

**Hartford Planning Commission/Town Plan Economic Development Steering Committee
Town Plan Economic Development Chapter Update Meeting**

Agenda

Tuesday, May 7, 2024

Hartford Town Hall, Room 2

171 Bridge Street, White River Junction

6:00 p.m.

You may also attend this meeting remotely.

Microsoft Teams [Need help?](#)

[Join the meeting now](#) Meeting ID: 264 510 856 859 Passcode: HTaghc

Dial-in by phone [+1 802-377-3677, 124481510#](#) United States, Middlebury

[Find a local number](#) Phone conference ID: 124 481 510#

If you cannot access the meeting notice electronically prior to 5:00 p.m. on the day of the meeting, please e-mail mosborn@hartford-vt.org or call 802-478-1118. If you are having difficulty connecting to the meeting electronically, please use the call-in number for the meeting link listed above.

1. Public Comments
2. Review of the Steering Committee Minutes of Monday March 11, 2024
3. Economic Snapshot
4. Industry Snapshot
5. Community Engagement Major Themes
6. Potential Strategy Topics
7. Next Steps

Town of Hartford

Economic Development Chapter Update

Planning Commission/ Town Plan Steering Committee Meeting

May 7, 2024



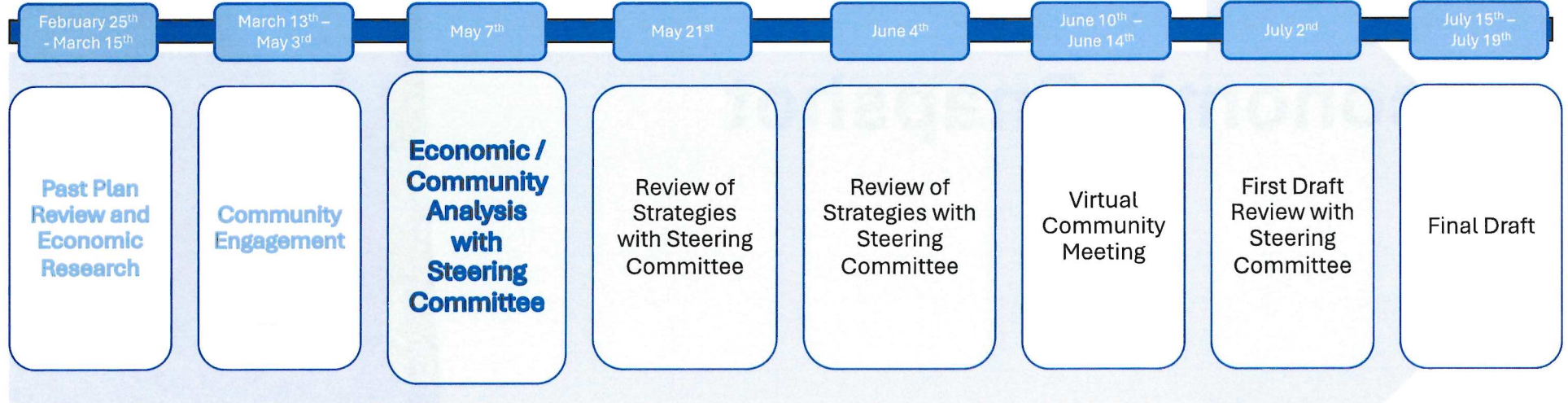
Agenda

1. Economic Snapshot
2. Industry Snapshot
3. Major Themes from Community Engagement
4. Potential Strategy Topics

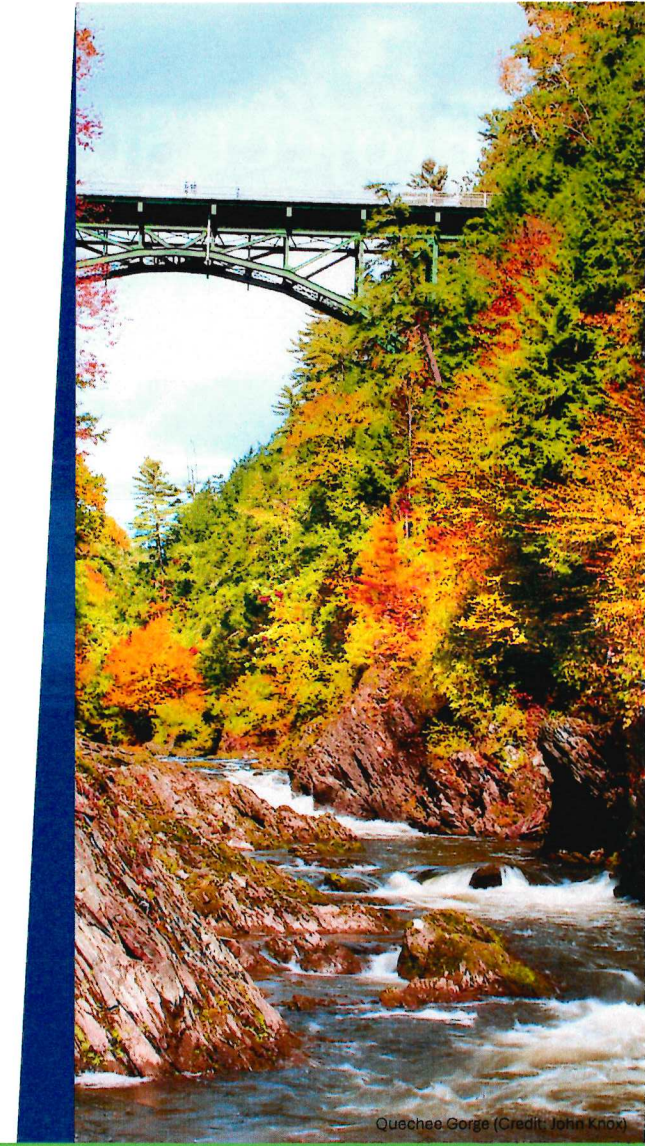
Please note, the information provided in this document is intended for internal use only.



