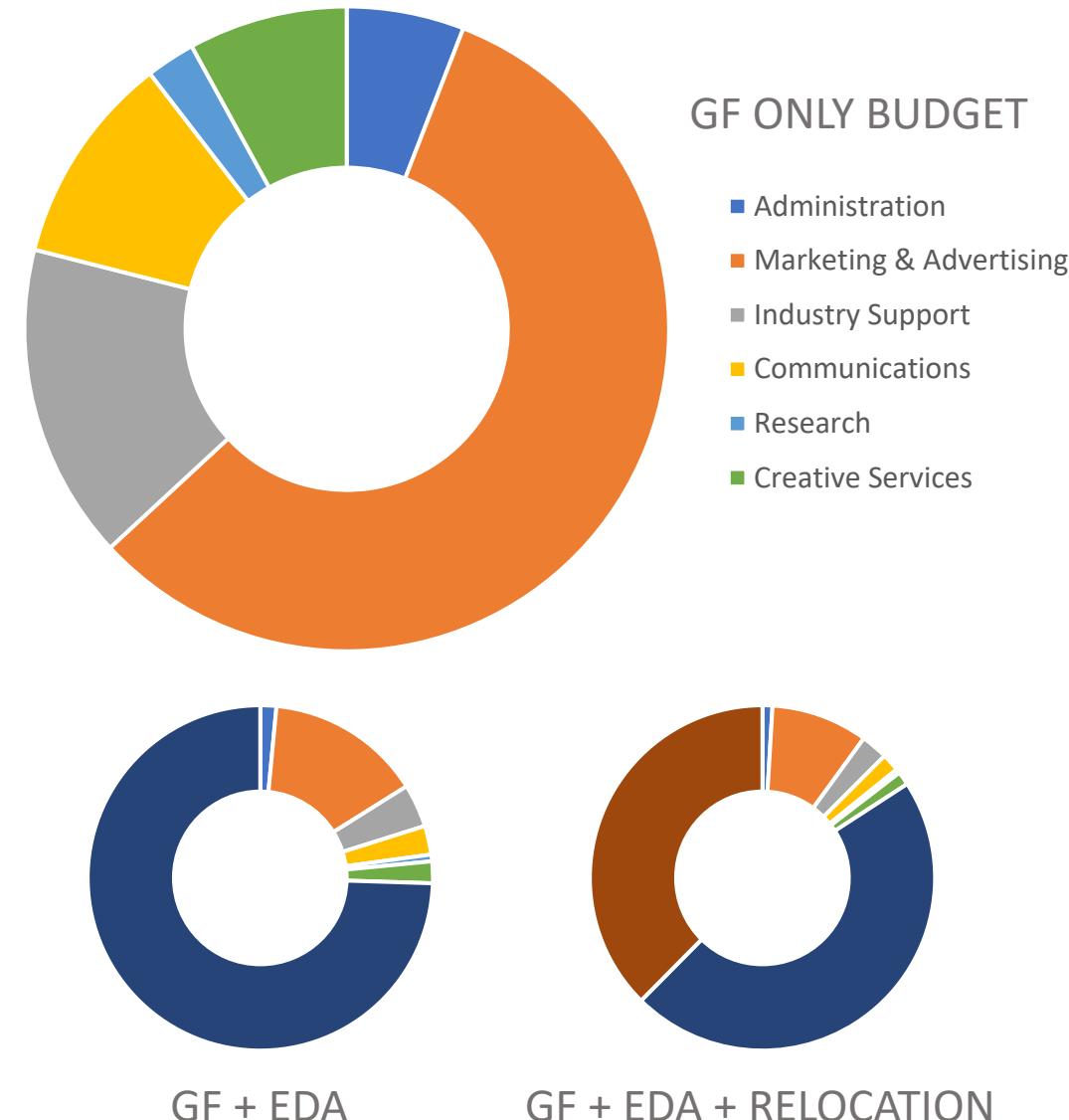


Tourism and Marketing Budget

VDTM Program Area	FY23 Budget
Administration	\$210,239
Marketing & Advertising	\$2,040,164
Industry Support & Outreach	\$564,635
Communications & Public Relations	\$377,651
Research & Analysis	\$88,000
Creative Services	\$284,668
TOTAL GF BUDGET	\$3,565,357
Federal EDA Grant	\$10,483,053
FY23 GOVERNOR'S BUDGET REQUEST	\$14,048,410
Relocation Proposal (One-time GF)	\$8,460,000
POTENTIAL TOTAL FUNDING <i>includes pass through grant funding and multi-year implementation (through 2025)</i>	\$22,508,410



TRAVEL, TOURISM & OUTDOOR RECREATION

PROMOTING AMERICA'S TOURIST COMMUNITIES



Through the [Travel, Tourism & Outdoor Recreation](#) program, EDA is focused on accelerating the recovery of communities that rely on the travel, tourism and outdoor recreation sectors. \$750 million of EDA's American Rescue Plan funds are allocated to support the following efforts:

- State Tourism Grants: \$510 million in non-competitive awards to help states quickly invest in marketing, infrastructure, workforce and other projects to rejuvenate safe leisure, business and international travel.
- Competitive Grants: \$240 million to help communities that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future.

