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Waterbury
VERMONT

MEDIA KIT 2022



*Whether you join us
for an afternoon
or for a week,
you're bound to find fun!*

TABLE OF CONTENTS

WELCOME	1
WATERBURY BY THE NUMBERS	2
BIKING	3
HIKING	3
WATER	4
WINTER	4
ARTS, HISTORY AND CULTURE	5
FOOD AND BEVERAGE	5
LODGING	6
SHOPPING AND MORE	6
WATERBURY EVENTS	7
LOCAL PERSPECTIVES	8-15



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VERMONT

Welcome to Waterbury, Vermont!

Our small, charming Vermont town has become a favorite year-round destination for people from all walks of life to experience some of Vermont's best outdoor recreation and most iconic attractions. Nestled in the heart of the Green Mountains and conveniently located right off Exit 10 on Interstate 89, Waterbury makes for an ideal base camp for countless adventures.

Our quintessential historic village offers an array of award-winning restaurants where visitors can experience true farm-to-table dining and plenty of shopping and amenities. Visitors are sure to find the perfect home away from home with lodging options that can accommodate any budget, including a cozy B&B, a luxury tree house, a secluded chalet, or a traditional full-service hotel.

We're a short drive from Stowe, Sugarbush, Bolton Valley, and Mad River Glen, four of the best ski resorts the Northeast has to offer. For those looking to enjoy snowmobiling, Nordic skiing, and snowshoeing, there are plenty of places, including the VAST trail network, which runs through portions of town. In the warmer months, mountain bikers, hikers, and water enthusiasts head to Waterbury for some of the best terrain Vermont has to offer including the Perry Hill biking trails, the Long Trail, the Waterbury Reservoir and Winooski River.

We can't wait to welcome you and help you discover your next adventure with us, here in Waterbury!



Waterbury By The Numbers

PHYSICAL

- **Acreage:** 32,768
- **Square miles:** 50+
- **Acreage of forestland:** 25,000+ (nearly 80% of the town)
- **State Parks within borders:** 3-Waterbury Center, Little River, Camel's Hump State Parks
- **Acreage of state-owned land:** 13,000
- **Western Boundary:** Green Mountain Range
- **Eastern Boundary:** Worcester Mountain Range
- **Major brooks and rivers:** 8
- **Waterbury Reservoir:** 840 acres
- **Amount of electricity generated from Waterbury Reservoir dam:** 15,000,000 kilowatt-hours annually



PEOPLE

- **Residents:** 5,238
- **People employed in Waterbury:** 3,357
- **Employers in the Hospitality and Tourism Industry:** 143
- **Employers:** 485



COMMUNITY

- **First European Settlement:** 1783
- **Arrival of the Railroad:** 1849
- **Community and service organizations:** 32+
- **Historic or archeological districts:** 8

*Facts and figures derived from Town of Waterbury Municipal Plan, 2018; Wikipedia

INTERESTING FACTS

- The area now known as Waterbury was originally inhabited by the Abenaki, who were likely drawn to the area by the abundance of water, timber, and fertile soil.
- In the 1940's, Waterbury had a factory for Derby & Ball skis.
- Waterbury is a 30-minute drive from four year-round resorts.
- Waterbury is home to WDEV radio, which has been on air since 1931 and owned or operated by the same family since then.
- Over 40% of the Town is in public ownership including state forest, state parks, other state lands such as the state office complex, and municipal land.
- Nearly 85% of residents rate their ability to enjoy scenic views in Waterbury as good to excellent. When asked about the most important resources to protect in Waterbury, scenic views ranked second behind historic buildings.
- Waterbury experienced two major floods in downtown and wholly rebounded from both. The flood in November of 1927 peaked with over 15 feet of water flowing through downtown Waterbury. In August of 2011, Tropical Storm Irene devastated Waterbury with 6 feet of water, damaging over 200 buildings in downtown. Many mitigation measures were taken after both, including a major Main Street reconstruction project in 2019-2021 to upgrade hundred year old infrastructure and create a more pedestrian friendly and aesthetically pleasing downtown.