Project Status



Economic Snapshot

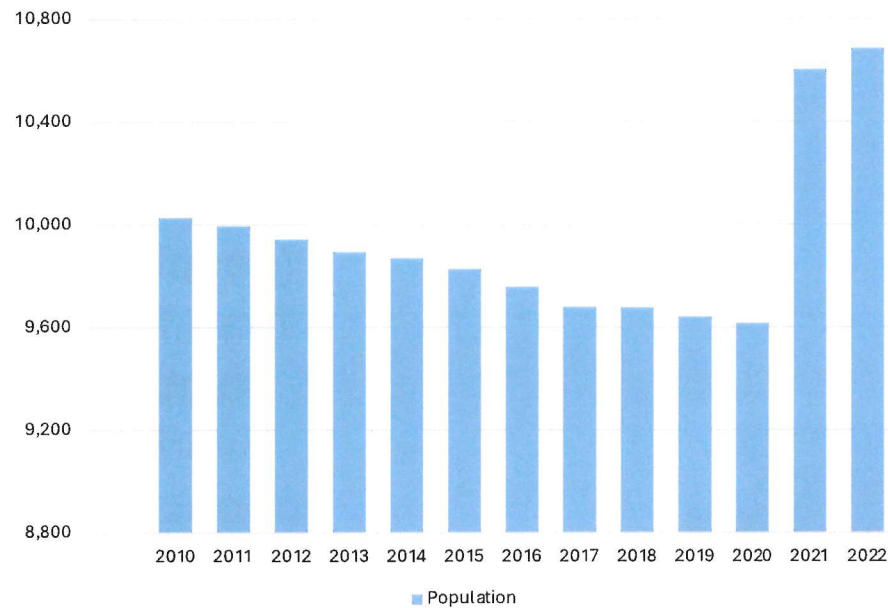


Quechee Gorge (Credit: John Knox)

