



From Sentiment to Strategy

How Vermont's Employers Are Shaping the Economic Path Forward

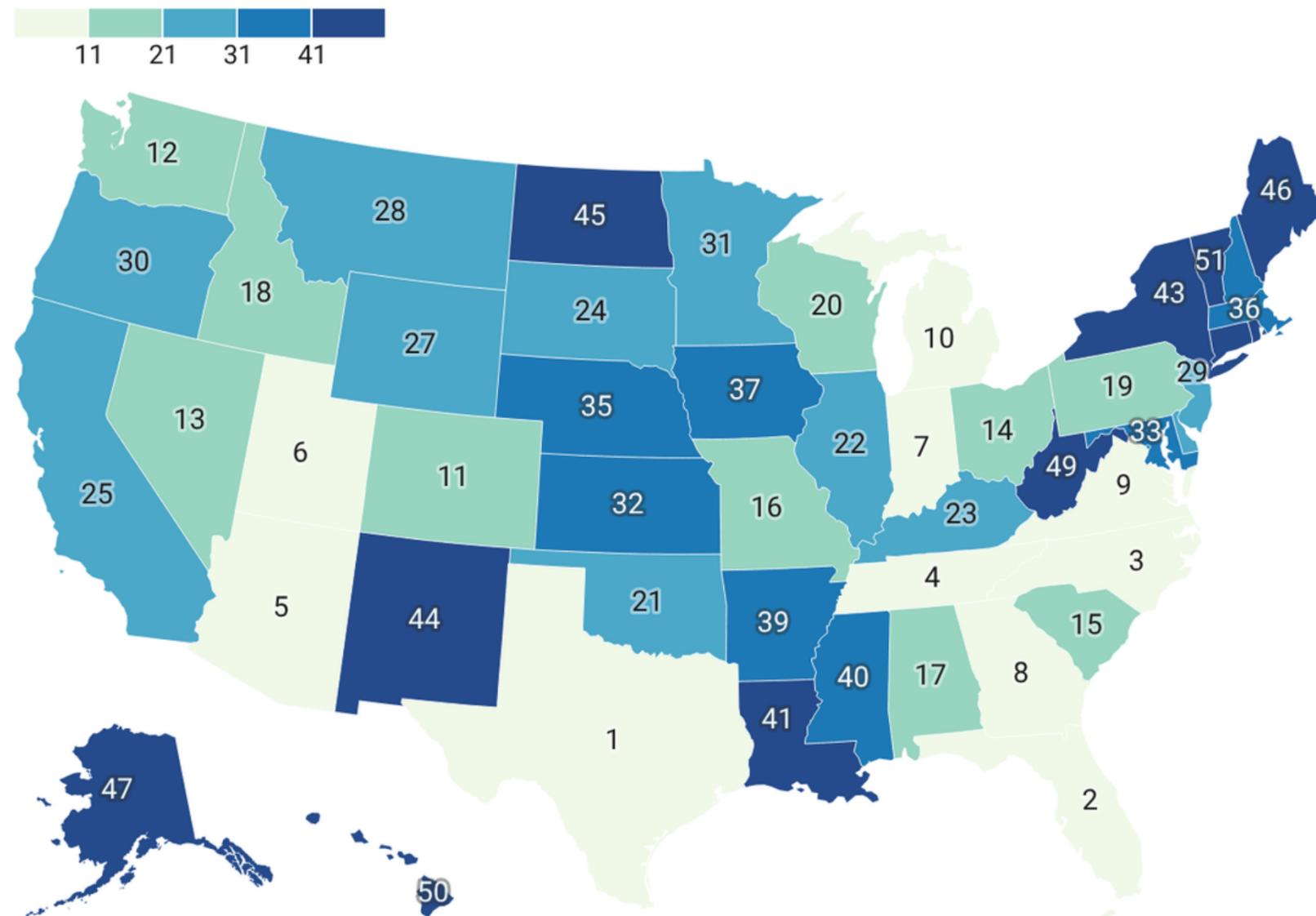


WHY THIS MOMENT MATTERS

2025 Economic Momentum Rankings

Lagging Behind: States at Risk West Virginia (#49), Hawaii (#50), and Vermont (#51) struggle with population loss, limited economic diversification, and slow job growth.

