

## Transformational Tourism, Events, and Regional Marketing Grant Program GRANT RECIPIENTS



1. Catamount Film & Arts Co
2. Come Alive Outside (Rutland)
3. Highland Center for the Arts\*
4. Kelly S. Brush Foundation\*
5. Lake Champlain Regional Chamber of Commerce
6. Leahy Center for Lake Champlain Inc
7. Mad Valley Sports
8. Montpelier Downtown Community Association
9. Newport City Renaissance Corporation
10. Okemo Valley Regional Chamber of Commerce
11. Shelburne Museum
12. Southwestern VT Chamber of Commerce\*
13. St. Johnsbury Works!
14. Stowe Area Association
15. Vermont Cheese Council
16. Vermont Mountain Bike Association



## Transformational Tourism, Events, and Regional Marketing Grant Program GRANTS AWARDED

A total of 16 grants were awarded\*, with an average grant award of \$93,552.

Grant Award	Grant Recipient	Project Description
\$150,000	Catamount Film & Arts Co	Catamount Arts is launching a <b>12-month destination marketing initiative to promote LGBTQIA+ Arts Programming and Events in Vermont's Northeast Kingdom</b> aimed at attracting out-of-state visitors and promoting inclusivity within the community. Project will include a diverse range of events, collaboration with local lodging establishments to enhance visitor experience, and targeted marketing to reach out of state visitors.
\$79,000	Come Alive Outside	Come Alive Outside, Inc. aims to <b>elevate the Winterfest experience into a major multi-day destination event</b> to increase out-of-state attendance, improve visitor satisfaction, promote inclusivity, and boost the visitor economy of Rutland County. Some of the event enhancements include transforming the local snow carving event into the US Nationals Snow Sculpting State of Vermont qualifier and adding a Chili Cook-Off, expanding the Winterfest Drag Show, and adding a 'Rail Jam' freestyle snowboarding competition and a snowmobiling expo.
\$78,318	Highland Center for the Arts^	Highland Center for the Arts will increase the viability and reach of their proven winter event, <b>'Curds &amp; Curling,'</b> that encapsulates the identity of the region through combining art, recreation, and agriculture. This event is an imaginative twist on the sport of curling where a wheel of cheese is used as the curling stone. This project includes <b>purchasing a Glice synthetic ice rink which will be used regardless of season or weather</b> , and a marketing campaign focused on reaching out of state visitors and highlighting the accessibility of the event.
\$62,750	Kelly S. Brush Foundation^	The Kelly Brush Foundation seeks to develop a multifaceted campaign to <b>showcase adaptive-accessible mountain biking opportunities in Vermont</b> to engage and inspire individuals with disabilities to enjoy the freedom of recreating in an inclusive space. This unique campaign will draw visitors to Vermont who may have never realized all the state has to offer and encourage additional adaptive recreation development in Vermont.

\*As of 9/25/24, 13 projects were approved by EDA, with 3 pending approval.

^project pending EDA approval



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Grant Award	Grant Recipient	Project Description
\$50,000	Lake Champlain Regional Chamber of Commerce (dba Hello Burlington)	The Lake Champlain Regional Chamber of Commerce will invest in the <b>creative development of videography assets across two content pillars, Culinary Experiences and Outdoor Activities</b> . These assets will result in a series of finished elements to be used in targeted advertising in the traditional markets of Montreal, Boston, and New York as well as to new direct flight markets. The investment will result in a strong collection of raw footage that can be repurposed for other promotional activities in the future as well as utilized by the State to increase overnight visitation.
\$117,800	Leahy Center for Lake Champlain Inc (dba ECHO)	The Leahy Center for Lake Champlain (dba ECHO) on the Burlington Waterfront is creating an <b>expanded and immersive ‘Champ’ experience to celebrate Lake Champlain’s legendary lake monster</b> and attract new visitors to the museum and the region. Funds will be used to create augmented reality assets that will create an immersive experience for visitors, as well as a range of creative assets highlighting the new exhibit to be used for marketing efforts.
\$52,970	Mad Valley Sports	Mad Valley Sports will <b>expand their signature event, the Mad Marathon</b> , to be inclusive of a wider audience, and increase overnight stays by runners and their families. The marathon will be expanded to include a Kids Fun Run, a Mad Mile for teenagers, and a new category for adaptive athletes to participate in the Mad Half, 10K and 5K events. Videos promoting “the place before the race” and the stories of stories of hearing-impaired guided runners and athletes on hand cycles will be created to be used as part of a targeted promotional campaign.
\$150,000	Montpelier Downtown Community Association (dba Montpelier Alive)	The Montpelier Downtown Community Association’s <b>Bridge Illumination Project is a destination development initiative that will transform Montpelier’s historic downtown</b> , attracting visitors to the capital city from near and far. The project will illuminate six key historic bridges that serve as gateways into and through Montpelier and establish a new identity for the capital city as “The City of Bridges,” through a paid marketing campaign.



