

# Better Places Program and Partnerships



What  
is it?

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**Richard Amore**, Department of Housing and Community Development  
**Chris Cochran**, Department of Housing and Community Development

**February 17, 2021**  
House Committee on Commerce  
and Economic Development



Who's  
involved?



THE  
PRESERVATION  
TRUST OF  
VERMONT



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# Animating Infrastructure Grants

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2015 Cambridge Arts Council  
Artist: Sarah Rutherford

## Vermont Arts Council Animating Infrastructure Grant Program

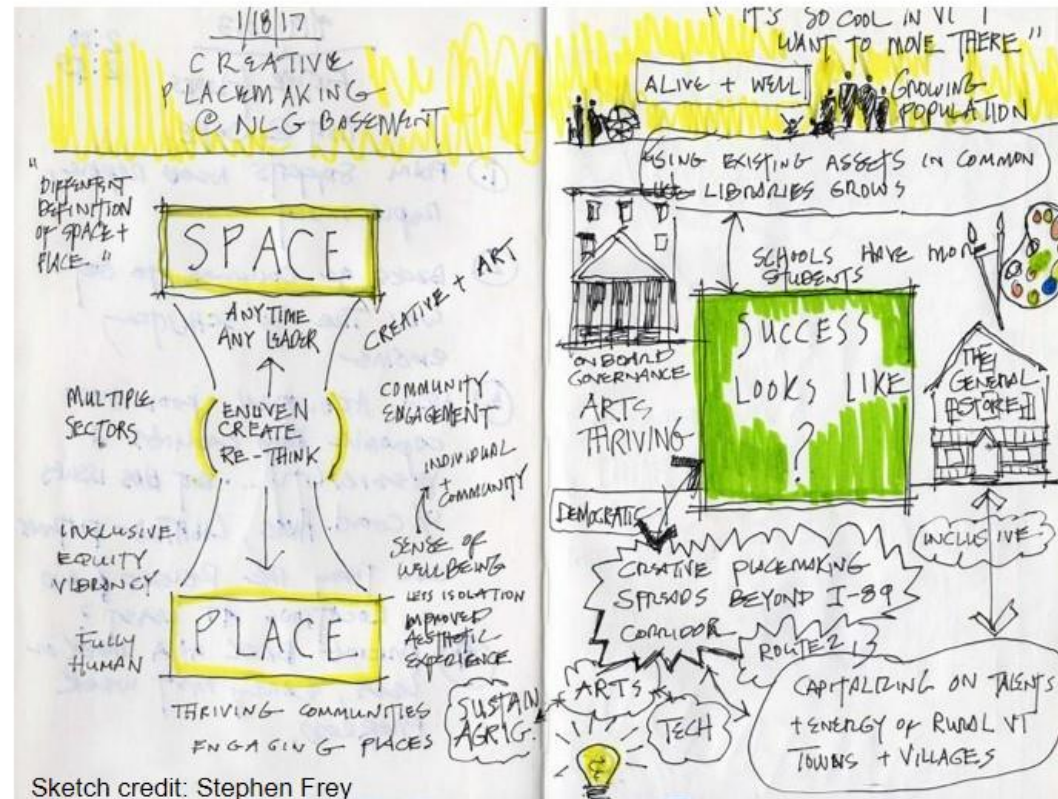


2017 Bethel Revitalization Initiative  
Artist: Mary Lacy



# Project and Partner Evolution

## Cross-Sector and Interagency Support

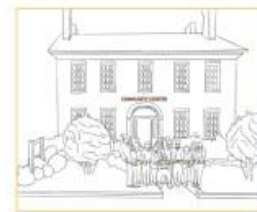


# Better Places Pilot

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## Better Places Program Guide

December 2020



Applications due January 22, 2021

Vermont Community Foundation | Vermont Department of Housing and Community Development  
Vermont Arts Council | Preservation Trust of Vermont | National Life Group Foundation





# Better Places Pilot funders and partner support

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## Better Places Partners

The program is funded and supported by the Vermont Community Foundation, Vermont Department of Housing and Community Development (DHCD), Vermont Arts Council, National Life Group Foundation, and the Preservation Trust of Vermont. The program relies on the expertise and generous support of the Better Places Partners that include AARP Vermont, Local Motion, Vermont Department of Health, Vermont Agency of Transportation, and Vermont Agency of Agriculture, Food, and Markets.



