

Promote Swanton - Our continuing story of economic development

Swanton truly offers a **harmonious blend of natural beauty, historical significance, and community spirit**, making it an **ideal place to raise a family, start a business, or spend the day exploring Vermont's scenic landscape**.

Our goal with these initiatives is to **enhance Swanton's image and reputation, attract new residents, businesses, and visitors, and increase community pride and engagement** — all while preserving our **unique heritage and natural beauty**.

Promote Swanton Group & Rebranding Initiative

Over the past year, the **Promote Swanton group**, with strong support from the **Swanton Selectboard, Swanton Village Trustees**, and the Swanton Enhancement Economic Development task force has been leading a **community rebranding project**.

This work has included:

- **A new community logo** that reflects the authentic character and welcoming nature of Swanton.
- **New welcome signs** at the entrances to town, creating a strong first impression for visitors and travelers.
- **A brochure highlighting our recreational assets**, complete with a **map of our community**, key points of interest, and QR code leading residents and visitors to our website.
- Updates to the joint municipal **website**, www.swantonvt.gov, to create a more user friendly experience.
- **Wayfinding and placemaking projects** to better connect pedestrian traffic from the **Lamoille Valley Rail Trail (LVRT) trailhead** into our **designated downtown area**,

These improvements are about **telling Swanton's story** in a clear, consistent way — one that reflects our **authentic Vermont hospitality** while looking ahead to a **bright future**.

As part of this rebrand, we've worked hard to develop a **brand voice** that represents Swanton:

- **Authentic and sincere:** Reflecting the true character of our community.
- **Welcoming and inclusive:** Inviting everyone to feel at home in Swanton.

- **Positive and optimistic:** Celebrating our strengths and potential.
- **Respectful of history and tradition:** Honoring our heritage while looking to the future.

Our **key messaging** focuses on four main themes:

1. **Swanton as a place to connect with nature.**
2. **Swanton is a community with a rich history.**
3. **Swanton is a welcoming place to live, work, and visit.**
4. **Swanton is a town with a bright future.**

Everything we do — from our new signage to our digital presence — will tie back to these core ideas.

The rebrand isn't just about visual updates. A major piece of this work is **revamping the Town and Village website** to better serve both residents and visitors.

The new website will be **modern, user-friendly, and informative**, with clear navigation and resources. Here are some of the key features we're building:

- **Improved navigation:** A clean layout with straightforward sections
- **One-stop resource hub:** Easy access to essential services — housing, food, jobs, transportation, counseling, addiction recovery, and veterans' resources.
- **Comprehensive events calendar:** A calendar showcasing everything from Corn Fest and the Car Show to library programs, recreation events, and committee meetings.
- **Business directory:** Modeled after St. Albans' downtown site, this will make it easier for people to "shop local" and find Swanton businesses by category:
Where to Eat, Where to Stay, Where to Play, and Services.
- **Improved transparency:** Quick access to meeting minutes, ordinances, project updates, and department information.
- **Visitor resources:** Downloadable maps, guides, and brochures to help people discover everything Swanton has to offer.

This site will **connect residents, promote local businesses, and invite visitors to explore** — serving as a digital gateway to our community.

A critical part of the new website will be the **business directory**, and we need **local businesses to participate**.

We're asking local businesses to send us:

- **Business name**
- **Brief description** (1–3 sentences about what makes your business special)
- **Owner's name**
- **Contact information** (phone and/or email)
- **Website and social media links**

This is a **free opportunity** to increase visibility and make it easier for residents and visitors to support Swanton businesses. The stronger our directory, the stronger our local economy becomes.

The **website update** and **rebranding efforts** work hand in hand as part of a **larger economic development strategy**.

By improving the way we **present Swanton to the world**, we are:

- **Driving more foot traffic to our downtown.**
- **Encouraging tourism and recreation spending.**
- **Supporting our local businesses.**
- **Building pride among residents.**
- **Attracting new families and entrepreneurs.**

This is about more than marketing — it's about **strengthening our sense of community** and creating sustainable, long-term growth.

Right now, we are finishing up our **planning and information-gathering stage**.

Here's how you can help:

- **Businesses:** Submit your information for the online directory.

- **Residents:** Share your feedback on what you'd like to see on the new website and sign up for email notifications
- **Community organizations:** Make sure your events and resources are included in the new calendar.

While our website is live, we will continue to **launch the new updates to our website in phases**, starting with essential information and expanding over time.

Swanton is at an exciting crossroads. By combining our rich history with a vision for the future, we can create a vibrant, welcoming community where people feel connected — to nature, to each other, and to the opportunities here.

Enjoy Swanton

Experience the welcoming spirit of Swanton, Vermont, nestled near beautiful Lake Champlain. Enjoy delicious local dining options, find a cozy place to rest your head, and browse the unique offerings in our shops for a truly relaxing and authentic Vermont visit.



Wine and dine in Swanton.

Eat



Come and stay a while.

Stay



Visit our unique shops.