Demographics

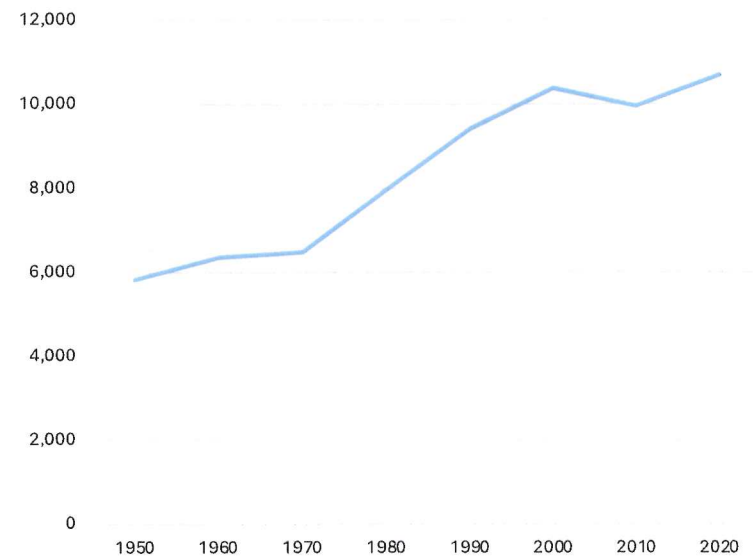
Population

Population Change between 2010 - 2022



Source: American Community Survey

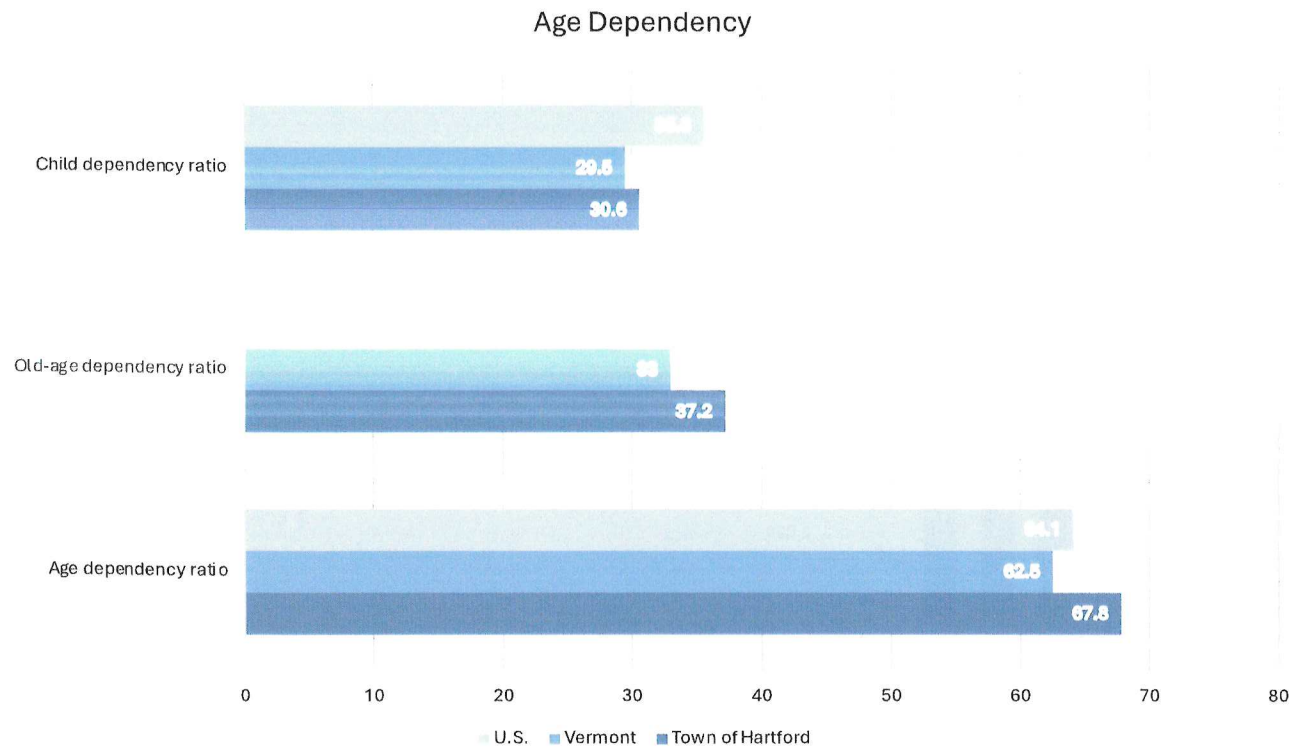
POPULATION



Source: U.S. Census Decennial Data

Demographics

Age Dependency Ratio



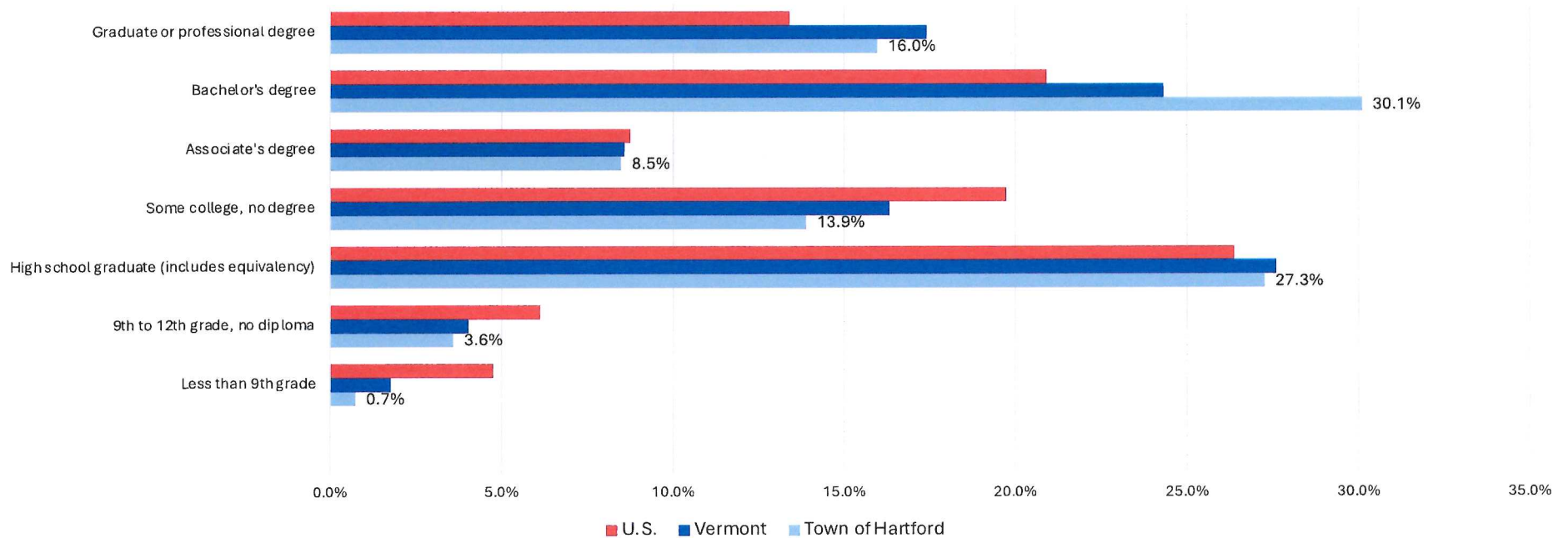
Source: American Community Survey

**Age
dependency
ratio:**
of dependents
(people younger
than 15 or older
than 64) / the
working-age
population (ages
15-64)

Education

Educational Attainment

Educational Attainment by Population 25 Years and over, 2022



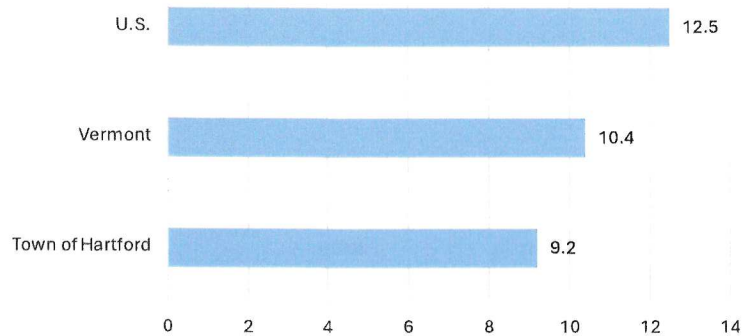
Source: American Community Survey

Income and Employment

Income & Poverty

	Town of Hartford	Vermont	U.S.
Median income (dollars)	69,138	74,014	75,149
Mean income (dollars)	90,676	97,810	105,833

