation. In 2023, VDTM was awarded an increase in base funding to formalize a regional relocation network and increase capacity for relocation and outreach activities within Vermont through what is now known as the GROW (Grants for Relocation Outreach Work) program.

About the GROW Program

In 2023, VDTM opened the first competitive GROW grant program cycle with two grant tracks: the Regional Relocation Network Track and the Outreach Track. The Regional Relocation Track complements and supports the Think Vermont lead generation and distribution system via the Connect with a Vermonter form. As part of this track, grantees are committed to receiving and nurturing leads received through the Connect with a Vermonter program. Grantees are expected to have a formal process in place to track all leads received and report monthly on the status of all leads and support activities provided (calls, referrals, emails, etc.). The Outreach Track was designed to either complement Relocation track activities or be implemented as standalone activities that support the program goals. As part of the Outreach track, grantees are committed to organizing events and/or conducting activities that promote the region to new residents and help new residents feel welcome in their new community.

One of the goals in creating the GROW program was to create a statewide network of partners that could work with each other to look at best practices, generate new ideas, and lean on each other for solutions to problems. The first year of funding kicked off with an in-person gathering of all grantees in Rutland and grantees have continued to meet in-person and virtually over the grant cycle to strengthen regional relationships.

Twelve (12) organizations throughout the state were awarded GROW grants for the 2024-2025 cycle. Grantees included organizations that had been focused on relocation work in their region for many years, as well as others that were brand new to this work.



2024-2025 GROW Grantee Organizations

Region	Grantee	Track
Addison County	Addison County Economic Development Corporation	Outreach and Relocation
Bennington County	Southwestern Vermont Chamber of Commerce	Outreach and Relocation
Chittenden County	Lake Champlain Regional Chamber of Commerce	Outreach and Relocation
Northeast Kingdom	Northern Forest Center	Outreach and Relocation
Orange County	The Chandler Center for the Arts	Outreach
Orange County	Green Mountain Economic Development Corporation	Relocation
Rutland County	Chamber & Economic Development of the Rutland Region	Outreach and Relocation
Washington County	Montpelier Alive	Outreach and Relocation
Windham County	Brattleboro Development Credit Corporation	Outreach and Relocation
Windham County	Southern Vermont Deerfield Valley Chamber	Outreach
Windsor County	Vital Communities	Outreach
Windsor County	Green Mountain Economic Development Corporation	Relocation
Statewide	VT Professionals of Color Network	Relocation



Connect with a Vermonter Process

The Connect with a Vermonter form is the foundational anchor of the work of our Relocation track grantees and allows the State to collect data on potential new Vermonters as they advance through their relocation process.

Form questions include employment info, home state, region of interest, reasons for moving, an estimate of how committed they are to moving to Vermont, household income and age. All those who are eligible to work in the U.S. receive an automated email with an introduction to a local contact in the region they requested. Regional partners also have the option of offering a personal phone call or video call as the first step in nurturing the leads. Leads who indicate they will be looking for a job get a separate email providing them with available resources from the Vermont Department of Labor. Leads who indicate they are looking for BIPOC resources are forwarded to the VT Professionals of Color Network.

Relocation track grantees are expected to complete monthly reports that detail how many leads they are tracking. The total number of leads reported include both inquiries received through ThinkVermont.com, as well as those generated independently by grantees through their own activities in the first two-year grant cycle (2024-2025).

Total Relocation Leads Tracked

Source of Leads	2024	2025
Leads Received Through Connect with a Vermonter Form on ThinkVermont.com	538	915
Leads Generated Independently by Grantees	295	521

Table 3 summarizes how grantees document how many leads are currently in each of the various stages of a typical sales process. As individuals receive additional information and engage in conversations with grantees, that progress is captured in monthly reports by moving those individuals into later stages that signify greater interest and intent in actual relocation, all the way up to a final move. (The number of leads per relocation stage in Table 3 includes all leads reported between January 1, 2024, and December 31, 2025.)



