



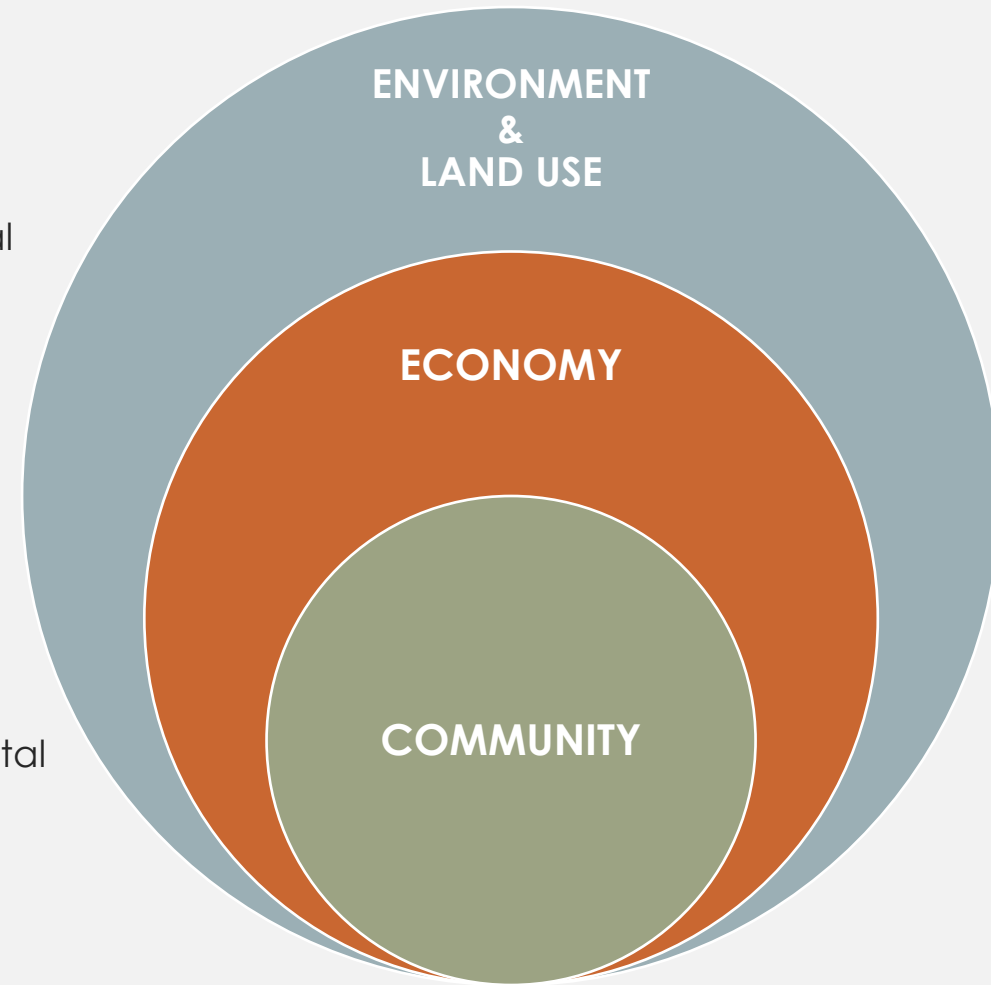
**MAD RIVER VALLEY**  
PLANNING DISTRICT

# 2019 ANNUAL MRV DATA REPORT

# MAD RIVER VALLEY VISION STATEMENT

The Mad River Valley is an innovative, vibrant, connected and caring community honoring its past, celebrating its landscape and actively pursuing its potential. Our vision is to...

- Be a **welcoming community** that builds a healthy and sustainable environment.
- Support the **historic settlement** pattern of vibrant villages surrounded by rural countryside.
- Identify and promote the Valley's historic and **cultural heritage**.
- Promote and maintain a **diverse economy** that supports existing businesses and attracts new ones.
- Enhance the Valley's **year-round recreational** opportunities.
- Invest in a safe, environmentally friendly, efficient, and integrated **transportation network**.
- Provide access to safe, affordable and energy efficient **housing** for current and prospective residents.
- Steward and sustainably use the Valley's **natural resources** and environmental quality for the benefit of future generations.



December, 2015

# DATA THEMES



## ENVIRONMENT & LAND USE

- Energy
- Water Quality
- Land Conservation



## ECONOMY

- Town Revenues
- Recreation Economy
- Employment
- Transportation



## COMMUNITY

- Demographics
- School Enrollment
- Housing



## COMMUNITY | POPULATION

37%

**Mad River Valley (MRV)**  
average population growth  
between 1990-2017

vs. 6%

**Washington County**  
average population growth  
between 1990-2017

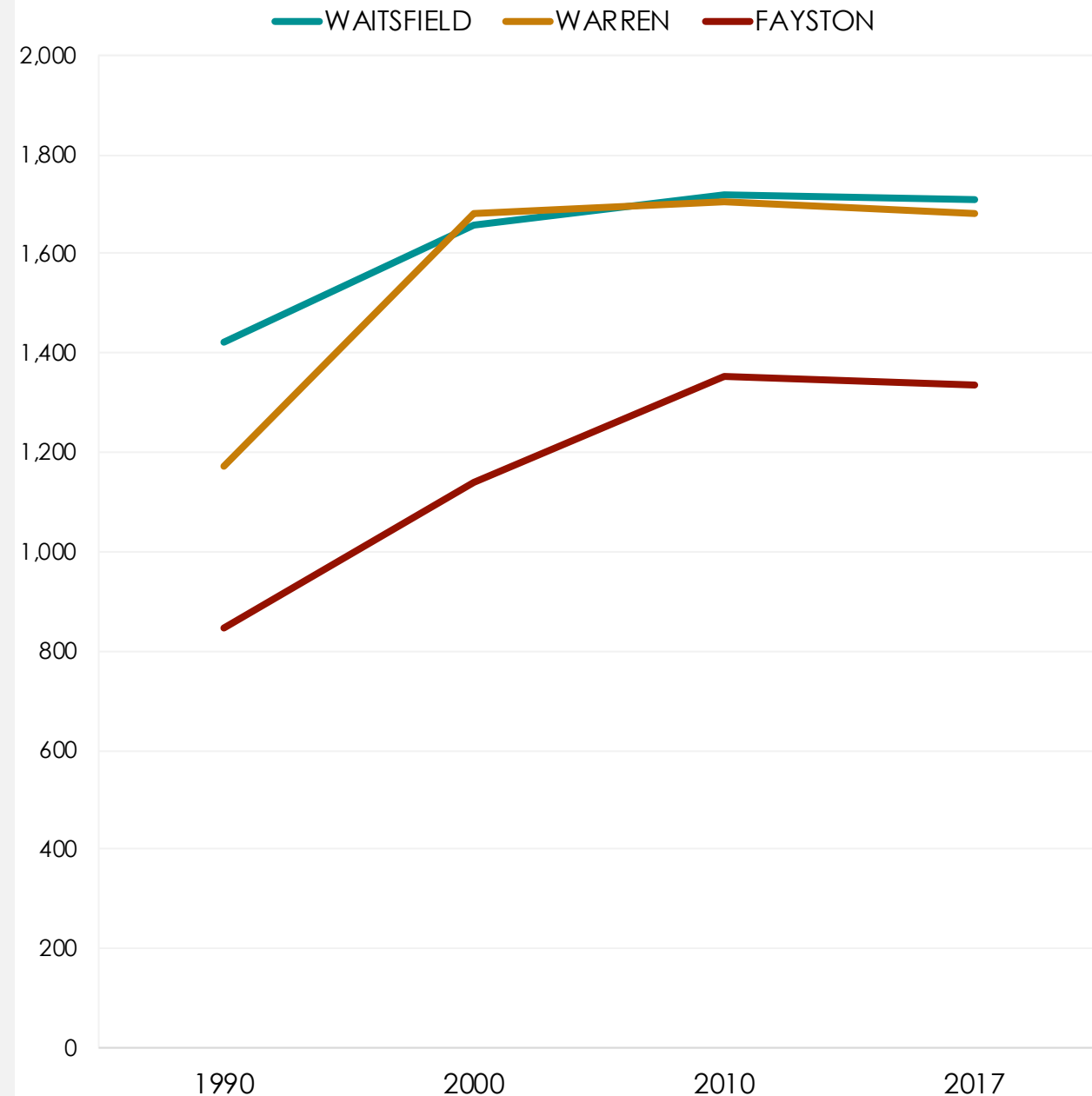


Most growth between 1990-2017  
occurred in Fayston



Stable population in all 3 towns  
between 2010-2017

## Population of MRV Towns



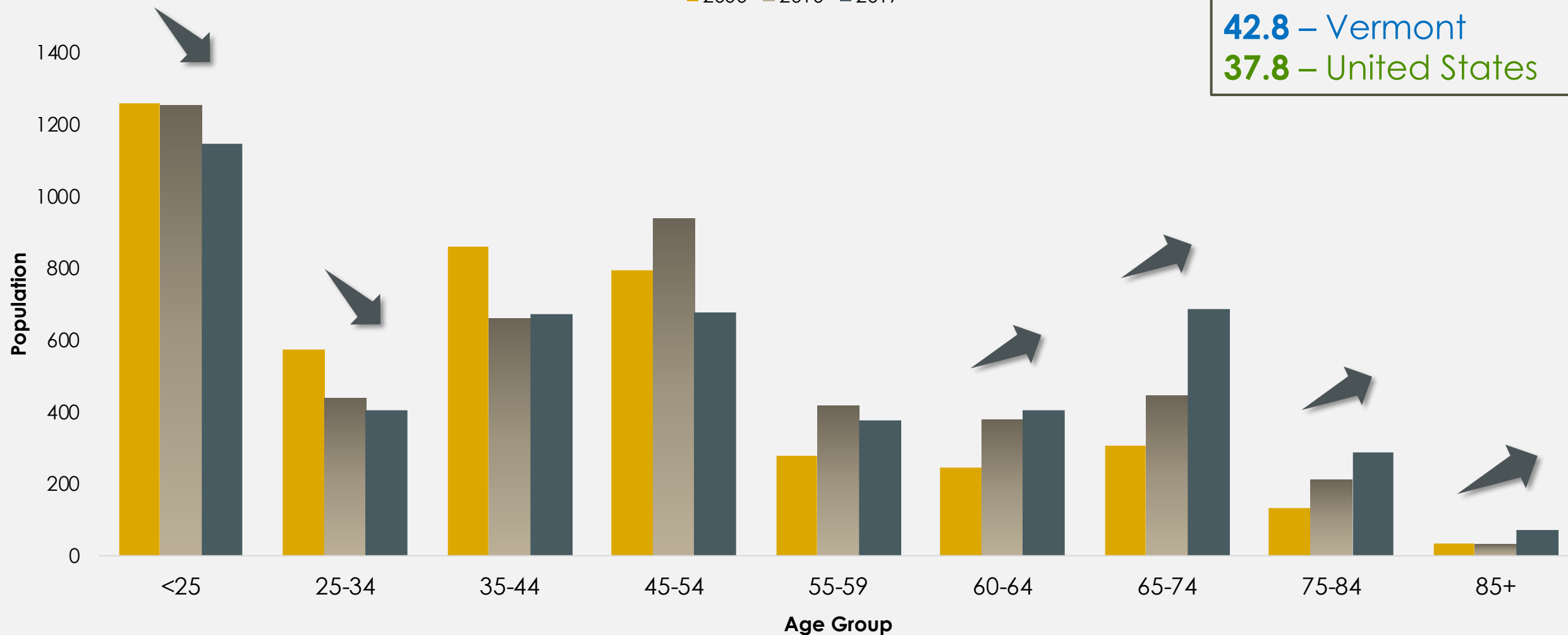
Source: U.S. Census Bureau; American Community Survey



