



RUTLAND CITY
WANTS YOUR
BUSINESS
SMALL BUSINESS
RESOURCE GUIDE



Rutland City Wants Your Business

Small Business Resource Guide

Table of Contents

Welcome to Rutland City, Vermont

Demographic Snapshot of Rutland City

Guide to Resources and Assistance at Rutland City Hall

Rutland City Economic Development Resources and Incentives

Rutland Region Economic Development Resources and Incentives

State Economic Development Resources and Incentives

Federal Economic Development Resources

HubZone Info and Map

New Market Tax Credit Info and Map

Appendix. City Maps

Regional Context Map and City Map with Gateways

Special Benefits District

City Zoning Map

Rutland City, Vermont welcomes you and your business.

A strategic location, an educated and reliable workforce, robust infrastructure, a business friendly environment, and a renowned quality of life are all reasons a business should choose Rutland City when considering a business start-up, expansion, or relocation.

The City has two economic development organizations focused on helping your business grow and succeed.



Let's Make it Happen!

Formed by Charter in 1989 the Rutland Redevelopment Authority (RRA) serves as Rutland City's economic development entity. The RRA was established to reduce the property tax burden on residential homeowners, redevelop dilapidated and blighted structures, revitalize the commercial and industrial sectors of the economy, and promote economic opportunity for all citizens.

The RRA is here to offer free and confidential assistance related to site selection, financing, job creation incentives, workforce training, and all other factors related to an investment decision.

Please contact the RRA at (802) 775-2910 or online at www.rutlandvtbusiness.com



The Downtown Partnership's purpose is to manage, market and maintain the Downtown Rutland special benefits district and advance those activities that will improve the vitality of the business community and enhance the cultural and physical climate of the district.

Please contact the DRP at (802) 773-9380 or online at www.rutlanddowntown.com

Snapshot of Rutland City Demographics & Employment

2010 Population = 16,495
Households = 7,404

Land Area = 7.56 Sq. Miles

Median Age = 42.9

Median Household Income = \$38,108



Total Number of Jobs			
	2000	2010	% Change
Rutland City	12,930	13,451	4%
Rutland County	28,930	27,441	-5%
Vermont	296,468	293,088	-1%
Source: VT Department of Labor, Covered Employment & Wage Series			

Employment by Industry, Rutland City		
	1988	2011
Health Care & Social Assistance	18%	29%
Retail	17%	13%
Government	10%	14%
Manufacturing	13%	10%
Leisure & Hospitality	8%	8%
Professional & Business Services	6%	8%
Financial Services	7%	4%
All Other	21%	14%
Source: VT Department of Labor, Covered Employment & Wage Series		



Guide to Resources and Assistance at Rutland City Hall

Rutland City's goal is to be known for its business friendly environment. Both the Administration and Board of Aldermen have committed to providing City employers with a stable pro-business environment in which to grow. To this end a business can expect strong support and ready assistance from all City entities.

Several City departments work directly with new or existing businesses on matters of reporting, tax collection, and licensure or facility construction. Please call, stop by City Hall or contact us via the web, www.rutlandcity.com to find out how we can help your business succeed in Rutland!

Mayor's Office, Rutland City Mayor Chris Louras, 802-770-5366. The Mayor's office stands ready to assist in helping existing or prospective Rutland City businesses to grow and succeed.

Building Inspector/Zoning Administrator, Jim Simmonds, 802-773-1800 x229. This office is responsible for issuing certificates of occupancy and building permits for construction, and change of use. The administrator works with the Development Review Board to perform offsite plan reviews and approve variances.

City Assessor, Barry Keefe, 802-773-1800 x 219. Reports of machinery and equipment values are due to the City Assessor's office by April 1 each year for personal property tax levy.

City Clerk, Henry Heck, 802-773-1800 x236. The City of Rutland accepts liquor license applications for the state of Vermont for first and second class licenses through the Board of Liquor Control Commissioners. The City also issues permits for peddler's licenses for street-side business and permits for special events to be approved by the Board of Aldermen. If you are unsure of what permits you might need, the Clerk's staff stand ready to help you.

