

Town of Middlebury, Vermont
Downtown Improvement District Committee
November 3, 2019
77 Main Street
Middlebury, VT
057573

Dear Downtown Improvement District Committee Members,

I would like to propose a one time appeal of funds from the DIDC for the Neighbors, Together initiative 'Bundle' in the sum of \$6,000 for FY21 beginning July 1, 2020 and ending Dec 31, 2020. This sum in addition to a \$6000 match being requested from the Better Middlebury Partnership beginning Jan 1, 2020, would meet the demands of events being purposed by vendors as well as compensating an increase in Manager workload from 3-5 events in April- July 2019 to 6-8 events thereafter, as well as honor goals met since the initial conception of Bundle in April 2019.

'Bundle' has been recognized and supported by a National Arts Strategies Creative Community Fellow, State level support by both Vermont Agency of Transportation (\$30,000 as \$18,000 rent & expenses and \$12000 Management expenses- awarded to Neighbors, Together) and the Vermont Arts Council (\$500 NAS CCF stipend) , support from local property owners including lease holder Middlebury College in the form of reduced rent, by local community organizations in the form of collaborations, by entrepreneurs and neighboring businesses in the form of market vendors and presenters, and most importantly local and visiting event participants who contribute to the local economy. The support of the Middlebury Select Board and Zoning has been invaluable to expediting Bundle's requests which gathers community downtown with urgency during the Rail and Bridge construction project and this would be the Town of Middlebury's first financial investment towards 'Bundle'.

Please find attached the spread sheet 'Bundle Manager Logic Model 2020-21' which outlines purposed details as prepared for NAS CCF to maintain the success of the 'Bundle' initiative to bring urgency to downtown Middlebury, get unoccupied storefronts seen and rented and ultimately bring a wider audience in the form of local and tourists engagement.

Thank you very much for your consideration,

Kelly Hickey
Creative Consultant/ Manager
Bundle
Middlebury, VT