## COMMUNITY | POPULATION

### MRV Population by Age Group

■ 2000 ■ 2010 ■ 2017



### Median Age:

**45.2** – Fayston

**45.2** – Warren

**49.1** – Waitsfield

**42.8** – Vermont

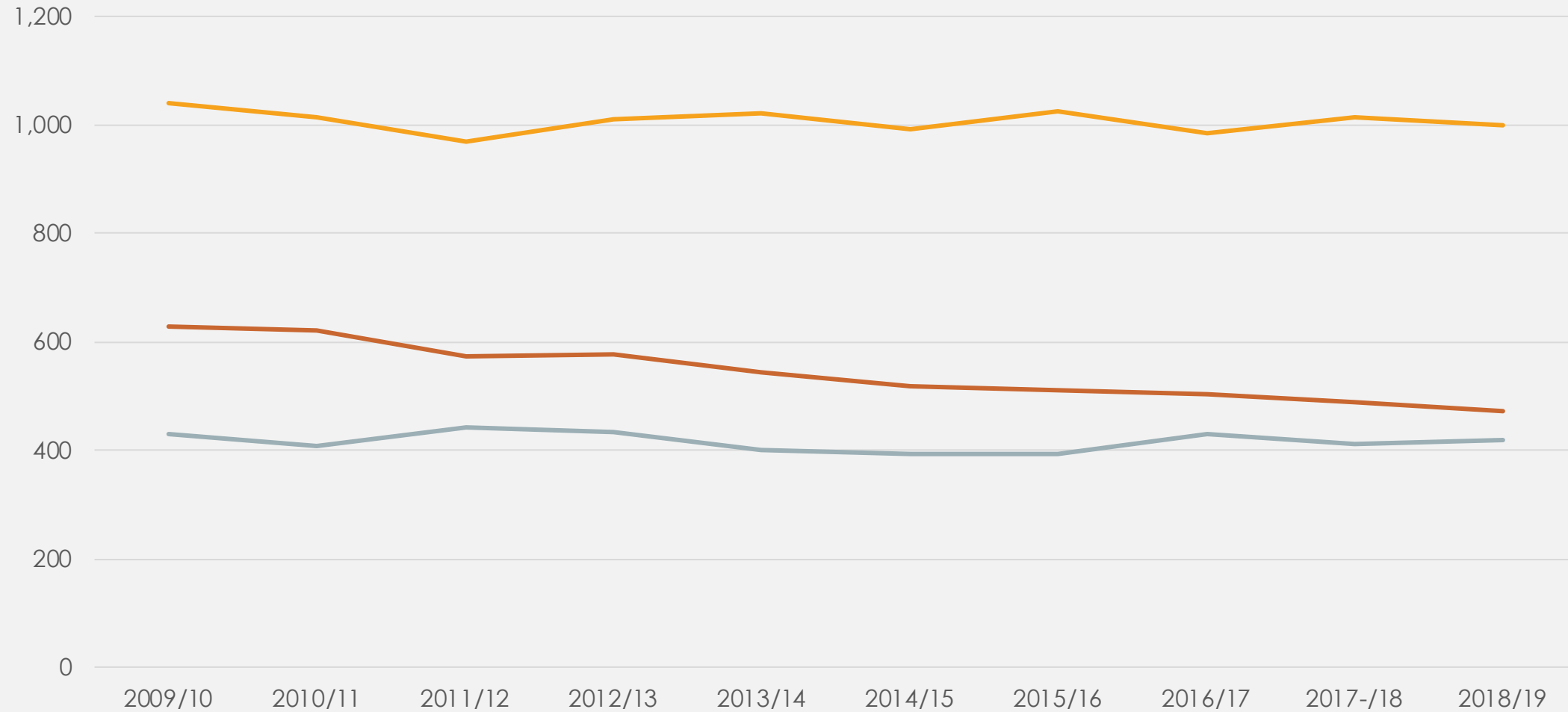
**37.8** – United States



## COMMUNITY | POPULATION

### Harwood Unified Union School District Enrollment

Elementary Schools Middle Schools High School



↘ -1%

↘ -25%

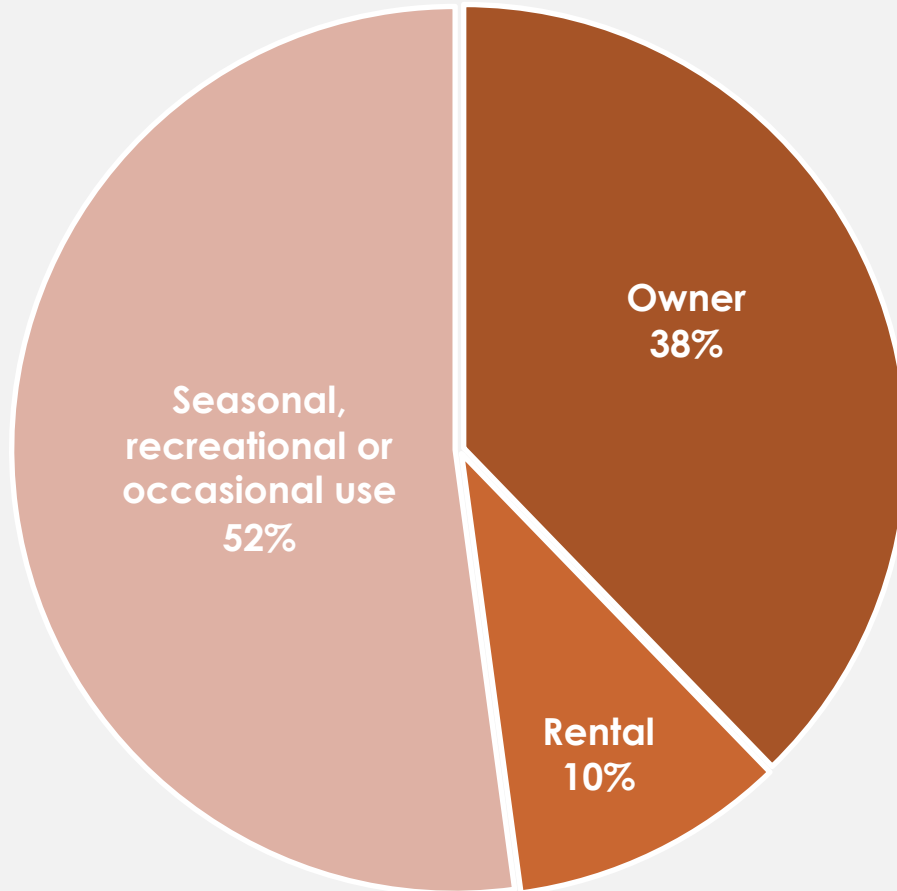
↘ -7%

OVERALL HUUSD:

↘ -10%



### MRV Housing Units, 2017



Source: American Community Survey; AirDNA

- Between 2016-2017, the MRV gained:
  - **9** Owner-Occupied units
  - **9** Rental units
  - **51** Occasional Use units
- Between 2010-2017, the % of Occasional Use units increased from 48% to 52%