- Destination Marketing
 - Strategic Planning
 - Brand Study and Visitation Research
 - Development of Creative Assets
 - Destination Marketing Implementation Budget
 - Possible Subgrants to Regional Organizations
- Workforce and Business Development
(competitive RFP contract process)
- Destination Development and Infrastructure Investments
(direct project managed or subgrant to state entity)

Regional Relocation Network Proposal

\$1.5M

MARKETING

- [\$500K] Broad brand awareness of Vermont as an ideal place to live and work
- [\$1M] Targeted advertising for high-demand occupations, such as health care and trades

\$120K

STATE-LEVEL STAFF SUPPORT

- New FTE at VDTM to provide training and support for regions, facilitate coordination with other state entities (VDOL, AHS), track leads and performance

\$1.2M

REGIONAL GRANT FUNDING

- \$100,000 each to 12 regions through RFP process
- Support capacity for recruitment, relocation and retention programs at community level
- Individualized, concierge level support for all leads
- Tracking metrics and reporting to monitor success

\$2.82M PER YEAR

THREE-YEAR PROPOSAL

- Transformational resource investment for communities
- Provides sustainability and predictability as systems are built
- Annual grant agreements provide mechanism for reporting and performance improvements
- \$2.82M funding per year

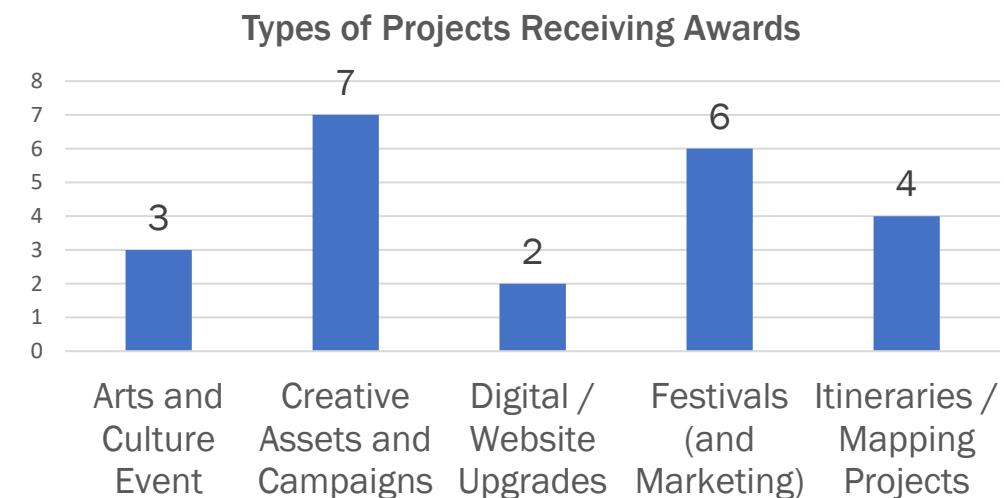
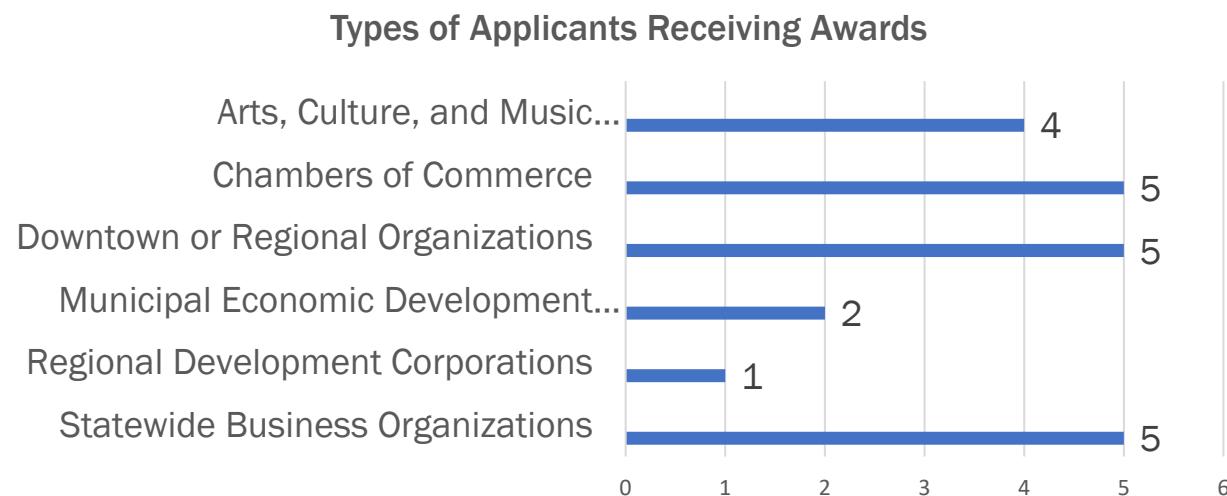
**\$8.46M
OVER 3 YEARS
ONE-TIME GF APPROPRIATION
(NOT ELIGIBLE FOR ARPA)**

Tourism and Economic Recovery Marketing Grants

Grants to increase consumer spending and support local businesses and recovery by attracting more visitors and visitor spending.
Priority given to:

- Projects with the potential for long-term transformational impacts
- Campaigns that reach underrepresented and new and diverse communities of visitors
- Projects that create assets that will live on beyond the life of the project

Applications 41	Available Funds \$600,000	Funding Requests \$1,099,833	Max Grant Request \$30,000	Grants Awarded 22
---------------------------	-------------------------------------	--	--------------------------------------	-----------------------------



A PLACE — ALL — ITS — OWN

BEYOND FOUR WALLS.

There's space to listen, room to grow, and the freedom to feel however one might feel. Recharge through Vermont's natural beauty, the stage is set.

START PLANNING TODAY @ VERMONTVACATION.COM



© VERMONT DEPARTMENT OF TOURISM & MARKETING



A PLACE — ALL — ITS — OWN

FAMILY TRADITIONS ARE JUST WAITING TO BE LAUNCHED.

Beyond four walls there's room to grow, space to listen, and freedom to feel however one might feel. Vermont's natural beauty may just get us there.

START PLANNING TODAY @ VERMONTVACATION.COM



A PLACE — ALL — ITS — OWN

THE LANDSCAPE ISN'T THE ONLY ATTRACTION.

Beyond four walls there's room to grow, space to listen, and freedom to feel however one might feel. Vermont's natural beauty may just get us there.