GROW Program Lead Status

Stage	Number of Leads	Description of Stage
Leads Tracked	2269	Includes leads received through ThinkVermont.com via the “Connect with a Vermonter” form, as well as leads generated by regional grantee organizations.
Stage 1: Prospects	1007	Individuals who have received an initial response or other outreach from regional grantees as part of scheduled follow up, but they have not responded back yet.
Stage 2: Active	275	These individuals have responded back to outreach at least once. At this stage, regional grantees are offering general guidance and resources. Individuals may also have attended virtual relocation events.
Stage 3: Engaged	179	These individuals have engaged 2 or more times with grantees and are having regular conversations with these organizations about housing, jobs, schools, etc.
New Vermont Families	97	Family units (represented by the individual that has been working with regional partners) that reported completing the move to Vermont.

Once a lead actually moves to Vermont, the grantee is then required to fill out a Recently Moved Lead report which gives the state additional info about the new resident, such as why they decided to move, whether they found a job in Vermont or brought a remote job with them, where in Vermont they moved to, and how many people moved with them. Additional details on observed trends from these new Vermonters are included in the next section.

Insights and Trends from New Vermonters

Regional GROW grantees began recording information about “leads who moved” in January 2024. As of the end of 2025, grantees have provided information about 97 families who have successfully relocated to Vermont, representing 195 new Vermonters. These numbers very likely underestimate the numbers of individuals who



have relocated as a result of the GROW program and associated activities, as reporting is limited to only those families who voluntarily share the fact that they have completed relocation with the regional grantee organizations.

The following insights are based on the 95 new Vermont families that utilized some aspects of the GROW program, relocated between January 1, 2024, and December 31, 2025, and shared the details of their move with a regional grantee organization.

Two-thirds of new Vermont families are working for a Vermont-based business.

Of the new Vermont families that relocated through the GROW program, 67% (representing 65 families) reported family members that either needed or found a local job, moved their business, or are planning to start a new business in Vermont. An additional 26% (representing 25 families) reported that family members relocated with a remote job. Job details are unknown for the remaining small percentage of new families.

Employment is the most important reason for moving to Vermont.

Moving for a job opportunity was the primary reason for relocating as reported by 35% of the new Vermont families participating in the GROW program. Other important motivators included:

- Desire to be near family and friends (16%)
- Progressive culture/politics (15%)
- Access to the outdoors/nature (14%)
- Small community / community vibe (13%)

New Vermonters are employed in high-demand sectors.

Reporting information confirms that at least one of the individuals in about half of the new Vermont families is employed in a job sector identified as currently seeing high demand for employees. Of the 41 new Vermont families sharing this information, the job sectors represented include:

- Healthcare (8)
- Education (4)
- Retail (4)
- State/Federal government or judiciary (3)
- Non-profit (3)
- Hospitality/restaurant (3)
- Banking (2)
- Craft beverages (1)
- Electrical/technology (2)



- Energy (1)
- Engineering/Architecture (2)
- Environment (1)
- Graphic design (1)
- Brand (1)
- Trades (1)

Within the above, 4 of those individuals were employed in remote positions in healthcare (2), e-commerce (1), engineering/architecture (1), and graphic design (1).

Counties Where GROW-Assisted New Vermonters Relocated

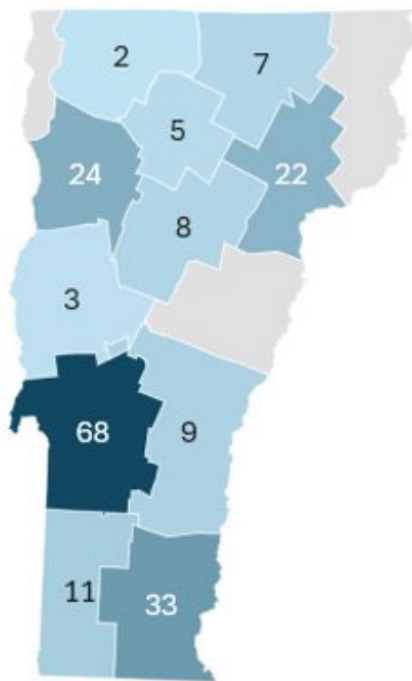


Figure 1: The new Vermont residents utilizing the GROW program have settled in 11 different counties, as follows: Rutland County (68 new residents), Windham County (33), Chittenden County (24), Caledonia County (22), Bennington County (11), Windsor County (9), Washington County (8), Orleans County (7), Lamoille County (5), Addison County (3) and Franklin County (2). It is likely not a coincidence that the Rutland region has seen the most new residents move to the area through this program so far as Rutland has the longest-running and most comprehensive concierge service.