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\$112,000	Newport City Renaissance Corporation	The Newport City Renaissance Corporation is launching a destination development initiative, the <b>Newport Peddlers Project, to draw visitors from across New England and Quebec</b> . The project will create a unique, destination shopping experience utilizing transportable, custom ‘peddler carts’ to showcase local businesses around the downtown area, taking advantage of the scenic beauty of the nearby Lake. A targeted marketing campaign will support the launch.
\$78,000	Okemo Valley Regional Chamber of Commerce	The Okemo Valley Regional Chamber of Commerce has proposed to launch a <b>marketing campaign which includes multichannel messaging incorporating social media, influencer storytelling and digital marketing</b> to both to increase overnight stays and out of state visitors, as well as reach new and diverse markets. The influencer and social media aspect will be used to coordinate virtual and real familiarization tours of the region and promote 8 regional events to illuminate the Okemo Valley brand. Regional photography assets will be updated as a foundation to the marketing efforts.
\$131,000	Shelburne Museum	Shelburne Museum plans to take ‘ <b>Winter Lights</b> ’ and transform it from an event serving a majority of residents to a <b>true destination event to attract out-of-state visitors</b> . To achieve this, Shelburne Museum will implement a robust, targeted marketing and public relations plan to attract visitors, and expand the campus lighting and event programming to deepen the immersive experience of the event for participants.
\$85,000	Southwestern VT Chamber of Commerce^	Southwestern Vermont Chamber of Commerce will implement a high impact marketing campaign to promote the unique attractions of the region, especially the it’s cultural diversity, to increase brand recognition with out-of-state visitors with a focus on BIPOC and other diverse communities. This project will include development <b>of new photography and video assets, as well as a comprehensive 4-season marketing campaign</b> .



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\$65,000	St. Johnsbury Works!	St. Johnsbury will be launching a <b>promotional campaign to establish the region as easy to reach and enjoyable destination for all kinds of visitation</b> , with particular attention paid to promoting the walkable downtown, world-class performing arts series, and arts and culture experiences. A publicity and social media outreach campaign will develop messaging, pitch traditional media outlets and work with social media content creators to cultivate media exposure and social media buzz on St. Johnsbury as an easy place to get to for a day or overnight trip.
\$50,000	Stowe Area Association	The Stowe Area Association will launch two high-impact marketing projects to promote Stowe as an inclusive, four-season destination. This project will create <b>new photo and video assets that reflect the Association's commitment to diversity, equity, inclusion, and accessibility</b> while highlighting Stowe's diverse activities throughout the year. A <b>four-season campaign strategy</b> will be developed to reach additional out of state markets.
\$85,000	Vermont Cheese Council	The Vermont Cheese Council will <b>evolve the Vermont Cheesemakers Festival into "Vermont Cheese Week"</b> to attract visitors during a typical lull in out-of-state tourism after Labor Day and before 'leaf-peeper' season. This project will encourage statewide visitation and attract younger and more diverse out of state visitors through an advertising and social media campaign targeting these markets. New photography assets will be procured to support marketing efforts.
\$150,000	Vermont Mountain Bike Advocates	Vermont Mountain Bike Advocates (VMBA) will be creating a <b>new destination-focused resource to encourage multi-day tourism for people interested in mountain biking</b> . The digital and print-on-demand guide will be launched with an aggressive media push and will feature communities in all regions of Vermont that have mountain biking trails and facilities nearby that are welcoming to all abilities.