Biking

FACTS AND FEATURES

Waterbury is one of the best bike towns in the state, with award-winning mountain bike trail networks maintained by the acclaimed local bike chapter, Waterbury Area Trails Alliance. Trails range from easy to very difficult, with options for all abilities. In addition to Perry Hill and Little River, the two flagship trail networks, more biking is just a short drive away with the networks at Cady Hill and Trapp Family Lodge in Stowe, as well as lift-served trails at Bolton Valley and Sugarbush resorts. Waterbury's many dirt roads also make great places to ride, as do the many mountain gaps for road bikers looking to challenge themselves.

STORY IDEAS

- “Fat” biking in the winter is permitted along the Cross-Vermont Trail and on some groomed trails at Perry Hill.
- Bolton Valley offers 32 lift-served bike trails in the summer.
- Perry Hill hosts a pump track skills course enjoyed by bikers of all ages and abilities.
- Perry Hill is rated the second-best bike network in the state per SingleTracks.

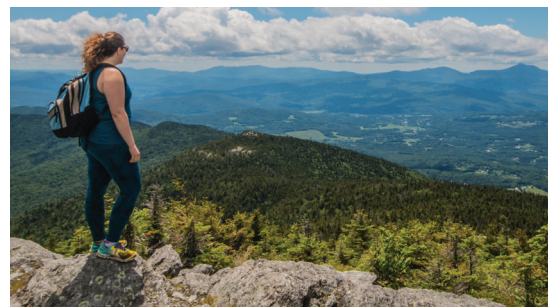
BY THE NUMBERS

- Bike trails: 16
- Major trail networks: 2
Perry Hill and Little River State Park
- Miles of bike trails: 21
- “Fat” bike trails for winter: 10
- Descent: 5,500 feet
- Vertical: 1,550 feet

Hiking

FACTS AND FEATURES

Waterbury provides easy access to well-known area trails, including Stowe Pinnacle, Mount Mansfield, Camel's Hump and Mount Hunger, all of which offer big payoffs with sweeping views. Waterbury Center and Little River State Parks both have an abundance of forested family-friendly hiking trails. Waterbury is home to the Green Mountain Club headquarters, which oversees and provides information on over 500 miles of trails throughout the state, including the Long Trail, the oldest continuous footpath in the U.S.



BY THE NUMBERS

- Trails: 25+
- Miles of trails: 100+
- Major Peaks within a 30 minute drive: Mt. Mansfield, Camel's Hump, Mt. Abraham, Mt. Ellen, Mt. Hunger
- Miles of trails within Little River State Park: 35
- Miles of the Long Trail within Waterbury: 30+

STORY IDEAS

- Waterbury Center State Park on the Waterbury Reservoir offers a universally accessible nature trail for all to enjoy. (1,500 feet)
- The 224-foot long Winooski River Footbridge is accessible from the Duxbury side and offers beautiful views of the river.
- Trails in Little River State Park meander past evidence of the abandoned settlements of 50 families living in the area in the early 1800s, as well as the Civilian Conservation Corps camps from the individuals who built the Waterbury Dam in the 1930s.
- The Green Mountain Club, dedicated to Vermont's Long Trail and the mountains of Vermont, is headquartered in Waterbury Center, providing first hand suggestions for the day-hiker to the long hauler.
- Waterbury is home to about 5 miles of the Cross Vermont Trail, which passes through fields behind the historic buildings of the Vermont State Hospital.

Water

FACTS AND FEATURES

With “water” in the name, Waterbury has endless possibilities and places to play. The 840-acre Waterbury Reservoir was created by the Civilian Conservation Corps in the 1930s and includes the 90-acre Waterbury Center State Park peninsula. Little River State Park sits on the other side of the Waterbury Reservoir, and both parks provide access to canoeing, kayaking, or stand-up paddleboarding. Motorboats are also permitted on the Reservoir’s water with speed restrictions. The shores of the Reservoir are a popular spot for swimming, as are nearby forest waterfalls like Bolton Potholes, Bingham Falls, Moss Glen Falls, and Warren Falls, all known for cooling off and sunbathing on a hot summer day. Anglers will find great catches from the many access points along the Winooski River, as well as spots within the two state parks.