City Treasurer, Wendy Wilton, 802-773-1800 x231. The City Treasurer bills and accepts payments for real estate tax, personal property tax, water and sewer accounts and parking permits for downtown employees and residents. The City of Rutland does not have a municipal sales tax, but does have Rooms, Meals & Entertainment (RME) tax (1% of applicable sales) for food and lodging establishments and entertainment venues. The City Treasurer's office has forms available for the registration, reporting and payment of the RME tax.

Department of Public Works, Joan Pluta, 802-773-1800 x225. The Department will help in billing account changes, water and sewer service hook ups, or water quality questions.

Purchasing, Sara Magro, 802-773-1800 x235. Do you have a good or service that the City would use? Contact our purchasing agent to be added to the City's vendor list.

Rutland City Economic Development Resources and Incentives

Tax Stabilization: Rutland City has recently revamped its property tax stabilization procedure by creating two new polices, one for industrial and commercial property, and one for vacant/blighted industrial property.

The motivation to formalize Rutland City's tax stabilization process was spurred out of the desire to create a tangible financial incentive for new investment and ultimately to make the City a more business friendly environment to start, relocate, or grow a business.

Upon approval from the Board of Aldermen that an applicant is qualifying a mutually acceptable Tax Stabilization Agreement (TSA) will be crafted. The envisioned timeframe for a stabilization period will be 5 years with a statutory maximum of 10.

Industrial and Commercial Tax Stabilization: The highlights of this policy require that a business be making a tangible new financial investment in real property and/or machinery and equipment which will create new jobs within the City.

Vacant/Blighted Industrial Tax Stabilization: This policy differs slightly in that its goal is to encourage the rehabilitation of vacant and blighted properties and to incentivize speculative investment from existing and/or future property owners in order to rehabilitate and improve these properties. In this policy no immediate job creation is required to qualify.

Downtown Special Business District Revolving Loan Fund: This loan fund is intended to provide an incentive for building owners in the Downtown Special Benefits District to renovate and upgrade their buildings, to meet code requirements in the renovation of their building, with emphasis on the re-utilization of upper floors in those structures. The maximum loan to be offered through the RLF is \$30,000. Applicants for the RLF funding must have owned the building for a minimum of three years and prove that they have the capacity to repay the loan. Funds may be used to leverage other borrowings, such as from private financial institutions or federal and/or state grants.

Downtown Rutland Façade Improvement Grant Program: This grant is designed to promote renovations that are physically, historically, architecturally and/or artistically compatible with downtown buildings. All properties classified as commercial or residential within the Downtown Rutland Special Benefits District may apply for grant funds. Plans for improvement must conform to building and landscape requirements. If façade funds are applied for by someone other than the building owner, written permission from the building owner for the proposed façade improvement must be submitted with the application. This is a 50/50 funds-match grant. Applicants are invited to apply for funding up to \$5,000 per project.

Tax Credits: Rutland City's special benefits district was enrolled as a State designated downtown in 2002. There are three tax credits designed to assist with rehabilitation and code improvements for older and historic buildings located within designated downtowns and village centers.

10% State Historic Rehabilitation Tax Credit – All building related rehabilitation costs are eligible including exterior and interior improvements and code compliance. The first \$500,000 in costs receives a 10% credit along with half the costs over \$500,000.

25% Façade Improvement Tax Credit – This credit applies to the rehabilitation of a building façade. Maximum award is \$25,000.

50% Code Improvement Tax Credit – This credit applies to the costs of bringing a building into compliance with state building codes, to abate hazardous materials, or to redevelop a contaminated property. It includes a maximum award of \$12,000 for a platform lift, \$50,000 for sprinkler systems, \$50,000 for elevators, and \$25,000 for the combined costs of all other qualified code improvements.

For more information on the tax credit program please visit,
http://accd.vermont.gov/strong_communities/preservation/grants

Downtown Micro Grants: \$1,000 competitive grants awarded annually to merchants within the Downtown Special Benefits District for use in business development and marketing.

Zamias Fund: This fund was created in 1999 utilizing impact fees related to the Diamond Run Mall development. Funding is discretionary by the Board of Aldermen for use in projects benefiting Downtown Rutland.