Reporting gathered from the GROW partner network also shows that on average, the length of time between first contact with a GROW grantee organization and finally moving to the state takes about 3.8 months. Some families will reach out to local partner organizations within a month of moving, often when they have already accepted a job offer with a Vermont company, while others can take 3 years or more to complete their move to Vermont.

States Where GROW-Assisted New Vermonters Moved From

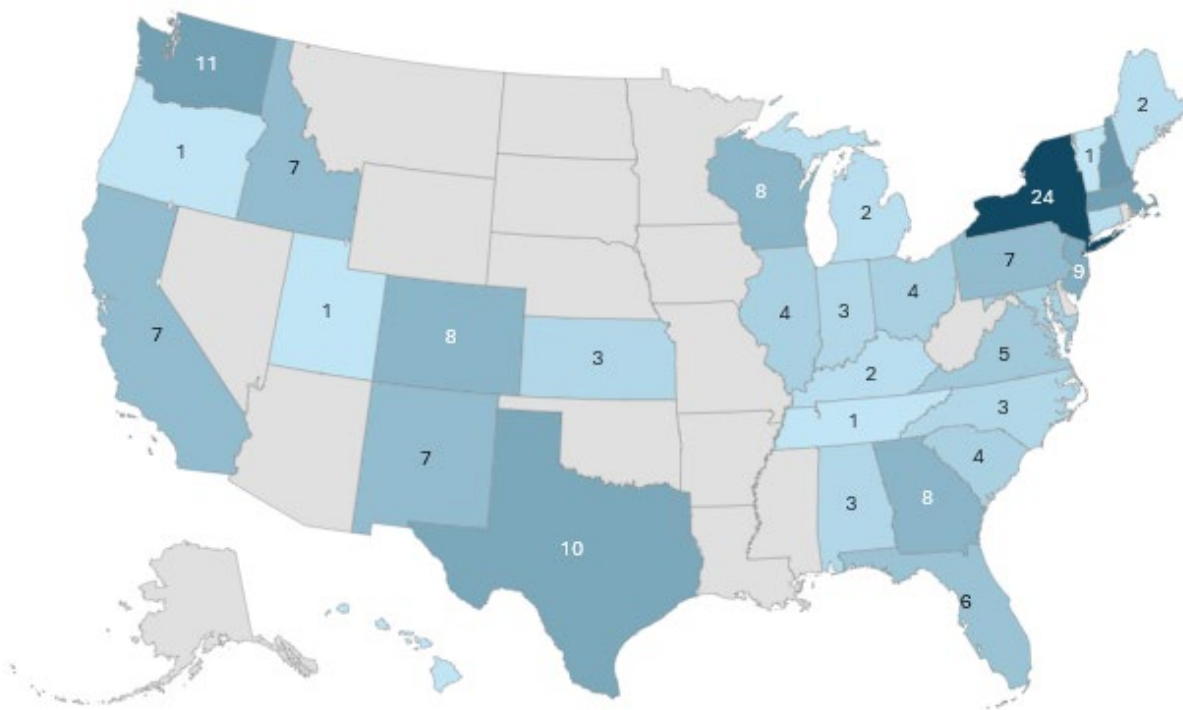


Figure 2: In the first two years of the program, a total of 97 family units relocated to Vermont using the GROW program, representing 195 new Vermonters. These new Vermonters came from 32 different states (the top five states were New York, New Hampshire, Texas, New Jersey, and Georgia and Colorado, tied), plus another 11 families from Canada or another country. Connect with a Vermonter form inquiries have been received from all 50 states, plus the District of Columbia, Puerto Rico (as well as international inquiries).



Insights and Trends from Connect with Vermonter Form Submissions

The following data, compiled from Connect with a Vermonter form submissions received through ThinkVermont.com from 2024-2025, helps us understand the demographic and behavioral profile of potential new residents to Vermont.

Interest in relocating to Vermont is geographically widespread.

In the past two years, inquiries about moving to Vermont have been received from all 50 states, plus the District of Columbia and Puerto Rico, as well as from outside of the U.S. The top states of origin, in descending order, are New York, Florida, Texas, Pennsylvania, Massachusetts, New Jersey, North Carolina, and California.