STORY IDEAS

- There are two universally accessible fishing platforms on the nature trail at Waterbury Center State Park. Umiak Outfitters has a seasonal “outpost” on the banks of the Waterbury Reservoir and offers canoe, kayak and paddleboard rentals as well as instruction.
- The Waterbury Reservoir has 27 remote paddle-to campsites with fire rings and composting toilets.
- Little River State Park is a camping mecca, with tent sites, lean-to sites, cabins, and trailer campsites, while remote campsites on the reservoir, with no fees or reservations, are accessed over the water.
- The portion of the Winooski River passing through Waterbury can be paddled, and sections just south of it include Class I-II rapids.
- The Waterbury Reservoir can be fished year-round, with ice fishing shacks dotting the water in the winter.
- Boat tours on the Waterbury Reservoir offer spectacular views, particularly during foliage.

Winter

FACTS & FEATURES

Waterbury is a treasure trove for ways to play in the winter! In addition to all types of alpine, Nordic and backcountry skiing, and snowboarding, the area also offers fat biking, snowshoeing, snowmobiling, sledding, dogsledding, ice skating and ice climbing.

Bolton Valley offers in-house backcountry guided tours, which include lift tickets to help maximize your experience on the mountain. The backcountry Woodward Trail leads from the top of Bolton Valley’s Vista Quad all the way to Little River Road near the Waterbury Reservoir, providing the hearty with a 2,500 foot descent.

Dog Sledding tours are offered in the Little River State Park.

DID YOU KNOW?

Derby & Ball skis were made in Waterbury in the 1940s. The former wood and ski factory is now the home of Rome Snowboards.

BY THE NUMBERS

- Major brooks and rivers: 8
- Waterbury Reservoir: 840 acres
- Paddling access points on the Winooski River: 2 within Waterbury, 10 within 15 mile radius
- Fish found in the Winooski River: 7+ including Brook, Brown, and Rainbow trout; salmon, panfish, perch, bass

BY THE NUMBERS

- Ski and snowboard resorts within a 30 minute drive: 4
- Acres of backcountry terrain at Bolton Valley: 12,000
- Miles of cross-country skiing along the Catamount Trail sections in Waterbury: 16.7
- Ice skating rinks: 3, 1 indoor & 2 outdoor
- Miles of Snowmobile Trails: 56

Arts, History and Culture

FACTS AND FEATURES

Waterbury's arts and music scene is vibrant and energized, and that's just how we like it! In the summer, the town comes alive with events highlighting the arts scene, although Waterbury embraces the arts year round with a variety of galleries, shops, and performance spaces to suit all art lovers. The area is also home to several public artworks, with even more planned for the future.

STORY IDEAS

- Waterbury hosts several arts-based summer events, including the Waterbury Arts Fest, a two-day celebration of visual and performing arts.
- Two outdoor public concert series are held in town every summer, Concerts in the Park and Music in the Alley.
- The Waterbury Historical Society offers a self-guided historic walking tour and stewards the History Center, as well as offering annual Ghost Walks and other programming.
- Waterbury has several major public art installations, including the Waterbury Special train sculpture and the Phoenix Rising installation commemorating Tropical Storm Irene.
- The annual River of Light event features lanterns made by local artists, children, and community members parading through downtown in a spectacular display of color and light.

BY THE NUMBERS

- Artists with working studios open to visitors: 3
- Public artworks and installations: 9+
- Year-round venues for live music and performances: 3

Food and Beverage

BY THE NUMBERS

- Restaurants and cafés within walking distance of downtown: 21
- Destination Restaurants: Hen of the Wood, Prohibition Pig, Michael's on the Hill
- Cafés and coffee roasters in Waterbury: 6
- Craft breweries and cideries in Waterbury: 6
- Beer taps: 150+
- Ice cream: Ben & Jerry's

FACTS AND FEATURES

Mix a strong beer culture with some local farm-fresh fixings from one of our many excellent restaurants and you have the recipe for a memorable evening. With options for every occasion, mood, palette, and budget, it's no wonder that Waterbury is one of Vermont's leading destinations for food and drink lovers.