START PLANNING TODAY @ VERMONTVACATION.COM

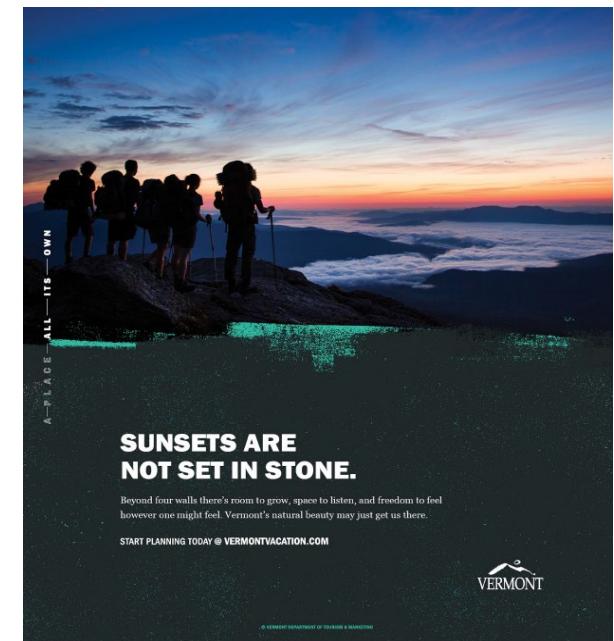


A PLACE — ALL — ITS — OWN

SUNSETS ARE NOT SET IN STONE.

Beyond four walls there's room to grow, space to listen, and freedom to feel however one might feel. Vermont's natural beauty may just get us there.

START PLANNING TODAY @ VERMONTVACATION.COM

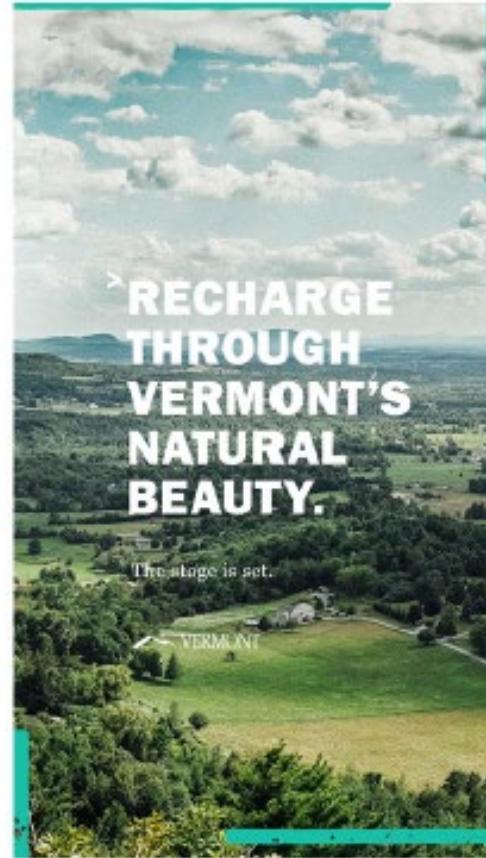
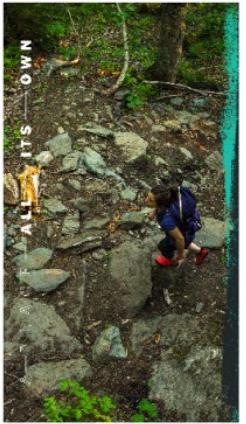
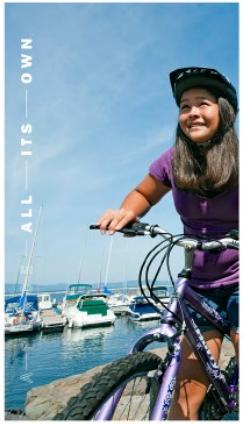


RECHARGING YOUR BATTERIES DOESN'T NECESSARILY REQUIRE ELECTRICITY.

Beyond four walls there's room to grow, space to listen, and freedom to feel however one might feel. Vermont's natural beauty may just get us there.

START PLANNING TODAY @ VERMONTVACATION.COM







500,000+
Views

Vermont: The long trail home



FAMILY TRAVEL — UNITED STATES — NORTH AMERICA — VERMONT, UNITED STATES

After clocking over 25,000 miles road tripping across the US, Kina Pickett knew the destination that would cap it all off. “I wanted to imprint something that my kids could remember,” he explains. Join the Picketts for this beautiful journey homeward, and learn why Vermont is as perfect as it gets. #ThisIsVT

EXPERIENCE VERMONT

Whether you're looking to recharge, relax, sweat, or explore, Vermont—The Green Mountain State—has what you need. Take a stroll (and a scroll) through our interactive map to read about places that best fit your vacation goals, be they recreation, good drink, or good food.



SAND BAR STATE PARK

Who says Vermont is landlocked? Right in the middle of the crystalline Lake Champlain, between upstate New York and outer Burlington, lies Grand Isle and the communities of North and South Hero. On the Vermont side of the lake is a natural sand bar that brings a dash of sundrenched oceanic vibes to upper New England. The state christened this beachhead the "Sand Bar State Park," and in practice Vermonters use this tiny slice of paradise as a place to sunbathe, swim, and float on easy summer weekends.