Takeaway: These states need to rethink the basics and diversify their industry, invest in talent, and create a compelling case for why businesses should take a second look.

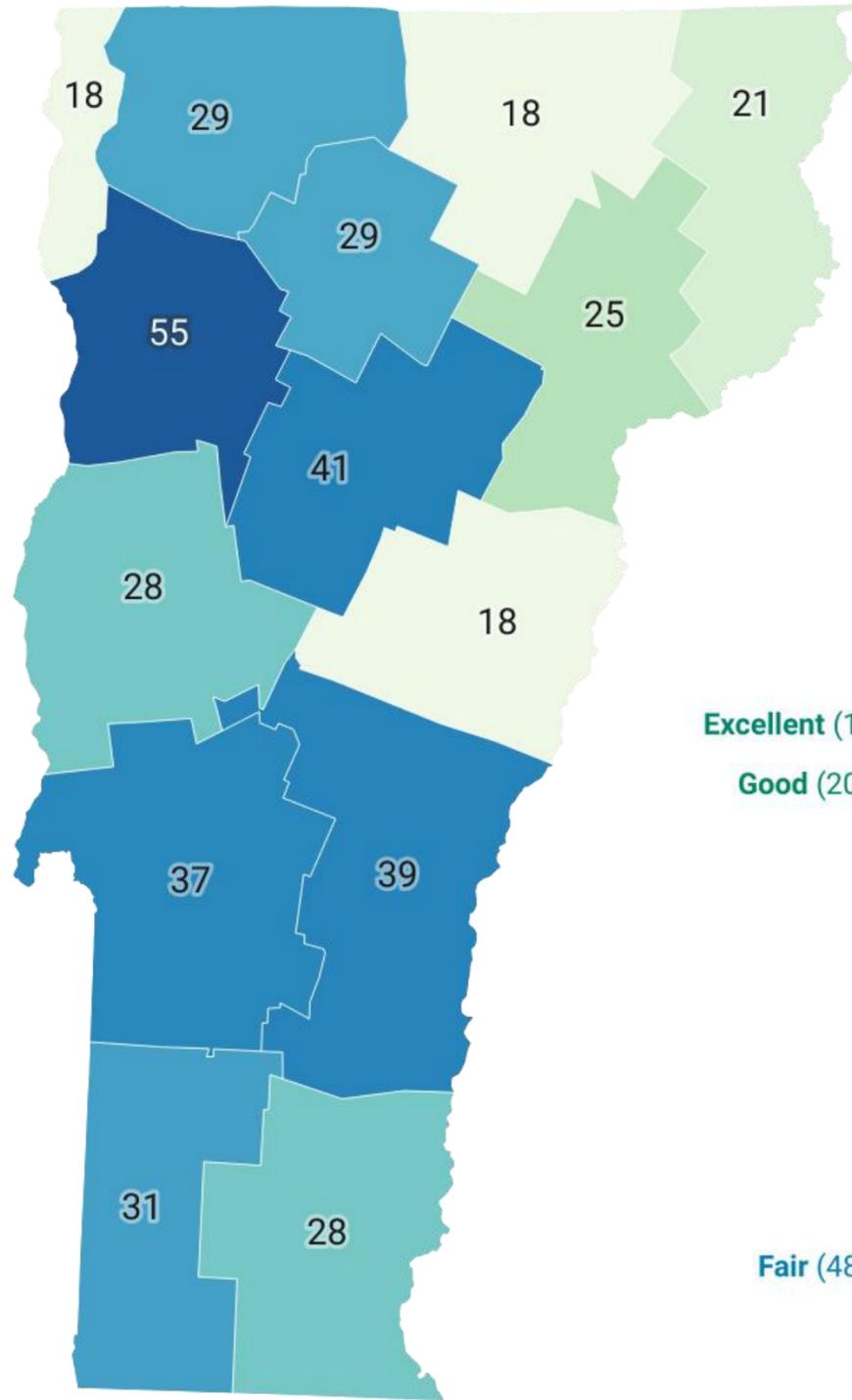


These momentum rankings are based on 4+ years of hard growth metrics including population shifts signaling labor and consumer demand, employment trends showing job creation, and macroeconomic output reflecting economic health. Entrepreneurial signals, like new business starts and tax structure analysis are used to assess business friendliness.