STORY IDEAS

- People travel from around the world to visit Waterbury's many attractions including Ben & Jerry's, Cold Hollow Cider Mill, and Prohibition Pig.
- Waterbury is home to Craft Beer Cellar and The Wine Vault, both of which specialize in high-quality craft beverages produced in the area and beyond with knowledgeable staff to guide shoppers.



Lodging

FACTS AND FEATURES

Waterbury offers a wide variety of lodging options to suit all types of travel, with everything from cozy and inviting B&Bs, to full-service and nationally recognized hotels, to secluded chalets, to an ultra-chic treehouse. With accommodations in the lively downtown as well as off the beaten path, travelers can find something that fits them.

STORY IDEAS

- Old Stagecoach Inn is Waterbury's only downtown lodging and the original structure was built in 1826. Today, it offers a full breakfast and bar, and is rumored to have at least one good-natured ghost.
- Moose Meadow Lodge has a unique and acclaimed treehouse open to guests, as well as rooms in the Main Lodge.
- Nestled among 10 acres of forest and trails, Grünberg Haus and Cabins combines Austrian architectural details with touches of Vermont for an out-of-the-ordinary experience.
- Little River State Park offers all types of camping, from tent sites to cabins, with hot, running water.
- Waterbury Center State Park has 27 remote paddle-to campsites with fire rings and composting toilets that can be reserved in advance.

BY THE NUMBERS

- Hotels, Inns & B&Bs: 10
- National Hotel Brands: 2
- Total rooms at all Hotels, Inns & B&Bs: 200+
- Short Term Rentals: 50+
- Tent and RV sites in Little River State Park: 81
- Cabins and Lean-Tos in Little River State Park: 25
- Remote Paddle-To Campsites in Waterbury Center State Park: 27



Shopping and More

FACTS AND FEATURES

A whopping 99% of businesses in Vermont are considered small businesses and that stat is very representative of Waterbury! The small business scene is strong, with a thriving downtown and bustling shops along Route 100. Retailers in town have everything visitors and locals need for both vacation and daily life.

STORY IDEAS

- Waterbury is home to multiple artist studios, including those of potter Jeremy Ayers and ceramicist Tabbatha Henry, where you can watch the artists at work and purchase one-of-a-kind pieces.
- Several shops in town ensure that you have all the right clothing and gear for recreational activities, even when traveling light. Waterbury Sports is packed with supplies and accessories for everything from alpine skiing to yoga.
- The foodie shops in Waterbury are unparalleled, with Cold Hollow Cider Mill, Lake Champlain Chocolates, Ben & Jerry's, Craft Beer Cellar, The Wine Vault, specialty grocers, coffee roasters, and so much more!

Waterbury Events

SPRING AND SUMMER

Gravel Grinder – Early May

Join mountain biking enthusiasts for a spring bike ride, with options for a 25-mile or 50-mile route along dirt roads featuring hill climbs and friendly competition. The event is the largest annual fundraiser for the Waterbury Area Trails Alliance; proceeds support trail building and maintenance in the area.

Waterbury Farmers Market – Thursdays, May through September

Waterbury Farmers Market offers a variety of products including locally grown vegetables, meat, baked goods, crafts, prepared foods, and wellness products and services. The Farmers Market is located downtown in Rusty Parker Memorial Park and occurs every Thursday through the summer.

Concerts in the Park – Thursdays, June through August

Spotlighting different musicians each week, listeners are encouraged to dance, bring a chair, and enjoy a picnic. Waterbury Concerts in the Park are held in Rusty Parker Memorial Park and coincide with the weekly Waterbury Farmers Market.

Not Quite Independence Day Parade (NQID) – Saturday before July 4

Waterbury celebrates Independence Day a little earlier than the rest of the nation. The parade is a traditional community celebration, with themed floats and a best-in-parade competition. Following the parade, there is a concert and celebration in Rusty Parker Memorial Park and a spectacular fireworks display.

Waterbury Arts Fest – Second weekend in July

This two-day arts festival is a showcase for local art, food, and entertainment, and is a signature summer event in Waterbury. The event includes the Friday Night Block Party, with well-known local musicians, food trucks, and a beer garden, and Saturday is the open-air Arts Market, with artists, crafters, and makers of all mediums, as well as performances and food vendors. Proceeds support Revitalizing Waterbury, a non-profit community organization serving the town's businesses, residents, and visitors.

