

## **Montpelier Alive**

Montpelier Alive celebrates the City of Montpelier. We work with partners to sustain and build upon Montpelier's vibrant downtown community by offering and supporting special events and activities and by promoting City businesses. We work to ensure a thriving local economy for Montpelier and to preserve the City's historic character and unique sense of place.

### **Downtown Beautification**

We work to create moments of wonder and beauty downtown. With support from Downtown Improvement District funds, we plant and maintain flowers, purchase and coordinate holiday decor, and create public art. We financially support the Public Arts Commission to encourage more public art in the downtown. In 2025, we facilitated a community mural now displayed at the Transit Center, and decorated our downtown with bright flowers that dozens of volunteers assisted with planting and hanging. We expanded our illumination projects to include three new bridge light installations, the most notable being the North Branch pedestrian bridge. There are now ten bridges in the downtown that have year-round decorative lighting. These projects are just a sampling of our contributions to the vibrancy of our town.

### **Marketing**

We share Montpelier's charm with visitors from near and far to encourage people to stay, dine, and shop downtown. In 2025, we marketed Montpelier as the City of Bridges and made visible the illumination projects in-state and out-of-state through a brochure distribution program. In addition to launching a fall foliage and holiday campaign with the ABC network, we worked with City Parks to produce a high quality one-day itinerary video featured on our website. Montpelier Alive supported businesses on State Street as they endured a disruptive construction project by investing in enhanced promotion and advertising activities.

### **Festivals and Events**

Montpelier Alive hosted many traditional events, including Moonlight Magic, Flannel Friday, and Mayfest. The July 3rd Celebration was unfortunately rained out, but we made the most of the experience and we look forward to hosting another great Independence Day celebration in 2026! Montpelier Alive presented four new festivals including Winterfest, Restaurant Week, Spice on Snow Music Festival, and Mudfest. With a commitment to bringing more foot traffic to downtown, these festivals were strategically planned for the winter and early spring seasons when businesses needed an economic boost. To celebrate the Bridge Illumination project, we collaborated with the TW Wood Gallery to host another successful lantern parade in November. In addition, we supported almost ten events through our Downtown Event Grant program, including another fabulous New Year's Eve Celebration hosted by Lost Nation Theater and Shidaa Projects, Inc.

### **Economic Development**

Montpelier Alive has put extra effort into supporting businesses downtown as they continue to face numerous challenges. Business support is multi-faceted; Montpelier Alive markets businesses through promotional efforts, offers professional development workshops, connects businesses with resources to grow and adapt, and provides grant funding. In 2025, we supported businesses in a variety of ways during State Street construction. Building off of the previous year's development of MAPLE (Emergency

Plan), we hosted an emergency planning workshop with businesses to help them become more resilient and prepared for future flooding. With funding from a corporate sponsor, we delivered grants to new businesses planning to move into the downtown area. We also hosted more events during slower times of year, bringing extra foot traffic and interest when businesses needed it the most.

Montpelier Alive continues to develop a 'Welcome Wagon' program for new residents. This regional relocation and retention program is now called Capital Connection for Washington County. We have set up systems to engage with prospective Montpelierites and provide them with resources for a smooth transition into our community.

With funding from the State, Montpelier Alive was able to invest in marketing the City of Bridges broadly, engaging visitors from in and out-of-state. The ten illuminated bridges are expected to be a focal point for tourists for years to come.

### **Downtown Improvement District**

Montpelier's Downtown Improvement District (DID) was implemented by public vote in 2013. The purpose of the District is to raise revenue for streetscape improvements / enhancements and for marketing and promoting downtown Montpelier. The funds are administered by Montpelier Alive with oversight and approval from the Montpelier City Council.

### **FY 25 DID Budget**

#### **Advertising and Marketing**

In-State: \$7,500.00

Out-of-State: \$10,000.00

Tourism Brochure: \$8000

Website and Website Design: \$3500

Photography and Videography: \$0 (funded by other grants this year)

#### **Downtown Design**

Holiday Decorations: \$10,000

Plantings and Maintenance: \$8,000

Streetscape: \$2,500

Public Art Commission: \$5,000

**Downtown Events Grants: \$5,000**