 1215 US-2, Milton, VT 05468



EPISODE 1

GO - LOCAL

CLICK TO WATCH



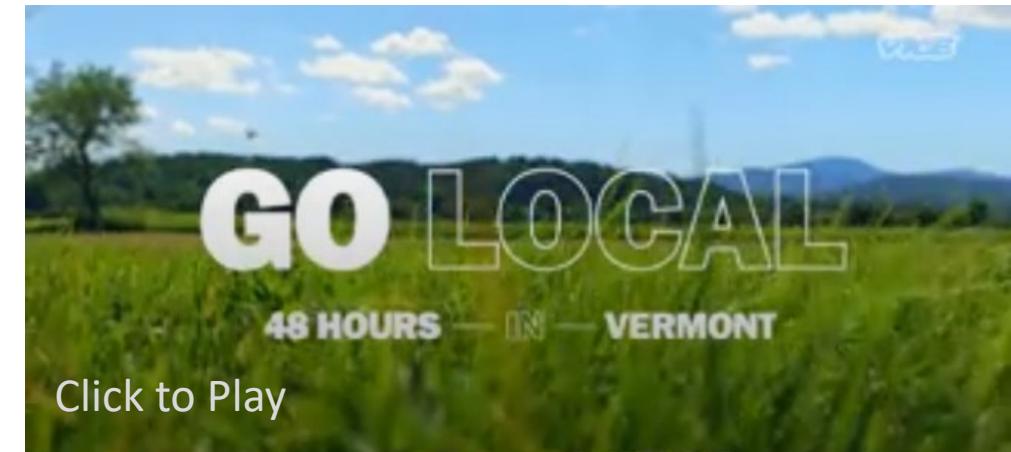
EPISODE 2

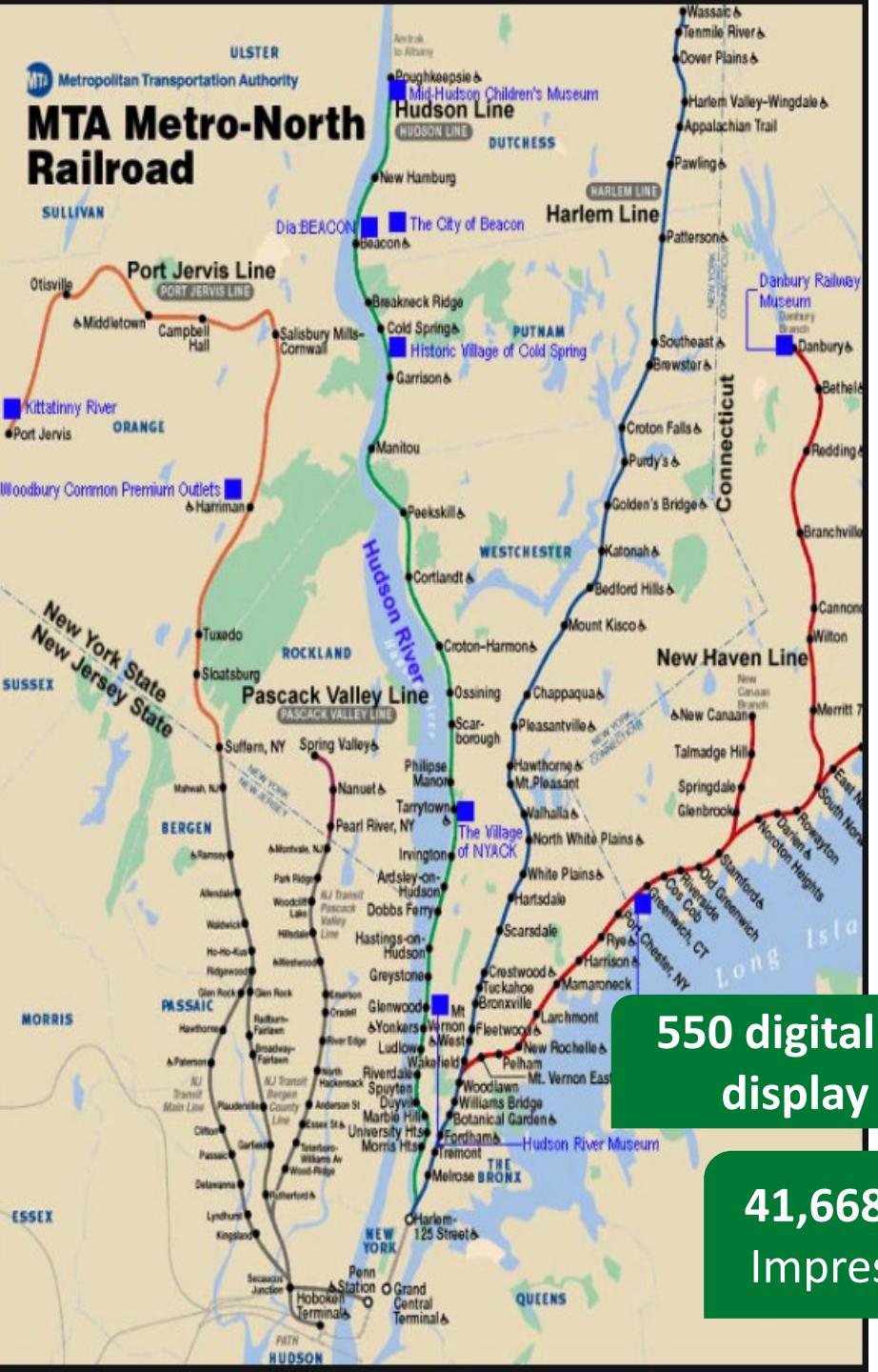
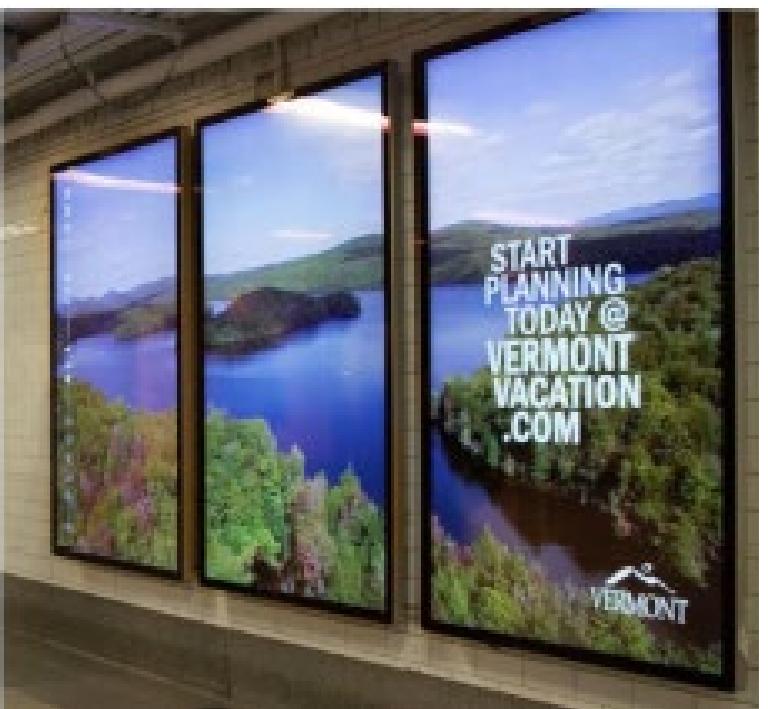
GO - LOCAL