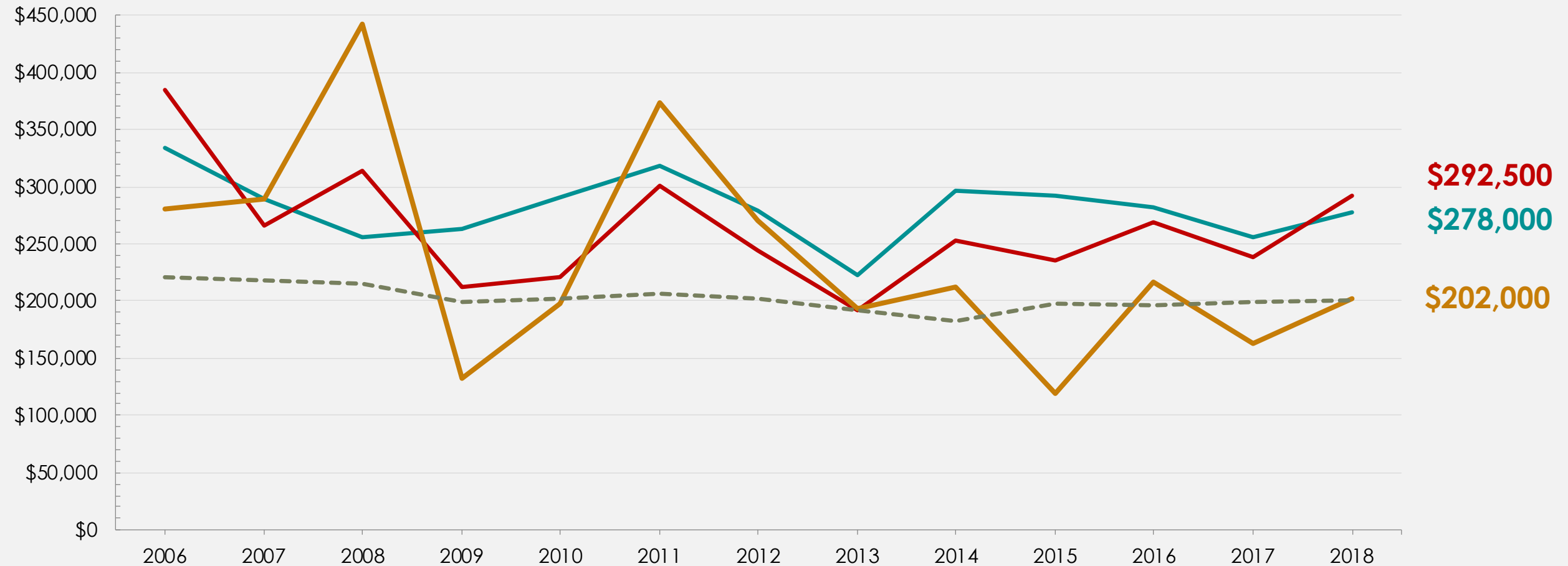
**490**

the # of Short-Term Rental units  
in Warren & Waitsfield



## Median Primary Residence Sales Price

— Waitsfield — Fayston — Warren — Washington County

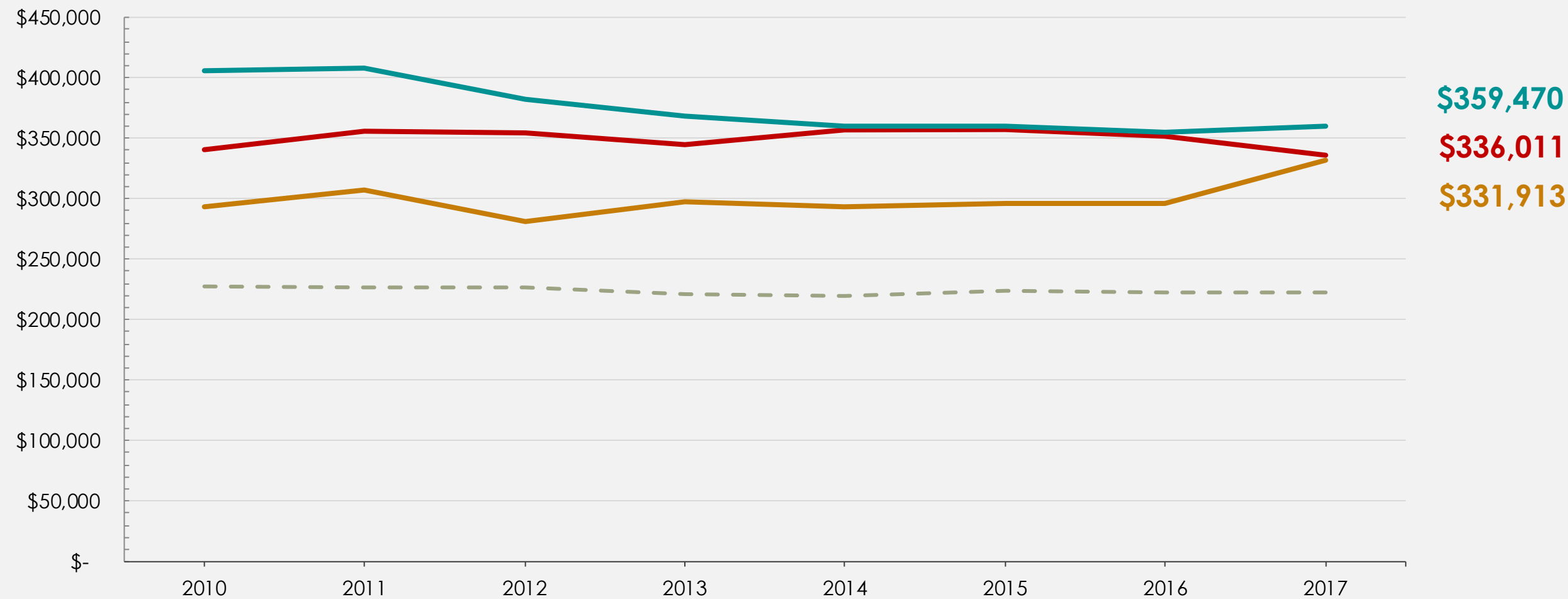




## COMMUNITY | HOUSING

### Median Value of Owner Occupied Units

Fayston    Waitsfield    Warren    Washington County

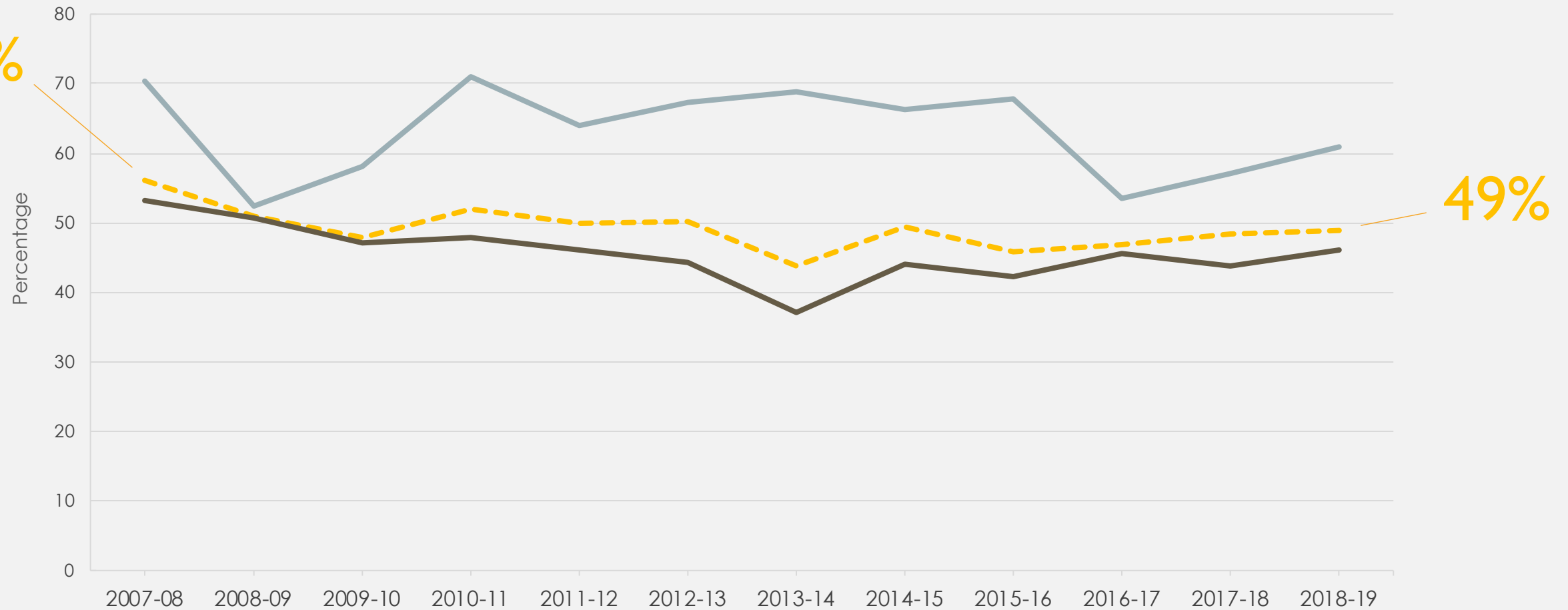


Adjusted for Inflation. Source: Vermont Housing Finance Agency



## % Sugarbush Employees Residing in the MRV

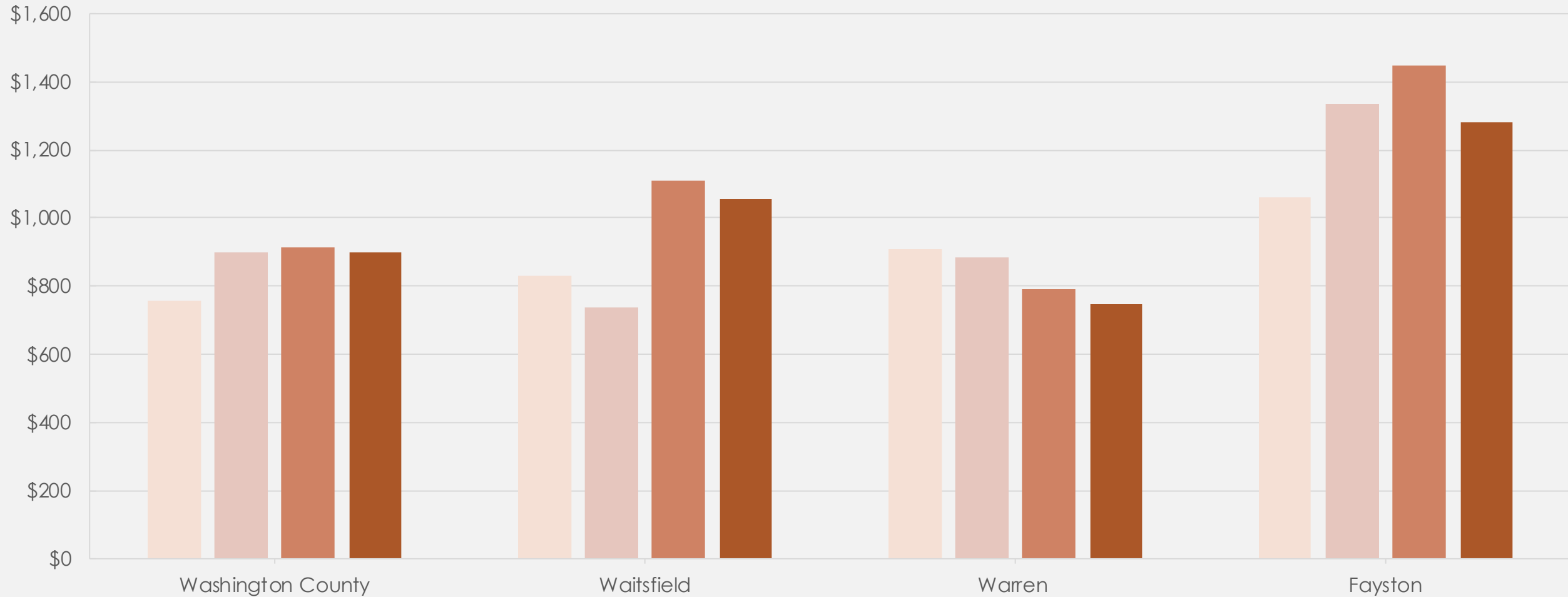
--- Combined    — Year Round    — Seasonal