# Better Places Pilot

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## TYPES OF PLACEMAKING

Placemaking projects vary in scale and can be temporary, seasonal, or permanent, from large community development projects, such as community parks and reimagined main streets, to small, incremental improvements like outdoor seating or a well-placed neighborhood bulletin board. Most placemaking projects, no matter their scale or permanence fall into broader categories shown below.



**Arts and Culture** Montpelier, Vermont



**Beautifying and Greening** Waterbury, Vermont



**Recreation and Physical Activity** St. Albans, Vermont



**Community Events** Braintree, Vermont



**Access to Local Food** Brattleboro, Vermont



**Street Improvements** Bradford, Vermont

VERMONT PLACEMAKING

Vermont Better Places Toolkit



# Pilot Program Successes

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## Pilot Program Success

-  **63** application submitted, Jan. 2021
-  **\$989K** grant funds requested
-  **54** Vermont communities interested
-  **\$130K** grant funds awarded, March 2021
-  **8** pilot projects completed, Dec. 2021



# Examples of Event-based and pop-up projects with pilot funding

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White River Junction:  
Indie Film Festival in outdoor parking lot



Springfield: Concerts at the Comptu Park



Rutland: Center Street pop-up  
street closure, events and  
restaurant seating – included a  
community painted crosswalk.





# Project with Animating Infrastructure and Better Places funding

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**BEAVER STREET ART PROJECT  
GRAND OPENING  
CELEBRATION**

Saturday, June 18 4-6 pm  
Beaver Street & School Street

- meet the artists, Q&A
- get a close-up look at the artwork
- cookies by Butter Mountain Bakery
- family fun!
- music by Blind Date and the SoVermont Suzuki violin troupe

**Raffle drawing: artwork  
prototypes!**

Own a piece of Wilmington History:  
Tickets on sale now through June 18

**BeaverStreetArt.com**



Celebration partially funded by the Town of Wilmington Event Fund



Wilmington Works  
Beaver Street project  
Artists: Payne and Elise Junker





Back to the  
Legislature  
with  
stories and  
stats

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## Better Places (new) Program Milestones

-  Better Places legislation and **\$1.5M** funding allocation, **June 2021**
-  Program partnerships formed with Vermont Community Foundation, Vermont Health Department, and Patronicity, **Fall 2021**
-  **Program goes live, 230 webinar participants**, **February 2022**
-  First project goes live with crowdfunding campaign, **March 2022**
-  **60+ projects** in preflight consultation, **April 2022**



# Better Places Crowd Granting

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## What is Crowdfunding?

Crowdfunding is the process of gathering a community to provide financial support for a project within a set period of time.