Connect with a Vermonter Form Respondent Origin State

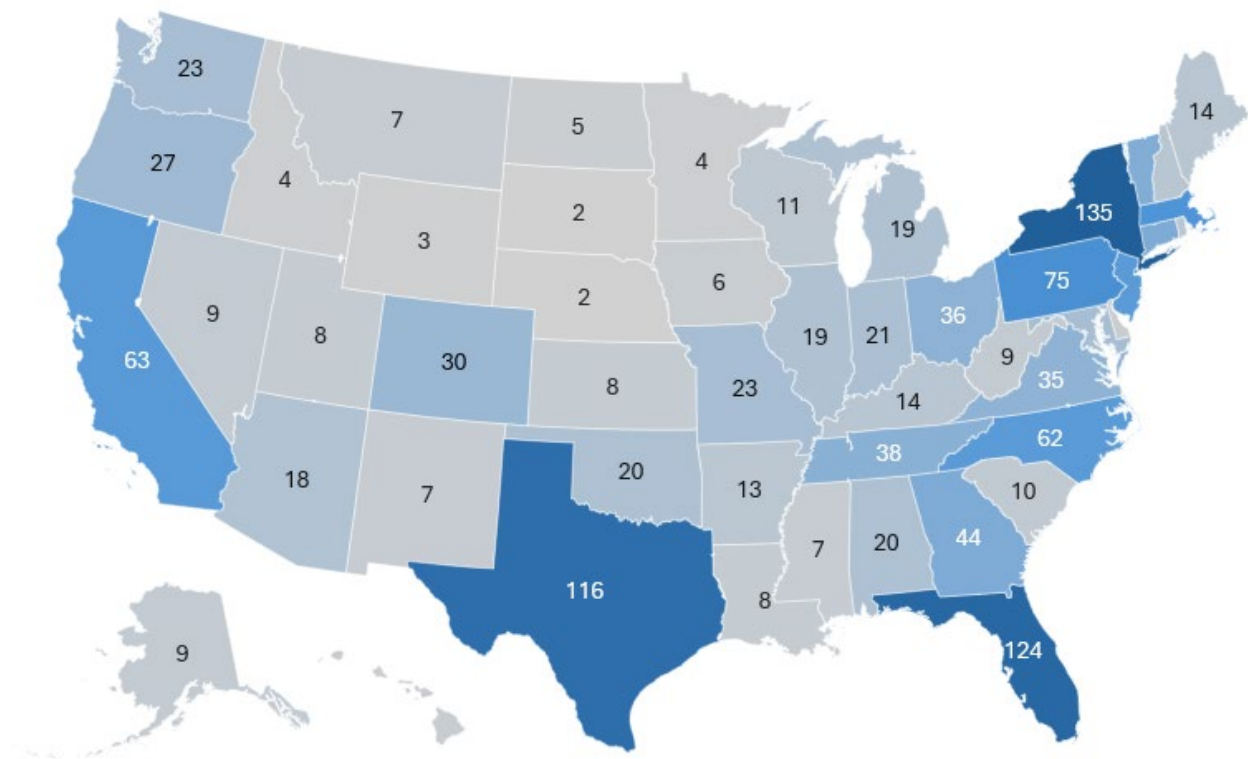




Figure 3: In the past two years, inquiries about moving to Vermont have been received from all 50 states, plus the District of Columbia and Puerto Rico, as well as from outside of the U.S. The top states of origin, in descending order, are New York (135), Florida, Texas, Pennsylvania, Massachusetts, New Jersey, North Carolina, and California.

Peak interest in moving is seen in the 25-44 age range.

While Connect with a Vermonter form submissions have been received from every age group, the majority of respondents (54%) were aged 25-44. The exact breakdown of respondents by age for 2024-2025 was:

- Age 18-24 (97 respondents)
- Age 25-34 (440 respondents)
- Age 35-44 (354 respondents)
- Age 45-54 (270 respondents)
- Age 55-64 (179 respondents)
- Age 65+ (71 respondents)

Only about half of all respondents have been to Vermont.

49% of the individuals completing the Connect with a Vermonter form have previously visited the state, while 51% have never been to Vermont.

