

## Economic Development

Planning for economic development establishes and maintains the community's diversity and unique character. It encourages a healthy diversity of enterprises to support jobs and tax revenues in the town.

The town can be active in maintaining and enhancing the physical character of Danby by encouraging development to take appropriate forms or choose appropriate locations.

According to the American Community Survey (ACS) 2013 data, about half of Danby's 16 and over population is employed. Of those, 40% work outside of Rutland County and more almost certainly work outside of Danby Town.

As of the last survey, the top jobs held by those living in Danby were management, education, sales, office administration, construction and extraction, and production. This likely reflects the quarry history of Danby as a driver of jobs, and the dedication Danby holds towards educating its youngest citizens.

Currently, about 10% of Danby's population is reported as having an income below the poverty line, and that's only counting those in Danby who make money at all. There is a lack of jobs in the area in general, and especially a lack of jobs that require skills and that pay a living wage. The town itself has very few industries that would attract people to come work in the area.

In fact, the whole Rutland Region has been affected by the general economic slowdown. That being said, however, tourism still seems to be doing well, with a lot of local job growth in accommodations, hobby stores, agriculture, food service, and related jobs. A focus on tourism, especially agritourism, can help boost all the other businesses in the area by drawing in a lot of outside cash.

## Residents' Statistics

The overall workforce among Danby residents sixteen years or older has increased by 30% since 1990 (170 total employed persons). 59% of Danby residents were employed in Rutland County and the mean travel time to work was 24.6 minutes, which is higher than the Rutland County mean of 22 minutes. Median Household income in 2012 stood at \$56,923, a 53% increase from the 1990 amount of \$37,137. However 17% of the population has a poverty determination. The unemployment rate in June 2014 was 5.3%

## Agriculture and Agritourism

The traditional agriculture of Vermont has been in a state of flux in the last fifty years. Large dairy farms have become less profitable, with large, privately owned farms disappearing from towns. At the same time both large industrial farms and smaller organic farms have been popping up to replace them. Especially in small, traditional towns like Danby, these more numerous, if smaller, organic farms can do a lot to help the town.



### PLAN DANBY - SURVEY RESULTS

*Respondents to the Town's 2014 survey were asked whether they thought there were adequate job opportunities in Danby, and they overwhelmingly agreed that there are not.*

*Further, as seen in other questions, many residents seem worried about the town's ability to attract and/or retain young people for anything other than being a pretty place to vacation in, or live in as a bedroom community as they work and go out to other surrounding towns.*

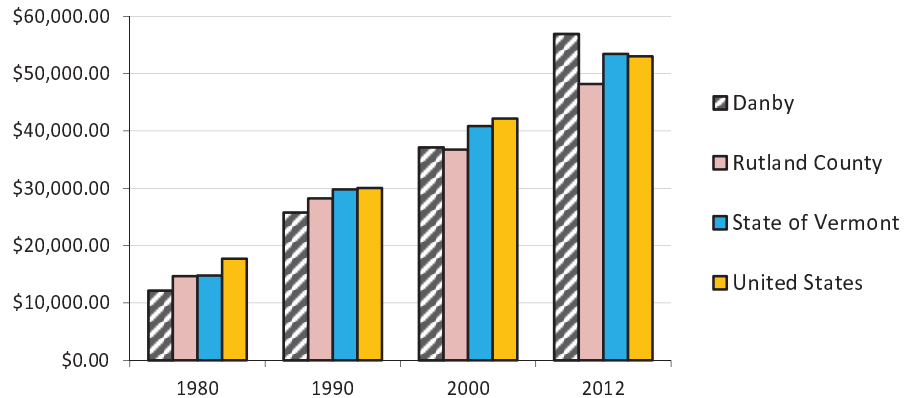
*This is part of the general worry expressed in the surveys that the town is slowly dying because of its inability to adapt, change, and offer something to working twenty-something's.*

Most prominently is the growing 'farm to plate' movement that seeks to source twenty percent of vermonters food from within vermont by 2020. A small, organic farm can work closely with local food shelters, restaurants, or even schools, providing seasonal foods. They can also provide food to the public at farmers markets though most of the year. Beyond that, there is a growing market for organics throughout the country, and there is a market for buyers in both small towns and large cities, such as New York, Boston, Quebec, and Buffalo.

One of the fastest growing industries in Vermont however is Agritourism, the combination of agriculture and tourism. It involves activities such as direct sales of raw and value added goods, activities aimed at family's and children, activities that educate, or simply activities that are unique to those who would travel to vermont, such as cider, cheese, and

maple syrup tastings. Corn mazes, petting zoos, hay-rides, and seasonal activities also fall into this category. Not only does the farmer gain income with these activities, but they draw visitors to the towns restaurants, shops, and other local crafts.

**Median Household Income 2012 - Danby**



**Unemployment - December 2014**