CLICK TO WATCH

VICE media group

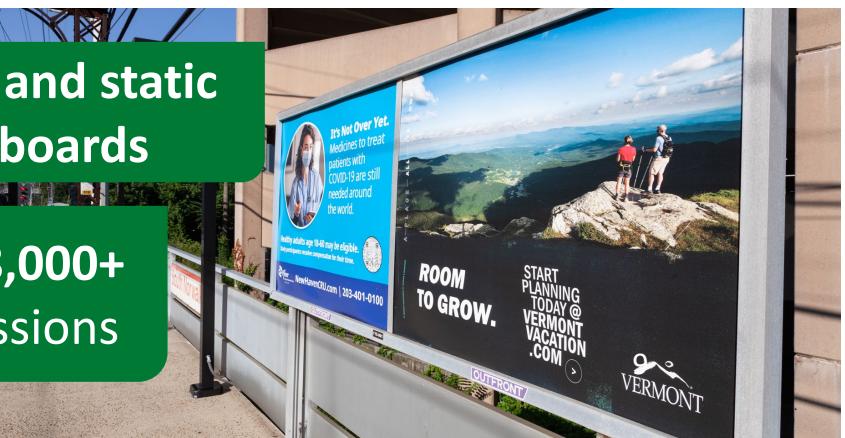
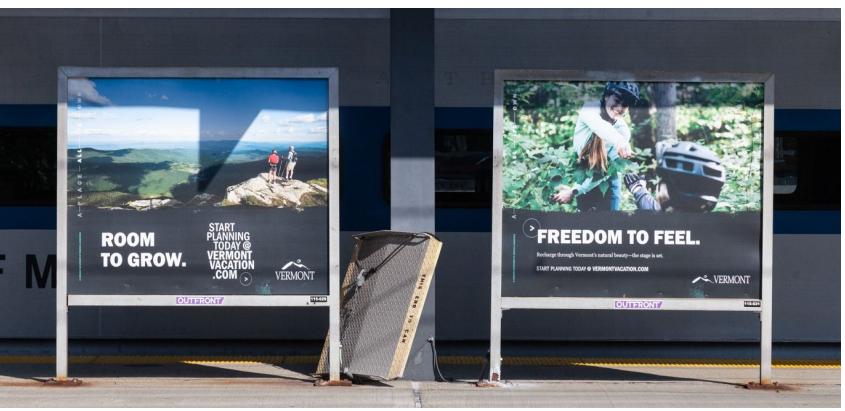
VICE | VICE News | VICE Studios | VICE TV | VICE VIRTUE | VICE PULSE | i-D | GARAGE | REFINERY29

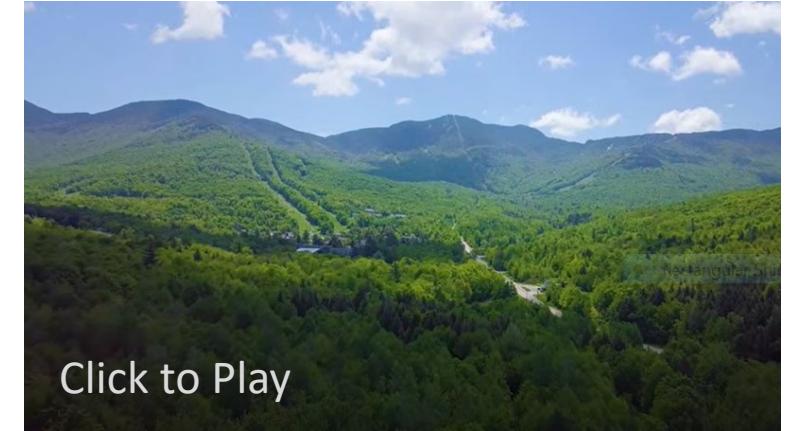
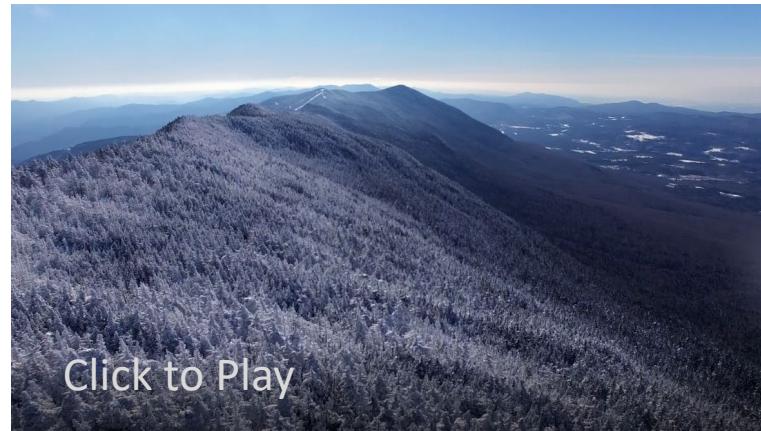




550 digital and static display boards

41,668,000+ Impressions





Outside tv **Discovery**

YouTube **hulu**

CONVERSANT 

 **Display & Video 360**

Travel

Why Vermont Makes for the Most Romantic LGBTQ+ Getaway

by Matthew Weller
EDGE Media Network Contributor
Saved 12 times
Originally published on August 13, 2021

[PRINT](#) [EMAIL](#) [COMMENTS \(0\)](#)



(Source: Vermont Tourism)

Something transcendent happens when you cross Vermont's state line. Whether it's the crisp air of autumn, starry nights amid snow-capped mountains, or the rippling water as your kayak cuts through a mirrored lake on a sun-drenched summer day, the Green Mountain State is nothing short of magical.

And after nearly 18 months into the weary new normal, most of us are looking for someplace to just "be" with those we hold closest to our hearts. No matter which direction you head, there are plenty of romantic things to do in Vermont, from outdoor adventures and vineyard-hopping to dramatic locales for weddings and honeymoons. And if you're looking to celebrate the love for our LGBTQ+ community, the state whose motto is "Freedom and Unity" is the perfect place to do it, August 28 through September 5 during the [Vermont Pride & Festival](#).