Rutland Regional Economic Development Resources and Incentives

Rutland Economic Development Corporation (REDC) Rutland Economic Development Corporation is a non-profit, community-based organization whose mission is to encourage and enhance business success in Rutland County. REDC provides fixed rate loans through its Revolving Loan Fund. REDC's Revolving Loan Fund provides businesses with loans of typically between \$5,000 and \$75,000. As loans are repaid, they are reinvested by REDC in the form of new loans to other businesses. For more information contact at (802) 773-9147, jstewart@rutlandeconomy.com, (www.rutlandeconomy.com)

Rutland Regional Planning Commission (RRPC) The Rutland Regional Planning Commission serves 27 communities and provides assistance on a range of community development activities and issues. The RRPC has leveraged significant EPA funding which can be used for environmental assessments of potential redevelopment sites within the City. For more information contact at (802) 775-0871, KrisHughes@rutlandrpc.org, (www.rutlandrpc.org)

Rutland Region Chamber of Commerce (RRCC) Dedicated to being your one stop resource for local businesses, residents and visitors. The RRCC works to improve the business climate in Rutland County and Vermont. For more information contact at (802) 773-2747, rccvt@aol.com, (www.rutlandvermont.com)

EDC Fund: This Revolving loan fund was established to encourage job retention and creation in Rutland and Bennington Counties. Loan amounts of \$25,000 and with special approval up to \$50,000. For more information contact EDC Funds, Inc. (802) 773-4333

State Economic Development Resources & Incentives

Vermont Department of Economic, Housing and Community Development (DEHCD) A Department of the Vermont Agency of Commerce and Community Development; DEHCD's principle focus is to support Vermont's Business. Much of this support is delivered through specialized programs that provide solutions to business challenges (<http://accd.vermont.gov/business/>)

Vermont Economic Progress Council (VEPC) The State of Vermont offers an economic incentive for business recruitment, growth and expansion. The **Vermont Employment Growth Incentive (VEGI)** program can provide a cash payment, based on the revenue return generated to the State by prospective qualifying job and payroll creation and capital investments, to businesses that have been authorized to earn the incentive and who then meet performance requirements. (<http://accd.vermont.gov/business/start/vegi>)

Vermont Training Program (VTP) The Vermont Training Program provides comprehensive resources to prepare Vermont's workforce for new and enhanced positions with Vermont's diversified base of employers. (<http://accd.vermont.gov/business/start/training>)

Vermont Procurement and Technical Assistance Center VT PTAC exists to help Vermont businesses succeed in obtaining government contracts. The center offers free counseling services to Vermont businesses and provides assistance on how to bid on government contracts at the federal, state and local levels. (<http://accd.vermont.gov/business/start/vtptac>)

Vermont Department of Labor (VDOL) VDOL's primary focus is to provide services that assist businesses, workers, and job seekers. (<http://labor.vermont.gov/>)

Vermont Economic Development Authority (VEDA) For over three decades the Vermont Economic Development Authority has partnered with Vermont banks and other lenders to provide low-interest loans to Vermont businesses and farms, both large and small. (www.veda.org)

Vermont Small Business Development Center (VTSBDC) Provides no-cost, confidential business advising and low-cost training services to all small businesses and new ventures in Vermont. (<http://www.vtsbdc.org>)

Vermont Secretary of State's Office Contact the Secretary of State to register your business in Vermont, learn about business types, attain forms and fees, and search trade names. (<http://corps.sec.state.vt.us/>)

