

1 FINDINGS

2 The Craft Crawl finds the following:
3 Vermont tourism generates \$2.5 billion per year and creates vibrancy
4 within the state.
5 In 2013, 40-50% of tourists come for Vermont shopping.
6 In 2014, visitor spending contributed \$318 million in tax and fee revenues
7 to the State of Vermont
8 Art is a central part of Vermont culture and economy.
9 Vermont has consistently been ranked as one of the states with the
10 highest amount of artists per capita. Between 2005-2009, Vermont was
11 tied for fourth for the percent of artists participating in the labor force.
12 As of 2006, over 6,000 Vermonters were employed by art-related
13 businesses.
14 Vermont has the highest concentration of workers in the graphic design
15 industry.
16 The Vermont Crafts Council hosts a biannual Open Studios showcasing
17 over 100 Vermont studios and exhibits.
18 The Vermont Arts Council celebrates 3 specific art festivals, 6 art walks
19 and promotes exploration of Vermont Byways.
20 There are almost 40 craft breweries who are members of the Vermont
21 Brewers Association.
22 There are 14 wineries who make their home in Vermont.
23 About 20% of Vermont apples are used to make sweet, hard and iced
24 ciders as well as apple spirits.
25 48 artisan cheese makers are part of the Vermont Cheese Council.
26 There is no cohesive event which brings together and celebrates all
27 Vermont made crafts.
28 Vermont towns participate in the Discovery Map® program, displaying
29 their own area attractions. Discovery Map® has a mobile app that displays
30 eateries, activities, hotels, shopping and services but does not promote
31 the the Vermont crafts industry.
32 The last Vermont sales tax holiday was in 2010. Sales tax holidays are not
33 a regular part of the State calendar and budget.
34 Vermont's neighbor, Maine, hosts a "Main Craft Weekend" highlighting, a
35 statewide tour of Maine craft studios, breweries, businesses and events.
36 Maine Craft weekend receives is a partnership between The Maine Crafts
37 Association with Event Partner, the Maine Brewer's Guild, and
38 Organizational Partner, The Maine Department of Economic and
39 Community Development's Maine Made Program.
40 A 2007 University of Vermont's Center for Rural Study found that 38 %
41 felt that the State should place a high or very high priority on spending
42 funds on arts education and other at programs and services.

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44 PURPOSE

45 The purpose of this bill is to strengthen and unify the existing arts and
46 crafts market in Vermont by implementing a Crafts Crawl and mobile app.

1 This bill addresses the current absence of a cohesive event and mobile
2 platform, which would bring together, brand, and celebrate Vermont made
3 arts and crafts.
4 Create a partnership with the state, the Vermont Arts Council, The
5 Vermont Brewers Association, The Vermont Fruit Tree Growers
6 Association, Vermont Cheese Council
7 The Crafts Crawl is intended to showcase Vermont made crafts as defined
8 in Section 1.2.
9 The Crafts Crawl will encompass a weekend long event in which one day
10 will be tax free.
11 The Crafts Crawl will serve as a launch for an interactive Vermont arts
12 mobile app.
13 The mobile app is intended to provide information for the Crafts Crawl as
14 well as become a unifying resource for both instate and out-of-state
15 visitors to create their own Vermont experience centered around Vermont
16 arts and crafts.
17 To clarify, the mobile app exists independently of the Crafts Crawl event.
18 The Crafts Crawl weekend will serve as a promotion for this mobile
19 resource. The Crafts Crawl will be an annual event whereas the mobile
20 app would be available and accessed regularly.
21 The mobile app should accomplish the following: assist in the branding of
22 Vermont arts and crafts; make navigating Vermont easier; promote
23 Vermont byways; enable users to create their own personalized Vermont
24 experience; enhance attendance at Vermont cultural events.
25 A tax free day focused on Vermont arts and crafts would recognize
26 consumer demand for a tax free holiday, and promote purchases during
27 Craft Crawl.

28
29 **AN ACT RELATING TO TOURISM, THE ARTS AND ECONOMIC**
30 **DEVELOPMENT**

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32 **Sec. 1. DEFINITIONS**

33 As used in this Act:

- 34 1) "Crafts Crawl" means an annual, one weekend per year event, to
35 highlight Vermont made crafts available to locals and tourists.
36 2) "craft" means works of art produced in Vermont such as any paintings,
37 photography, sculptures, pottery, ceramics, weaving, quilting, sewing,
38 glass work, metal jewelry, metal forging, books, paper cutting, origami,
39 furniture, carving, vessels, cheese making, beer making, wine making,
40 spirit distilling, and cider pressing.
41 3) "crawl" means the movement of individuals throughout the day. The
42 event will encourage participants to see as many crafts as they can
43 during the weekend throughout the state.
44 4) "mobile app" means an app for a mobile phone that makes navigating
45 Vermont easier for tourists. This would specifically focus on the arts
46 and crafts offered in Vermont. It would encompass the information for

1 the craft weekend, and then, it would be used to help tourists locate
2 arts and crafts venues and creators throughout Vermont year round.
3 5) "Tax Free day" means Sunday of which the crafts sold at Crafts Crawl
4 will be sold without collecting state sales tax.
5

6 Sec. 2. APPOINTMENT OF EVENT ORGANIZERS

7 The Commission on Tourism shall appoint a subcommittee who will plan,
8 develop and implement a craft crawl weekend in the state.
9

10 Sec.3. PROGRAM MAINTENANCE

- 11 1) Department of Labor shall measure the sales revenue benefit to the State
12 from Vermont made crafts.
- 13 2) Department of Tourism and Marketing shall maintain an annual business
14 update of venues such as: new business openings, closings, hours of
15 operations and addresses.
- 16 3) Department of Tourism and Marketing shall track and report annual
17 activity of the mobile app and website activity.
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19 Sec. 4. APPROPRIATIONS; CONTRACT POSITION

- 20 1) From its annual appropriation the amount of \$30,000.00 shall be
21 allocated from the Department of Tourism and Marketing for the
22 promotion of the Crafts Crawl.
- 23 2) From its annual appropriation the amount of \$100,000.00 is
24 appropriated from the Department of Tourism for:
25 (a) design and publication of the Crafts Crawl program; and
26 (b) web development of which the purpose is to develop a mobile app and
27 website highlighting arts and craft businesses in Vermont; and
28 (c) organizational services of which the purpose is to promote the
29 development the Craft Crawl.
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31 Sec. 5. APPROPRIATIONS; Program Maintenance

- 32 1) From its annual appropriation the amount of \$30,000.00 shall be
33 allocated from the Department of Tourism and Marketing for the
34 annual maintenance and promotion of the Crafts Crawl, mobile app
35 and website.
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37 Sec. 6. EFFECTIVE DATE

38 This act shall take effect on passage.