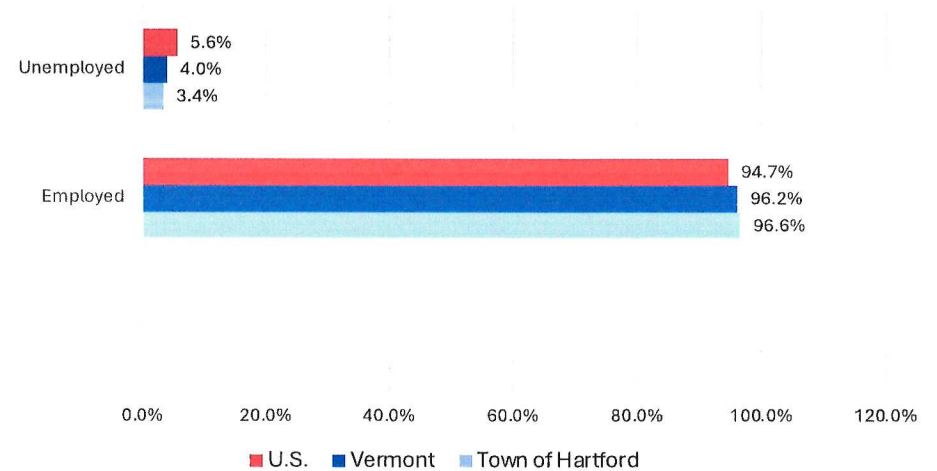
Poverty Status



Source: American Community Survey

Employment

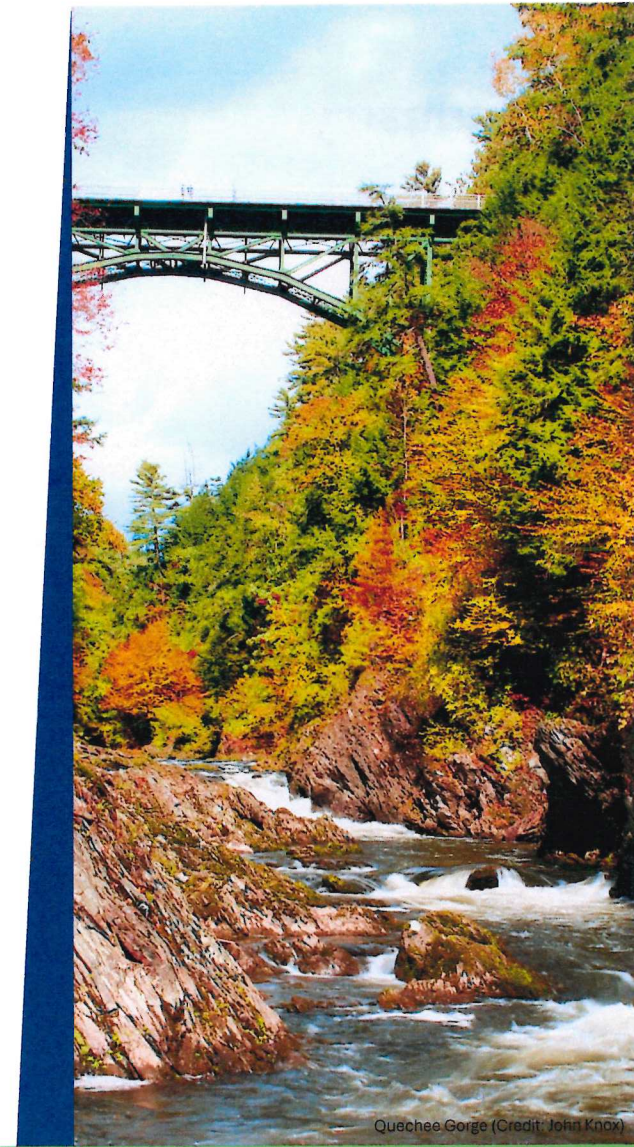
Employment Status



	Town of Hartford	Vermont	U.S.
Labor Force Participation Rate	67.5%	64.9%	63.5%

Source: American Community Survey

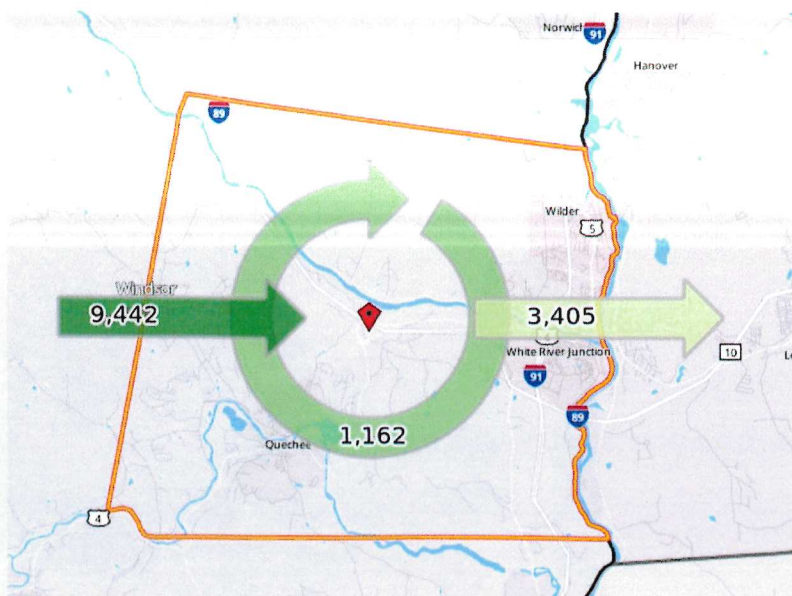
Industry Snapshot



Quechee Gorge (Credit: John Knox)

Industry

- Inflow / Outflow



Source: On the Map, Census

Town of Hartford Labor Market (All Jobs)

	2021		2015	
	Count	Share	Count	Share
Employed in Hartford	10,604	100.0%	11,100	100.0%
Living in Hartford	4,567	43.1%	4,587	41.3%
Net Job Inflow (+) or Outflow (-)	6,037	-	6,513	-

In-Hartford Labor Force Efficiency (All Jobs)

	2021		2015	
	Count	Share	Count	Share
Living in Hartford	4,567	100.0%	4,587	100.0%
Living and Employed in Hartford	1,162	25.4%	1,099	24.0%
Living in Hartford but Employed Outside	3,405	74.6%	3,488	76.0%

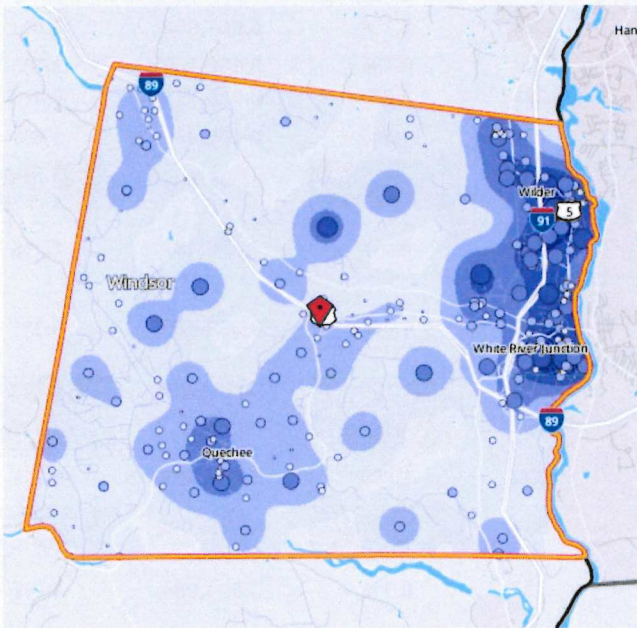
In-Hartford Employment Efficiency (All Jobs)

