

## Agenda Summary

April 25, 2022

Agenda Item No. A-4

### Stowe Vibrancy Request to Use the Village Green

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Summary: Aimee Green, on behalf of Stowe Vibrancy, has requested to use the Village Green on Saturday May 28, 2022 for their Best of Stowe event. This event would include artisan vendors on private business lawns throughout the village, with music on the Village Green under a tent.

They have also requested use of the Village Green for their Main Street Live Series, which will run for 6 weeks on Thursday nights beginning July 14<sup>th</sup>. The event will go from 5-8pm and will include artisan vendors on private business lawns throughout the village, promotion of village businesses and music on the Village Green under a tent.

Both of these are recurring events for Stowe Vibrancy, and anticipate less than 300 people in attendance at each event. Stowe Vibrancy will provide management. See attached email from Aimee Green.

Town Plan Impact: Arts & Culture Policy #2: *Municipal facilities will be made available for special events, exhibits, and use by area arts organizations as appropriate, based on availability, capacity, and associated costs.*

Fiscal Impact: N/A

Recommendation: Move to authorize Stowe Vibrancy to use the Village Green on Saturday May 28, 2022 and for 6 weeks on Thursday nights beginning July 14<sup>th</sup>.

## Abby Sweetser

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**From:** Aimee S. Green <leftlanegreen@yahoo.com>  
**Sent:** Monday, April 18, 2022 7:11 AM  
**To:** Charles Safford  
**Cc:** Abby Sweetser; Aimee Green  
**Subject:** [EXTERNAL] The Best of Stowe on 5/28 & Main Street Live Series- Summer 2022

Hello Charles,

As with last year, Stowe Vibrancy is staging to do our Best of Stowe and Main Street Live Series. Please see below and advise accordingly if we need to submit special events permits for these. Last year, it was not required. Police would not be necessary.

Thanks so much!

Aimée

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Stowe Vibrancy (SV) would like to propose the following promotional events for the Town of Stowe to the Select Board. **The following is for review and consideration at the April Select Board meeting:**

1. The Best of Stowe - Saturday, May 28th

Leading up to Saturday, May 28th SV promotes to the general public all of the retail businesses and restaurants in the Town of Stowe through a marketing campaign. Visitors to Stowe would be encouraged to go to our retail businesses and restaurants throughout the Town for discounts, promotions and give-a-ways on Saturday, May 28th.

On Saturday, May 28th in the Village, SV would also 'host' artisan vendors on the private business lawns noted below throughout the Village to sell their artisan crafts.

- the Public House green
- Stowe Sweets green,
- the Butler House green,

- the Stowe Community Church, and
- Parsonage Park.

SV proposes the use of the Green at the corner of Park and Main for a musical act to be able to perform 2-3 hours during the day under a tent and under SV management.

## 2. Main Street Live Series

In 2020 and 2021, SV was given permission by the Select Board to safely and successfully run the Main Street Live Series in the Village. We propose the same format with a couple of changes, as follows:

For 6 weeks on Thursday nights beginning July 14th from 5-8pm, SV would 'host' artisan vendors on the same named (above) private business lawns throughout the Village to sell their artisan crafts.

SV proposes the use of the Green at the corner of Park and Main for a musical act to be able to perform for the Main Street Live series every Thursday night. They would be under a tent and under SV management.

SV would also promote Village businesses staying open later on Thursday Nights for a weekly Village stroll to help support the downtown economy.

Thank-you for your consideration.

My Best Regards,

Aimee

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