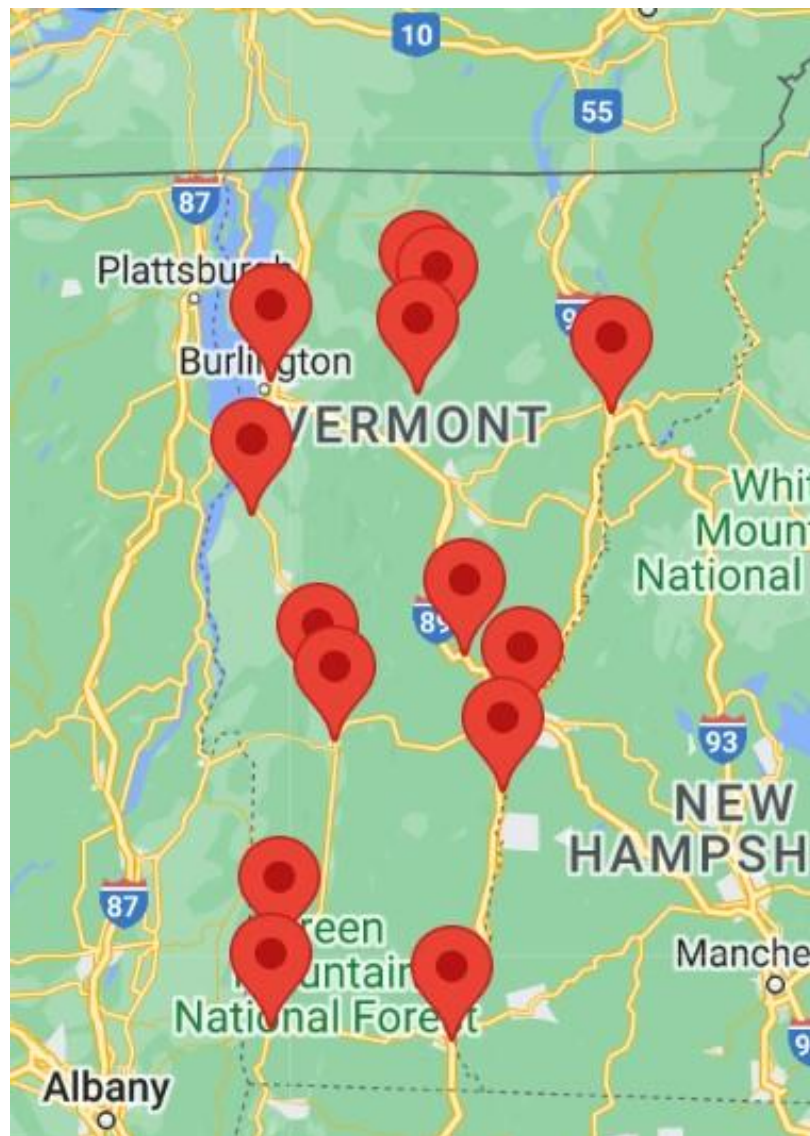
## What is Crowdgranting?

This powerful model combines the power of a grant with the power of crowdfunding!



# Map of project locations funded as of September 2022


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# Better Places funded projects

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 **VERMONT** [Learn More](#) [Projects](#)

Search for...  Powered By **Patronicity**

## Projects



VERGENNES, VT

### Park Street Community Project

Expand public green space in the center of downtown Vergennes

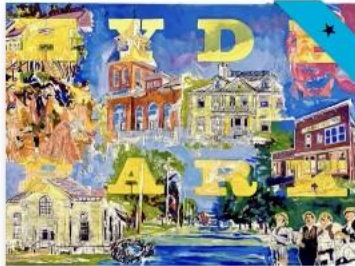
\$9,940

of \$20,000

25 days left

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUPPORT](#)



HYDE PARK, VT

### Hyde Park Views

YOU can still help! Donations for site amenities, like benches, signage and possibly lighting, may be sent to "Town of Hyde Park", PO Box 98, 05655.


\$22,070

of \$20,000

Project Closed

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [❤️ SUPPORTED](#)



ROYALTON, VT

### SoRo Underpass Art

Let's bring public art and lighting to the Safford Street underpass to brighten, invigorate, and improve the safety of this neglected space.

\$8,160

of \$8,000

Project Closed

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#) [⚡ SUCCESS!](#)



# Better Places funded projects



📍 PITTSFORD, VT

## Pittsford Village Farm Pavilion

Help us raise the funds needed to install a pavilion for the community at the Pittsford Village Farm!

**\$11,358**

of \$11,000

Project Closed

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#)

⚡ SUCCESS!



📍 STOWE, VT

## Lamoille Art & Justice Project Community Mural

Join the Lamoille Art & Justice Project in a community-created mural on the Stowe recreation path to highlight local conversations around racial justice

**\$5,400**

of \$5,000

Project Closed

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#)

⚡ SUCCESS!



📍 BRATTLEBORO, VT

## High Street Mural

Revitalizing Downtown Brattleboro Together

**\$8,411**

of \$8,000

Project Closed

★ Matching Grant: Vermont Department of Housing and Community Development

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⚡ SUCCESS!

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**vermont arts council**  
working for a creative state

# Better Places funded projects

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📍 BENNINGTON, VT

## Better Bennington Thursday Night Live!

We hope to build and restore our community with free diverse entertainment to bring residents and tourists to Beautiful Downtown Bennington!

