

A Homegrown Vermont Private Partnership

Maplewood Traveler Services Center
Exit 7 I-89 Berlin, Vermont, Open 24/7

**Ed von Turkovich, Director,
Government Business Services,
State of Vermont, Department of
Buildings & General Services**



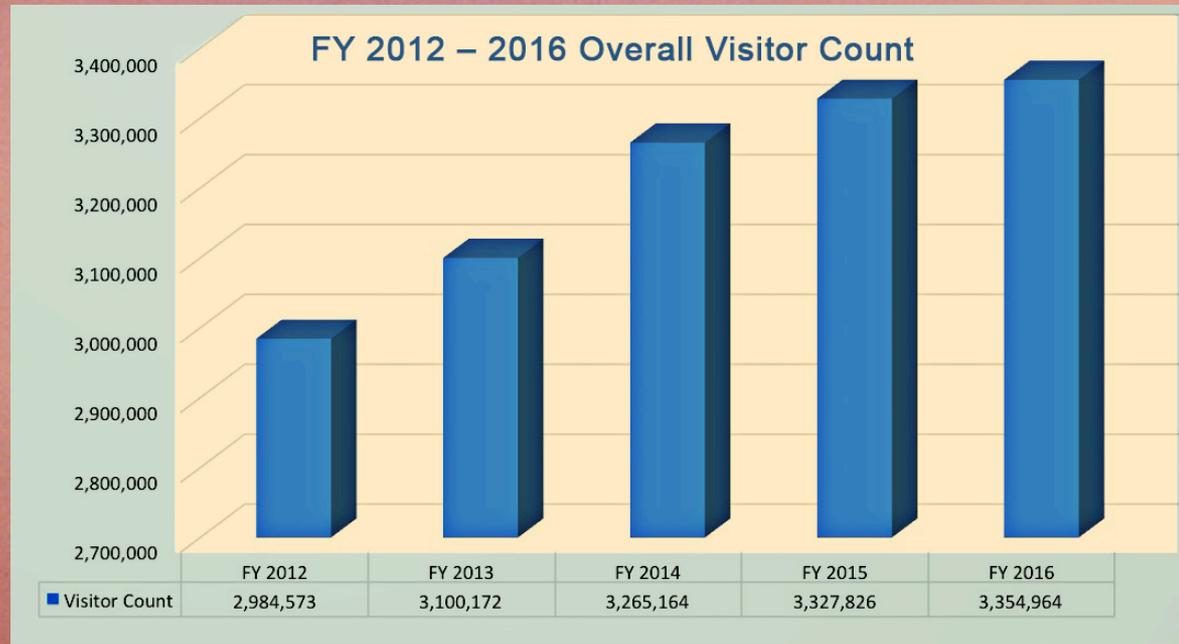
What We Do

- ❖ Operate 18 Information, Welcome and Travel Services Centers
- ❖ Facilities operate 7 days a week between 12 and 24 hours a day
- ❖ Provide travel information and a safety break to travelers
- ❖ Promote the “*Vermont Experience*” – marketing Vermont’s businesses, attractions and events to the traveling public



Our Numbers

- ❖ FY 2014: \$4,660,440
FY 2015: \$4,661,482
FY 2016: \$4,702,268
- ❖ Vermont state population 626,042 (2015)
- ❖ Over 3.3 million visitors per year
- ❖ Over 2,300,000 brochures and publications distributed
- ❖ Advertising sales revenue \$60,930 (FY2016)
- ❖ Average cost per visitor \$1.36 (FY2016)



PARTNERSHIP

- ❖ **Government can't do it all**
- ❖ **We will need out of the box solutions**
- ❖ **Be eager to create partnerships and share the success**

Embracing Change

- ❖ Tough budget times = Opportunity
- ❖ Rightsizing
- ❖ Thinking outside the box
- ❖ Public / private partnerships?



Vermont Travelers Service Center Traveler Amenities

- ❖ Travel Info
- ❖ Maplewood Convenience Store
- ❖ Gas/Diesel
- ❖ Prepared Foods
- ❖ Rest Rooms
- ❖ Free Wi-fi
- ❖ Electric Vehicle Charging
- ❖ Lodging at Comfort Inn



Vermont Travelers Service Center Berlin, Vermont

A Public Private Partnership with Maplewood Inc.



Vermont Travelers Service Center Berlin, Vermont

Four new stand-alone signs on I-89:



Elements of the PPP: How it's a win-win-win & how the numbers work

- ❖ **Developers investment \$6,000,000**
- ❖ **Total State investment in year one \$90,000**
- ❖ **Total State investment in years 2-30 = ZERO**
- ❖ **Town of Berlin to receive property taxes \$120,000 per year**
- ❖ **State to receive sales tax receipts of approximately \$360,000**
- ❖ **State avoids reconstruction costs of \$6.5 million for existing center in Randolph**
- ❖ **State avoids operating costs for center at Randolph: \$10,000,000 over 30 years**

Elements of the PPP: How it's a win-win-win & how the numbers work

- ❖ **Maplewood Travel Service Center expects to host 400,000 additional visitors per year from State designation and highway signage**
- ❖ **Additional visitors expected to yield between \$2–3 million in additional sales receipts**
- ❖ **State to receive \$15,000 to \$20,000 in additional brochure registration revenue**
- ❖ **Visitors and travelers will benefit from having a state-of-the-art full-service travel center open 24/7/365**

**A PRETTY GOOD DEAL FOR A FEW SIGNS AND
A BUNCH OF PRETTY PICTURES, DON'T YOU THINK?**