	2021		2015	
	Count	Share	Count	Share
Employed in Hartford	10,604	100.0%	11,100	100.0%
Employed and Living in Hartford	1,162	11.0%	1,099	9.9%
Employed in Hartford but Living Outside	9,442	89.0%	10,001	90.1%

Industry

- Workers living in Hartford

Residential Locations



Source: On the Map, Census

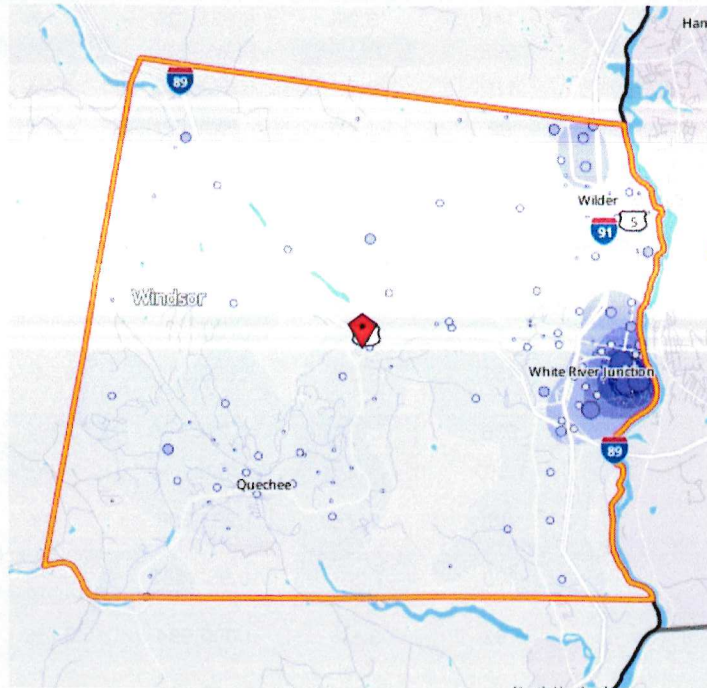
Jobs by NAICS Industry Sector

	Town of Hartford 2021		U.S. 2021	
	Count	Share	Count	Share
Agriculture, Forestry, Fishing and Hunting	20	0.4%	1,136,990	0.8%
Mining, Quarrying, and Oil and Gas Extraction	2	0.0%	488,809	0.4%
Utilities	17	0.4%	770,178	0.6%
Construction	149	3.3%	7,481,343	5.4%
Manufacturing	242	5.3%	11,994,103	8.7%
Wholesale Trade	146	3.2%	5,574,135	4.1%
Retail Trade	595	13.0%	14,839,583	10.8%
Transportation and Warehousing	120	2.6%	6,061,956	4.4%
Information	55	1.2%	3,108,109	2.3%
Finance and Insurance	124	2.7%	6,085,717	4.4%
Real Estate and Rental and Leasing	46	1.0%	2,179,999	1.6%
Professional, Scientific, and Technical Services	226	4.9%	9,782,702	7.1%
Management of Companies and Enterprises	35	0.8%	2,398,137	1.7%
Administration & Support, Waste Management and Remediation	151	3.3%	8,699,880	6.3%
Educational Services	636	13.9%	12,214,766	8.9%
Health Care and Social Assistance	1,302	28.5%	21,528,114	15.6%
Arts, Entertainment, and Recreation	86	1.9%	1,991,593	1.4%
Accommodation and Food Services	300	6.6%	10,956,082	8.0%
Other Services (excluding Public Administration)	162	3.5%	4,090,984	3.0%
Public Administration	153	3.4%	6,249,102	4.5%

Industry

- Employed in Hartford

Employment Locations



Source: On the Map, Census

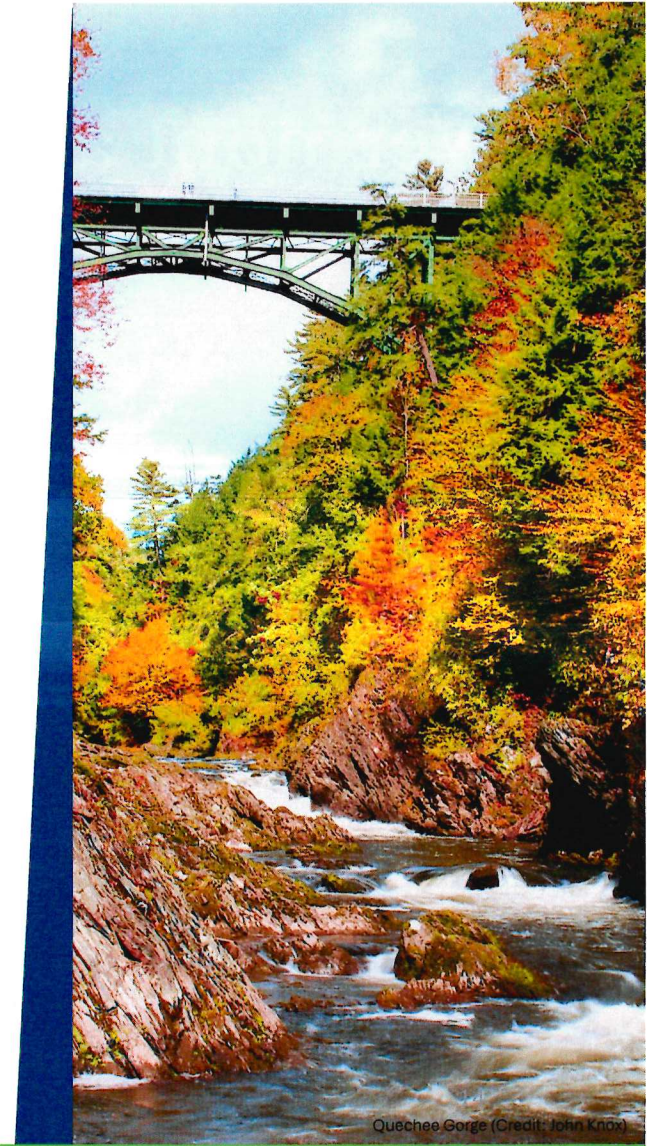
Jobs by NAICS Industry Sector				
	Town of Hartford 2021		U.S. 2021	
	Count	Share	Count	Share
Agriculture, Forestry, Fishing and Hunting	16	0.2%	1,136,990	0.8%
Mining, Quarrying, and Oil and Gas Extraction	7	0.1%	488,809	0.4%
Utilities	17	0.2%	770,178	0.6%
Construction	204	1.9%	7,481,343	5.4%
Manufacturing	118	1.1%	11,994,103	8.7%
Wholesale Trade	262	2.5%	5,574,135	4.1%
Retail Trade	591	5.6%	14,839,583	10.8%
Transportation and Warehousing	328	3.1%	6,061,956	4.4%
Information	79	0.7%	3,108,109	2.3%
Finance and Insurance	281	2.6%	6,085,717	4.4%
Real Estate and Rental and Leasing	128	1.2%	2,179,999	1.6%
Professional, Scientific, and Technical Services	530	5.0%	9,782,702	7.1%
Management of Companies and Enterprises	55	0.5%	2,398,137	1.7%
Administration & Support, Waste Management and Remediation	149	1.4%	8,699,880	6.3%
Educational Services	440	4.1%	12,214,766	8.9%
Health Care and Social Assistance	6,393	60.3%	21,528,114	15.6%
Arts, Entertainment, and Recreation	202	1.9%	1,991,593	1.4%
Accommodation and Food Services	381	3.6%	10,956,082	8.0%
Other Services (excluding Public Administration)	327	3.1%	4,090,984	3.0%
Public Administration	96	0.9%	6,249,102	4.5%

