

Montpelier Alive

Montpelier Alive celebrates the City of Montpelier. We work with partners to sustain and build upon Montpelier's vibrant downtown community by offering and supporting special events and activities and by promoting City businesses. We work to ensure a thriving local economy for Montpelier and to preserve the City's historic character and unique sense of place.

Downtown Beautification

We work to create moments of wonder and beauty downtown. With support from Downtown Improvement District funds, we plant and maintain flowers, purchase and coordinate benches and trash cans, and create public art. We financially support the Public Arts Commission and have a Montpelier Alive representative on the commission. In 2023, we employed local artists to paint creative M shaped benches to provide artful seating in our downtown, and decorated our downtown with bright flowers that dozens of volunteers assisted with planting and hanging. We uplifted the community with illumination projects during the darkest time of year, including fresh garland with lights on every lamppost, and a sparkling Langdon Street Bridge. In addition we engaged with local artists to place vibrant art in empty storefronts after downtown flooding shuttered many businesses. These projects are just a sampling of our contributions to the vibrancy of our town.

Marketing

We share Montpelier's charm with visitors from near and far to encourage people to stay, dine, and shop downtown. In 2023, We were able to publicize and grow our new Adventure website! The professionally developed attractive website provides a more dynamic and informative experience for visitors. We invested in a marketing campaign with Vermont Public and were able to spread the news about our events to a broader state-wide audience. Also in 2023, Montpelier Alive became an accredited program through Main Street America acknowledging our downtown revitalization accomplishments. In addition, after the devastating July flood, Montpelier Alive worked with the State Department of Tourism to bring visitors back to our downtown to frequent local businesses, through foliage season and the month of December, when support was needed the most.

Festivals and Events

Montpelier Alive was able to be flexible and pivot programming during this past tumultuous year. Despite canceling one Artwalk and our beloved Brown Bag Concert Series, we were able to host many of our traditional events, including Green Up Day, and the July 3rd Celebration which draws between 10 and 20 thousand people to Montpelier each year! The third annual Taste of Montpelier Food Festival, featuring Vermont food vendors and Montpelier restaurants and amazing street performers, was postponed until October and renamed Montpelier's Grand Reopening Celebration. The event celebrated Montpelier's flood recovery efforts, and drew thousands of people to our downtown. We wrapped up the year in late November with a successful Flannel Friday and horse-drawn wagon rides on Small Business Saturday. We also supported countless events through our Downtown Event Grant program, including a fabulous New Year's Eve Celebration hosted by Lost Nation Theater and Shidaa Projects, Inc.

Economic Development

Montpelier Alive has worked on the ground to assist businesses in flood recovery over the past six months. We helped to coordinate volunteers during the aftermath of the July flood, and raised over \$2

million dollars together with the Montpelier Foundation to support Montpelier's businesses when no other resources were readily available. We provided hundreds of grants to business owners, and offered extensive flood recovery resources to local businesses. We were able to hire a part-time Development Manager during this time. We continue to offer workshops for businesses who need technical support, and meet regularly to address their ongoing needs. In November, Montpelier Alive received a two-year GROW Grant from the Department of Tourism to continue work with their relocation program, acting as an ambassador for Central Vermont. We plan to engage with prospective Montpelierites and provide them with resources for a smooth transition into our community and along the way, hire a full-time Marketing and Communications Manager to assist. Montpelier Alive works to engage with businesses interested in moving downtown, filling empty storefronts and complimenting the current business landscape. In addition, in 2023 Montpelier Alive assisted the City in gaining their Designated Downtown renewal through the State of Vermont, which must be renewed every eight years.

Downtown Improvement District

Montpelier's Downtown Improvement District (DID) was implemented by public vote in 2013. The purpose of the District is to raise revenue for streetscape improvements / enhancements and for marketing and promoting downtown Montpelier. The funds are administered by Montpelier Alive with oversight and approval from the Montpelier City Council.

FY 23 Approved Budget

Advertising and Marketing

In-State: \$7,500.00

Out-of-State: \$8,500.00

Tourism Brochure: \$8000

Website and Website Design: \$3500

Photography and Videography: \$3000

Downtown Design

Holiday Decorations: \$8,000

Plantings and Maintenance: \$9,000

Streetscape: \$2,500

Public Art Commission: \$5,000

Downtown Events Grants: \$5,000