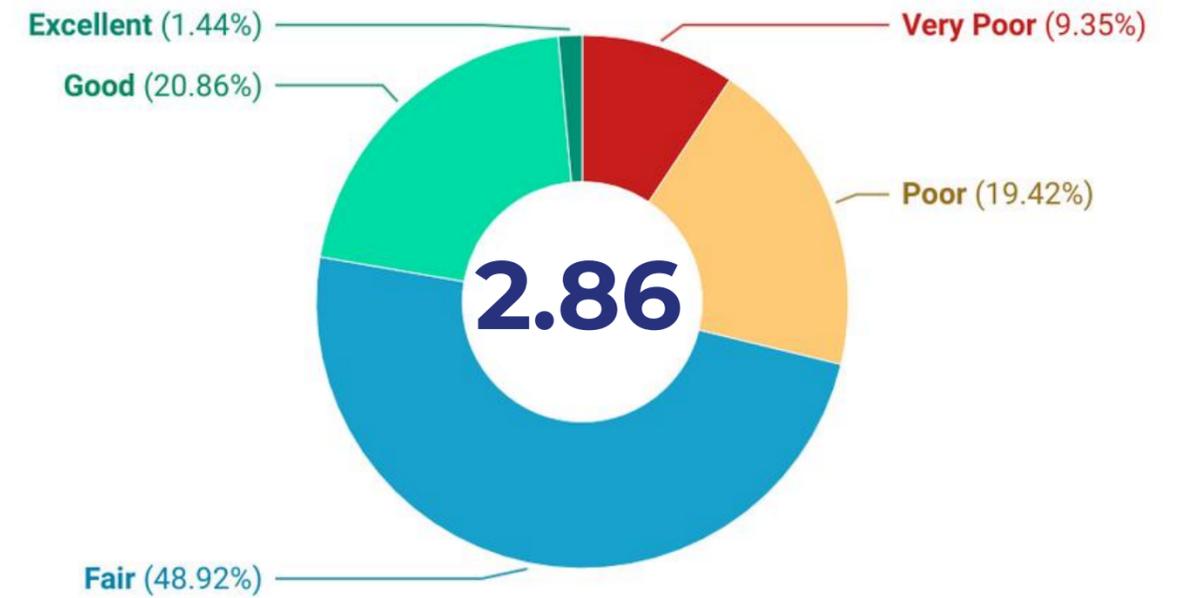
Map: Vermont Futures Project • Source: Camoin Associates • Created with Datawrapper



