Better Places

photo credit: Jason Duquette-Hoffman, Town of Middlebury

Richard Amore, PLA/AICP
Department of Housing and Community Development

February 11, 2020
House Committee on
Commerce and Economic Development

© Jason Duquette

Vibrant Places

Bristol, VT

photo credit: Ian Albinson, Bristol Core

Bristol, VT

photo credit: NPS National Register of Historic Places Nomination

Better Places

Place-based Economic Development

Church Street in Burlington, Vermont in 1979. . .

Church Street – 1970s

Photo Credit: Bill Truex

KEN'S
PIZZA
AND
PUB
• Famous Since 1973 •
PIZZA BY
THE SLICE
Soup - Salad - Sandwiches
Pub Fare - Appetizers
Italian Dinners
Full Bar & Craft Beers

Try something new for one day…

Photo Credit: Bill Truex

Try something new for one week…

Photo Credit: Bill Truex

Try something new for four blocks…

Photo Credit: Bill Truex

Frog Hollow
Vermont Craft Center
TEN THOUSAND VILLAGES

Bethel, VT

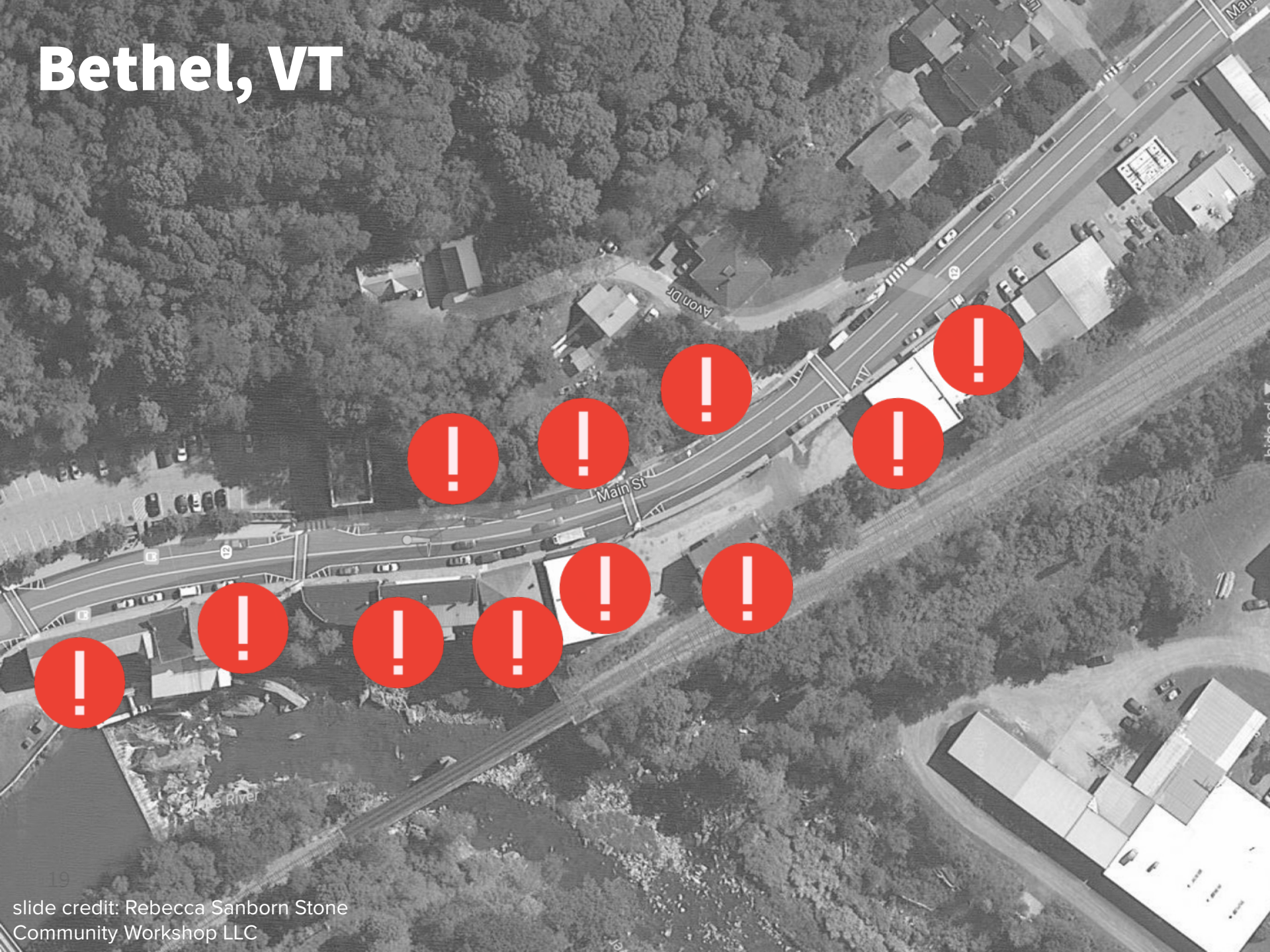
Bethel
VILLAGE
SANDWICH
Shop
The
Café
at 269 Main
THIRD
BRANCH
WINES

