

Marketing Committee Report

RE: Marketing Property Tax Stabilization Initiatives

Date: October 24, 2017

Chair: Christopher Etori

Other committee members present: none

Other Aldermen present: President Davis, Alderman Donahue

Others present: Brennan Duffy, RRA

The meeting convened at 6:31 pm to discuss opportunities for marketing our property tax stabilization initiatives. Alderman Donahue had requested this be sent to committee after he referred the city's first applicant for the personal property tax stabilization program, who was initially unaware of the program. The program was enacted in August 2015. A program already existed, and has been utilized, for commercial and industrial property taxes.

Brennan was asked what it is currently being done to market the program, to which he replied that the information was on the RRA website for people to find, and that it will also accompany the information for all city-owned properties that are being sold. The aldermen present suggested that the folks who might benefit from this program wouldn't necessarily be searching for the information and so we should find a way to get the information pushed out to them. As the group brainstormed where these places might be, Brennan volunteered to do the following to help market the program:

- Share the information with department heads so that they are fully aware and can also share with their staff
- Share with our partners in NeighborWorks as they help people find and renovate properties
- Share the information on #RealRutland, the regional marketing tool to recruit new people to live, work, and play in Rutland

The chair further suggested that Brennan should hold individual trainings with folks in city hall on the front lines, including the Building & Zoning Coordinator, the Clerk's office, and folks in the Treasurer's office, to ensure that all had the best information from the source of the program.

The meeting concluded at 7:05 pm, and this report was for information only.

Respectfully submitted,



Christopher Etori, Chair