Most potential residents are unsure of where in Vermont they would like to live.

In the spring of 2025, the Connect with a Vermont form included a new “unsure” option when asking respondents to identify which region of Vermont would be their top choice for relocation.

- 46% of respondents chose this new option, confirming they were unsure of where in the state they might like to relocate to. The only region receiving a significant amount of interest (over 6%) was Chittenden County, which was identified by 22% of respondents as their first choice of region to move to.

The majority of respondents would like help finding a job.

When asked “Do you need assistance finding employment in Vermont,” 78% of respondents indicated yes. All individuals who indicate they will be looking for a job receive an email providing them with available resources from the Vermont Department of Labor.

Access to Outdoor Recreation and Nature, and Small, Vibrant Communities, are the top reasons for moving to Vermont.



When provided with a list of possible reasons for moving to Vermont, two-thirds of respondents chose Access to Outdoor Recreation and Nature (68%) and Small, Vibrant Communities (67%). The other reasons chosen (from the 2025 form submissions) included:

- Safe Place to Live and Raise a Family (57%)
- Progressive Culture (59%)
- Climate change (33%)
- Quality education (24%)
- Job offer (19%)
- Friends and family live here (15%)

Potential new residents are interested in a wide range of additional information.

The data shows that potential new residents are interested in learning about all of the options provided, but far and away, the most sought-after information was Apartment Rental or Home Buying Resources. The full list of results of topics people would like to learn more about from Connect with a Vermonter form submissions in 2025 were:

- Apartment Rental or Home Buying Resources (85%)
- Health Care Resources (48%)
- Outdoor Recreation Options (48%)
- Arts and Cultural Experiences (48%)
- Volunteering / Community Service Options (36%)
- Small Business Support and/or Business Site Location (27%)
- K-12 School Information (21%)
- Resources for Black, Indigenous and People of Color (20%)
- Places of Worship (19%)
- LGBTQ+ Resources (17%)
- Disabilities, Aging and Independent Living (15%)
- Retirement Resources (14%)
- Preschool / Daycare / Elder Care Options (11%)

What's Next

In July 2025, the second round of applications was opened for an additional two years of funding, to run from January 1, 2026, through December 31, 2027. The 17 organizations awarded grant funding for 2026-2027 will now service all 14 counties of the state, as well as offering relocation and retention resources for the LGBTQ+ community (previously a dedicated organization to provide LGBTQ+ support was not available). For the new two-year grant cycle, the Relocation and Outreach tracks have



been updated slightly to become the Relocation and Retention tracks. The Relocation track will include activities related to helping individuals move to Vermont, whether that might be following up with a lead, or regional marketing efforts to out-of-state audiences. The Retention track will include any activities that support the retention of recently moved residents, such as creating or promoting a new Vermonter networking event. No other significant changes have been made to the program.

2026-2027 GROW Grantee Organizations

Region	Grantee	Track
Addison County	Addison County Economic Development Corporation	Relocation and Retention
Bennington County	Southwestern Vermont Chamber of Commerce	Relocation and Retention
Chittenden County	Lake Champlain Regional Chamber of Commerce	Relocation and Retention
Franklin County	Franklin County Industrial Development Corporation	Relocation
Grand Isle County	Franklin County Industrial Development Corporation	Relocation
Lamoille County	Lamoille Economic Development Corporation	Relocation
Northeast Kingdom	Northeast Kingdom Chamber of Commerce	Relocation and Retention
Orange County	The Chandler Center for the Arts	Retention
Orange County	Green Mountain Economic Development Corporation	Relocation and Retention
Rutland County	Chamber & Economic Development of the Rutland Region	Relocation and Retention
Washington County	Montpelier Alive	Relocation and Retention



Windham County	Brattleboro Development Credit Corporation	Relocation and Retention
Windham County	Southern Vermont Deerfield Valley Chamber	Relocation and Retention
Windsor County	Vital Communities	Retention
Windsor County	Green Mountain Economic Development Corporation	Relocation and Retention
Statewide	Out in the Open	Relocation and Retention
Statewide	VT Professionals of Color Network	Relocation and Retention

Highlights from 2024-2025 GROW Grantees

The following section provides details on the specific activities completed by grantees in the 2024-2025 grant cycle, as well as measured outcomes.