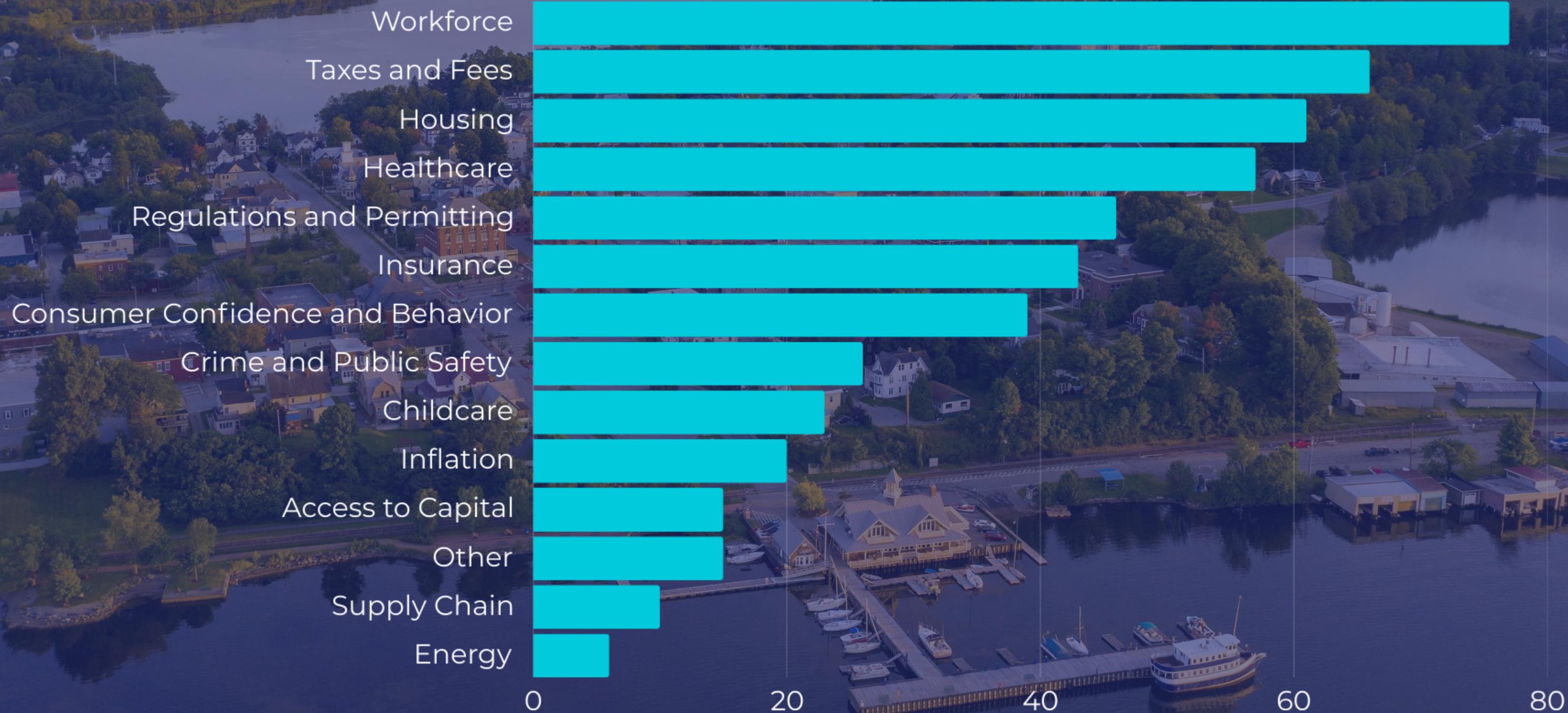
LISTENING WITH INTENT



Overall Business Climate Ranking



CONSISTENCY IS THE SIGNAL





SENTIMENT MEETS STRUCTURE

Workers ↔ Housing ↔ Costs ↔ Growth

What Employers Say

What Employers Say

Can't find workers

Job openings far exceed people looking for work

Housing limits growth

