

Wilmington Works



Presentation to Select Board October 6 2020



Wilmington Works has been charged with helping manage our town's participation with the State of VT Downtown Program since 2013.

What is Downtown Designation?



The downtown designation program is a state program that supports local revitalization by providing technical assistance, training and funding to help designated municipalities build strong communities.

Wilmington Designated Downtown District

Town of Wilmington, Vermont

Downtown District Boundary

aerial photo date 2015

0 100 200 300 400 Feet

map prepared by Windham Regional Commission
Jan. 2018; u:\GIS\Towns\Wilmington\Maps\Downtown_dist_2018.mxd



- Commercial parcel
- Public/Institutional parcel
- Residential parcel
- Residential parcel, rental
- Public open space
- Vacant parcel

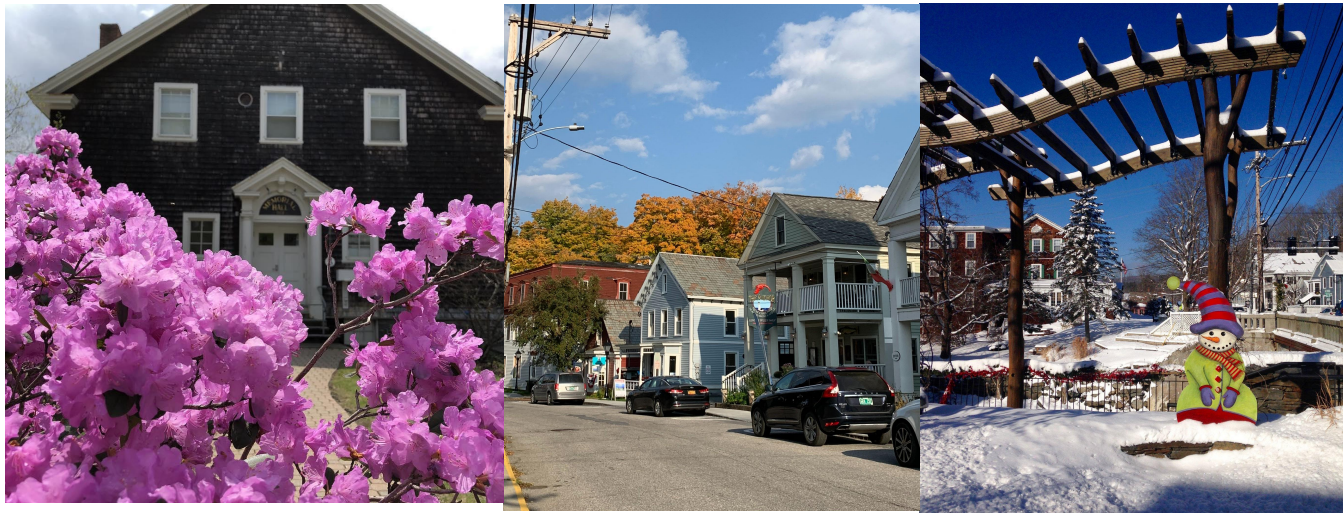
- Zoning district boundary
- Historic Design Review District & N.R. Historic District boundary
- Village Design Review District boundary

Public/Institutional buildings

- A Chamber of Commerce
- B Memorial Hall
- C Church
- D Town Hall and Police Department
- E Town Clerk
- F Library
- G Masonic Hall
- H Church
- I Food Pantry
- J Water District
- K Fire Station
- L Old School Enrichment Center
- M Post Office

Commercial buildings

- | | |
|--|-----------------------------------|
| 1 Bauman Paint | 24 Old Red Mill Inn |
| 2 West End Antiques | 25 Maple Leaf Tavern |
| 3 Polly Roads | 26 Far Beyond Woodworking + apts. |
| 4 Haywood, Fashion Plate, & Rock River Restoration | 27 vacant retail + apts. |
| 5 Bartley's Books | 28 Hair Studio 14 + apts. |
| 6 Vermont House | 29 vacant |
| 7 Quagh Design | 30 vacant |
| 8 vacant restaurant + apts. | 31 vacant, mixed use |
| 9 Chapman's Antiques + apts. | 32 Cody & Dugan Law Offices |
| 10 Dot's Restaurant | 33 Village Pub + apts. |
| 11 Zoar Outdoor | 34 Jasper (retail) & Village Dog |
| 12 Ratus's Market (liquor store) | 35 Grosming + apts. |
| 13 Norton House | 36 Scala's Restaurant |
| 14 1836 Country Store & Jezebel's Restaurant | 37 Red Fox Shop |
| 15 Deerfield Valley Design Ctr | 38 Meg Streeter Real Estate |
| 16 McGrath Gallery & Pickwell's Bar | 39 Anchor Seafood |
| 17 Village Root | 40 Valley Town Church, rental |
| 18 Incumbent Romantic | 41 La Casita |
| 19 Incumbent Romantic barn | 42 telephone building |
| 20 Crafts Inn | 43 Richards Group |
| 21 Oak and Kiln Restaurant | 44 Peoples United Bank |
| 22 Brattleboro Savings and Loan + apts. | 45 Sunoco/Dunkin' Donuts |
| 23 Heritage Real Estate | 46 Families First |
| | 47 Covey & Allen Funeral Home |



