

Barre Area Development, Inc. (BADC)

Town of Barre Voter Budget Amount for 2018-2019:

\$45,000 Total Budget for BADC for 2018-2019, \$151,797

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Written Report/Job Title by Joel Schwartz, Executive Director

Barre Area Development, Inc (BADC) is a non-profit development corporation funded by the Town and City of Barre for the purpose of creating and retaining jobs, enlarging the tax base, to provide support services to the municipalities as may be requested and to promote the communities as places to visit, live and work.

During the past fiscal year, BADC continued working on its Barre Rock Solid branding and marketing strategy for the Barre Area. The results of which can be seen at the website: <https://barrerocksolid.com>. The 3 tabs as web portals, Visit Barre, Live in Barre, and Grow in Barre, highlight the area's assets and includes 16 short films that tell the story of Barre to reveal its vibrancy and welcoming character. The latter includes a film of the Wilson Industrial Park: <https://barrerocksolid.com/wilson-industrial-park/> for the purpose of promoting it. The total cost for this fiscal year for marketing was \$61,406 of which \$52,290 came from BADC reserve capital. Notwithstanding what the Barre area has to offer, it's apparent that while Washington County is holding its own economically, it's also facing the same demographic issues as does the entire state, and that growth in population and labor force is essential and necessary. Rather than hoping and waiting for demographic change, and given the number of job openings that are going unfilled, BADC believes that stimulating interest in Barre through aggressive marketing is the best way to encourage growth and employment, and generate leads for additional business activity. As a community, we need to compete in very competitive market.

At the Wilson Industrial Park, Vermont Creamery is expanding its capacity with a \$23,000,000 to \$30,000,000 investment and looking to employ more employees and BADC will assist them along with our partner, Central Vermont Economic Development Corporation. With the permission of the Town, and a grant from the State to CVEDC to defray some of the cost, a blinking light crosswalk is being developed on Pitman Road for the safety of employees going to and from parking and warehousing at 29 Pitman Road, the former Northern Power Building, now home for 5 businesses with additional space available. BADC has also provided consulting assistance to Vermont Foodbank regarding its successful effort to obtain a State grant to help with cost of its new refrigerated addition, which was a \$1,500,000 project. The Foodbank will continue with its capital improvements and is hoping to commence another \$3,000,000 of work at the facility in 2020. During the next fiscal year, BADC will be making additions to the new website to highlight existing available space.

Looking ahead, BADC has reached out to individuals at Millstone Trails Association to determine whether there is interest in making amenity improvements at trailheads. BADC believes this is a huge asset and that with a modest amount of planning can obtain grant funding to realize the trail network's full recreational and economic potential.