Travel

Rainbow Road Trip: The Ultimate Green Mountain Adventure

by Matthew Weller
EDGE Media Network Contributor
Saved 12 times
Originally published on June 23, 2021
Last updated on June 14, 2021
Originally published on June 14, 2021

[PRINT](#) [EMAIL](#) [COMMENTS \(0\)](#)

Every June, the LGBTQ+ community and our allies rally around the Pride flag, display our queerness with rainbow-hued bric-a-brac, and take to streets and social media to make our voices heard. But true pride — the kind that lasts 365 days per year — is a bit more elusive. We fall back into the daily grind, often forgetting the shoulders upon which we stand. Few destinations throughout the United States have been as progressive, welcoming, and humble about their LGBTQ+ heritage and presence as the [picturesque state of Vermont](#). Well, pack a weekend; it's time to head to the Green Mountain State.

Vermont made headlines last November for electing Taylor Small as the state's first out transgender legislator. "Even pro-equality states like Vermont need trans voices in government to ensure the priorities and concerns of the community are heard," said President & CEO of LGBTQ+ Victory Fund Mayor Annise Parker. "Taylor will bring that perspective to the State House and Vermont can be a leader on trans equality because of it." Small has stayed faithful to her word, most recently championing a new state law blocking what's known as the [LGBTQ+ panic defense](#), reports [NBC Boston](#). But Vermont's LGBTQ+ roots run as deeply as the state's Otter Creek river, which flows through Rutland and Addison counties before cascading into Lake Champlain. In 2000, then-governor Howard Dean signed [An Act Relating to Civil Unions](#), which extended domestic partnerships for same-sex couples and paved the way for [Obergefell v. Hodges](#) 15 years later.

Vermont is the [second least-populated state](#), which bodes well for emerging travelers seeking picturesque landscapes and a casual easing into post-pandemic travel. But whether you're in [Brattleboro to the south](#), Woodstock in the state's [central region](#), or [Burlington](#), the state's largest city at over 43,000 people, you're bound to encounter friendly locals and — yes — Pride flags, too.



5.7M Impressions
8:00 Time on Page

Travel

Celebrating Vermont Pride: A State of Freedom and Unity

by Kelsy Chauvin
EDGE Media Network Contributor
Saved 12 times
Originally published on September 10, 2021
Last updated on September 10, 2021
Originally published on September 10, 2021

[PRINT](#) [EMAIL](#) [COMMENTS \(0\)](#)

It's fitting that a state whose very motto is "Freedom and Unity" would know how to do Pride right. "Having been to some giant Pride celebrations around the country, I can say we stand out as perhaps the largest grassroots celebration," says Justin Marsh (they/them), lead organizer and director of development and communications of the [Pride Vermont Parade & Festival](#) (August 29–September 5).

Marsh says that by "grassroots," they mean that until only a few years ago, Pride Vermont was entirely volunteer-run and powered without major corporation involvement, a quality that [more and more Pride events](#) across the country are moving to reclaim. "Even now," Marsh adds, "our Pride is run by the LGBTQ+ community center and operates on a very modest budget. That is reflected in the feel of our Pride — it's community-focused and truly about the celebration and the core of its meaning. Plus, Vermont is perhaps [one of the most beautiful places in the country](#), and our Pride is celebrated on the [Burlington Waterfront](#), overlooking Lake Champlain and New York's Adirondack Mountains — it doesn't get more picturesque than that."

Indeed, a trip to Vermont for Pride is worth it for the incredible beauty alone, not to mention the fantastic array of [lodging](#), [dining](#), and [shopping](#) options run by unbelievably friendly LGBTQ+ and allied Vermonters.

Inns with Individuality

 **madeinvermont**
Made in VT Vermont as Urban-Chic Boutique Bed and Breakfast

[View profile](#)



Travel

How to Plan an LGBTQ+ Vermont Adventure, Any Time of Year

by Kelsy Chauvin
EDGE Media Network Contributor
Saved 12 times
Originally published on September 10, 2021
Last updated on September 10, 2021
Originally published on September 10, 2021

[PRINT](#) [EMAIL](#) [COMMENTS \(0\)](#)



(Source: vermontvacation.com)

Visualize Vermont's natural beauty. Maybe you see magnificent autumn colors draped over rolling hills. Or perhaps it's a picture of powdery snow on peaks dotted with skiers. If you love the greens of spring and summer, you may envision hiking and biking along forest trails or kayaking on a tranquil lake.

Vermont's [outdoor recreation](#) means different things to different travelers. However, the real secret to appreciating the Green Mountain State is to dive in throughout all four seasons. Activities in Vermont are boundless, from high-energy adventures like rock climbing and snowshoeing to gentler ways to soak up nature's majesty, like wildlife-watching, golf and camping. Vermont is also at the forefront of [accessible activities](#), where wheel and footpaths, paddle sports, and adaptive skiing display Vermont at its best, welcoming everyone.

RING THEM BELLS: 3 PICKS FOR THE PERFECT VERTMONT WEDDING



When Vermont's legislature legalized same-sex marriage in 2009, Greg Trulson, an elected justice of the peace since 2001, was ready to get to work. Trulson and his husband and business partner, Willie Docto, hosted the state's first gay nuptials at Moose Meadow Lodge & Treehouse. Two years later, Trulson presided over another historic wedding: The country's first military officer to openly wed after the repeal of "Don't Ask, Don't Tell."

After officiating more than 1,000 [weddings throughout Vermont](#), Trulson recognizes that each is historic in its own way. "There's so much about Vermont that people love — everyone has a reason why they want to come here to get married," reflects Trulson. "They love the outdoors, or they have a second home, or they met at school. Vermont offers so much variety for people. Many times, I've officiated weddings where none of the guests are from Vermont! Couples just want to share with their guests a place that means so much to them."



Fall in Love With Vermont – 7 Reasons To Make It Your Romantic Autumn Getaway Destination

We know you feel it.