**\$5,345**

of \$5,000

Project Closed

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#)

⚡ SUCCESS!



📍 RUTLAND, VT

## "Beginner's Mind": A mural project for Rutland City

The Chaffee Art Center is collaborating with mural artist Lopi LaRoe (aka LMNOPI) to bring inspiration to our community by adding more powerful

**\$6,103**

of \$6,000

Project Closed

★ Matching Grant: Vermont Department of Housing and Community Development

[VIEW](#)

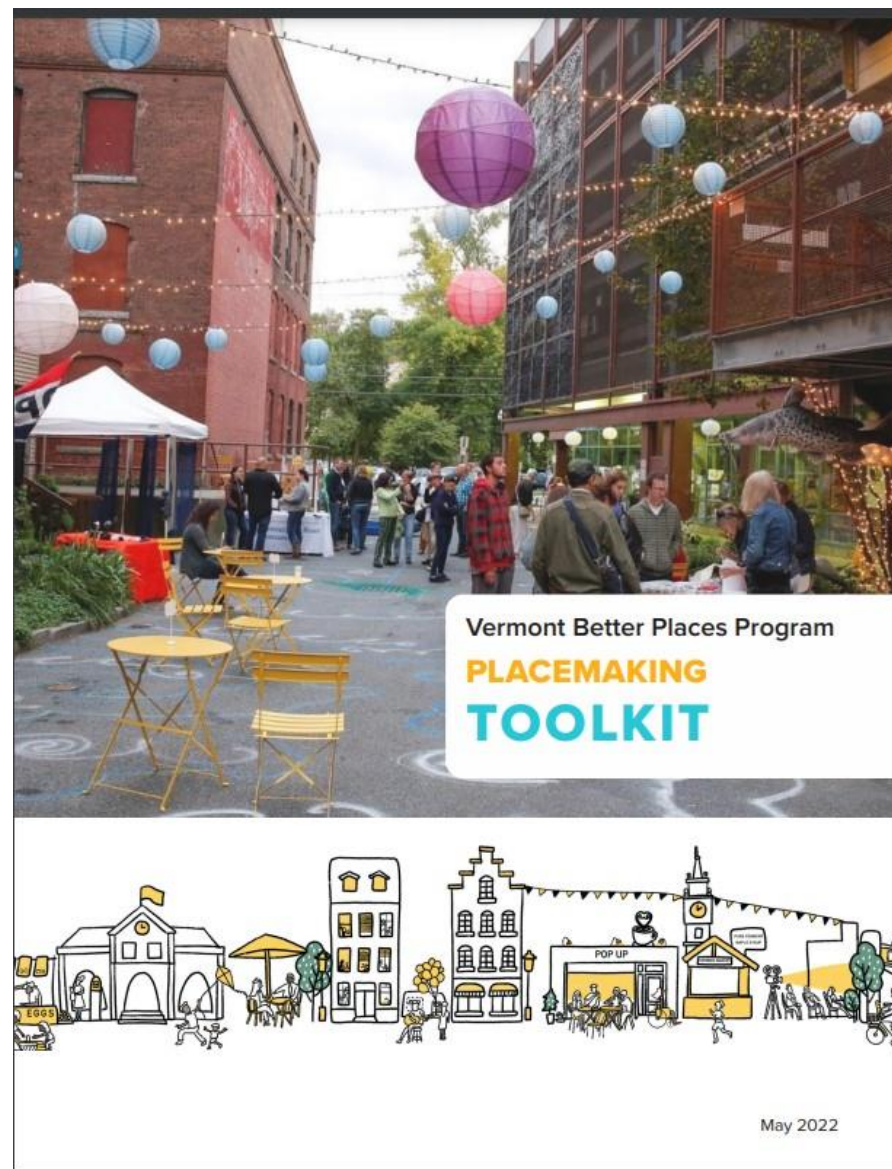
⚡ SUCCESS!





# Better Places Toolkit

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# Vermont Arts Council



Town of St. Albans Vermont  
Champ Sculpture  
Artist: Brandon Wilson

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For more information about  
programs & services visit our website  
[www.vermontartscouncil.org](http://www.vermontartscouncil.org)

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