## Median Gross Rents

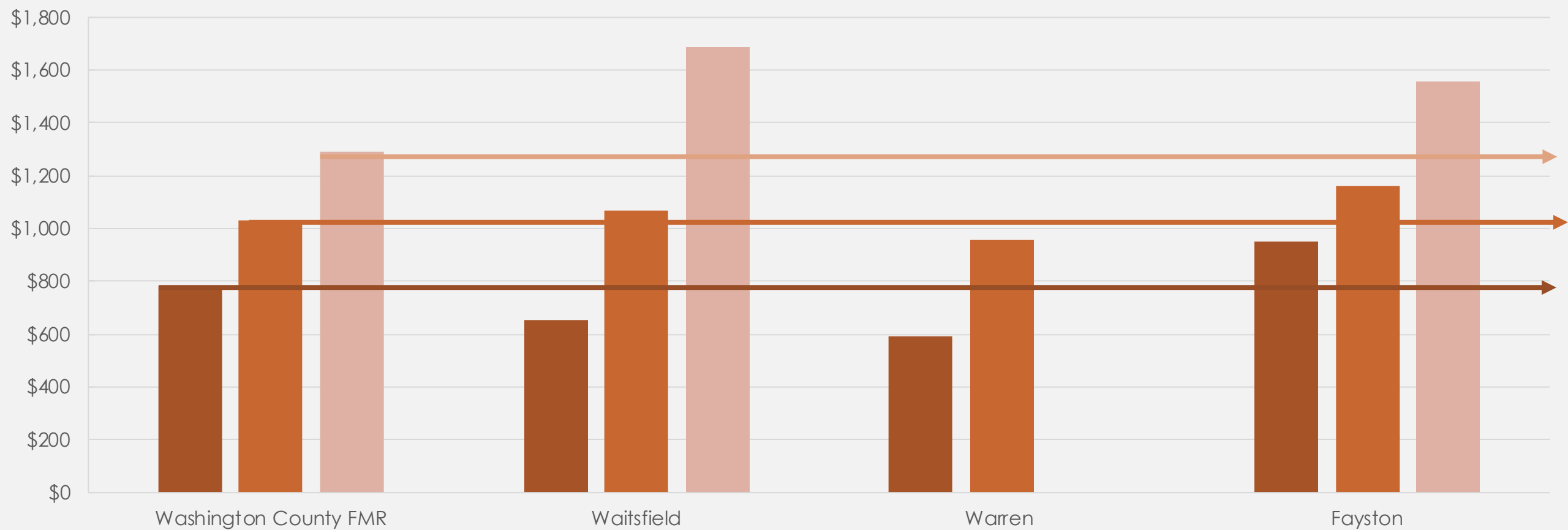
2000 2010 2015 2017





## 2017 Median Gross Rent vs. Washington County Fair Market Rent

1 Bed 2 Beds 3 Beds





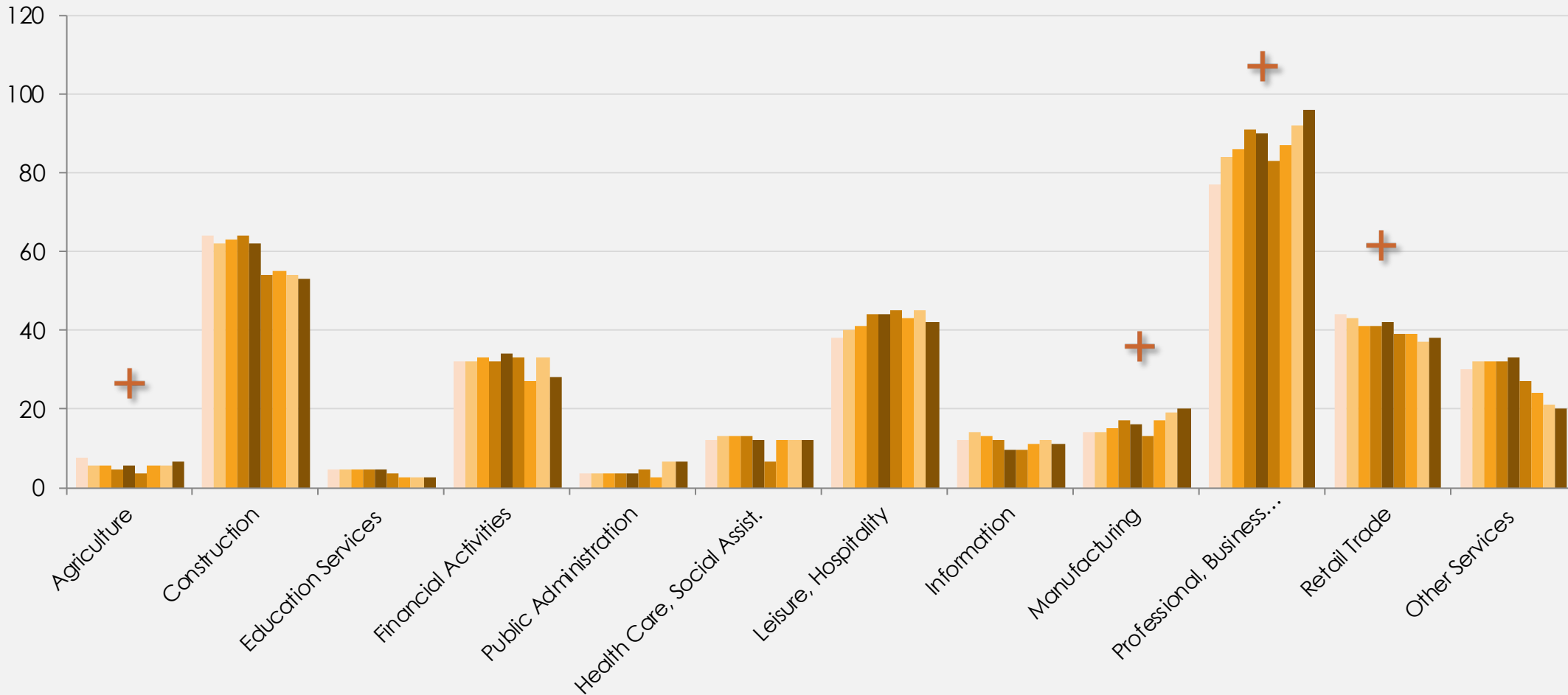
# ECONOMY | EMPLOYMENT

## Number of Businesses by Industry

2010 2011 2012 2013 2014 2015 2016 2017 2018

**2018**

- Waitsfield: 62% of total
- Warren: 26% of total
- Fayston: 11% of total

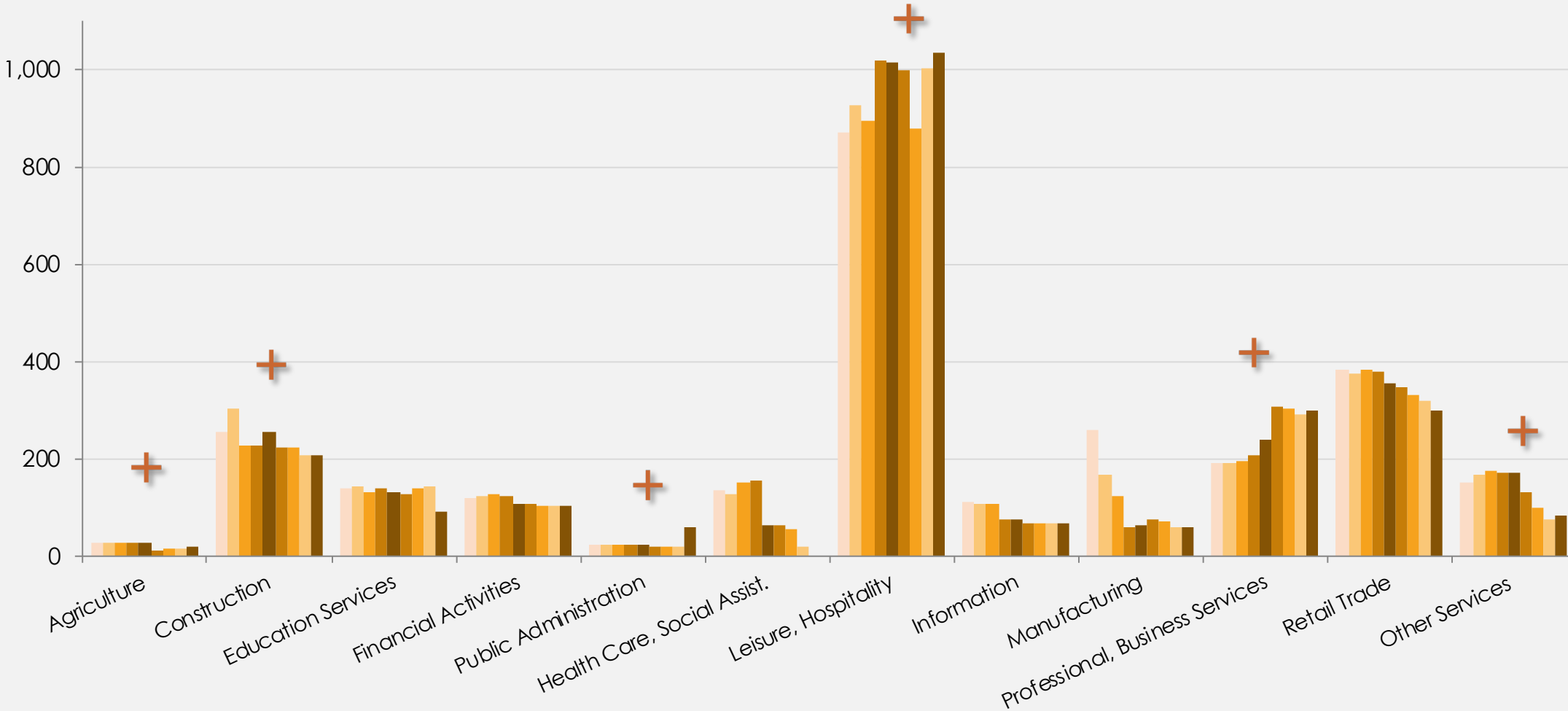




# ECONOMY | EMPLOYMENT

## Number of Jobs by Industry

2010 2011 2012 2013 2014 2015 2016 2017 2018



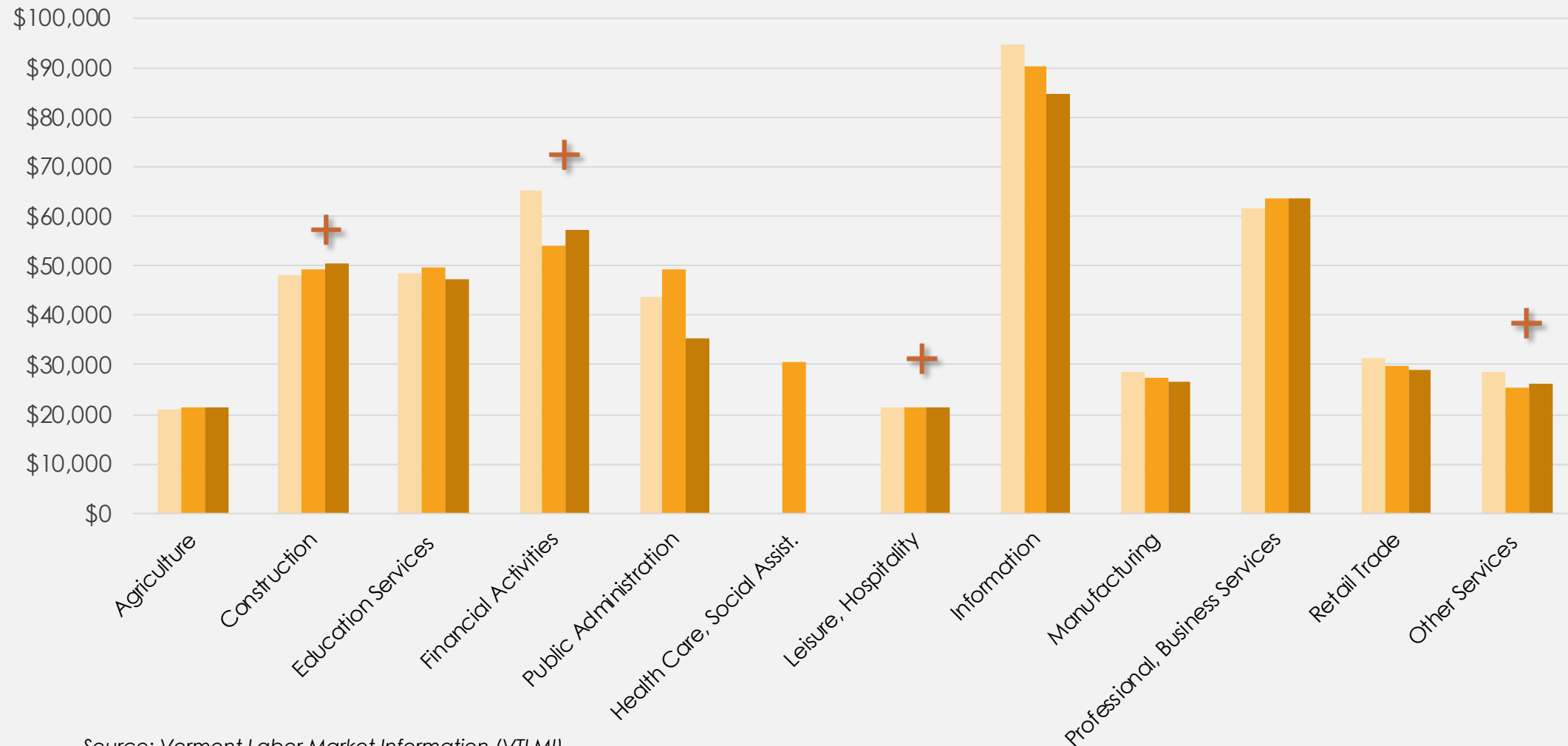
**2018**

- Waitsfield: 54% of total
- Warren: 40% of total
- Fayston: 7% of total



## Waitsfield Average Annual Wage by Industry

2016 2017 2018

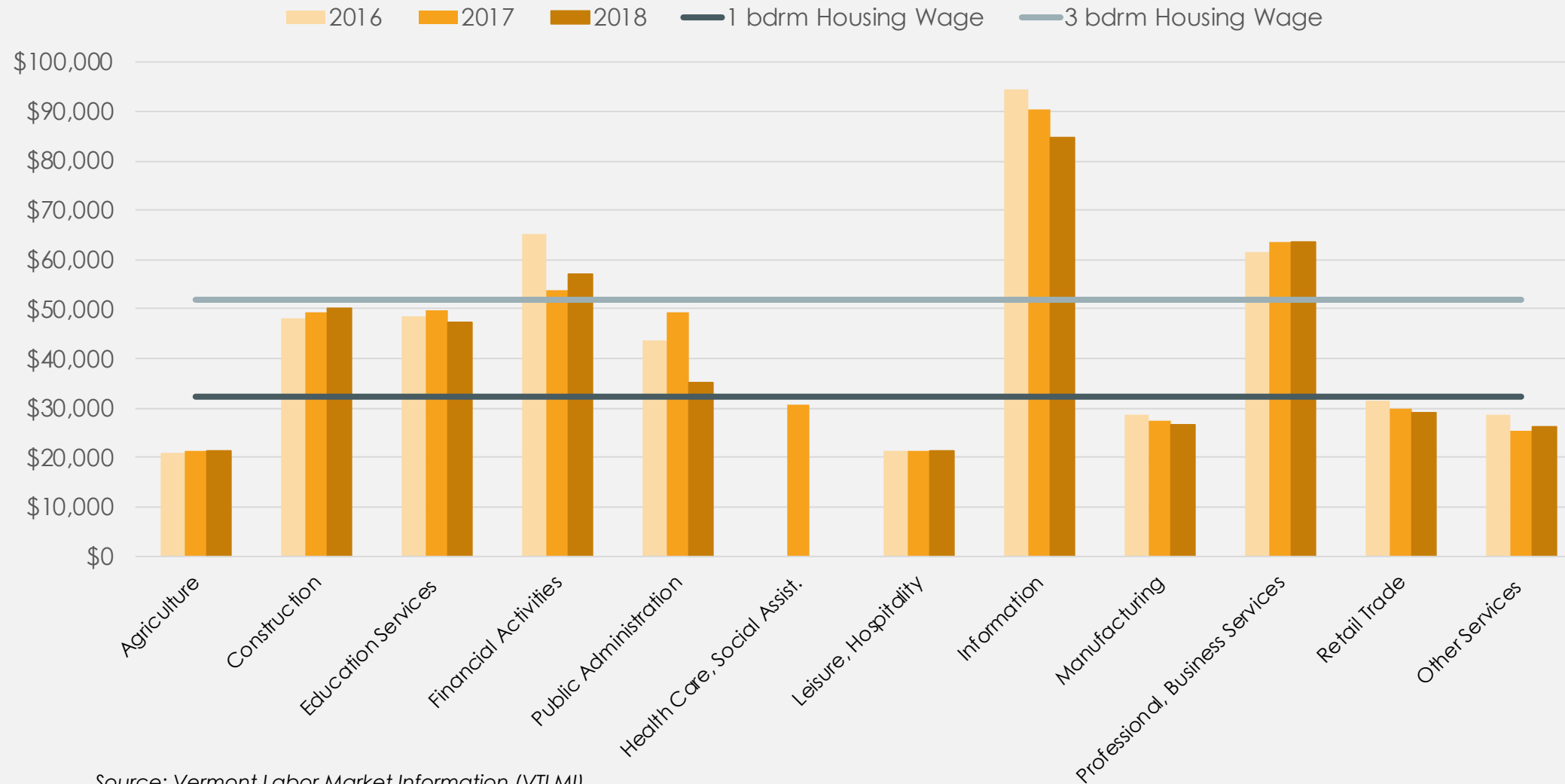


➤ No significant increases in average wage in 2018



## ECONOMY | EMPLOYMENT

### Waitsfield Average Annual Wage by Industry and 2018 Washington Co. Housing Wage

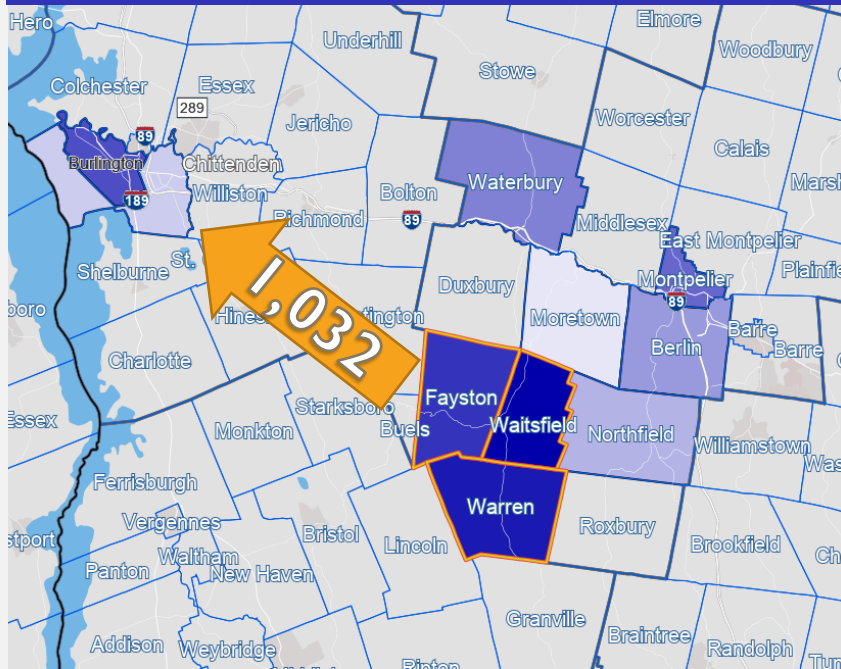


**Housing Wage:** the income needed for an individual working 40 hours a week to afford a housing unit priced at Fair Market Rate while paying no more than 30% of their income toward housing costs.