The weather is changing, the leaves are showing out in brilliant colors, and the vibes are getting loved up and spicy. Yes, fall is here, and it's bringing its romantic magic right along with it. Might we suggest a little romantic getaway to get the best out of the season?

And now that things are opening back up again, it's the perfect time to bundle up with bae and explore a new destination to make some cozy fall memories in.

You've done the Great Smoky Mountains and Asheville. So what's next? [Don't sleep on Vermont](#). With beautiful scenic trails, cozy resorts and cabins, and its quaint downtown scenes, here's why you should add Vermont to your romantic getaway list.

1. Follow the Foliage



Image courtesy of Vermont Tourism



3 Ways to Build a More Inclusive Outdoor Culture

AUGUST 9, 2021 · MARDI FULLER

Are you a white hiker interested in creating inclusive outdoor spaces in your community? Get comfortable with examining white culture—naming and potentially deconstructing what you've always considered to be normal, or the standard.

[READ MORE →](#)



How To Spend 24 Hours in Black-Owned Vermont

Black Owned Business, Cuisine, Wine

Natalie Webb · Dec 8, 2021

What would you do if you only had 24 hours to make the most of a [beautiful place](#)?

If you were looking for delicious eats, unique cultural adventures and a multisensory experience of flavors, sights, smells and more, where would you go? And what if you could do those things and get a deep dive into Black culture and history?

Would you be surprised to learn you could have all that and more in Vermont?

Okay, hear us out.

It's true that Vermont is the second whitest state in the United States, but with a little planning, you can curate a weekend trip with some culture and bring back incredible memories. That's why we're highlighting Black-owned culture spots, eateries and hideouts to help you plan a quick, culture-filled getaway. And if you want to stay a bit longer? We've got you covered there too. There's actually a wealth of Black-owned businesses to check out while planning your trip, so we've narrowed down the list to introduce you to some of our faves.

Now, how can you make the most of those 24 hours?

1. Sample some local wines at a Black-owned winery

While some might advise you against starting your day at a winery, we're here to celebrate with you. Kick things off touring [ZAFIA winery](#) and sampling the flavors harvested to create its special blends. Owner Krista Scruggs set out to create a lineup of wines that taste amazing and are all natural. And what's even more impressive is the way Scruggs is breaking ground in a largely homogeneous industry. Fun fact: ZAFIA is reported to be a powerful counterpoint against *foie*, which is the intergenerational curse of colonization. And if we can't raise a glass to that, then let's just cancel all celebrations this year, fam.

2. Stroll the historic downtown districts

We've said it before, and we'll say it again: Disney never gets old. And with gorgeous downtown districts like:

Why Vermont Is the Ideal Wedding Destination

Jun. 14, 2021

SPONSORED BY  VERMONT

While Vermont is celebrated for its natural beauty like verdant forests, green mountains, charming lakes and covered bridges, its bounty doesn't end there—especially when considered by couples planning their weddings. As we enter a post-vaccine world, there are plenty of obvious reasons to consider holding your wedding in Vermont (wide open spaces and ease of travel, to name a few). But the state's intimacy and seclusion, variety of recreational opportunities and distinct seasonal draw for guests are what really make it an ideal place to tie the knot.

Here's why we think Vermont is the ideal spot for a wedding, and why you should check "Attending" if you're invited to a nuptial in the lovely Green Mountain State.



PureWow

9 Fresh-Air Activities to Enjoy in Vermont

Jul. 9, 2021

SPONSORED BY  VERMONT

You've received the invite and you're headed to a wedding in Vermont. Naturally, the choice to attend wasn't very hard. Witnessing the nuptials of loved ones is always a must, but especially so when you consider everything there is to do in the Green Mountain State. Fresh air, wide-open spaces and an abundance of outdoor activities await travelers here all year round.

Whether you decide to check out what Vermont has to offer during a wedding weekend or tack on a few extra days to your trip, these beautiful and bucolic spots—all of which happen to be close to [popular wedding destinations](#)—will not disappoint.



35 Simple Wedding Cake Ideas for an Underrated (but Still Striking) Centerpiece



638,000+
Impressions

ABBY ROWLEE

Sponsor Content

The Key to Vermont's Outdoor Recreation Economy? Unfettered Altruism.

Statewide grassroots efforts to protect, conserve, and ensure access to natural resources are what makes the Green Mountain State such a haven for outdoor recreation.



Aug 16, 2021

World-class outdoor destinations like Vermont don't just materialize out of the ether. Manicured trails, clean rivers, equitable access, habitat restoration, and even the tucked-away swimming holes Vermont is famous for—all those amenities take volunteers and paid professionals dedicating hours and lifetimes to the cause. It's work that engages communities, stimulates economies, and preserves outdoor areas for generations to come. Want to experience the result of all that on your next visit to Vermont? Here's a sampling to get you started.

Releasing a River

Since 1952, the Connecticut River Conservancy has fought for the river that separates Vermont and New Hampshire. It's been a struggle, but now the river is clean enough to swim in along its entire stretch through Vermont. In addition to organizing cleanups, riparian restoration, and dam removal in the Connecticut's tributaries, the Conservancy is making a big push for recreation access. "Because the river runs through rural Vermont," says the Conservancy's Kathy Urffer, river steward for Vermont and New Hampshire, "traditionally it's been hard to access. But because you only protect what you know and love, we're working to change that. The river is the largest untapped recreational opportunity in the region."



5 culinary experiences you can only have in Vermont

FOOD & DRINK, VERMONT, UNITED STATES

By [Doreen Dark](#) Jul 6, 2021

5

in paid partnership with

From White Christmas to New Girl, pop culture has been enchanted by the Vermont getaway for decades. The state has become synonymous with the "country escape," what with its gorgeous fall foliage, picturesque small towns, and cozy farmhouses and inns.

But pop culture tends to leave out what's most important to the state's tourism: Vermont's rich soil, agriculture, and the loyalty of Vermonters to all things local. The state is a unique destination for food lovers. As Alice Waters said, "When you have to cook, you can cook very simply and the food will taste like what it is."

