



Revitalizing Waterbury's (RW) mission is to preserve, promote and enhance the economic, historic and social vitality of Waterbury, Vermont for residents, businesses and visitors alike. RW is a 501(c)3 non-profit and one of Vermont's 23 recognized designated downtown organizations. RW currently has nearly 200 individual and business members representing a broad spectrum of the community. RW works in cooperation with local, regional and statewide stakeholders to create and maintain a vibrant community that is inviting, safe, economically sound, lively and livable.

Organizational highlights for 2018:

#### Economic Development

- Supported continued business growth in Waterbury, including supporting 5 new businesses moving to Waterbury and 11 current businesses expanding or relocating.
- Continually monitored available commercial properties. Provided information on available properties to over 20 current and prospective business owners.
- Provided support and assistance with local permitting review for multiple businesses.
- Provided outreach to business regarding local financing support.
- Maintained relationships with property owners, regional and state economic development entities.
- Provided business support and outreach for the Route 100 Reconstruction project. Developed outreach and support materials.
- Hosted two business roundtables to inform business support planning for Main Street Reconstruction.
- Participated in the Central Vermont Road Pitch planning committee.

#### Downtown Designation Status and Municipal Support

- Serve in a leadership role supporting the municipality and VTrans Community Liaison in ongoing Route 100 North and Main Street reconstruction planning process, including outreach and communication to businesses and property owners.
- Participated in the Waterbury Planning Commission's comprehensive zoning regulation rewrite and municipal plan update. Provided research on tax revenues and economic development goals.
- Helped to develop proposal for Community Center Feasibility Study, in conjunction with Town of Waterbury, Waterbury Recreation Department, The Waterbury Area Senior Center and The Children's Room.
- Provided information to 6 business/property owners regarding downtown tax credits.
- Supported the town's application to the VOREC Community Grant program.
- Attended statewide Designated Downtown conferences and trainings to keep up-to-date on grant opportunities, program models and resources. Participated in Downtown Day at the state legislature promoting the value of the Vermont Designated Downtown program. Serve as resource to other downtown organizations interested in Waterbury's organizational and funding model.

#### Community Programming and Outreach

- Working in partnership with the Waterbury Rotary Club, American Legion Post #59 and the Vermont Arts Council, led Waterbury Rail Art Project to successful conclusion – the installation of a beautiful new work of public art, The Waterbury Special, at the entrance to downtown Waterbury. Raised over \$55,000 for project, communicated and supported chosen artist, overcame numerous obstacles with railroad.
- Held RW Community Summit in January 2018. Planned Summit with facilitator and advertised summit to community. Had 80 people attend on coldest day of the year. Summit conversations sparked work for a community center.

- Supported the first year of the Vermont Antique and Classic Car Show in Waterbury. Held first Street Dance at the train station as an added event to weekend activities and to bring visitors to Waterbury's downtown.
- Partnered with Waterbury Area Trail Alliance and received a \$5,500 National Life Foundation Main Street grant to support a bike-friendly community. Currently working with Waterbury Sports to execute grant to bring eight bike racks and a bike work station to the downtown.
- Promoted Waterbury by organizing the 17<sup>th</sup> annual Waterbury Arts Fest, RW's largest annual fundraiser. Waterbury Arts Fest draws over 4,000 visitors and raised \$20,000 to support RW.
- Held the Very Merry Waterbury Artisan's Boutique during the annual Holiday Stroll, encouraging people to shop local. Held a silent auction during the boutique to support RW.
- Maintained a corps of 80+ volunteer who provided over 2,500 hours of service towards maintaining and expanding RW's mission.
- Continued organizational strategic planning with emphasis on six initiatives: championing Waterbury through Main Street Reconstruction, promoting Waterbury as a premier destination for visitors, providing outstanding support to Waterbury businesses, implementing a plan to engage the community and recognize our volunteers, find opportunities for partnerships and sustain and improve RW's finances.
- Networked with and/or supported local and regional organizations including: Waterbury Area Trails Alliance, Waterbury Historical Society, Waterbury Public Library, Waterbury Recreation Department, Waterbury Rotary Club, FORWARD/Winterfest, Waterbury MakerSphere, Waterbury Lands Initiative, American Legion Post 59 and Sons of the American Legion, Downstreet Community Development, Vermont Auto Enthusiasts, Vermont Arts Council, Vermont Agency of Commerce and Community Development, Vermont Designated Downtown Program, Central Vermont Chamber of Commerce, Central Vermont Economic Development Corporation, Green Mountain Byways, Harwood Union High School, Preservation Trust of Vermont, Vermont Chamber of Commerce, Mad River Chamber of Commerce, Mad River Valley Planning Association, Middlebury Economic Health Committee, Montpelier Alive, Montpelier Development Corporation, Barre Partnership, Barre Development Corporation, Vermont Small Business Development Center, Center for Women and Enterprise

#### Direct Support of Local Businesses

- Designed and implemented first Spend \$100 on Route 100 business promotion as a tool to encourage shopping along Route 100 during summer construction. 740 cards were turned in representing \$74,000 in purchases. Participants came from throughout Vermont and New England and beyond including Maryland, Hawaii, Pennsylvania.
- Active participant in working subcommittee of the Waterbury Area Transportation Committee. Supported deliverables including WaterburyWorks.com website and outreach materials in support of Route 100 North construction and upcoming Main Street reconstruction.
- Instituted quarterly tourism emails in support of tourism related businesses. Sent four tourist emails to encourage visitors to Waterbury and promoting RW business members.
- Hosted three business mixers to help keep Waterbury's business owners connected and informed. Business mixers were held at Jeremy Ayers Pottery, Vermont State Employees Credit Union and SunCommon. Non-profits featured were The Children's Room and Waterbury LEAP. Co-hosted Spring Business Mixer with Central Vermont Chamber of Commerce at new Waterbury VSECU operation center.
- Enhanced social media presence by promoting Waterbury as a destination for tourists using Discover Waterbury's Facebook, Twitter and Instagram.
- Partnered with the Waterbury Historical Society to refresh RW's Community Room at the train station, creating a friendly, welcoming place to provide information about Waterbury. Provided a location for a portion of the Waterbury mural, painted by Sarah-Lee Terrat and previously located at Arvads.
- Coordinated annual Wrap It Up & Win holiday promotion to draw customers to downtown businesses and spur local shopping through the holiday season. 35 stores and businesses donated gifts and gift cards valued at \$4,000. 135 people won prizes in the month-long raffle.
- Hired and directed photographer to acquire new seasonal photography assets for RW. Now have 1,100 new photos owned by RW for marketing purposes.
- Coordinated and supported cooperative ad in the 2019 Vermont Summer Vacation Guide.

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