Bethel
VILLAGE
SANDWICH
Shop
CRAZY GRINGO
TACO BAR

Pizza Cafe & Soda Fountain

Photo credit: Bethel Revitalization Initiative

Bethel, VT



slide credit: Rebecca Sanborn Stone
Community Workshop LLC

Bethel, VT

slide credit: Rebecca Sanborn Stone
Community Workshop LLC

Photo Credit: Joshua Schwartz

Photo Credit: Joshua Schwartz

Photo Credit: Joshua Schwartz

Photo Credit: Zac Freeman

CAMBRIDGE
Arts
COUNCIL
FESTIVAL OF THE ARTS
MAIN STREET IN JEFFERSONVILLE
SATURDAY, AUGUST 11
10AM - 4PM

Photo Credit: Rebecca Stone

photo credits: Jessica Frost

Why invest in Placemaking?

Placemaking

is....

Placemaking can....

photo credit: Downtown Brattleboro Alliance

Placemaking

can....

photo credit: Richardson Photography, Courtesy of Montpelier Alive

Placemaking

can....

Builds
Social Capital

photo credit: Downtown Brattleboro Alliance

Spurs

Entrepreneurship

Empowers Residents

Supports
Active Lifestyles

Celebrates

the Arts

photo credit: Montpelier Alive

Increases

Food Access

Test

Ideas

STATE LAW
YIELD
TO
WITHIN CROSSWALK
LOCAL MOTION
LOCAL MOTION
LOCAL MOTION
LOCAL MOTION

Builds

Neighborhoods

Creates Connections

photo credit: Ward Joyce

Endure
Winter

Endure
Winter

Cultivates Leadership

Town of Bethel, Vermont

Meet Our Selectboard

Lindley, Paul, Chris, Dave, Moe

The Selectboard meets at 6 PM on the second and fourth Mondays of each month in the Town Hall 318 Main Street.

Meetings are recorded and are available for viewing through Orca Media, Inc.

THE ARNOLD BLOCK

Lindley Brainard

Selectboard, 2-Year Term, Expires 2020

Embraces Vermonters

photo credit: Strolling of the Heifers

Place-based, People-focused Investment

photo credit: Monique Priestley, The Space On Main

Better Places

photo credit: Ben Carpenter, Montpelier Alive

VT Department of Housing and Community Developmentt | AARP-Vermont | Vermont Arts Council |
VT Department of Health | VT Agency of Agriculture, Farm and Markets | Local Motion | VTrans
Preservation Trust of Vermont | Vermont Association of Realtors| National Life Foundation | + many more….