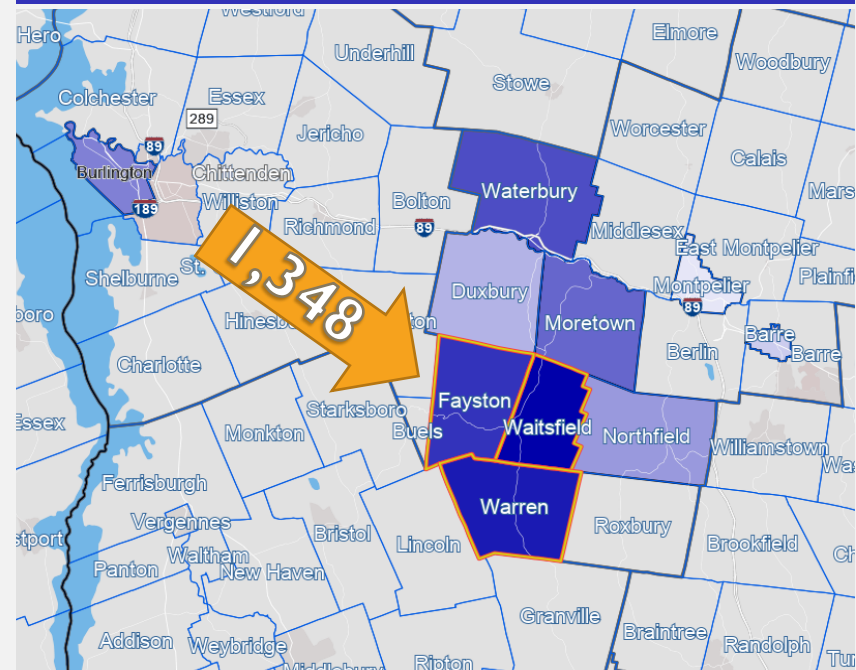
## ECONOMY | WORKER FLOW

### Where MRV Residents Work, 2017



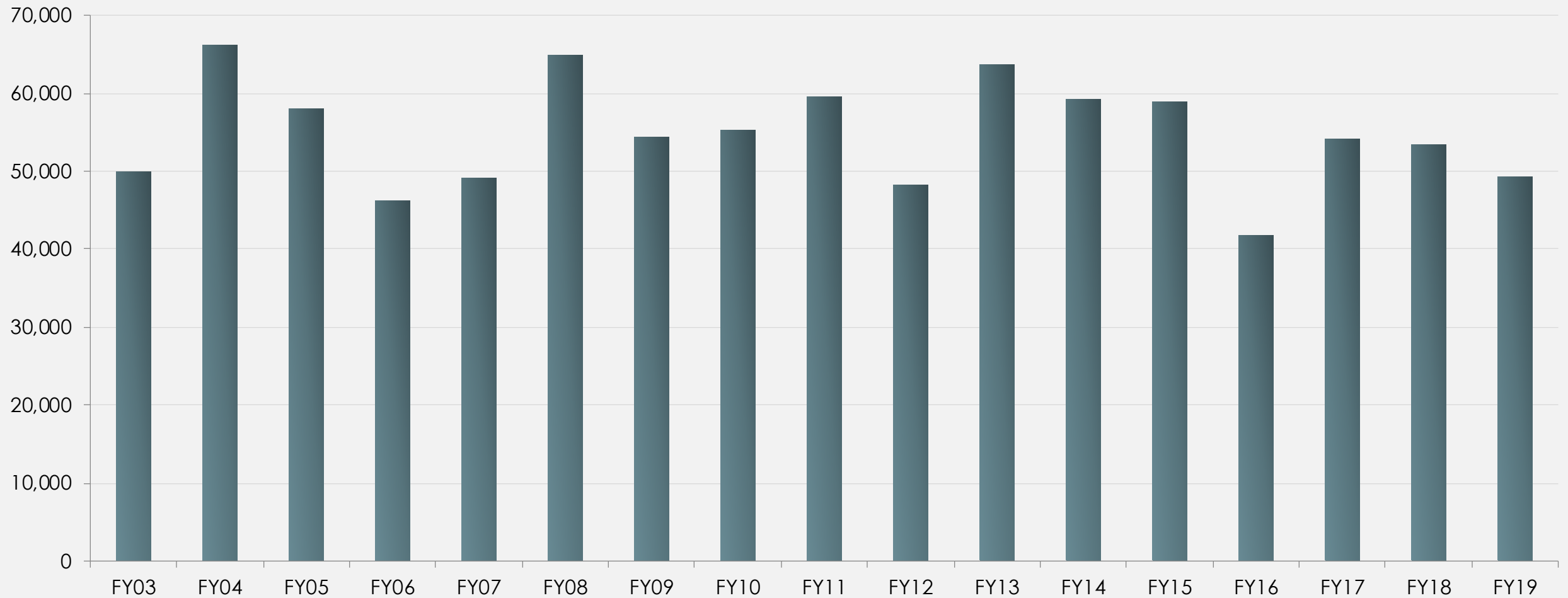
954  
live & work  
in MRV

### Where MRV Employees Live, 2017





## MRV Bus Ridership FY03-FY19



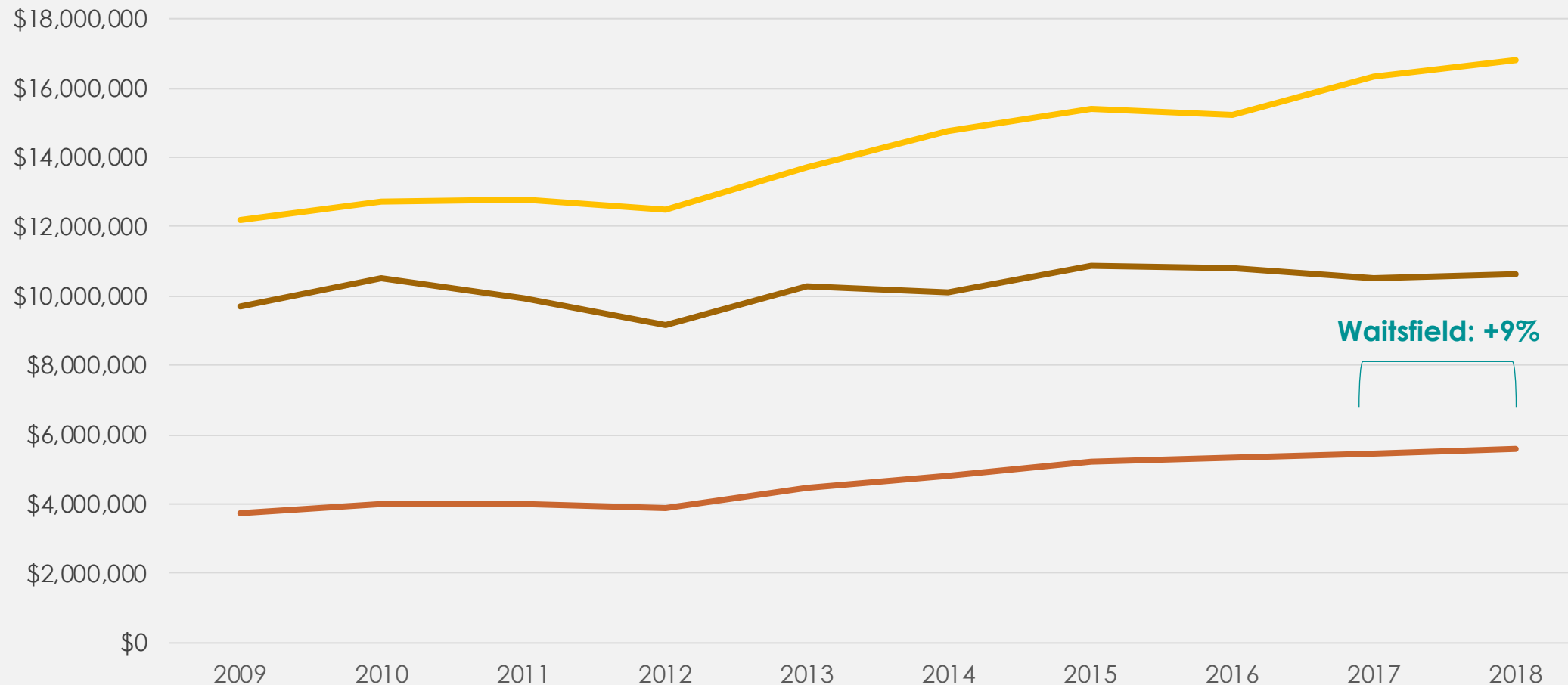
Source: Green Mountain Transit



- MRV2 = Warren & Waitsfield
- MRV3 = Warren, Waitsfield & Fayston

## MRV Tax Receipts by Source

— Alcohol MRV2 — Meals MRV3 — Rooms MRV2



**2017-2018  
Change**

  **3%**

  **1%**

  **2%**

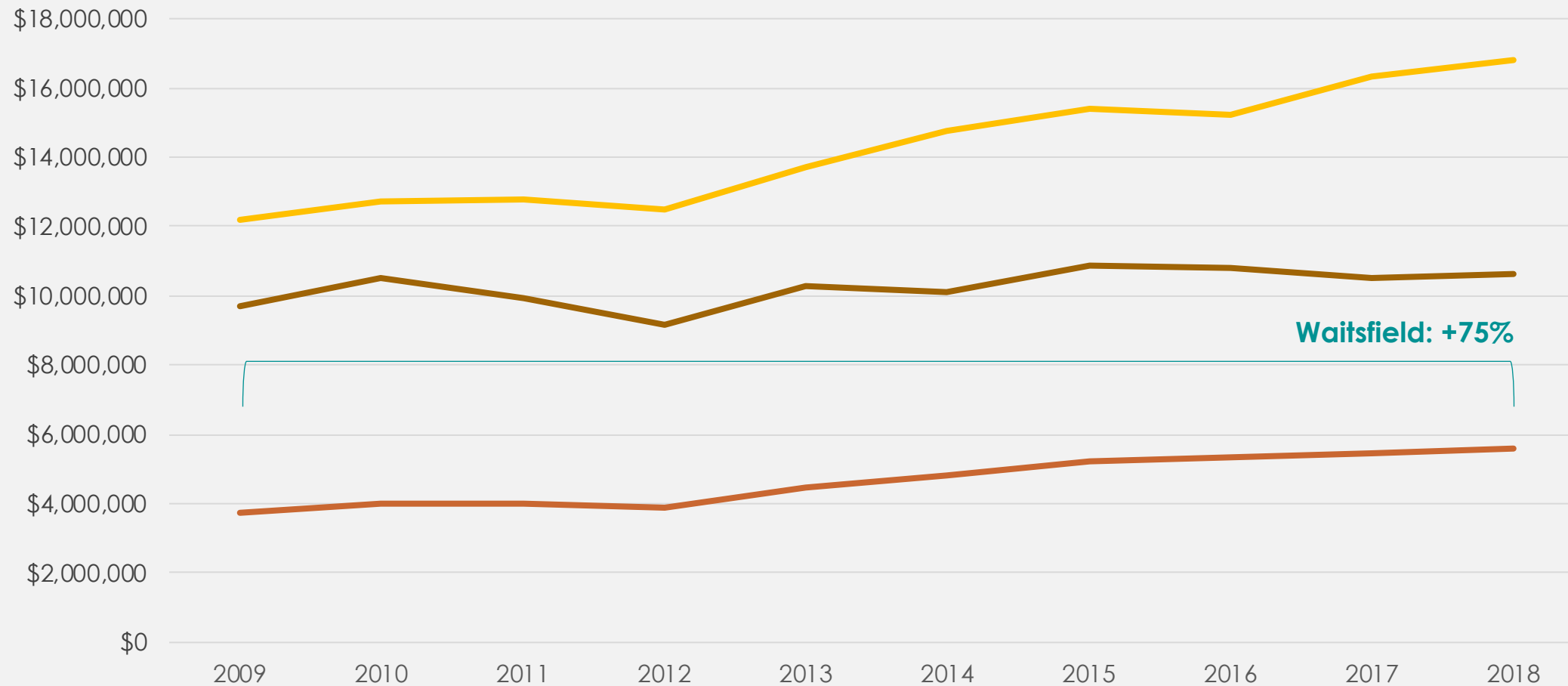
Waitsfield: +9%



MRV2 = Warren & Waitsfield  
