



ADDISON COUNTY

Economic Development Corporation
Great starts here.

ADDISON COUNTY TOURISM PARTNERSHIP

The **Addison County Tourism Partnership** is made up of the Addison County Chamber of Commerce, Addison County Economic Development Corporation, Better Middlebury Partnership, Vergennes Partnership, and Bristol CORE. The purpose of the partnership is to advance Addison County as a place to live, play, work, and visit. The Partnership has several initiatives underway and others in the concept stage to attract families and individuals to Addison County as new residents or visitors:

Tourism Grant

The Partnership received a [\\$30,000 grant](#) from the Vermont Agency of Commerce and Community Development, Department of Tourism and Marketing, for regional marketing. These funds were awarded to the State of Vermont through the American Rescue Plan Act (ARPA) and have been distributed to 22 grantees across the state. The Tourism and Economic Recovery Marketing Grants are intended to enable local, regional, and statewide organizations to implement campaigns and initiatives that increase tourism spending, support local businesses, and advance community recovery efforts to support businesses in Vermont that have suffered economic harm due to the COVID-19 public health emergency.

The Addison County Regional Marketing Partnership has contracted with marketing agency [LONDONmiddlebury](#) to create an integrated campaign (digital, social & collateral) that promotes Addison County as a welcoming, community-minded tourism destination with opportunities for everyone to explore. The campaign will feature seasonal, interest-based sample weekend or short trip itineraries for the county, highlighting shopping, dining and hospitality businesses, historical sites, museums, and local recreational opportunities.

The target audiences for these efforts include individuals and families interested in day, weekend, and extended trips within a day's drive of the metro areas of the Albany Capital Region, New York City, and Boston. One of the goals of the campaign will be to encourage a diversity of visitors, including BIPOC and LGBTQ+ communities to discover all that Addison County has to offer as a welcoming destination with a multitude of tourism opportunities.

Amtrak

The Addison County Tourism Partnership is partnering with VTrans and the Addison County Regional Planning Commission to plan community events around the return of Amtrak to western Vermont.

Starting in July of 2022, Amtrak's Ethan Allen Express train, which currently travels from New York City to Rutland, VT via Albany, NY, and Castleton, VT, will extend service north to Burlington, with new planned stops in Middlebury and Vergennes. In anticipation of this new service, we have scheduled a [public informational meeting on June 17, 2022, from 12:00 p.m. – 1:00 p.m. via Zoom](#). [[link to newsfeed](#)]

The meeting will offer the general public the opportunity to learn more about the route and service, including when the new Ethan Allen Express route will begin running, pricing, timing, stop times, deals, where to find information and get tickets, and, of course, train safety.

This meeting is offered for free and is open to the public. To attend, visit [LINK](#) to register.

To commemorate the return of the Ethan Allen Express, tentatively scheduled for July 20, 2022, the partners are planning celebrations at the train station in Vergennes and the train platform in Middlebury. The party, complete with dignitaries such as Governor Scott and the Congressional Delegation, will start in Burlington when the train starts its inaugural run of the new schedule. The train will arrive in Vergennes around 10:45 a.m. and Middlebury around 11:00 a.m. There will be refreshments and other forms of celebration at both stops.