

2025 Update to the Waterbury Select Board

November 17, 2025

Revitalizing Waterbury's (RW) mission is to preserve, promote and enhance the economic, historic and social vitality of Waterbury, Vermont for residents, businesses and visitors. RW is a 501(c)3 non-profit and one of 24 recognized designated downtown organizations in Vermont. In September 2025, Waterbury hosted the Vermont Downtown Program Annual Retreat and with support from town residents and businesses, was able to showcase many of the recent municipal improvements including Jack's Alley, the skatepark and new developments on Foundry St.

Economic Development

- Supported continued business growth in Waterbury, including four new businesses that started or relocated to Waterbury including Creative Consignments and Mint Health
- Published a monthly business newsletter on grants, resources, and other opportunities for over 350 local businesses.
- Conducted an economic impact study on Mountain Biking in Waterbury
- Organize a Business Roundtable with Waterbury Area Development Committee (WADC)
- Drafted the 2026 Economic Development Chapter for the Town Plan with input from WADC.

Downtown Designation Status and Municipal Support

- Helped secure \$40,000 in Tax Credits for downtown business owner.
- Helped to secure Downtown Transportation Grant for Bidwell Lane and Better Connections Grant for Waterbury Center.
- Facilitated two successful loan applications for local businesses.
- Received national accreditation for RW's downtown program by Main Street America.
- Participated on Housing Task Force to advance access to affordable housing and develop a Vermont Housing Improvement Program (VHIP) at the municipal level.

Community Programming and Outreach

- Coordinated the Waterbury Community Volunteer Fair with the Waterbury Recreation Department to support 32 nonprofit organizations.
- Hosted Waterbury Arts Fest at Pilgrim Park with over 100 artists and food vendors, several local musicians and performers, and non-profit organizations.
- Held a Volunteer Appreciation party to thank RW's 70+ volunteers. Recognized Eric Nealy as RW's 2025 Volunteer of the Year for his assistance with the Waterbury Visitors Center.
- Supported Music in Jack's Alley in partnership with Makersphere, Waterbury Rotary Club, Waterbury Arts, the Masons, property owners, and interested community members.
- Served as fiscal agent for CReW's work in flood recovery including processing of donations and payments.

Direct Support of Local Businesses

- Continued local currency program, Waterbury Bucks, infusing more than \$4,000 into the local economy. Over 60 local businesses accept Waterbury Bucks and they are available for purchase at Bridgeside Book and the RW offices.
- Decorated downtown Waterbury with lit garland and illuminated grapevine ornaments to create a festive atmosphere for the holidays and hung flower baskets on new lampposts in summer. Extended holiday decor to the roundabout and Waterbury Center, decorating the gazebo and the Grange Hall Cultural Center with lit garlands.
- Hosted 4 business mixers to help keep Waterbury's business owners connected and informed.
- Maintained and continued to enhance DiscoverWaterbury.com website to expand upon suggested experiences for tourists that highlight member businesses and partner organizations, robust Business Directory, Community Calendar, and more information for visitors.

- Maintained and strengthened social media presence on Discover Waterbury's Facebook and Instagram to promote Waterbury and its businesses to visitors. Created a new social media presence on Facebook and Instagram to promote Waterbury with focused more on local businesses.
- Coordinated annual Very Merry Waterbury holiday promotion to draw customers to Waterbury's businesses and spur local shopping through the holiday season now with 30 businesses participating.
- Promoted Waterbury as a destination for regional visitors with articles and advertising via Waterbury Roundabout, Best of Central Vermont, the Vermont Guide and more.

RW Board of Directors

Carolyn Fox
Julie Frailey
April Hayes
Matt Larson
Dave Luce
Colin Pomer
Lindsay Sullivan
Otho Thompson

RW Staff

Roger Clapp, Executive Director
Owen Sette-Ducati, Economic Development Director
Ariel Mondlak, Communications and Marketing Manager