Federal Economic Development Resources

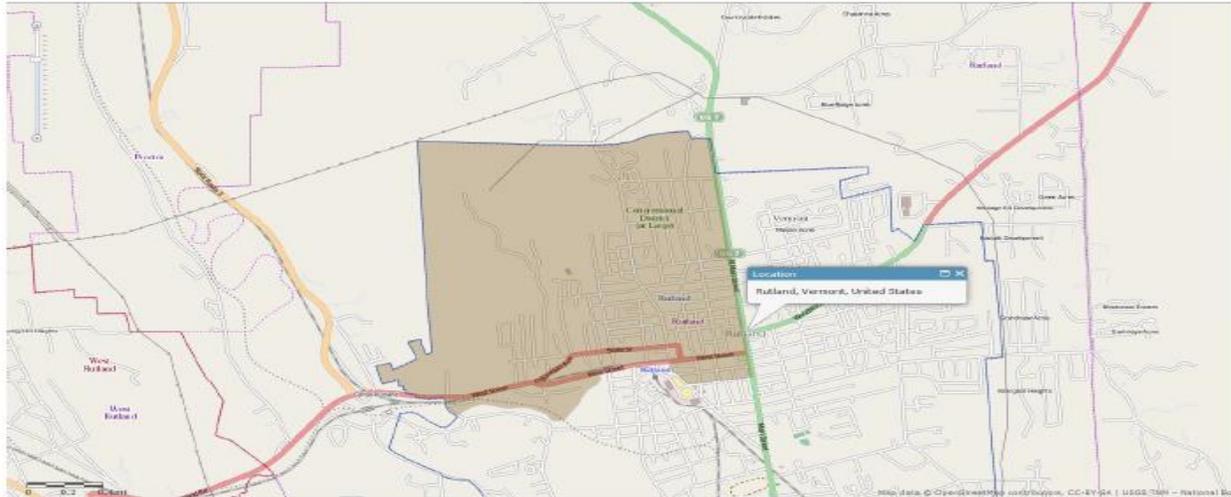
Small Business Administration (SBA) Created to aid, counsel, assist, and protect the interests of small businesses in the United States. (www.sba.gov)

Economic Development Administration (EDA) Established in 1965 to generate new jobs, help protect existing jobs and stimulate commercial and industrial growth in economically distressed areas of the United States. (www.eda.gov)

United States Department of Housing and Urban Development (HUD) Administers the principal programs that provide assistance for housing and for the development of the nation's communities. (www.hud.gov)

United States Department of Agriculture (USDA) The USDA has a number of financing mechanisms available to help rural businesses. (www.rurdev.usda.gov)

Rutland City - 2010 Qualifying NMTC Census Tract



New Market Tax Credit Program

Congress created the New Markets Tax Credit (NMTC) program in 2000 to spur investment of private capital for economic development in both rural and urban low-income communities. Individuals and corporations receive a tax credit against federal income taxes for making investments in certain low-income properties or businesses when those investments are made through a “community development entity” (CDE).

Vermont Rural Ventures (VRV), a qualified CDE operated by Housing Vermont, secured its first allocation of NMTC in the spring of 2009. Vermont Rural Ventures is deploying its New Markets Tax Credit resources to support investment in the economic, environmental, and social well-being of Vermont communities.

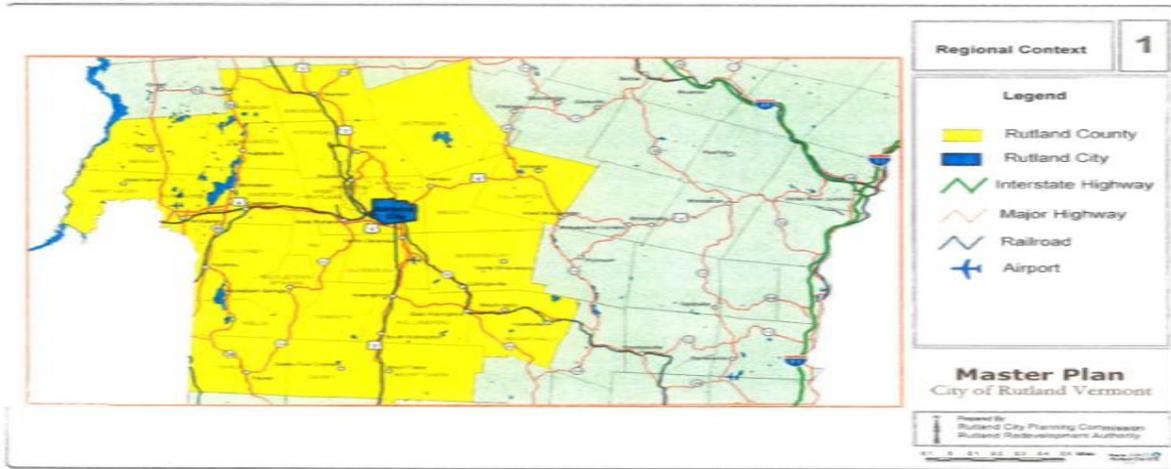
NMTC funds are used to retain and create jobs for Vermonters by financing key community developments in downtown and village centers and in other concerted community efforts which demonstrate positive impacts on Vermont’s economic, health care, energy and food systems.