Vermont food is indeed extraordinary, and here are five experiences that you really can only have in Vermont.

Experience #1: A farm stay and cheesemaking workshop at Fat Sheep Farm



Photo: [Fat Sheep Farm](#) by Edith

Where: Hanford, Vermont

Todd and Suzy of Fat Sheep Farm had their meet-cute online, specifically on Match.com. Suzy was an elementary school teacher and former zookeeper who dreamed of living on a farm; Todd was a former lawyer working on various Vermont farms to try to learn the ropes. Todd wooed Suzy with fresh produce, and she wooed him right back by turning said produce into lovely meals.



ADVERTISER CONTENT FROM



Choose Your Own Adventure in Vermont's Green Mountains

By [Blake Z. Rong](#)

2,670,000+ Impressions



Photo: Courtesy of Twin Farms, Treehouse Valley Inn, Blueberry Hill Inn

Tucked away all the way up there, Vermont is the sixth-smallest state in the country. But the Green Mountain State more than makes up for its small stature in elevation, scenery, and adventure. Whether you're up for a sailing adventure on Lake Champlain, a treehouse in an old-growth forest, the writing retreat of a beloved author, or a rugged stone hut atop Vermont's tallest mountain, there's an idyllic weekend getaway waiting for you, ready to satisfy whatever kind of travel urge you might have. No matter what you're looking for, every Vermont getaway is marked by the charm of a quieter way of life, some of the freshest farm-raised meats and produce, a burgeoning brewing culture that's been dubbed the Napa Valley of beer, and plenty of wide open spaces. Best of all: Vermont's dreamy destinations are just a few hours' drive from the city, making it an idyllic weekend getaway.

114,344,669 Delivered Impressions

Standard Display
26,988,948 Impressions



Rich Media
8,913,632 Impressions



Video
15,722,027 Impressions



Native
17,594,955 Impressions



Email
2,483,535 Impressions



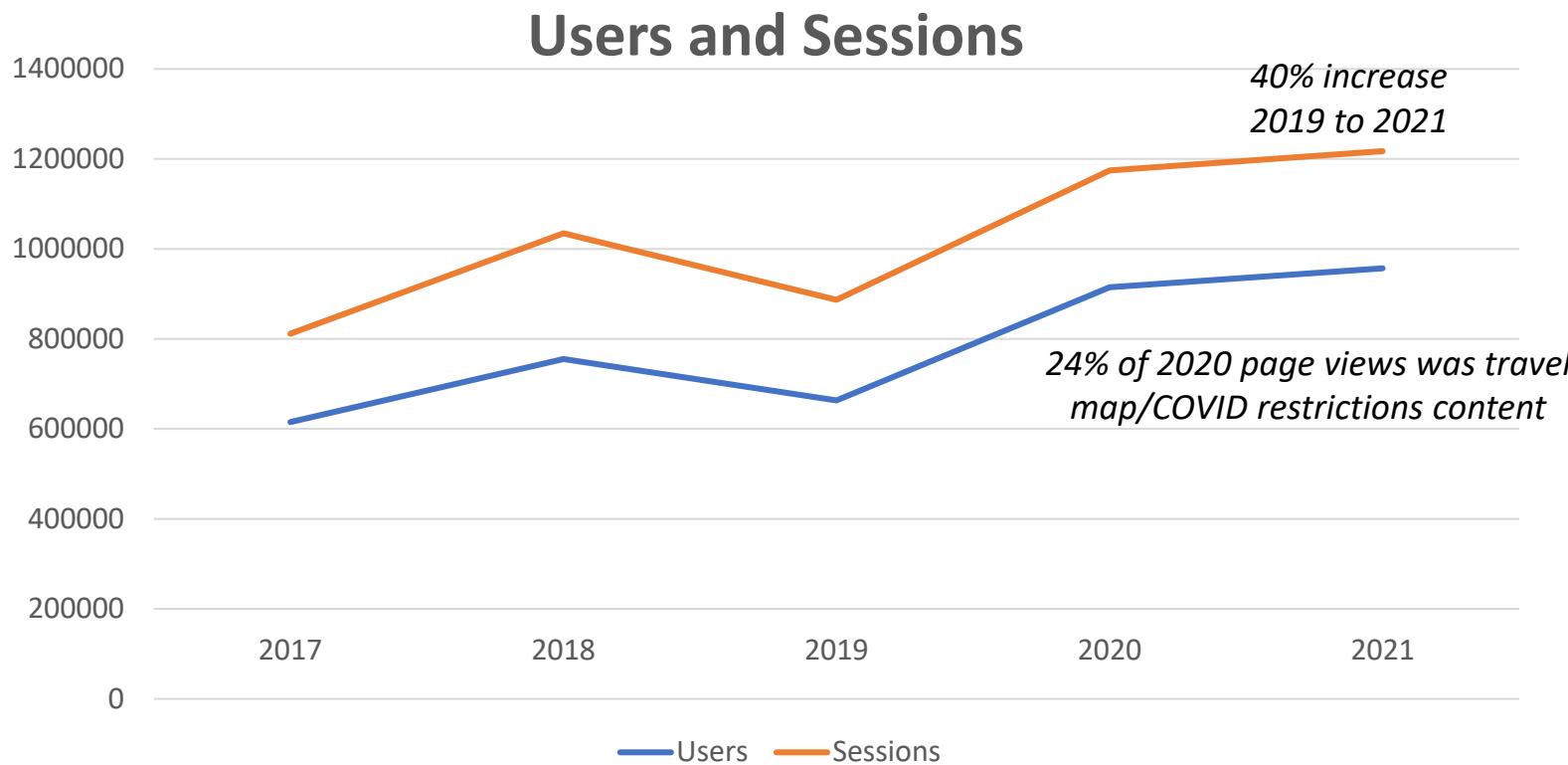
Search
999,859 Impressions



Traditional
41,889,008 Impressions



VermontVacation.com



Email Sign-Ups

↑ 133%

2021 vs 2019

Social Media Followers

↑ 23%

YOY 2021 vs 2020