Partnerships

AARP Real Possibilities Vermont

vermont arts council
working for a creative state

VERMONT
DEPARTMENT OF HEALTH

VERMONT
AGENCY OF AGRICULTURE, FOOD & MARKETS

The Vermont Community Foundation

THE PRESERVATION TRUST OF VERMONT

National Life Group® Foundation

VSECU
EMPOWERING POSSIBILITIES

LOCAL MOTION
BIKING & WALKING FOR A BETTER VT

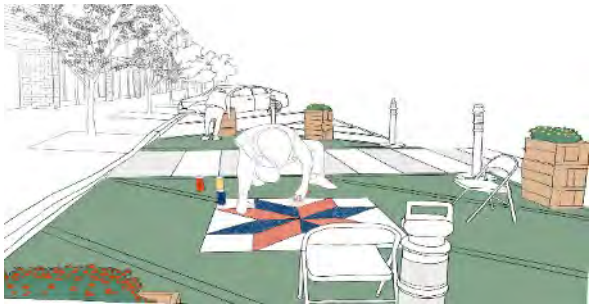
Vermont Association of Realtors®

VERMONT LEAGUE OF CITIES & TOWNS

VTrans Working to Get You There
Vermont Agency of Transportation

Creative Projects

Create a sense of place, pride, and ownership through community art projects. Artwork, wayfinding and beautification encourage people to visit and linger.



Demonstration Projects

Experiment with ideas to test their feasibility and community acceptance prior to making a large capital investment.

New Uses for Under-utilized Spaces

Give underused local space a second life with a new use or amenity, like a pop-up gallery, playground, or gathering place.

Streetscape Improvements and Beautification

Reclaim local spaces to improve the village, or for gardeners to grow food, bring cultures together, and create a beautiful street.

Food and Markets

Bring the community together around a community dinner on the village green or showcase local art and produce with a market.

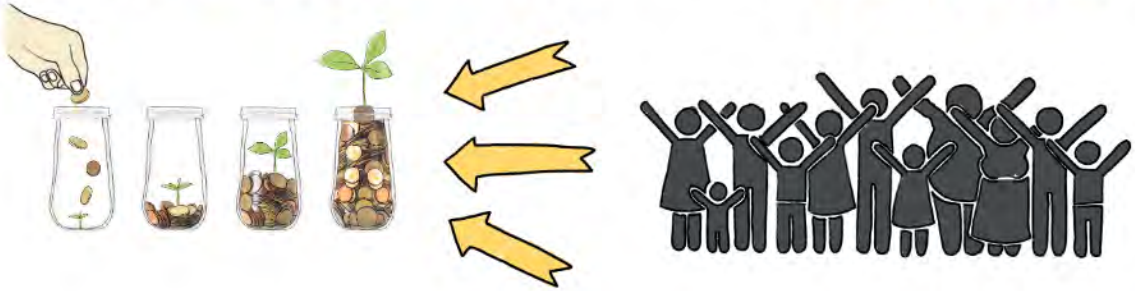
Downtown and Village Events

Build stronger community connections and pride, make places livelier, and provide more buzz and energy downtown.