Vermont Antique & Classic Car Show – Second weekend in August

Featuring dozens of competitive classes of cars, trucks, military vehicles, motorcycles and tractors, the Car Show is one of the largest and oldest in New England. The antique cars also parade through downtown Waterbury, and park in town for a street dance.

FALL AND WINTER

Sunzilla Sunflower Contest – Second Thursday in September

Vermont knows how to go big, and sunflowers are no exception. This annual "Hunt for Sunzilla, the Monster Sunflower" competition has been happening for nearly 30 years. In recent years, organizers have added the "Hunt for the Other Green Monster" mammoth zucchini contest. Properly tended, a Vermont sunflower can grow 12 – 15 feet tall.

Leaf Peepers 5K and Half Marathon – First Saturday in October

Scheduled at the height of leaf-peeping season, runners take on a course of scenic hardwood, river and mountain vistas, finishing back at the Vermont State Office Complex in Waterbury. Leaf Peepers Half Marathon has been a destination fall road race in Waterbury since 1984. Most of the Half Marathon course consists of well-maintained dirt roads.

River of Light Lantern Festival & Waterbury Holiday Stroll – First Saturday of December

Central Vermont unites with the annual River of Light Lantern Festival. Viewers enjoy community lantern displays created around an annual theme. On the same weekend, Waterbury businesses feature events, special activities, and sales around town, as well as the chance to fill a card for Wrap It Up & Win.

Waterbury Winterfest – End of January/Early February

Waterbury Winterfest features indoor and outdoor venues and activities, hosting traditional and not-so-traditional winter events. Proceeds of Winterfest fund scholarships, grants and support for projects that enhance recreational opportunities in Waterbury.

LOCAL PERSPECTIVES

DANIELLE SAVARD: BHAV SPA
BHAVSPA.COM

Danielle is the owner of BHAV, Waterbury's luxury day spa. BHAV specializes in professional skin care services and restorative wellness services in their modern and relaxing downtown Waterbury location.



What is the story behind your business and how does it connect to Waterbury?

I am incredibly passionate about my work as an Esthetician and Skin Care Specialist, but it's the connection with the client that is the most rewarding part of what I do. I was employed in the resort and spa industry, which meant transient clients and fleeting connections. Feeling unfulfilled, I chose to open a business with the intention of creating a community for myself. I didn't have a single client, friend or acquaintance in Waterbury or most of Vermont (so I thought). This was scary, but I took the leap. My day spa is pronounced "Bhaaaaaaaaav" which stands for Beauty, Health, Awareness, Values - but "behave" if you want—ha!

What was your most surprising, unlikely or unplanned success?

My biggest surprise was that I didn't create a community, I became a part of one—part of a community that embraced and supported me and my dreams. BHAV has become a destination where people celebrate birthdays, significant life events, friendships, and love. My heart bursts with joy and gratitude thinking of how many people entrust me with a special occasion by giving gift certificates to others. My business really has become a part of this community by offering a place to mark life's celebrations, as well as a place to restore oneself when weary. I had no idea that this would happen with such sweetness and success.

What do you love about Waterbury from a personal perspective?

Waterbury is an amazing community to be a part of and grow with and we have incredible entrepreneurs who support one another. This is one of the many special things that makes Waterbury a thriving community and wonderful place to live.

LOCAL PERSPECTIVES

JEREMY AYERS: JEREMY AYERS POTTERY JEREMYAYERSPOTTERY.COM

Jeremy lives in Waterbury with his wife Georgia and his two sons Fletcher and Weston. Jeremy creates his beautiful and utilitarian pottery in his studio located on Elm Street in a renovated Carriage Barn. The studio is open to the public Monday through Saturday 12-5 and by appointment.

What is the story behind your business and how does it connect to Waterbury?