Housing production lags demand statewide

Costs are rising faster than capacity

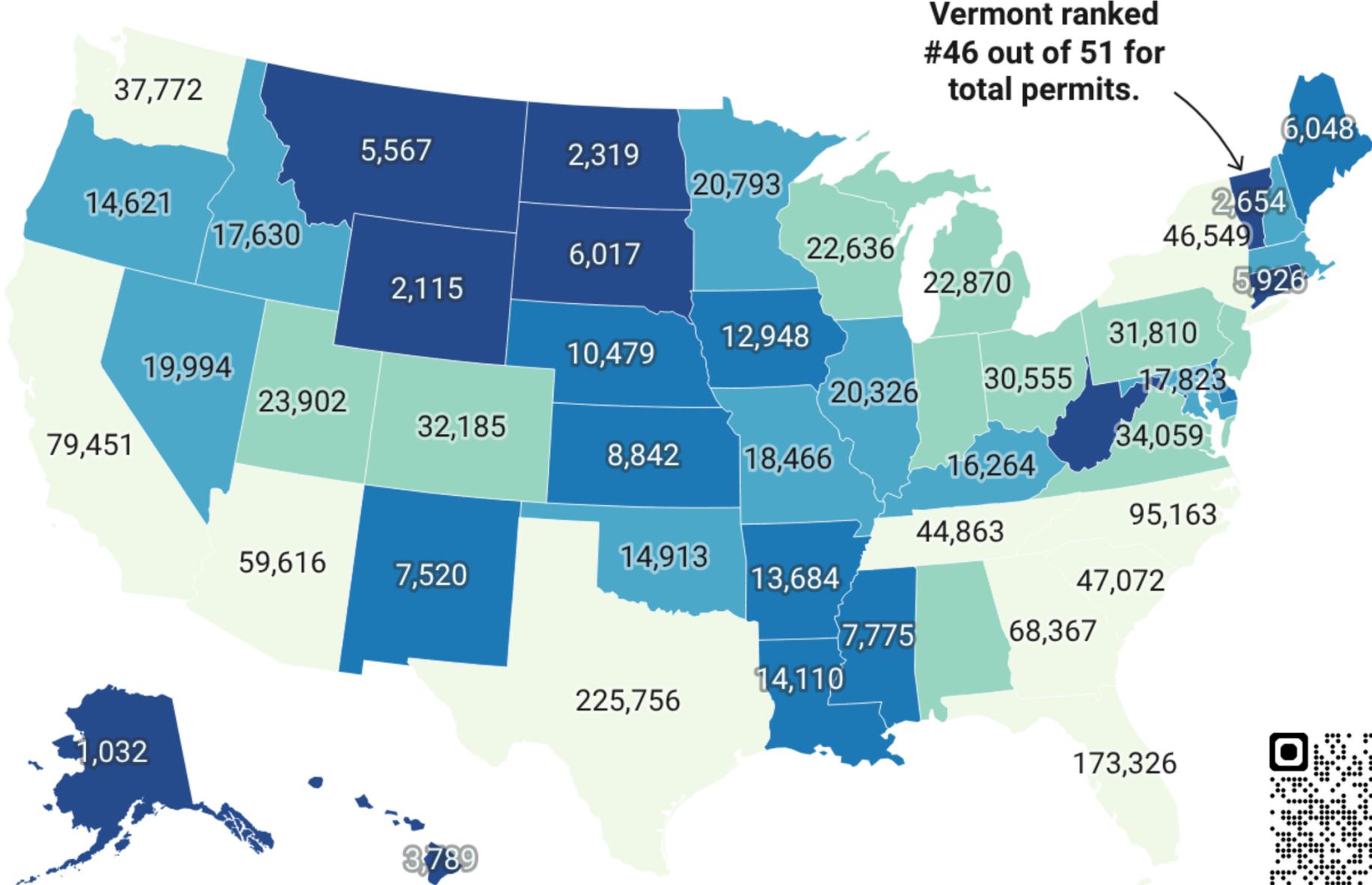
Fixed costs rising in a capacity-constrained economy



HOUSING IS A CONSTRAINT

2024 Housing Permits by State

Total Permits Rank



Map: Vermont Futures Project • Source: U.S. Census Bureau • Created with Datawrapper