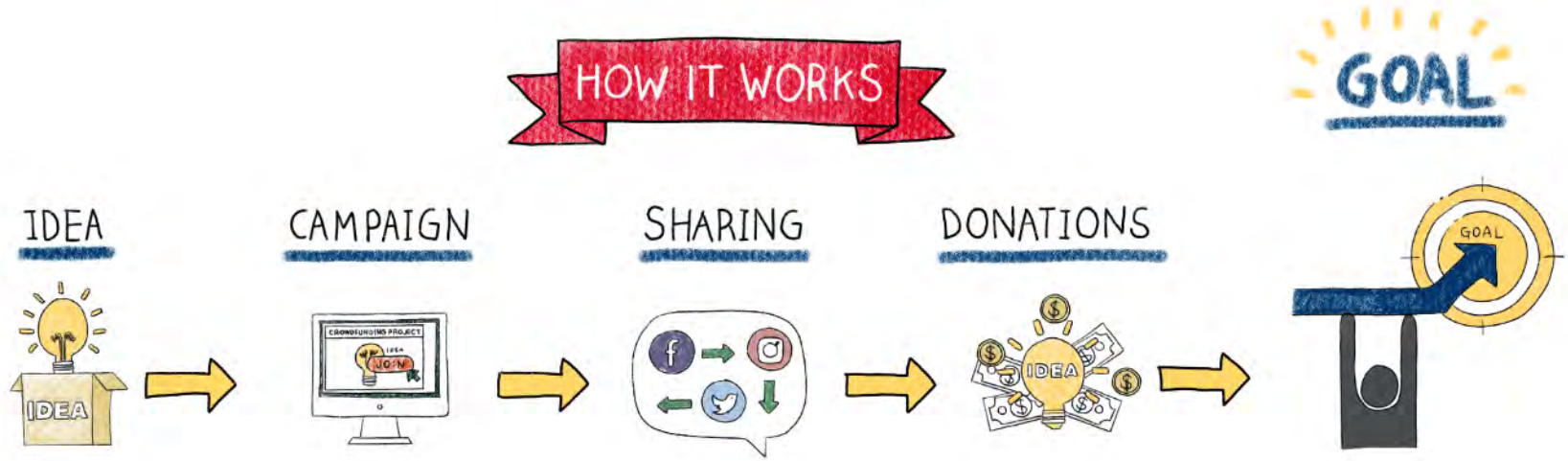
CROWDFUNDING

WHAT

RAISE **FUNDS** FROM MANY **PEOPLE**



HOW IT WORKS



SALEM, MA

Revitalize Congress Street

Making Congress Street beautiful, walkable, and thriving with activity

$42,150
of $40,000 Project Closed

★ Matching Grant: **MassDevelopment**

VIEW ⚡ SUCCESS!

NORTH ADAMS, MA

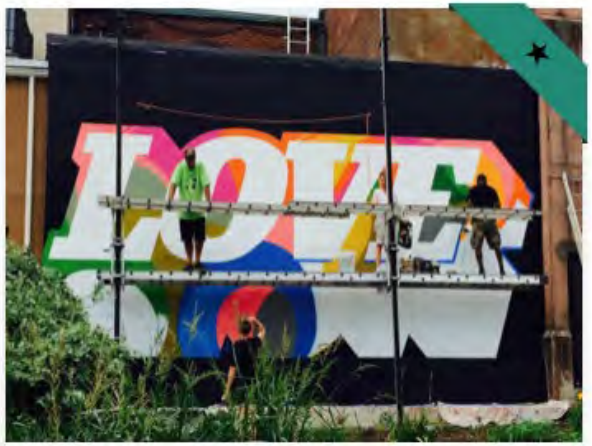
The Ashland Street Initiative

Creating a corridor of community vibrance.

$15,250
of $12,500 Project Closed

★ Matching Grant: **MassDevelopment**

VIEW ⚡ SUCCESS!



NEW BEDFORD, MA

Superflat New Bedford 2019 Mural Program

Superflat NB is a creative placemaking, mural art project dedicated to beautifying New Bedford while flattening barriers to the arts.

$71,280
of $50,000 Project Closed

★ Matching Grant: **MassDevelopment**

VIEW ⚡ SUCCESS!