VRV evaluates NMTC investments for retail and office space, health care projects, downtown housing over commercial space, manufacturing, community centers, farm, forest, and food processing, and energy projects and will invest in both new construction and historic renovation. VRV is targeting 70 percent of its NMTC funds to rural areas of Vermont.

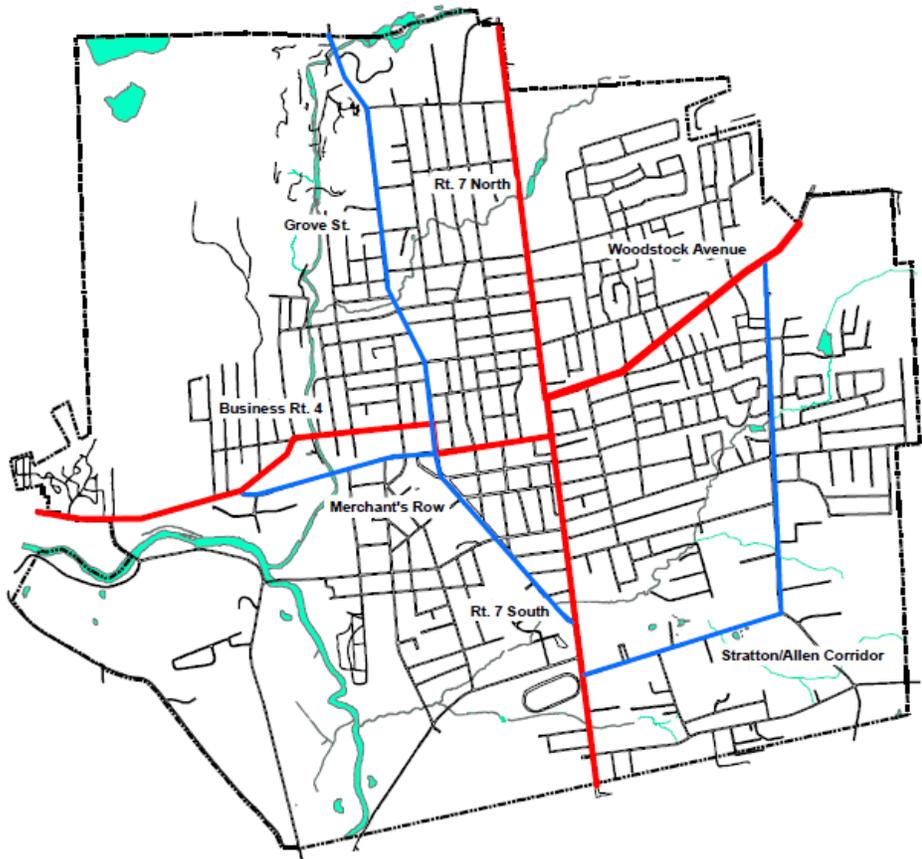
For more information please contact Vermont Rural Ventures at www.hvt.org/vermont-rural-ventures/