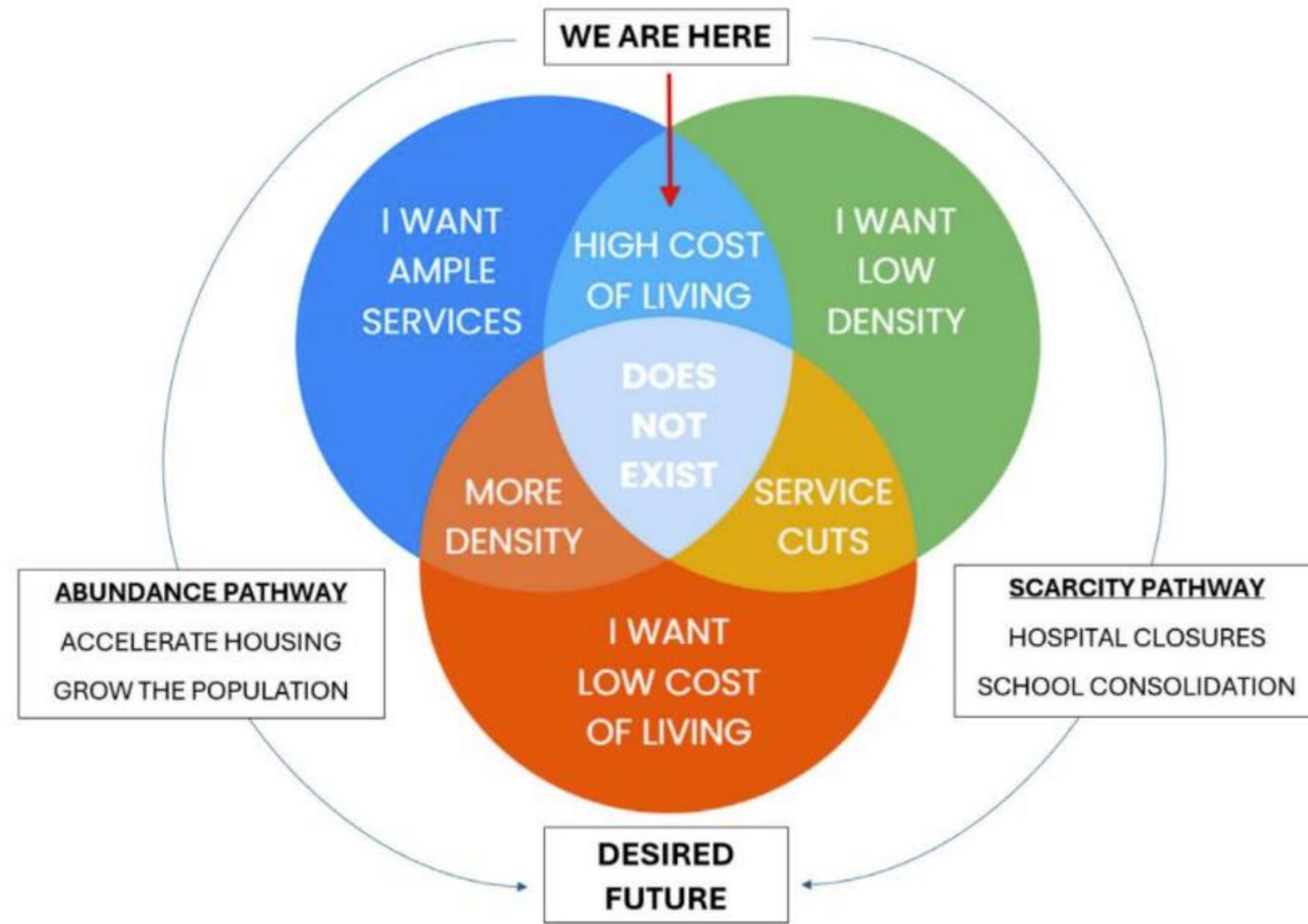
COST OF MISALIGNMENT

Misalignment shifts focus from capacity-building to short-term fixes.





A SHARED ECONOMIC BLUEPRINT



Clear targets. Measured over time.
Grounded in economic reality.