Vermont and the U.S.

Jobs by NAICS Industry Sector

	Vermont		U.S.	
	2021		2021	
	Count	Share	Count	Share
Agriculture, Forestry, Fishing and Hunting	3,156	1.1%	1,136,990	0.8%
Mining, Quarrying, and Oil and Gas Extraction	503	0.2%	488,809	0.4%
Utilities	1,522	0.5%	770,178	0.6%
Construction	15,353	5.4%	7,481,343	5.4%
Manufacturing	28,319	9.9%	11,994,103	8.7%
Wholesale Trade	8,856	3.1%	5,574,135	4.1%
Retail Trade	35,916	12.6%	14,839,583	10.8%
Transportation and Warehousing	6,940	2.4%	6,061,956	4.4%
Information	4,423	1.5%	3,108,109	2.3%
Finance and Insurance	8,698	3.0%	6,085,717	4.4%
Real Estate and Rental and Leasing	2,994	1.0%	2,179,999	1.6%
Professional, Scientific, and Technical Services	17,047	6.0%	9,782,702	7.1%
Management of Companies and Enterprises	2,101	0.7%	2,398,137	1.7%
Administration & Support, Waste Management and Remediation	11,199	3.9%	8,699,880	6.3%
Educational Services	37,253	13.0%	12,214,766	8.9%
Health Care and Social Assistance	53,144	18.6%	21,528,114	15.6%
Arts, Entertainment, and Recreation	3,685	1.3%	1,991,593	1.4%
Accommodation and Food Services	24,032	8.4%	10,956,082	8.0%
Other Services (excluding Public Administration)	7,861	2.8%	4,090,984	3.0%
Public Administration	12,560	4.4%	6,249,102	4.5%

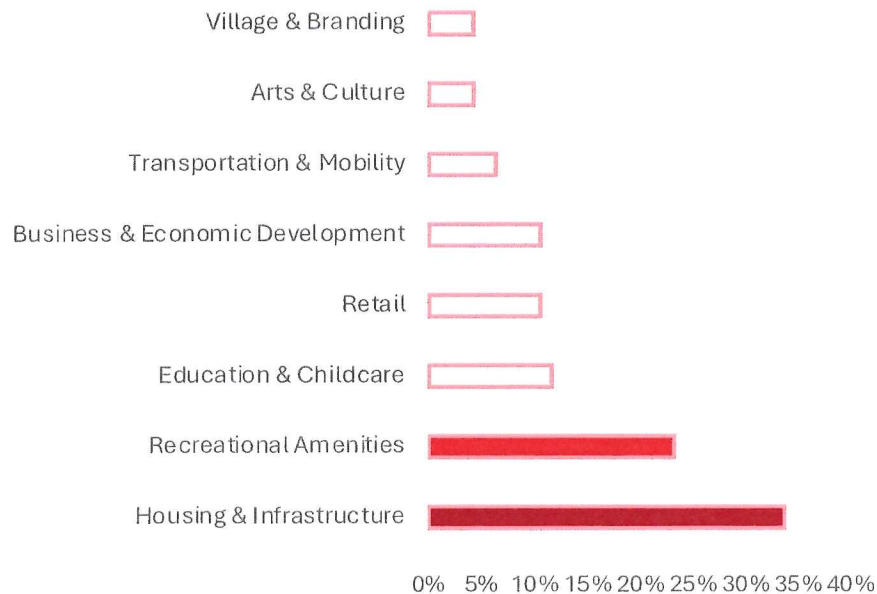
Major Themes from Community Engagement



Quechee Gorge (Credit: John Knox)

Affordable Housing

Improvements That Would Make Hartford More Attractive to the Younger Generation



- Community Survey

To stay in Hartford, we need *“more affordable home prices and a broader range of activities beyond shopping, such as recreational centers and some other specific attractions”*

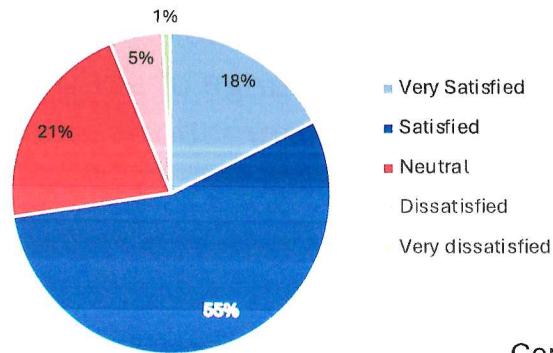
- High School Focus Group

“The need for support and improved accessibility for workers, including transportation and housing.”

