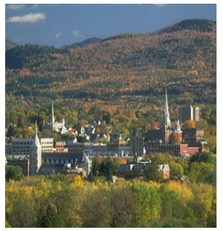
Get the best of both worlds: Solid local business and a booming tourist market!

On any given day, Downtown Rutland is alive with a great mix of professionals, government employees, college students, visitors, Killington/Pico and Okemo skiers – all indulging in our sensational shopping, dining and entertainment.

The historically preserved Downtown is alive with shops, restaurants and entertainment. The 3,000 workers who are Downtown every day spend about $6 million per year on retail purchases and dining out. Many of our buildings are on the National Historical Register. Our historic structures, which encompass block after city block, date from the late 18th century.



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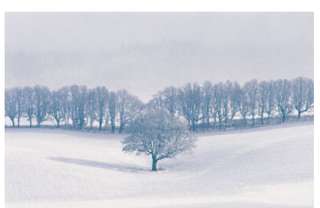
The Trade Area counts over 130,000 residents with an aggregate expenditure potential of nearly $194 million for shoppers' goods, entertainment and dining.

More than 5,000 households have annual incomes with an aggregate income of $379 million and a DSTM expenditure potential of $43.6 million within a 20-mile radius of Downtown.

Over 55,000 shoppers stream into Downtown's Rutland Plaza each week to shop at one of Vermont's largest supermarkets, which enjoys a 43% regional market share.

Over 2 million people visit the region annually - thanks to one of the nation's largest and most successful ski resorts – Killington/Pico, located just 16 miles from Downtown. The Okemo ski area rounds out the regional draw of skiers from throughout North America.

Tourism contributes over $180 million to the regional economy each year. These visitors spend between $20 million and $38 million annually in Downtown and its environs. The tourist expediture is equivalent to having an additional 6,000 - 7,500 high-spending year-round residents.



Great things have come together!

With over $30 million in recent construction and redevelopment, Downtown Rutland is the place in Vermont for residents and visitors alike who enjoy shopping, dining and relaxing in an upbeat downtown atmosphere.

In 1996 the 220,000 square foot Rutland Plaza in the heart of Downtown underwent a $15 million rehabilitation creating a retail powerhouse comprised of:

- A Price Chopper Superstore
- Popular value retailer T.J. Maxx
- Plaza Movieplex, a state-of-the-art, nine-screen cinema
- locally owned shops to national chains.

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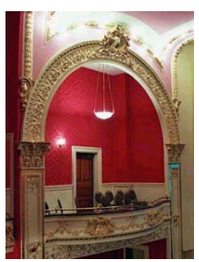
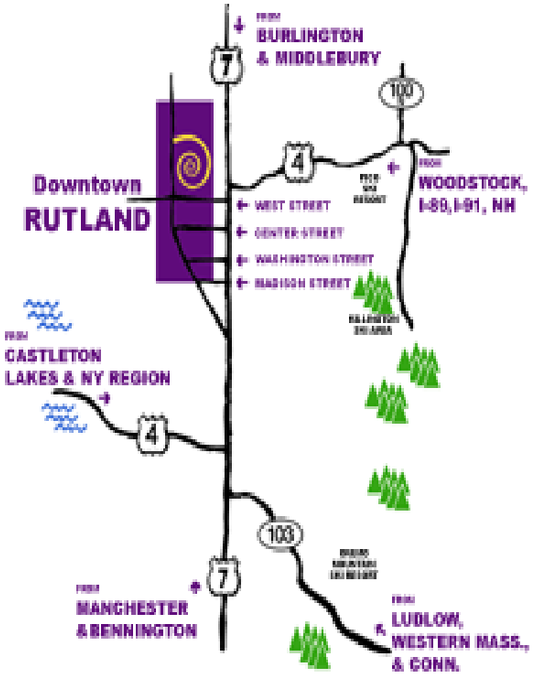
A new state office complex has consolidated over 250 employees in a landmark historic building in the heart of Downtown. The $8.2 million rehabilitation includes a 120,000 s.f. office building and street-level retail space.

The new $17 million Multi-Modal Transit Center provides safe, convenient parking for 625 cars and can accommodate major bus lines and transit systems, with covered access to major Downtown streets.



Regional headquarters for major insurance and financial institutions are located throughout Downtown as well as numerous city, state and federal government offices.

In March 2000, after many years of renovation, the historic 850-seat Paramount Theatre re-opened as a performing arts center and is Downtown's crown jewel.



Hailed as an eclectic mix of the old and the new, Vermont's second largest city is enjoying great popularity among shoppers, diners and others who have discovered Downtown Rutland.

Call us today to arrange a personal visit!

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DOWNTOWN RUTLAND, VERMONT - A GREAT PLACE TO DO BUSINESS!

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In Downtown Rutland we strive to assist each member to provide an exciting Downtown Rutland experience for your customers, clients and/or employees!

Downtown Rutland Partnership is dedicated to enhancing the investments of Downtown businesses and encouraging future growth of the area.

As our role in the local community grows, we continue to explore non-traditional retail, service and office opportunities. We are bringing convenience and fun to the customer as we weave community into the Downtown Rutland experience.

Our process starts with the retailer/service/office user providing us with specific information on their space requirements. We then determine which of our properties offer the best opportunities and provide them with the building's lease plans and space dimensions.

We will then put you in direct contact with the property owner and/or leasing representative who will work to design a package just for you.

