



UPDATES December 13th, 2022

Streetscape

- The DRP is working with Casella Waste on broken trash can replacement as well as exploring alternative receptacle options to discourage dumping and overflow. We've found the current receptacles have many parts and pieces susceptible to damage.
- Downtown Holiday lights were installed along Center Street and Merchants Row.
- The DRP has opened up conversations with the RRA, City, Board of Alderman, Parks and Rec, and DPW to address the need for a more efficient and effective plan to address streetscape initiatives moving forward.

Events

- The Downtown tree lighting took place on November 25th from 5-7pm this year. We made the decision to move the event to the Thanksgiving holiday weekend to provide our community with something to do as they gathered with family for the holiday. The tree lighting saw several hundred people at the event thanks in part to Mission City Church (hot cocoa), Dunkin' Donuts (donuts and coffee), Rutland High Choir, The MINT and Wonderfeet (free ornament decorating inside Wonderfeet during the event), Rutland Fire Department (Santa escort), and also The Paramount Theatre (two Rudolph shows as bookends to the event).
- The Holiday Stroll was on November 26th (small business Saturday). 25 Downtown businesses participated in the event offering sales, snacks, drinks, and free gift wrapping. The DRP was out during the all day event giving away 150 Downtown Rutland shopping bags filled with local gift cards, products, and other goodies. With the Killington cup in full swing that weekend, the DRP is exploring moving the Holiday Stroll to December and creating a larger community event to encourage folks to shop small during the holiday season.
- The downtown Holiday Window Contest began November 25th and will run to December 27th. Community members are able to vote for their favorite display via the downtown website or through QR codes posted in participating business windows. Community members are allowed one vote and are entered in drawings for prizes through December. Three judges have been chosen to determine the winners of several categories. The judging is slated to occur on December 20th.
- The DRP will be participating in the 2023 Winterfest in February, partnering with Phoenix Books to provide a week-long storywalk event.
- Planning has begun for a Rutland Brew Festival slated for June 10th in Center Street Marketplace Park. The Brew Festival committee will hold their second meeting Wednesday (11/14). The Department of Liquor and Lottery will be in attendance to help guide us through the process and make sure we are in compliance.
- A Spring Sip and Shop event is in the early stages, but will occur on a Thursday in May.
- The DRP met with Eric Mallette from the Paramount to discuss the 2023 Friday Night Live Series. The DRP has increased the budget and offered more flexible dates to Eric to allow for better chances of landing top talent.

Marketing

- Holiday marketing material was featured in the Killington World Cup guide, Explore Magazine, Rutland Herald, MUD Radio, Z97, 98.1, NYVT Media, and a Holiday Gift Guide mailer. The Holiday Gift Guide mailer was recently sent out to 7,000 residences in the Rutland area and features 24 of our downtown businesses.
- DRP continued to run a Downtown Rutland ad in the regional Discover Map.
- DRP continues to amplify downtown businesses on social media.

Business Development

- Mindful Monkey has opened on Merchants Row.
- The DRP aided The MINT in opening up a seasonal holiday shop to explore a brick and mortar retail business for their maker members.
- DRP approved two \$2,000 grants to Mindful Monkey and Mountain Girl Cannabis. There are several others waiting to get approved.
- We've been working with a few organizations and people interested in either starting a business or moving a business downtown.

General

- Tiffany and Brian attended the virtual Vermont Community Leader grant workshop as the DRP explores grant opportunities for 2023.
- Tiffany supported the Vermont Arts Council as a grant panelist/reviewer.
- Tiffany is writing a letter of support for CEDRR around housing.
- The DRP continues to explore options for a new location that meets its future goals for growth and community engagement.