Shop



48" x 72"

16'



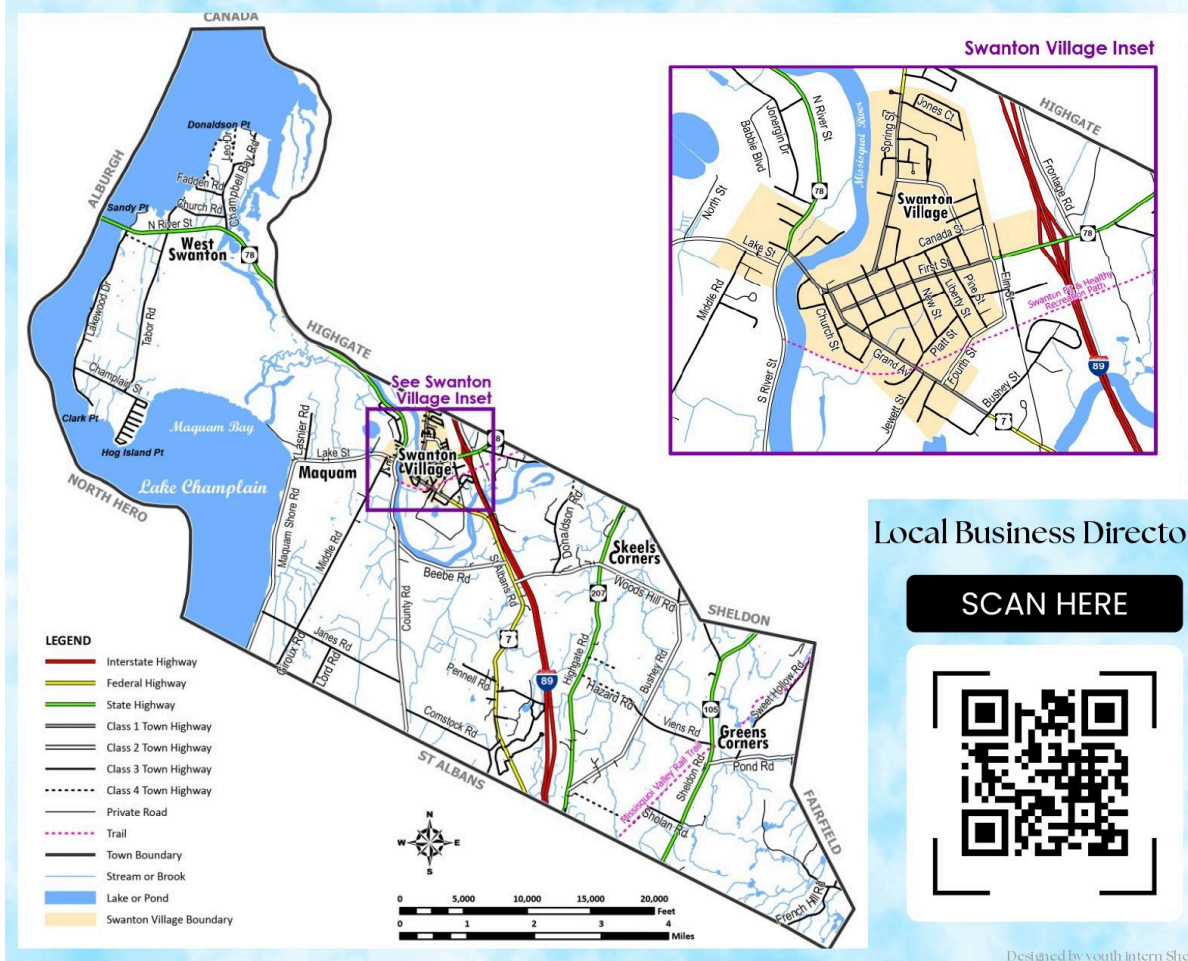
8'

48" X 48"

58" X 58"

48" X 48"





Designed by youth intern Shelby Smith



Missisquoi Wildlife Refuge

A protected area focused on providing habitat for migratory birds, and a variety of other wildlife with 5 public trails and 2 boat ramps.

www.fws.gov/refuge/missisquoi

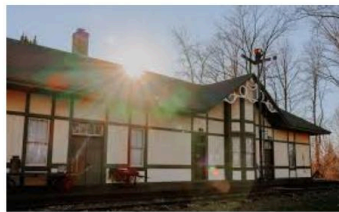


Swanton Library

A community-focused center dedicated to provide quality resources, services, and programs.

Hours:

Monday, Wednesday, Friday 10am-6pm
Tuesday, Thursday, Saturday 10am-2pm



Ronald F. Kilburn Transportation Museum

Onsite is a historic caboose, a relocated toll house, a railway turntable, and nearby walking trails.

Hours:

Monday-Saturday 11am-3pm
Sunday 12pm-11:59pm



Swanton Rec

Wide variety of recreational activities and programs for all ages.

Hours:

Monday-Friday 8:30am-3pm
swantonvt.myrec.com

Welcome to



www.swantonvt.gov