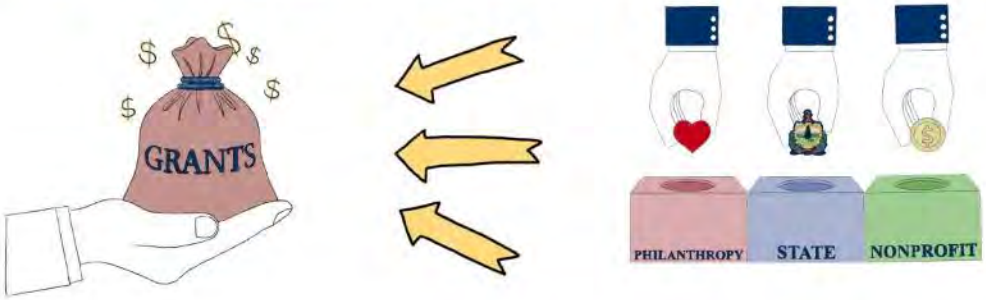
courtesy: Patronicity

Crowdgranting is the power of the crowd plus the power of the grant.

CROWDGRANTING

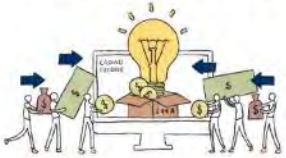
WHAT

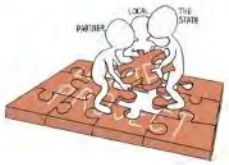
GET **GRANTS** FROM MANY **PARTNERS**



HOW IT WORKS

START CROWDFUNDING → MEET THE GOAL → GET REWARDS → SUPPORT THE PROJECT → SUCCESS





HOW IT WORKS

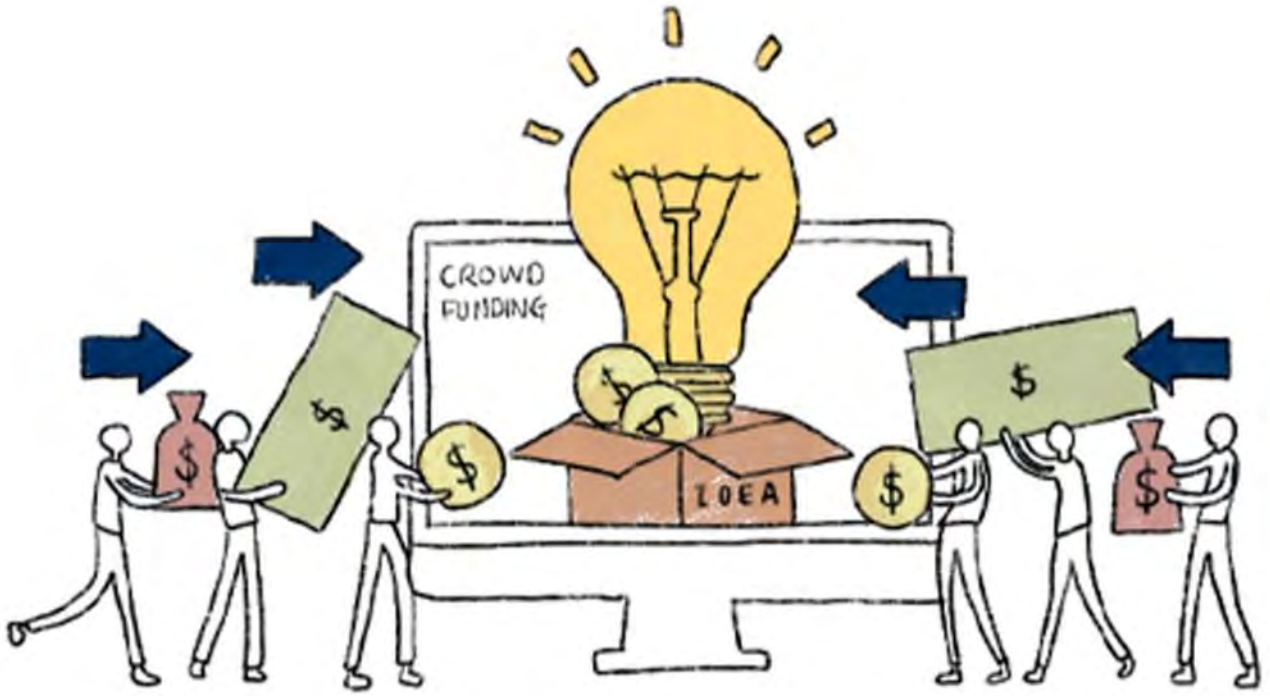
IDEA

HOW IT WORKS

APPROVED PROJECT

HOW IT WORKS

START CROWDFUNDING



HOW IT WORKS

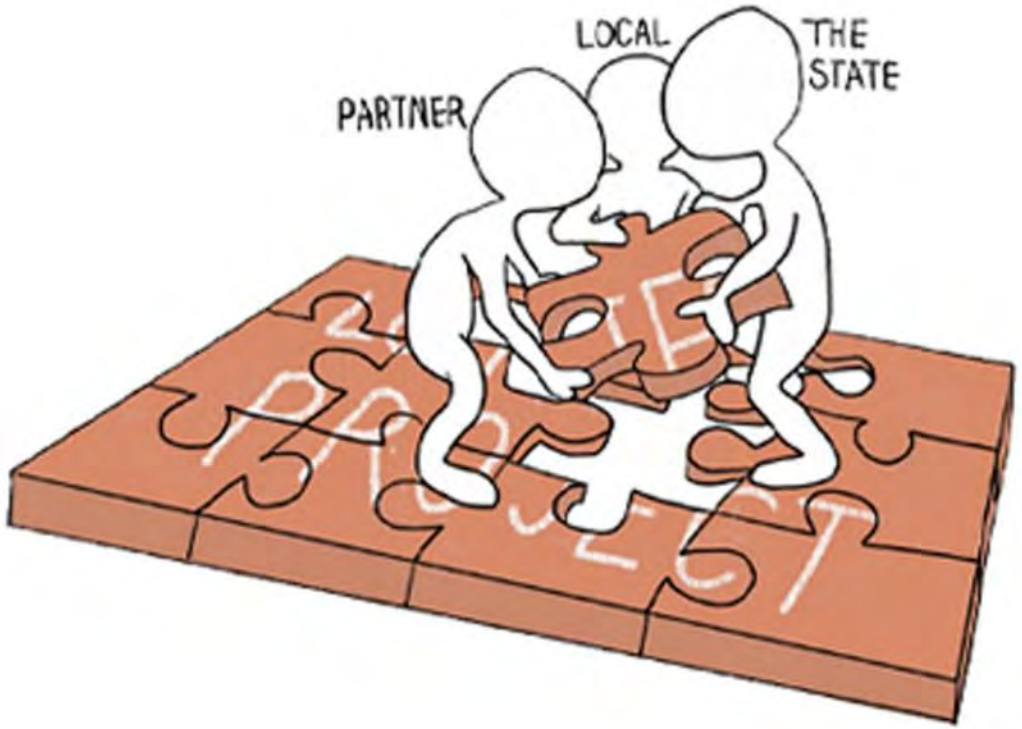
MEET THE GOAL

HOW IT WORKS

GET REWARDS

HOW IT WORKS

SUPPORT THE PROJECT



HOW IT WORKS

BUILDS SOCIAL CAPITAL
CULTIVATES LEADERSHIP
CELEBRATES THE ARTS
TEST IDEAS
EMPOWERS RESIDENTS
INCREASES FOOD ACCESS
CREATES CONNECTIONS
EMPOWERS LOCALS
SUPPORTS ACTIVE LIFESTYLE
SPURS ENTREPRENEURSHIP
PROJECT
CROWDFUNDING
LOCAL COMMUNITY
PARTNERS
CROWDGRANTING
CREATE, REVITALIZE, OR ACTIVATE PUBLIC SPACES

Better Places

Better Places

Creating Places People Love

photo credit: Mary Alice Proffitt

Thank You.

Richard Amore, PLA/AICP

VT Department of Housing and Community Development