Making utilitarian pottery that celebrates the joy of eating and drinking is my passion. I strive to create pottery that creates a special relationship between the owner and the object. In a world of homogeneous, mass-produced products, when you hold a handmade piece of pottery you are making a choice that states that you want to slow down and enjoy the beauty of the moment. I make pottery to help accomplish that goal. My pottery becomes a witness and participant to the routines of daily life. From my hands to your hands, this pot sits and waits for you and is glorified by your use of it.

What do you see as the future of your business in Waterbury?

I plan to keep on making pottery in my studio and shop here in Waterbury! I was delighted to be able to fulfill a long-time goal when I had the opportunity to set up my studio in my great-great-grandfather's c.1870 carriage barn. I now throw, fire and glaze my pottery in the space where my great-great-grandfather crafted wheels, carriages and sleighs. It's pretty cool, and we are going to keep moving forward rooted in the past with our sights on the future. My wife Georgia, who is an event planner, and I also look forward to having curated food and guest chef events here in the carriage house soon.

What do you love about Waterbury from a personal perspective?

I love village life. I love being able to walk places I need to go, like the store. I walk my kids to school. Hearing the train come in, and the church bells at noon, are reminders that we are all connected, and my family and I are part of Waterbury, and Vermont.



LOCAL PERSPECTIVES

CHUCK HUGHSON: WATERBURY SPORTS WATERBURYSPORTSVT.COM

Chuck Hughson is the co-owner of downtown Waterbury's four-season sporting goods store. Locally owned and operated, the shop opened in 2015 to fill the growing recreational needs of the Waterbury community by providing retail and services for bikes, skis, and general sporting goods.

What is the story behind your business and how does it connect to Waterbury?

We wanted to open a sporting goods, ski and bike shop providing gear and services to the whole community. A core part of the business is based on our understanding that getting outside can be expensive—we all have different levels of “affordability”—and we try to cater to as many people as we can. We want everyone to feel welcome.

What was your most surprising, unlikely or unplanned success?

One success was adding and growing in recreational categories we didn't initially think about much. The first spring we were in business, we ordered 100 golf discs and said well, this should last a while. Turns out it was more popular than we thought and now we typically stock hundreds of discs year-round. We also didn't start out with a camping section since there was another camping store in town and we didn't want to step on his operation. When he closed up shop we felt the need to add camping. Our camping inventory has grown year after year and is a great addition to Waterbury Sports.

What do you love about Waterbury from a personal perspective?

Waterbury is a great town in which to work and live for so many reasons. I love being able to bike, cross-country ski, splitboard, pow surf, hike, swim, paddle, camp and so much more in our town. We're a big enough town to have plenty of choices for shopping and dining, while at the same time, when we go out we know the people working, we know the servers, and we know half the other patrons in the restaurant.



LOCAL PERSPECTIVES

HOLLY ALVES: VERMONT ARTISAN COFFEE & TEA CO. VTARTISAN.COM

Holly and her husband Mané own Vermont Artisan Coffee & Tea roasting facility, coffee bar, and coffee school. Vermont Artisan Coffee & Tea provides fresh roasted artisan coffees & exotic teas to retail establishments, cafés, and markets throughout Vermont, New England, and nationally via the web.

What is the story behind your business and how does it connect to Waterbury?

After Mané's coffee business in Duxbury was flooded from Tropical Storm Irene in 2011, he was bound and determined to build his own facility, on higher ground. His vision focused on specialty coffee, providing coffee analysis, coffee evaluation and roasting, plus a coffee school. Mané, being a longtime resident of Waterbury Center, saw that a parcel of land was available to purchase off Route 100. He knew that location, which is visible to locals and visitors alike, would be perfect to realize his dream of his own world-class facility.

What was your most surprising, unlikely or unplanned success?

Our company's web business has exploded since we switched to a new, robust platform that could handle recurring subscriptions. We found that customers taste our coffees and teas here in our flagship location and return home to order from our web store.

What do you see as the future of your business in Waterbury?

We see continued success! We have been especially pleased with our Café sales. The fact that we can rely on our local support means a lot to us. We like the fact that we know so many of our neighbors and that they know us and want to see our business thrive. We are continuing to adapt and are interested in expanding food offerings to pair with great coffees.

What do you love about Waterbury from a personal perspective?