MRV3 = Warren, Waitsfield & Fayston

## MRV Tax Receipts by Source

Alcohol MRV2 Meals MRV3 Rooms MRV2



2009-2018  
Change

  38%

  10%

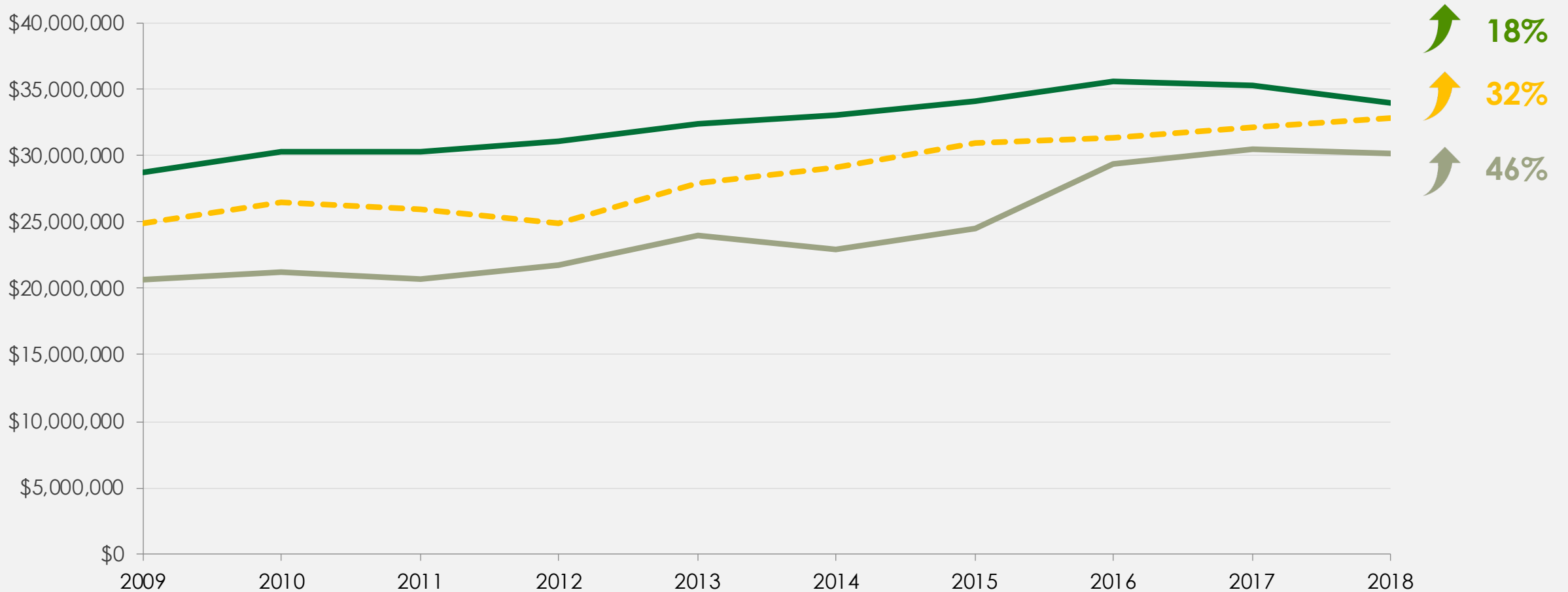
  50%

Waitsfield: +75%



## Meals, Rooms, Alcohol Tax Receipts by Town(s)

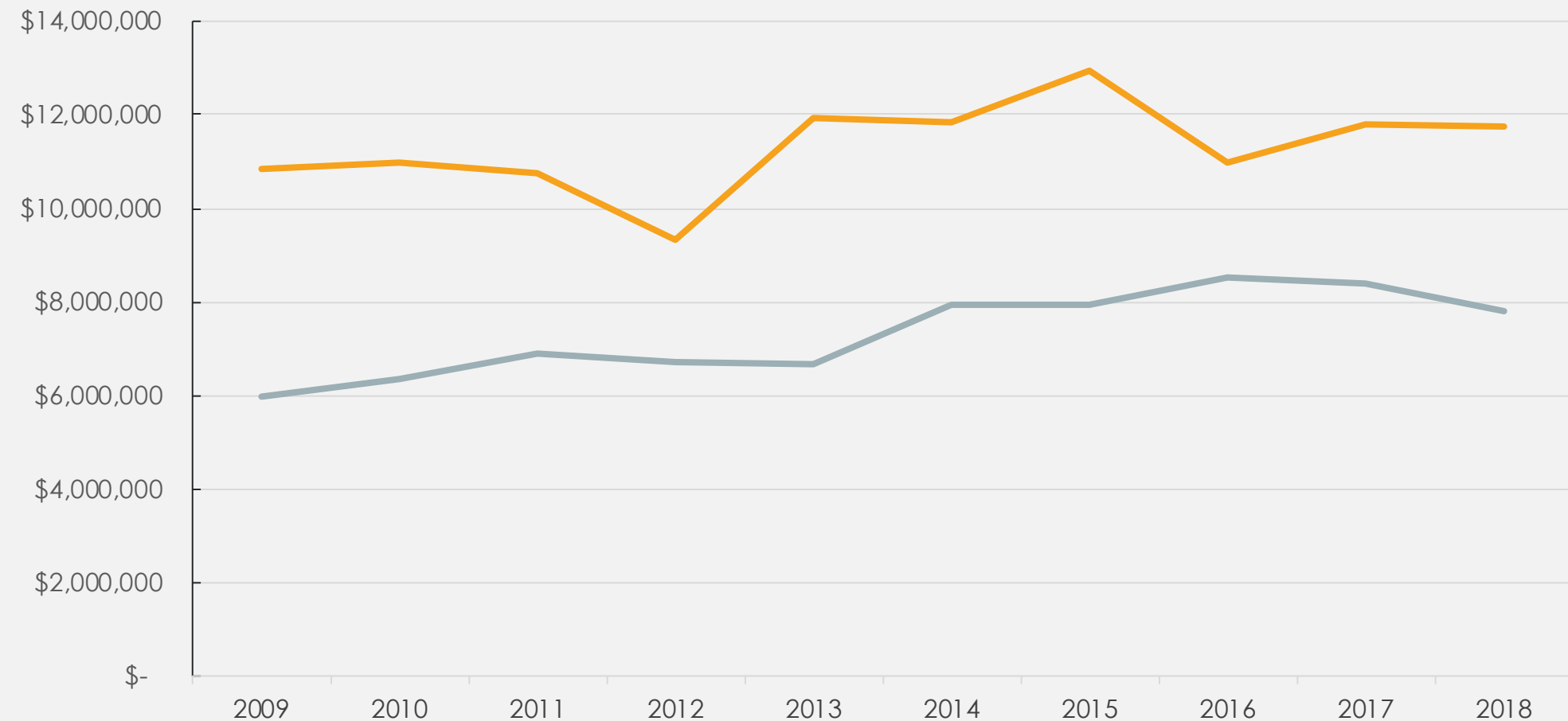
Montpelier Waterbury Warren & Waitsfield





## MRV Meals, Rooms, Alcohol Tax Receipts by Quarter

— First Quarter — Third Quarter



First Quarter:  
January-March

Greater  
volatility

Third Quarter:  
July-September

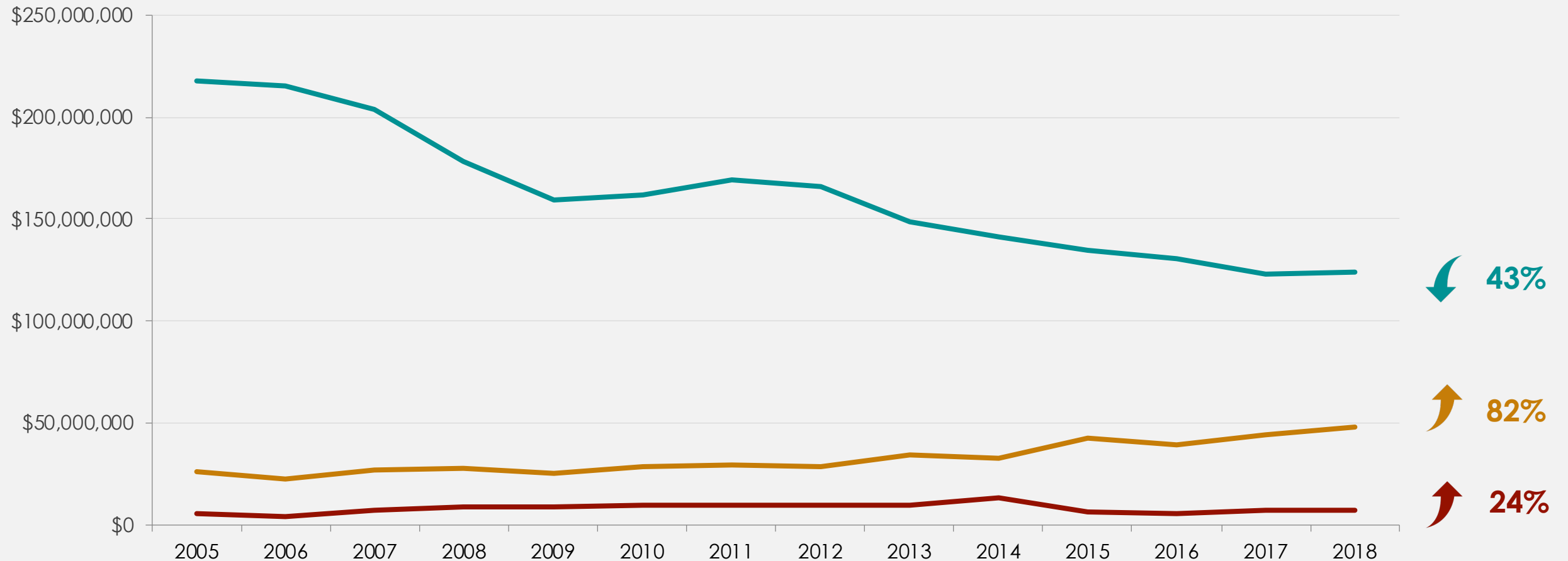


## ECONOMY | RETAIL

➤ Gross Receipts include taxable and non-taxable sales.