- Small Business Focus Group

Community's Satisfaction

Satisfaction



- Community Survey

Pros of the Town:

"The natural environment, friendly community, outdoor activities (hiking, skiing, snowboarding), and the small-town feel."

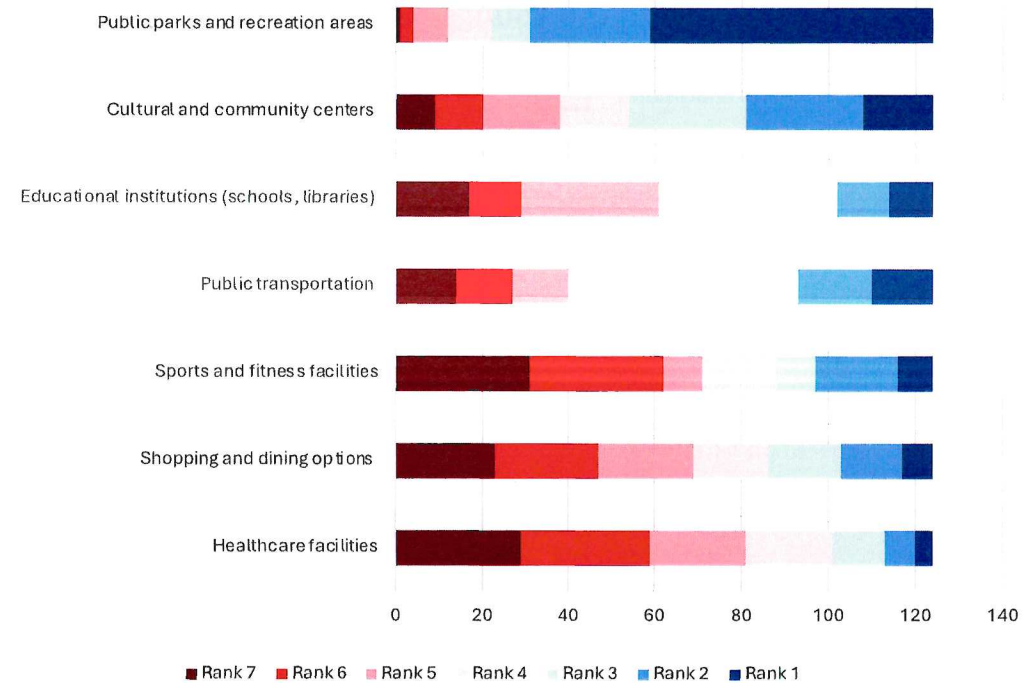
- High School Focus Group

Positive aspects of doing business in the Town:

Creative economy environment, community spirit, feeling of safety

- Small Business Focus Group

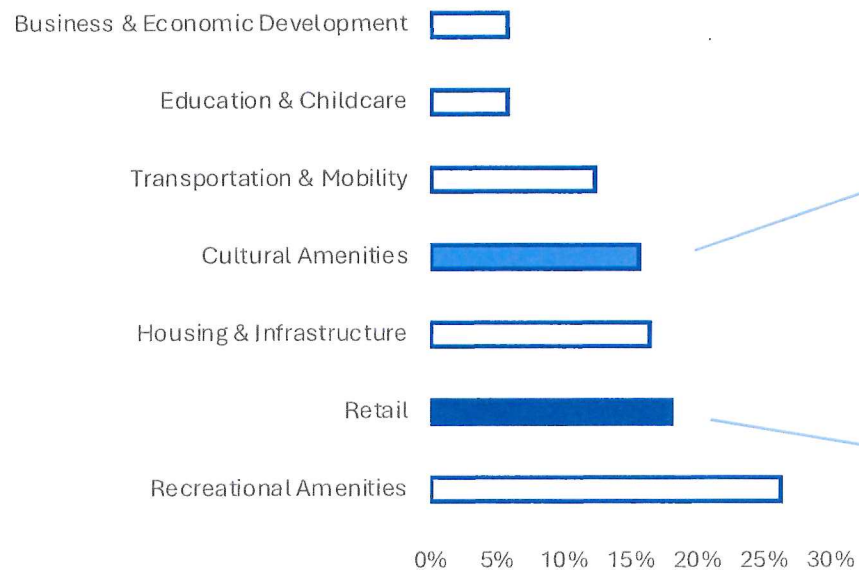
Satisfaction with Amenities



- Community Survey

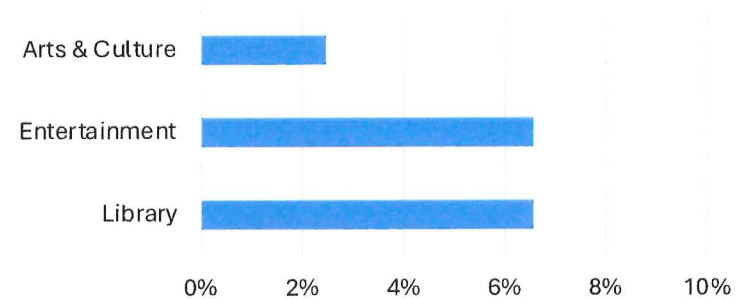
Culture and Place

Lacking/Needed Amenities in Hartford

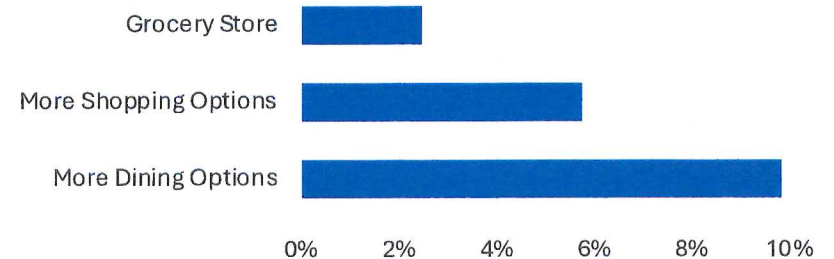


- Community Survey

Culture Amenities

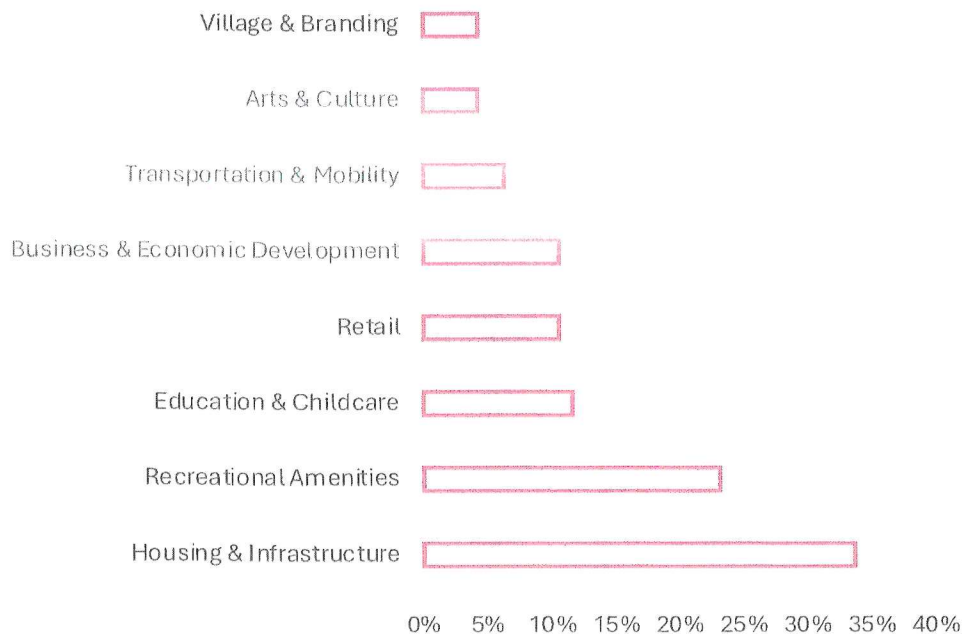


Retail



Culture and Place

Improvements That Would Make Hartford More Attractive to the Younger Generation



- Community Survey

Hartford is

- *“where the creative economy thrives, making stuff up as it goes”*
- *“the arts community, more than an identity”*
- *“culturally stable and continuously evolving”*
- *“diverse opportunities, ensuring that everyone pursue their passions in this dynamic community”*

- Small Business Focus Group

Community Enhancement Aspirations

Public Spaces and Recreation

- Better parks
- Recreational facilities
- Community centers that cater to all age groups and support various activities from sports to social gatherings

Transportation and Mobility

- Enhanced public transportation options
- Safe bike and pedestrian pathways
- Better connectivity between different parts of the town and neighboring communities

Community Services and Amenities

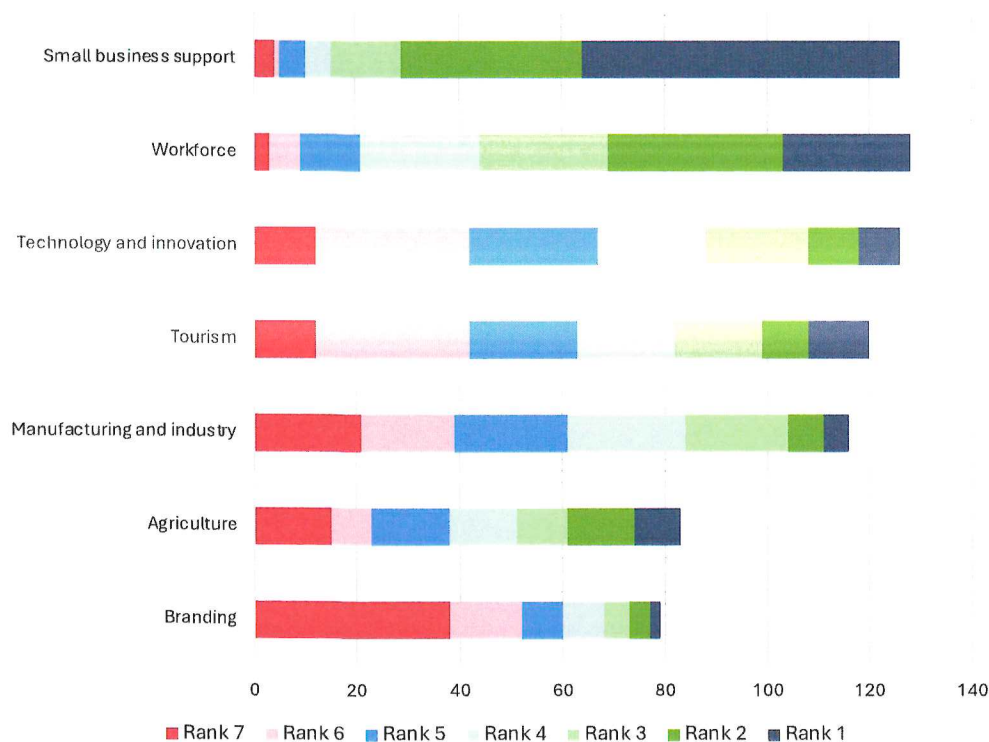
- More local shops
- Dining options
- A modern library
- Childcare

Arts, Culture, and Entertainment

- Enhancements in cultural amenities such as arts centers, theaters
- Diverse / authentic / cultural cuisines and restaurants to enrich the Town's cultural landscape and provide entertainment

Small Business Support

Economic Development Priority



- Community Survey

Desired industries:

“Small manufacturing such bike industry, creative startups, galleries, and technology companies.”

- Small Business Focus Group

“Support small businesses, especially those that provide essential goods, not luxury items anything, that encourages local as opposed to online shopping”

- Community Survey

Potential Strategy Topics



Creative
Economy



Engagement
with Nature



Innovative
Economy



Village Centers



Housing



Coolidge Hotel

Questions?