Mané and I love the sense of community and can-do spirit. We were so humbled and heartened by the outpouring of support after the 2011 flood. Neighbors came to shovel out the muck and help with reconstruction and painting. Friends stopped by with brown bag lunches to feed our employees and volunteers. It really means a lot to us to call this town and area home and we love the fact that we have been able to raise two vibrant, healthy, beautiful girls here. We love their school sports and activities, the community spirit and camaraderie—especially from the sidelines in soccer, lacrosse and hockey.



LOCAL PERSPECTIVES

KATE RUGGLES: STOWE STREET EMPORIUM STOWESTREETEMPORIUM.COM

Kate Ruggles runs Waterbury's Stowe Street Emporium, a gift and clothing boutique, with her family. Stowe Street Emporium focuses on having unique, eclectic and affordable gifts and brand-name and Vermont-made products their customers have come to love.

What is the story behind your business and how does it connect to Waterbury?

My family and I purchased the Stowe Street Emporium in 2013 after learning that the former owner was going to liquidate the business. Our shop is like a mini department store and we didn't want to lose this vital business in Waterbury. Customers rely on us to provide an array of goods so they can shop local and not have to travel.

What was your most surprising, unlikely or unplanned success?

Our Mystery Boxes! One morning during the early stages of the pandemic, I was sipping my coffee and an idea struck me. Is there a way for us to help people safely and securely shower their friends with gifts for all the occasions coming up? We were able to create a new opportunity and our Mystery Boxes were born.

We quickly became personal shoppers for many of our customers from near and far. We created categories for them to choose from and all they had to do was provide a price point and a few preferences about the person who was to receive the gift. We took care of the rest. We delivered all over Washington, Lamoille and Chittenden Counties. They were such a hit! We love hearing how receiving a Mystery Box makes people feel special, and how that enthusiasm inspires them to return the favor.

What do you see as the future of your business in Waterbury?

Our business is always evolving and changing, so I see our business continuing to adapt to whatever the new year brings. We are currently working with working with local organizations and individuals to freshen up the alley next to our store which will enhance the vibrancy of Stowe Street.

What do you love about Waterbury from a personal perspective?

I grew up in Waterbury, and with so much history here I am excited to see how it keeps getting better and better. I love how it's the hub to so many places: close to Stowe, a quick interstate trip to Williston or Montpelier and a scenic drive into the Mad River Valley and how the community supports its businesses and has created events to bring new faces into our town.



LOCAL PERSPECTIVES

NOAH FISHMAN: ZENBARN ZENBARNVT.COM

Locally owned and operated, Noah is the co-owner of Zenbarn, a restaurant, music and event venue that brings the community together with eclectic cuisine and live entertainment in a century-old former dairy barn. Zenbarn sees its mission as building community from soil to soul—from sustainably sourced ingredients to environmentally and socially conscious business practices, everything they do is with the wellness and strengthening of the community in mind.

What is the story behind your business and how does it connect to Waterbury?

From the beginning, Zenbarn has been a place for the community to gather, meet our neighbors and solve issues. My brother and I built a space that invites everyone to come together to eat, drink and be well... to enjoy the good times and the bad over refreshments, a yoga class, a live music event, a wedding, or a funeral. More recently, my wife Marlena and I launched Zenbarn Farms, our new CBD business.

What was your most surprising, unlikely or unplanned success?

Live music initially was just an experiment. We were so thrilled to have musicians come play that we rolled out the red carpet. We treated them so well, they kept coming every time. In the last few years, we've had Grammy-winning artists, local legends and many dozens of incredible touring bands from all over the world. The response from the community and desire for live music has surpassed expectations. It keeps us going!

What do you love about Waterbury from a personal perspective?

It's a small town that has a mix of old and new Vermont. It is a place that is not pretentious and that brings together people from across traditional divides. We have really come a long way with building a town culture that values our land and our people while striving to improve.



LOCAL PERSPECTIVES

TABBATHA HENRY: TABBATHA HENRY DESIGNS TABBATHAHENRY.COM

Tabbatha makes handcrafted ceramic lighting and sculptural art in her studio in downtown Waterbury. Her clay work seeks to embellish her clients' lives with beauty, elegance, and elements of the natural world that will bring joy for years to come.