### Gross Receipts by Town

— Waitsfield — Warren — Fayston

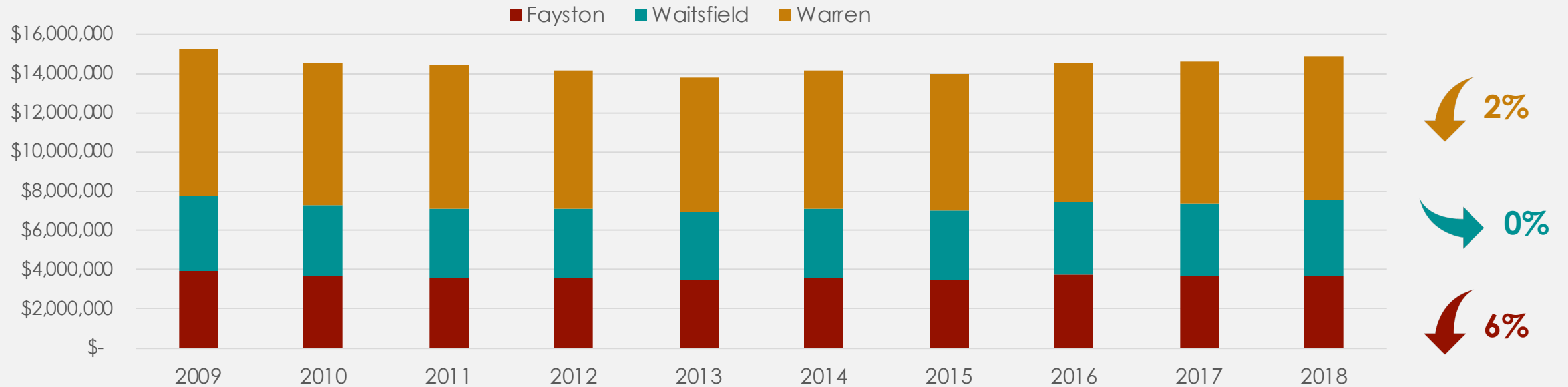


Adjusted for Inflation. Source: VT Department of Taxes



## ECONOMY | TOWN REVENUES

### MRV Grand Lists



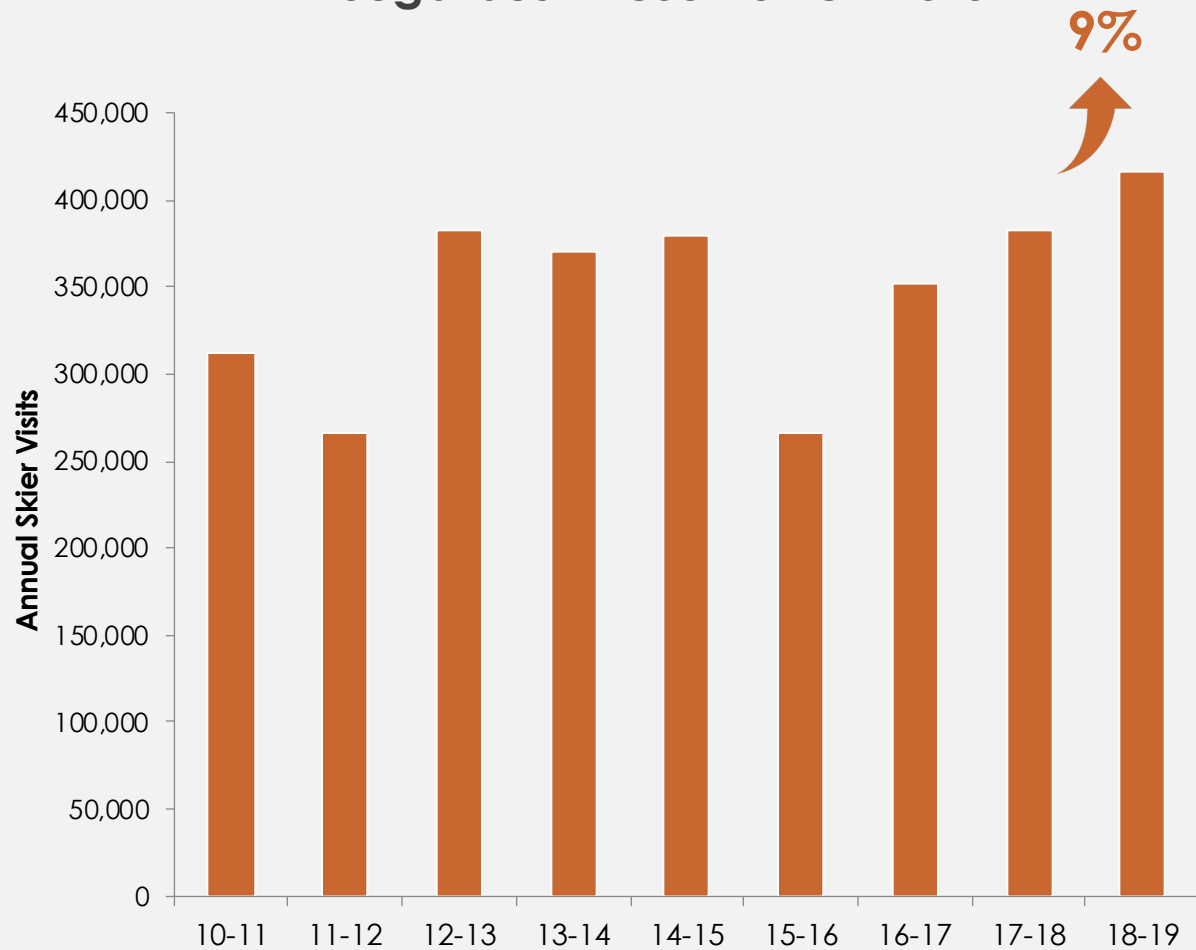
### 2019 Tax Rates

	Homestead Tax Rate	Municipal Tax Rate	Non-Residential Tax Rate	Common Level of Appraisal
Fayston	1.6304	0.2652	1.5978	99.76%
Waitsfield	1.6548	0.4343	1.6217	98.29%
Warren	1.6784	0.4	1.6448	96.91%

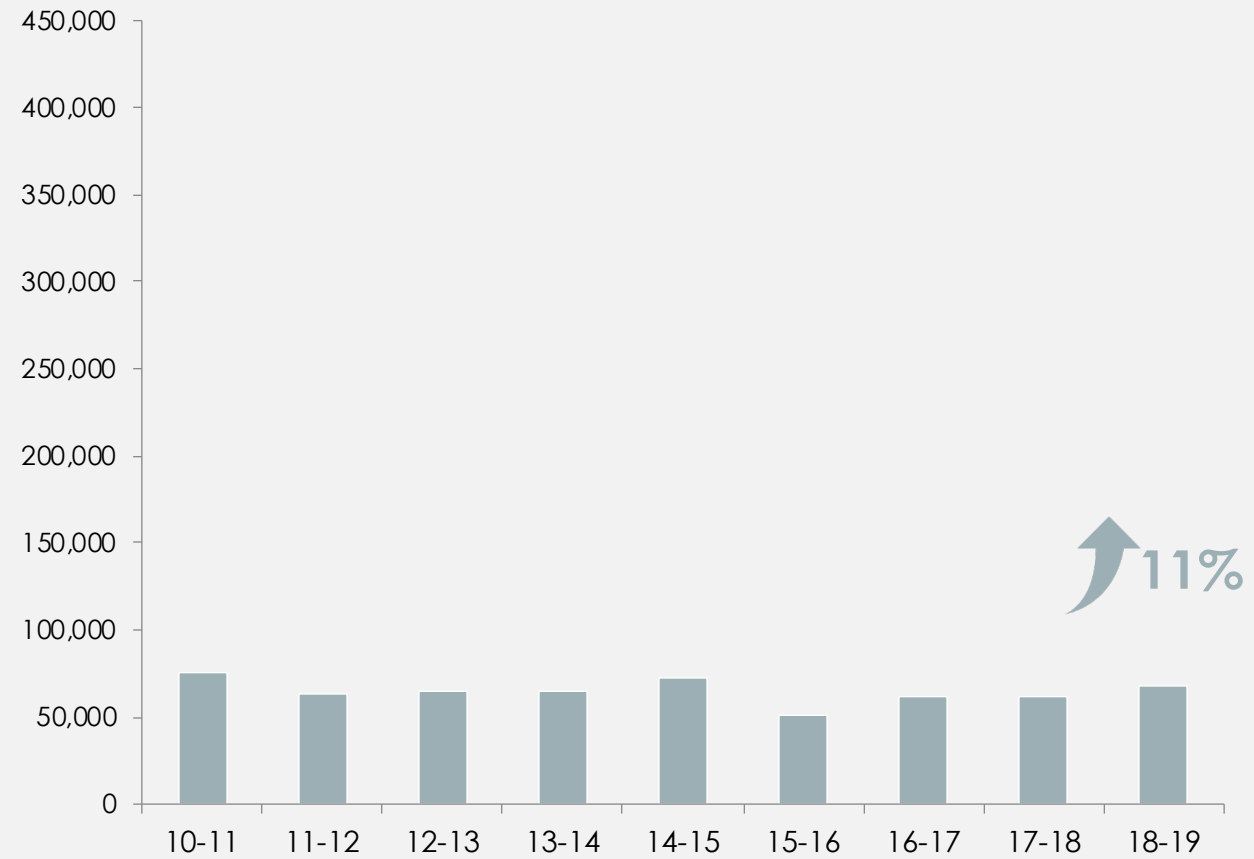
Source: Towns of Waitsfield, Warren & Fayston