As a downtown organization, Wilmington Works is uniquely focused on our historic downtown village center. This district is vital to Wilmington's history and its tourist economy. A healthy and vibrant downtown benefits the entire town and the Deerfield Valley!

Our organization also helps build capacity by collaborating with other town programs and organizations (like Economic Development, OSEC and the Chamber) as needed.

Direct Benefits of Downtown Designation:

Downtown and Village Center Tax Credits

10% State Historic Tax Credits, 25% Federal Historic Tax Credits, 50% Code Improvement Tax Credits, 50% Technology Tax Credits

Downtown Transportation Fund

Eligible to receive loans, loan guarantees, or grants up to \$100,000 for capital transportation and related capital improvement projects for up to 50% of a project cost

Priority Consideration for State Grants

Priority consideration for ACCD, VTrans and ANR grants including: ACCD's Municipal Planning Grants, State Historic Preservation grants, Vermont Community Development Program (VCDP) grants, VTrans Bike/Ped and Transportation Alternatives grants, ANR Water and Wastewater subsidies and loans, and various other state grants and resources. Designation also gives added points on many State-administered but Federally funded Grants.

What role does Wilmington Works play in helping our town access those benefits?



\$760K in Tax Credits since 2013

Since Irene, thirteen projects in Wilmington have received state tax credits.



Wilmington Works assists businesses with obtaining tax credits by promoting awareness of the program through outreach and providing technical assistance with application preparation. The Old School and 1 E. Main Street are two ongoing projects which received tax credits.

Sidewalk Projects: West, South, and (next!) East & North Main



Being a Designated Downtown allows Wilmington to apply for special State grant programs, and gives us priority in the federally funded state-managed grant programs for sidewalk improvement projects throughout the downtown. Wilmington Works helps with the preparation of grants and serves on the committee that sees these projects to completion.

Funding received to TOW for Sidewalk projects

Completed:

West Main Street \$348,477

South Main Street \$150,00
(waiting for final invoice)

Completed Projects Total: 498,477

In Progress:

East Main Street \$570,400

North Main Street \$269,500

In Progress Projects \$839,900

West Main Street Before...



... and After!



The completion of the West Main Street project has revitalized this stretch of West Main Street by connecting it to the rest of the Downtown.

OTHER GRANT PROGRAMS FROM VT. ARTS COUNCIL



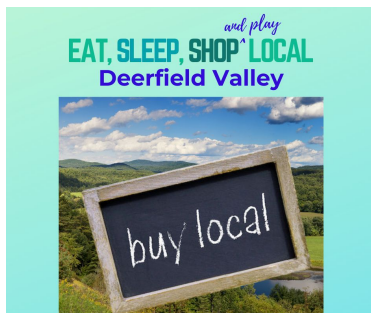
Wilmington Works worked with the Town to get a VT. Arts Council Cultural Facilities grant for improvements to Memorial Hall in 2015/2016



We also received a \$14,000 “Animating Infrastructure” grant to design an artwork for the retaining wall at Beaver and School Street (design is in progress)



We operate independently of the town as an organization, adding capacity when and where it is needed. We follow the proven “Main Street Approach” working in several areas with Economic Vitality, Design, Promotion, and Organizational committees.



'Picture This' Wilmington Artists Landscape Tour 2020



September 4- October 16, 2020

About the Tour

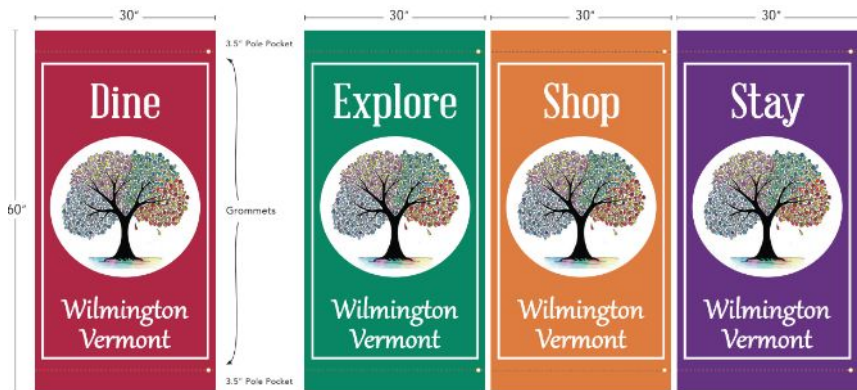
This self guided tour will take you around the back roads, byways, and trails around Wilmington, Vermont to visit scenes that have been painted by the many artists who call our area home.



