



What we Measure Matters

(From Commerce Connection Issue: November 2016)

The Vermont Futures Project has articulated six target areas where progress is needed to realize a Vision for a healthy Vermont economy. Our focus on economic data has shaped discussions, from the Rutland Young Professionals' Summit to election-related events and conversations statewide. Our data and targets are being used to help regions formulate their own local goals, and to help track progress for State of Vermont marketing campaign.

We launched the economic dashboard on the [Vermont Futures Project](#) web site last January, shortly after we initiated conversations statewide-- talking with Vermonters about what the data tells us about where we are, where we're headed, and where we want to go. From those conversations, a vision took shape. We set growth targets to help measure progress towards a vision of creating long-term opportunity and prosperity in a way that preserves and enhances our quality of life. The targets focus on six key areas:

1. [Increasing talent supply](#);
2. [Raising household income](#);
3. [Expanding housing options](#);
4. [Strengthening grand list values](#);
5. [Growing our mid-sized firms](#); and
6. [Improving economic productivity](#).

We have been inspired by how many people and organizations are eager to engage. Statewide collaboration is critical for Vermont's economic future. As we approach the end of our first year, the Vermont Futures Project has achieved great success including:

1. The Agency of Commerce and Community Development issued its Economic Development Marketing Plan incorporating the Vermont Futures Project economic dashboard dials in its metrics.
2. A community in southern Vermont used our data on the workforce supply gap to begin addressing the need in their area for skilled workers by creating a marketing plan aimed at converting tourists to Vermonters.
3. The Rutland Young Professionals invited us to be a presenter at the outstanding [Rutland Young Professionals Summit](#) in mid-October.
4. In the final weeks of the election cycle we are hearing candidates talk about the need for more workers and other key targets like housing, so we can see that our work is helping focus attention on the economy.

Please take a closer look at our growth targets and the workforce supply gap. We will be releasing A Vision for Vermont's Economy next month and can't wait speak more with you about realizing a vision for Vermont's future at the Vermont Economic Conference.

To learn how you can get involved, please visit www.VTFuturesProject.org or email futures@vtfuturesproject.org