PLANNING TO POLICY

PLANNING ONLY MATTERS IF IT SHAPES DECISIONS



Economic Action Plan

Data
Targets
Long-term goals



Policy Filter

Capacity impact
Cost awareness
Time horizon



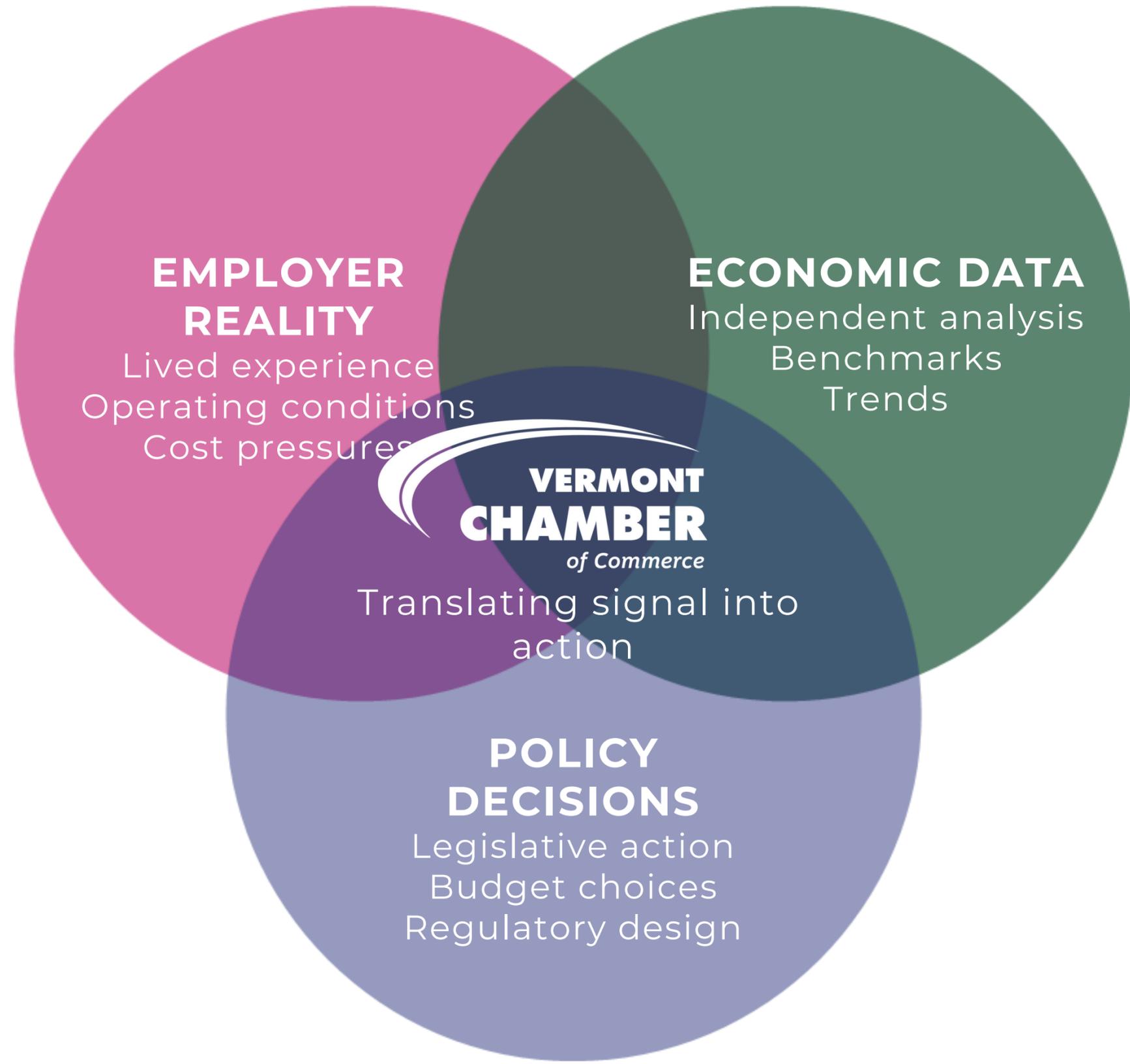
Advocacy

Prioritize
Refine
Mitigate risk





BRIDGING INSTIGHT & IMPACT







INSIGHT TO MOMENTUM

THE BUSINESS CLIMATE SURVEY IS NOT A REPORT

IT IS A FEEDBACK LOOP

- Informing advocacy
- Shaping legislative priorities
- Holding us accountable to outcomes over time

HOW VT BUILDS AN ECONOMY THAT IS

- More affordable
- More predictable
- More competitive

And it only works when business leaders, policymakers, and partners move together.

An aerial photograph of a lakeside town. In the foreground, a marina with several boats is visible. The town is built on a hillside, featuring a prominent church with two towers. A large lake surrounds the town, and rolling hills are visible in the background under a clear sky.

A CHOICE, NOT A FORECAST