Maps of Rutland City

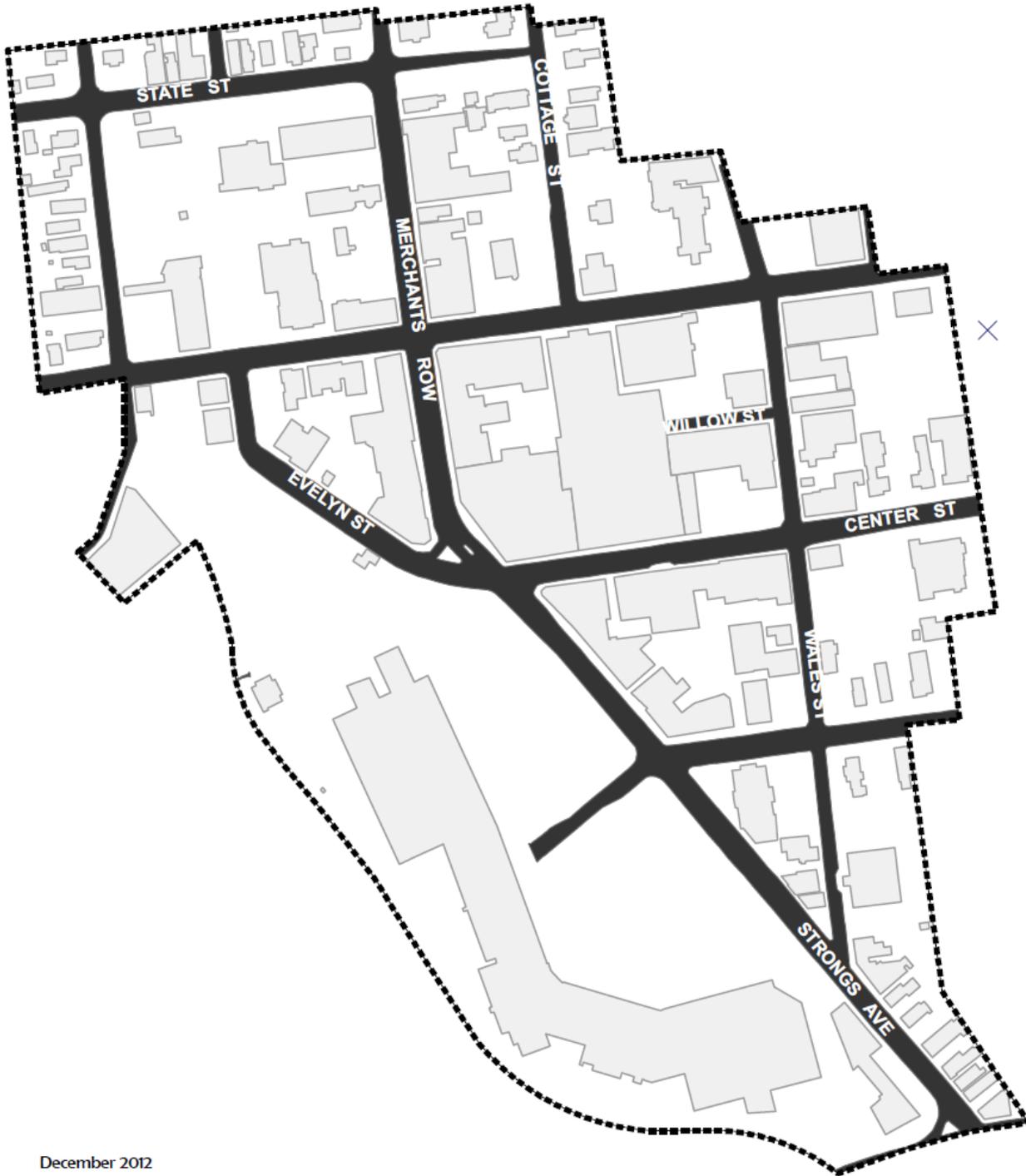
Regional Map



City Map with Gateways

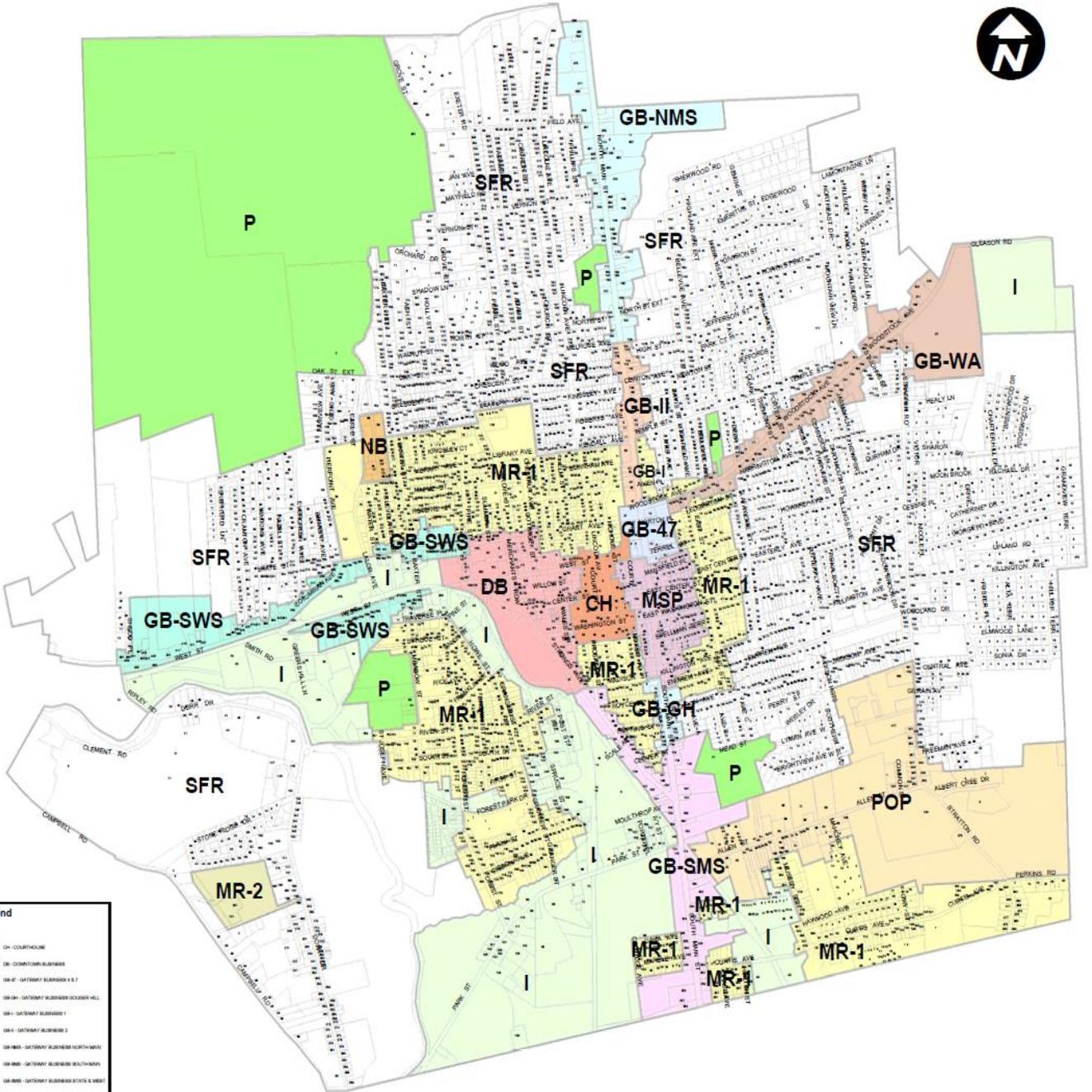


City of Rutland Special Benefits District



December 2012

Rutland City Zoning Map



ZONE	DESCRIPTION
CH	COURTHOUSE
DB	COMMUNITY BUSINESS
GB-47	GATEWAY BUSINESS 4 & 7
GB-04	GATEWAY BUSINESS COUNTRY HILL
GB-1	GATEWAY BUSINESS 1
GB-2	GATEWAY BUSINESS 2
GB-NB	GATEWAY BUSINESS NORTH MAIN
GB-SB	GATEWAY BUSINESS SOUTH MAIN
GB-WS	GATEWAY BUSINESS STATE & WEST
GB-W	GATEWAY BUSINESS WOODSTOCK
I	INDUSTRIAL
MR-1	MEDIUM DENSITY RESIDENTIAL 1
MR-2	MEDIUM DENSITY RESIDENTIAL 2
MSP	MULTI-FAMILY PARK
NR	NEIGHBORHOOD BUSINESS
P	PARK
POP	PLANNED OFFICE PARK
SR	SINGLE FAMILY RESIDENTIAL

City of Rutland, Vermont Zoning

Adopted by the Board of Aldermen October 18, 2004
and revised June 2, 2008; April 15, 2010, and
November 26, 2012