Better Places Program and Partnerships
Better Places

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
2015 Cambridge Arts Council
Artist: Sarah Rutherford

2017 Bethel Revitalization Initiative
Artist: Mary Lacy
Cross-Sector and Interagency Support

Sketch credit: Stephen Frey
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

vermontarts council.org

**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.
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.
Pilot Program Success

- 63 applications 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

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.
Wilmington Works
Beaver Street project
Artists: Payne and Elise Junker
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
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!

- The **COMMUNITY** crowdfunds $15,000
- The **SPONSOR or GRANTOR** awards a matching grant of $30,000
- The **TOTAL INVESTMENT** in the community is $45,000
Map of project locations funded as of September 2022
Better Places funded projects

vemontarts council.org
Better Places funded projects

[Projects details]

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

Lamoille Art & Justice Project Community Mural
Join the Lamoille Art & Justice Project in a community-created mural on the Stone 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

High Street Mural
Revitalizing Downtown Brattleboro Together.

- $8,411 of $8,000
- Project Closed
- Matching Grant: Vermont Department of Housing and Community Development
Better Places funded projects

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

"Beginner's Mind": A mural project for Rutland City
The Chaffee Art Center is collaborating with mural artist Lop! LaRoe (aka LMNP) to bring inspiration to our community by adding more powerful

$6,103 of $5,000 Project Closed

Matching Grant: Vermont Department of Housing and Community Development
Vermont Arts Council

For more information about programs & services visit our website 
www.vermontartscouncil.org

Contact:

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