Addison County Economic Development Corporation (ACEDC)

Grant Amount: \$150,000

Grant focus: Relocation & Outreach

Service Area: Addison County

Number of Leads Received: 362

Number of Households relocated: 3

Total number of Vermont Newcomers: 5

ACEDC had been a volunteer partner prior to the GROW program but had not been able to devote significant resources to following up with leads prior to receiving this grant. With the GROW grant, ACEDC has been able to partner with the Addison County Chamber of Commerce to hire a full-time employee who is dedicated to assisting leads.

Grant highlights include:

- Launched their new brand and webpage for relocation, [Imagine Addison County](#) as well as launching specific social media channels, a newsletter, and a printed brochure for relocation.
- Launched four highly successful paid social campaigns that garnered 82 new leads from interested re-locaters specifically interested in Addison County.
- Held four “Newcomer Events” that drew both established and new residents:



- Bristol Volunteer Fair: 48 attendees, 5 newcomers
- An Evening at the Sheldon: 35 attendees, 26 newcomers
- Experience the Rokeby Museum: 22 attendees, 17 newcomers
- Apple Picking at Sunrise Orchards: 13 attendees, 11 newcomers

Brattleboro Development Credit Corporation (BDCC)

Grant Amount: \$150,000

Grant focus: Relocation & Outreach

Service Area: Windham County

Number of Leads Received: 176

Number of Households relocated: 14

Total number of Vermont Newcomers: 34

BDCC has been focused on relocation for some time. They had been a volunteer for the Connect with a Vermonter program prior to receiving the GROW grant and were one of the first communities to participate in the Stay-to-Stay program. BDCC already had many baseline systems in place for tracking leads as well as a dedicated staff person and relocation website with many resources for newcomers.

Grant highlights include:

- Developed “Newcomer’s Orientation Checklist” document that helps new Vermonters orient to and engage with their communities
- Launched Invite a New Vermonter to Dinner Month in March 2025 that had 51 new program participants and created 24 host-newcomer matches.
- Hosted 30 newcomer mixers between January 2024 and November 2025 that drew 590 total attendees, 200 of which were newcomers to the state. BDCC learned that identifying specific groups of newcomers—based on geography, life stage, shared interests, or identity—and designing events intentionally for those cohorts resulted in higher engagement, stronger attendance relative to invitations, and more meaningful connections among participants.

Chamber & Economic Development of the Rutland Region (CEDRR)

Grant Amount: \$150,000

Grant focus: Relocation & Outreach

Service Area: Rutland County

Number of Leads Received: 234

Number of Households relocated: 34

Total number of Vermont Newcomers: 68



Rutland was one of the first communities to participate in the Stay-to-Stay program and CEDRR has been a champion of relocation to their region even without funding from GROW. This grant has enabled CEDRR to level up their relocation marketing to the region and upgrade their Connect with a Vermonter leads tracking system.

Grant highlights include:

- Created Welcome Package for new residents that includes up to \$1,500 in gift cards and incentives to be used locally, benefiting both the newcomer and local businesses.
- CEDRR's Real Rutland Weekend Getaway campaign received 481 entries for a fully hosted weekend to get to know Rutland County and experience life in Vermont. CEDRR interviewed 99 families and ultimately chose five families who are considering relocating to Vermont to participate, from Virginia, Texas, Florida, and Michigan.
- Hosted a Meet and Greet at The MINT Makerspace in Rutland to bring together new and longtime residents in a creative space before the holidays. The event attracted close to 50 attendees, about half were new residents. CEDRR found that this event was particularly successful in building community as having an activity to focus on and talk about helped ease people into conversation and connection.

Chandler Center for the Arts

Grant Amount: \$46,890

Grant focus: Outreach

Service Area: Orange County

The Chandler Center is focused on the Outreach Track and specifically on welcoming and retaining new Vermonters to their region. While they had not formally done this type of work previously, the nature of their organization lends itself easily to community building and welcoming new residents.

Grant highlights include:

- Hosted a series of new resident mixers that increased engagement with both programming and volunteering at the Center.
- Developed local partnerships that amplify outreach messaging to the larger regional area. Partnerships include the Chamber of Commerce, Randolph Vibe, and fellow grantee Green Mountain Economic Development Corporation.
- Significant increases in new residents outreach list by testing various tactics; as well as lessons learned that will improve outreach in the next grant cycle.