Promotions plans and executes events big and small to bring people to our downtown for memorable experiences. These have looked different in 2020, but we have still found ways to highlight the town!



Design has worked on improving the physical elements of downtown: from banners to sidewalk design, signage, and an ongoing Historic Walking Tour.





**You are invited to the
Southern VT
Small Business Resource
Workshop!**

**Tuesday January 23, 2018
2-4 pm**

**Old School Meeting Room (library)
1 School St. Wilmington, VT**

Open for a while and wanting to grow?
Open for years and wanting to sell?
Thinking about opening your own business?

Come make connections that will help you grow, start,
or transition your business!

"Should I incorporate? and how?" "Are there other ways to transition out of my business besides a sale?" "How can I access capital to grow or start a business?" Do I need a business plan?" "When should I make a succession plan?" These questions and more will be tackled in intimate, small-format seminars – choose which topics interest you!

Time for networking will be available.

Thanks to BCCC, VSBCDC, and VEOC for supplying their knowledge.

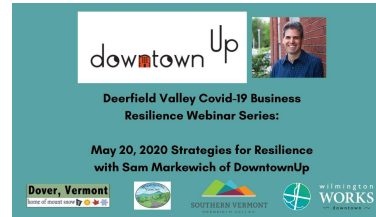
Contact Wilmington Works for more information or to register:
wilmingtonworks@gmail.com or register online at wilmingtonworkshop.com



**Website Design, e-commerce, and
Digital marketing with Julia Wilk
PART 2 6/18/2020**

Presented by






downtownUp

**Deerfield Valley Covid-19 Business
Resilience Webinar Series:**

**May 20, 2020 Strategies for Resilience
with Sam Markewich of DowntownUp**

Presented by



**Make it on
Main Street**

The Wilmington, VT Downtown Business Challenge

\$20,000 cash prize!

Economic Development provides support, training, and incentives to help our downtown businesses thrive, and to attract new businesses. Wilmington Works helps add capacity to our Town Economic Development department.

- In 2018 we funded two new startups through our business plan competition (they are going strong)
- In 2020, we partnered with the Chamber and TOW Economic Development department on business resilience webinars.



Our 10-member volunteer board meets monthly to discuss work plans, maintain direction, and seek opportunities for collaboration. Committees also meet as needed to work on projects.



As an organization, we are responsible for annual reporting to the Downtown Program. Wilmington Works also worked closely with the Town to prepare the application for renewal and expansion of our Designated Downtown in 2018.

In 2020, our work has involved pivoting to respond to business and community needs during Covid-19 shutdowns and help businesses move to recovery.

- In March and April, sent bi-weekly updates to businesses to convey State information.
- Made phone calls to individual businesses to determine needs
- In July, worked with proprietors on applications for Emergency Economic Recovery and Sole Proprietor grants
- Programmed Business Recovery webinars for sectors (partnering with TOW and Dover Economic Development specialists)
- “Everyone Eats” (partnering with Shires Housing) is paying restaurants \$10/meal to produce meals that are distributed throughout the community to seniors and families in need. This is bringing needed benefits to businesses AND the community. Our partnership with Shires allows the program to span the Deerfield Valley as well as Downtown. This program is bringing over \$100,000 in funding to the Valley!

Restart Vermont “Stay and Play” program

- \$10,000 grant coming to Wilmington for a program to stimulate our lodging and restaurant sectors.
- \$1500 in marketing dollars/6 weeks to drive tourism dollars to Wilmington and the greater Deerfield Valley (Dover is also offering packages and we are co-marketing, for a combined social marketing push of \$3,000 over 6 weeks)
- This will drive over \$50,000 to our local businesses between October and mid-December, with an entire expected return of over \$85,000 on the grant money, directly into our local businesses.

“Events” in 2020 have looked different, too

Eat Sleep Shop Local Deerfield Valley

- Tracked \$85,000+ in spending during program through raffle entries
- Partnership with Dover allowed more businesses to participate and drove business around the Valley
- \$9,410.00 went directly to businesses via coupons and raffle prizes as well local media via advertising.

“Picture This” Art & Landscape Tour

- We developed an innovative driving and walking tour showcasing local art and beautiful landscapes.
- Press coverage in local media drawing needed attention to our working artists.

Continued support from the municipality will let us continue to plan for long term staffing and projects. We are also looking for a second Select Board appointee to our board at this time.