## Sugarbush Resort Skier Visits



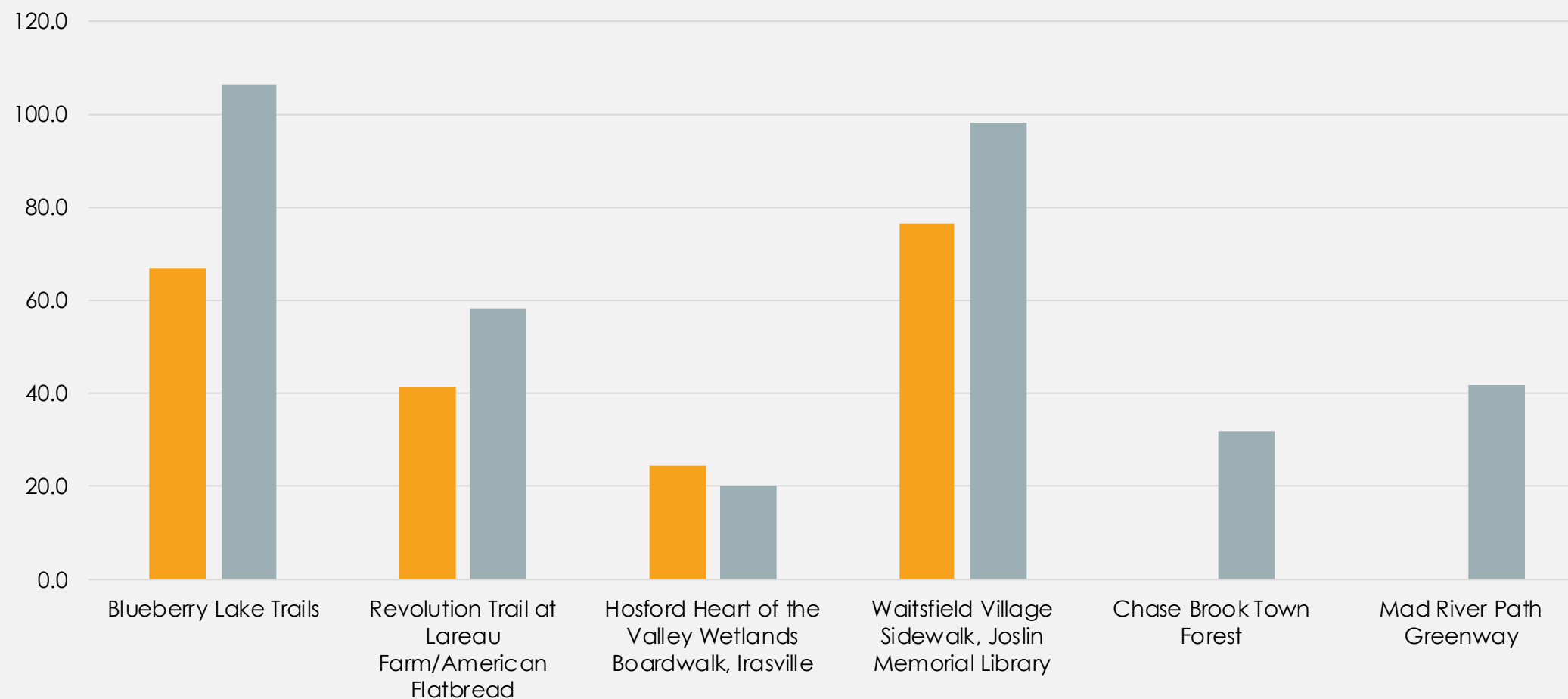
## Mad River Glen Skier Visits





## Average Daily MRV Trail User Count

■ Aug. 24 - 31, 2016   ■ Aug. 21 - Oct. 12, 2018

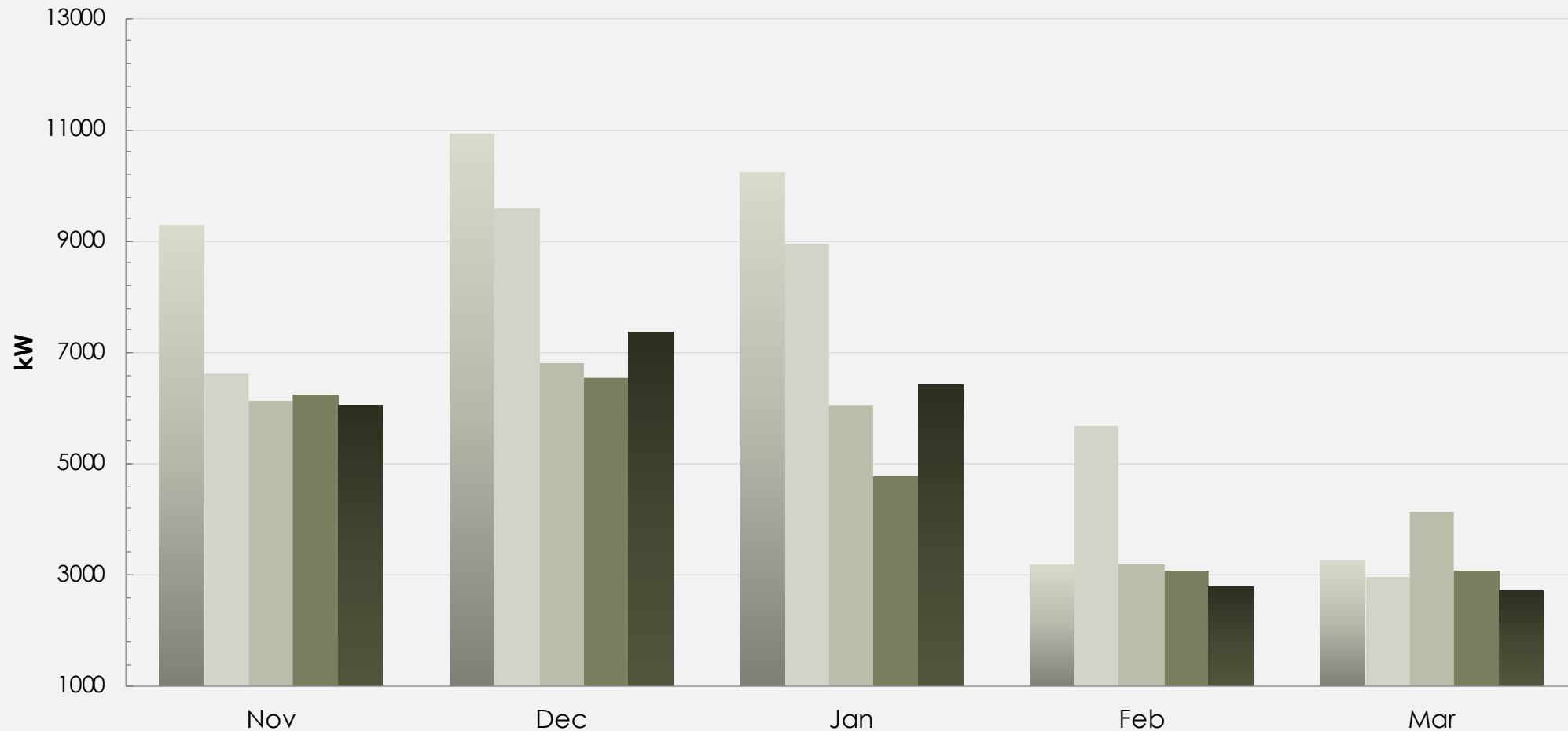


➤ Installation of new trailhead kiosk signs in 2019



## Sugarbush Monthly Peak Demand

■ 2014-2015 ■ 2015-2016 ■ 2016-2017 ■ 2017-2018 ■ 2018-2019



↙ **42%**

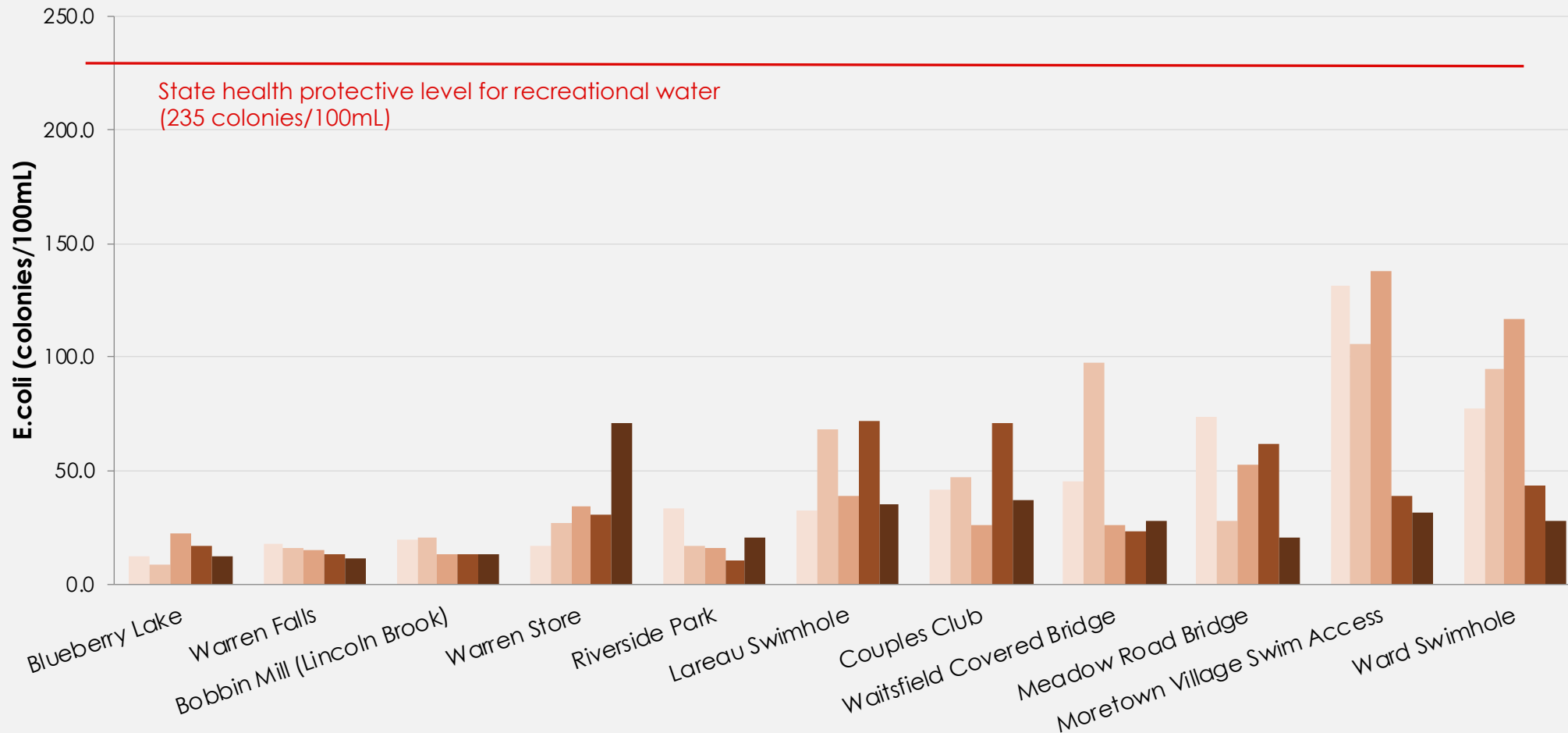
Reduction in  
*total energy usage*  
since 2002

- Energy efficiency upgrades to:
  - snowmaking infrastructure
  - lighting
  - kitchen equipment
  - & more.



## Mad River E.coli Monitoring

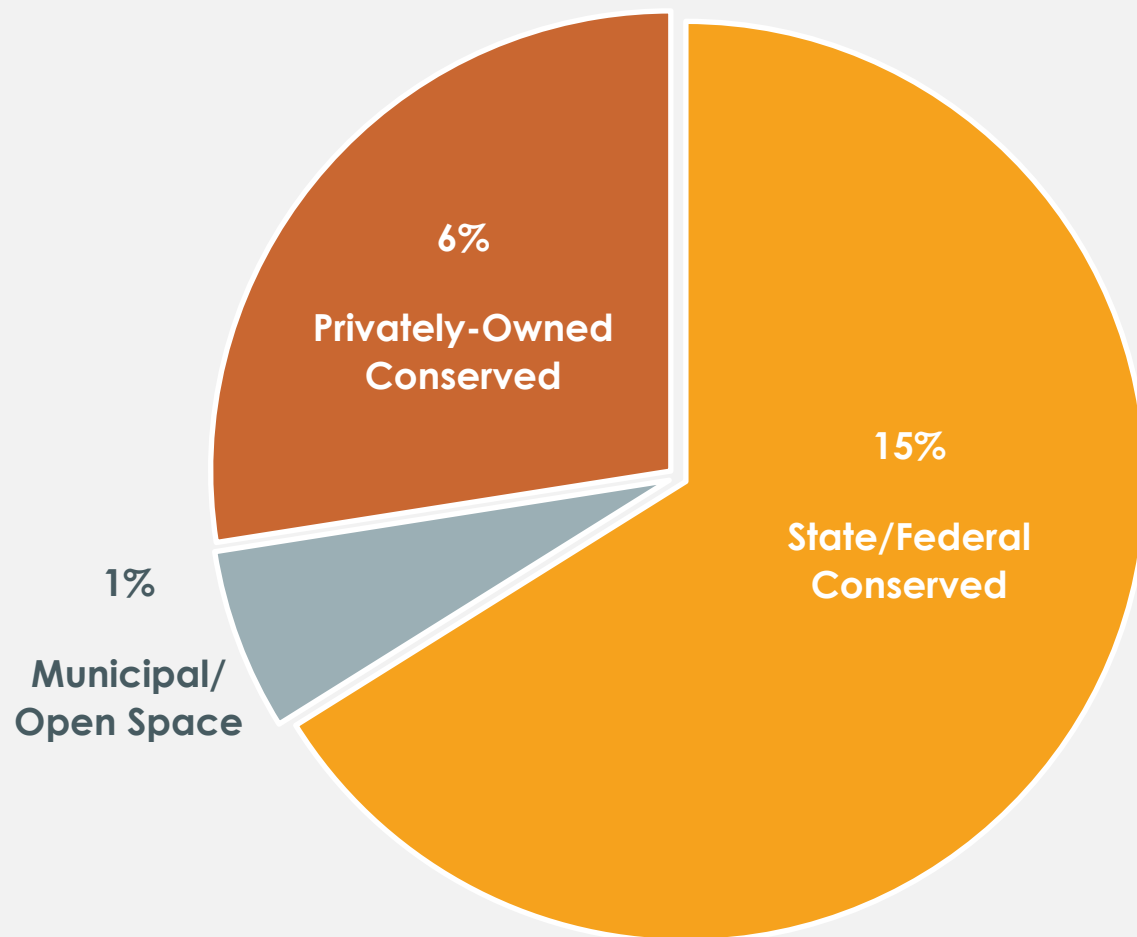
2015 2016 2017 2018 2019



- *E.coli* is an indicator of the health of surface waters
- Long term monitoring of the broader watershed suggests that challenges with runoff persist



## % of MRV Land Conserved, by Type, 2019



- Collaborative conservation effort
- 15,948 conserved acres = 23% of total acres in the MRV

# Questions?

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**MAD RIVER VALLEY**  
**PLANNING DISTRICT**