Our consumer marketing program can help you position your brand in front of an annual regional traffic of over 3,000,000.

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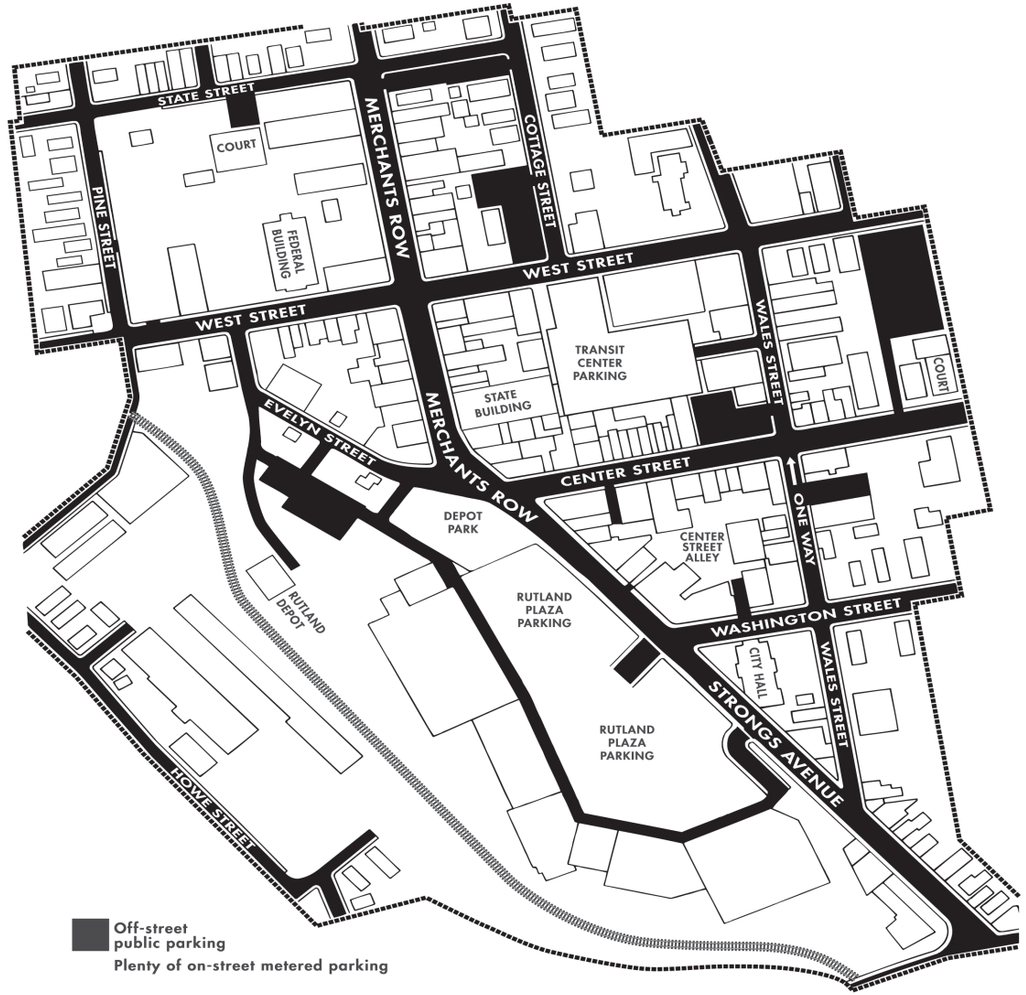
From October 1999 through September 2000, the Ethan Allen Express® carried **22,446** passengers to and from Downtown Rutland. The bulk of these passengers traveled to and from Manhattan. The passenger rail service operates between New York's Penn Station and Downtown Rutland. It is popular among skiers, summer & fall visitors, business people traveling to and from Rutland as well as the surrounding region.



Downtown Rutland Partnership is an organization dedicated to the economic prosperity of the City of Rutland. Our purpose is to manage, market and maintain the Downtown Rutland special benefits district and advance those activities that will improve the vitality of the business community and enhance the cultural and physical climate of

a Distinctly Different place
Downtown Rutland

Great market opportunities await you in Vermont's second largest city - Downtown Rutland!

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More than 55,000 shoppers a week visit Rutland Plaza in Downtown Rutland, with its major anchors Wal-Mart, Price Chopper Supermarket and T.J. Maxx.

Rutland Plaza is an important generator of traffic patronizing other Downtown stores. Over two-thirds of Plaza shoppers shop in more than one store on the same visit.

Downtown Rutland's trade area has a population of 71,334 living in 28,125 households. More than 7,300 households have annual incomes of $50,000 or more.

Strong regional chains and national franchises are located outside of Rutland Plaza in Downtown Rutland.

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Many Downtown retail businesses have been in operation for more than 40 years, demonstrating strong durability and economic success.

More than 200 unique shops, restaurants and service businesses make their home in Downtown Rutland.

Parking is plentiful. There are 2,195 public parking spaces in Downtown Rutland. This includes a new 625-car enclosed parking facility and transit center with covered walkways to the core of the Downtown commercial district.

If you want to operate a business or service in an exciting environment we have a place for you!

Antiques
Arts & Crafts - local and regional
Footwear and accessories for men, women and children
Holiday shop
Impulse goods oriented toward tourists
Newsstand
Quality casual and sportswear for men, women and children
Specialty home furnishings - Interior design services
Wedding gowns and accessories
Video rental