Green Mountain Economic Development Corporation (GMEDC)

Grant Amount: \$150,000

Grant focus: Relocation

Service Area: Orange County

Number of Leads Received: 195

Number of Households relocated: 6

Total number of Vermont Newcomers: 10

Relocation and retention work is brand new to GMEDC, so it took some time for them to put processes in place to follow up with leads. They were eventually able to hire someone full-time to manage relocation assistance as well as work with the Vermont Welcome Wagon.

Grant highlights include:

- Hosted 22 newcomer events in 2025, including a popular monthly mixer at the Main Street Museum, which in total drew over 75 newcomers.
- Responding to feedback from the community for regular events, GMEDC committed to offering monthly newcomer mixers at the Main Street Museum featuring food, music, and welcoming residents. Consistent, monthly events in a familiar location created a reliable and grounding presence for the Welcome Wagon and response from both newcomers and long-time community members was overwhelmingly positive.
- GMEDC provided many hours support for a lead from upstate NY, who moved to Vermont in October 2025. For the first visit in June, GMEDC created a custom weekend itinerary to host the lead and his partner which included a welcome lunch, tickets to the Quechee Balloon Festival, a river tubing adventure, and a farewell brunch. The lead rated the experience 5/5 stars and reported, "Everything was absolutely perfect.... I'm so excited to make my move over to the state."

Lake Champlain Chamber of Commerce (LCCC)

Grant Amount: \$150,000

Grant focus: Relocation & Outreach

Service Area: Chittenden County

Number of Leads Received: 661

Number of Households relocated: 11

Total number of Vermont Newcomers: 21

The Lake Champlain Chamber had been a volunteer partner prior to the GROW program and participated in a few Stay-to-Stay events. They have focused their recent



efforts on workforce development and helping their largest regional employers in filling open positions.

Grant highlights include:

- Launched “Move to Burlington” microsite featuring Hello Locals stories, relocation resources, and direct employer hiring pages.
- Created “Hello” Video Series highlighting locals that have moved to Burlington and found a community that matches their professional passions.
- Hosted two relocation webinars that averaged 25 attendees and one in-person immersion weekend for eight prospective newcomers.

Montpelier Alive

Grant Amount: \$150,000

Grant focus: Relocation & Outreach

Service Area: Washington County

Number of Leads Received: 193

Number of Households relocated: 3

Total number of Vermont Newcomers: 5

Montpelier Alive has taken on relocation and retention work for all of Washington County. They were able to create the Capitol Connections program and while they are new to this work, they understand the importance of the GROW program for their region.

Grant highlights include:

- Created a dedicated webpage to house information for prospective and new residents, including a jobs board, targeted navigation, and extensive resource materials.
- Hosted two new resident mixers that attracted approximately 30 attendees each. New residents learned more about the Capitol Connections program, mingled and exchanged contact information.
- Supported three neighborhood block parties that strengthened neighborhood ties and folded new residents into their communities.
- Substantial growth in both awareness and engagement over the grant period. Lead activity increased markedly from 2024 to 2025, with prospects growing from 45 to 169, active leads from 8 to 31, and engaged leads from 3 to 23. This progression demonstrates not only increased visibility, but improved follow-through and relationship-building with potential new residents.



Northern Forest Center

Grant Amount: \$90,000

Grant focus: Relocation & Outreach

Service Area: Northeast Kingdom

Number of Leads Received: 172

Number of Households relocated: 19

Total number of Vermont Newcomers: 40

The town of St. Johnsbury had been a longtime volunteer partner, participating in the Stay-to-Stay program and assisting people who were looking to move to the Northeast Kingdom. With the creation of the GROW program, the Northern Forest Center was able to expand those efforts, create some advertising campaigns, as well as bring in the Vermont Welcome Wagon.

Grant highlights include:

- Hosted monthly events in partnership with the NEK Young Professionals Network and NEK Welcome Wagon including St. Johnsbury Networking Bingo, a food drive at the Wildflower Inn and meet ups at the Sutton Corn Maze. Created a map of all New Vermonters and hosts to target event outreach effectively.
- Hosted a successful weekend-long relocation event, Keys to the Kingdom with 22 attendees including 4 New Vermonters. The event was highly personalized for the visitors, and included a welcome event, boat ride, and brunch. Visitors were also given guidance and time to explore on their own.
- From January 2024 through December 2025, Northern Forest Center had 174 leads with 84 in the “prospect” or better category and 20 leads successfully relocated, representing at least 42 new Vermonters.

Southern Vermont Deerfield Valley Chamber

Grant Amount: \$38,400

Grant focus: Outreach

Service Area: Windham County

The Southern Vermont Deerfield Valley Chamber is new to relocation marketing, but they have been marketing the region for tourism, so relocation and retention was an easy addition to the work they’re already had been doing.

Grant highlights include:



- Created authentic photo assets for GROW campaigns with two photoshoots. The shoots focused on activities that would attract people to the area and recognizable features when possible.
- Increased followers across social media channels by 45% over the two-year cycle through improving photo assets, targeting, and consistent engagement tactics.
- Hosted four mixers to connect long time and new residents, that averaged 70 attendees each. Feedback from attendees was overwhelmingly positive and set a template for future successful events.

Southwestern Vermont Chamber of Commerce

Grant Amount: \$150,000

Grant focus: Relocation & Outreach

Service Area: Bennington County

Number of Leads Received: 151

Number of Households relocated: 5

Total number of Vermont Newcomers: 9

The Southwestern Chamber was a volunteer partner prior to GROW and participated in the Stay-to-Stay program. Since being awarded funding, they have been able to hire a full-time employee to focus on relocation and retention.

Grant highlights include:

- Organized and hosted approximately 30 events a year, including events geared towards newcomers and long-term residents, creating many opportunities for community connection. Events include group hikes, volunteer opportunities, and mixers.
- Hosted the New Vermonter Welcome Picnic at Lake Shaftsbury State Park where new Vermonters in the region were invited for an afternoon of BBQ, yard games, networking, and more. This event attracted 42 New Vermonters, which was up from 25 at the same event in 2024.
- Grew the Shires Young Professionals network from 80 members to over 150 subscribed members. Event output also increased from 10 events a year to over 22 per year, hosting over 550 attendees in 2025 alone. This network serves as an important retention tool in the region, and the investment possible through the grant has been a catalyst for this growth



Vital Communities

Grant Amount: \$40,000

Grant focus: Outreach

Service Area: Windsor County

Vital Communities has focused their retention activities on their BIPOC home and business ownership project which helps black, indigenous, and People of Color put down roots in the Upper Valley.

Grant highlights include:

- Assessed, through conversations with 70+ stakeholder organizations, the most effective way for the program to be a bridge between resource providers and the BIPOC community. The program convened stakeholder working groups to support Vital Communities in being the bridge for this connection.
- Created an extensive resource guide for existing home and business ownership resources, to be launched externally in the upcoming grant cycle.
- Hosted a follow up event that identified gaps in existing resources, including importantly that BIPOC want more support with being welcomed into and finding community.

Vermont Professionals of Color Network (VT POCN)

Grant Amount: \$150,000

Grant focus: Relocation

Service Area: Statewide

Number of Leads Received: 295

Number of Households relocated: 2

Total number of Vermont Newcomers: 3

The Vermont Professionals of Color Network is a statewide grantee that is providing resources for any Person of Color who is interested in moving to Vermont. They are essentially acting as a secondary concierge for any individual who is interested in moving and might want to speak generally with someone about life in Vermont as a Person of Color. The organization can also connect potential residents with other People of Color who live in the region they might be interested in moving to.

Grant highlights include:

- VT POCN gained critical insights into how BIPOC talent perceives our state, including ideas beyond the usual perceived concerns about Vermont being cold, predominantly white, and rural. They were able to learn that BIPOC



- Professionals are more concerned with finding a culturally grounded support system.
- Their concierge program was able to shift the narrative and show that BIPOC individuals do want to move to Vermont, and helped potential newcomers see Vermont as a viable option – including supporting ten successful newcomers in settling in the state.
 - Built a proven, scalable outreach structure for attracting and supporting people considering relocation to Vermont. Over two years, VT POCN has created a refined, repeatable system powered by automated workflows, ready-to-use templates, and tested scripts that are now delivering results.