What is the story behind your business and how does it connect to Waterbury?

The idea for my business grew slowly over years of working in clay and finding inspiration in the Vermont landscape. I had lived here in Waterbury for many years. I returned because it felt like home—access to the mountains, forests and water, a sense of place that inspires my work, a small, supportive community where I could focus on moving forward. I'm really proud that my entire career has developed in spaces on Stowe Street in Waterbury. It's fun to ponder how my business has grown and expanded while my feet have been firmly planted in, pretty much, one place. In my 13+ years of business, this town and its people have been integral in my development by nurturing and supporting my ideas and growth.



What was your most surprising, unlikely or unplanned success?

Honestly, all of it! I never imagined that people would respond to my work the way they have. A sculptor by nature, I designed candleholders and lighting in an attempt to sell them on the side in order to support my sculpture habit. I had no idea I'd be creating sculptural art, let alone supporting a business with it. Waterbury has played an integral role in that longevity by welcoming me, encouraging me to continue, and supporting my successes.

What do you see as the future of your business in Waterbury?

I recently moved to a storefront location to be downtown and contribute to the overall vibrancy of the area. I am looking forward to holding events and classes of all kinds in the space, as well as creating a showroom with more one-of-a-kind and sculptural items of my own making. I also intend to curate home goods, art, and objects made by others that are interesting, unique, and well made.

What do you love about Waterbury from a personal perspective?

I love the community. The people are really what makes this town great. As a bonus, we happen to be close to some of the best recreational opportunities the state has to offer. I love everything about the Waterbury Reservoir and find solace and inspiration there almost daily no matter the season. As a skier and snowboarder, I appreciate Waterbury's proximity to some of the best terrain in the East. The hiking can't be beat (I hear the biking is pretty good too) and I appreciate that Burlington and Montpelier are not far away.

LOCAL PERSPECTIVES

WILLIE DOCTO: MOOSE MEADOW LODGE & TREEHOUSE MOOSEMEADOWLODGE.NET

Willie and his husband, Greg Trulson, run an Adirondack-style log house inn and two-story treehouse on 86 acres in neighboring Duxbury. The property provides mountain views, hiking trails, a trout pond, and the Sky Loft—a glass-enclosed gazebo with unparalleled panoramic views.

What is the story behind your business and how does it connect to Waterbury?

Greg and I first met at a log-home B&B in the mountains of West Virginia in 1992. We often travelled for work and leisure, staying in B&Bs. I remember saying “We could do this” to Greg in the living room of a small B&B in Michigan. Little did we know that four years after meeting, we would start our new venture as innkeepers. We searched for over three months throughout Northern and Central Vermont for the right place. The very first property we were shown was a log home on a dirt road in Duxbury. We then spent the next three months looking at other properties, but we kept comparing each one to the first property until we realized that perhaps the first property WAS the right one. It had everything we liked, with all the qualities that were undeniably Vermont. We are one of the few businesses in Waterbury that existed in the mid-90s that is still owned by the same owners today. We have a wonderful community.

What was your most surprising, unlikely or unplanned success?

Two major events in the past 20 years boosted our success. The first was the creation of the first-ever civil union law in the U.S. that allowed same-sex couples marital rights, and subsequent progress. After the marriage equality law passed (replacing the civil union law) in 2009, we hosted the first gay wedding in Vermont. Then in 2011 when President Obama repealed the Don’t Ask Don’t Tell policy, we made international news hosting the first gay military wedding in the country. The second major event that catapulted us to greater success was building our two-story treehouse in 2013. The treehouse trend was sweeping the country and we happened to catch the rising wave. In business, recognizing opportunities, timing, and a little luck can truly propel one to succeed. We’ve been fortunate.

What do you love about Waterbury from a personal perspective?

The people! No doubt about it. Right from the start, we have felt welcome and part of the community. As a person of color and as a gay couple, that wasn’t exactly what I expected in a rural town. The people here also support each other, not just during tragedies like Tropical Storm Irene, but even through personal difficulties like when neighbors pass away, get sick or simply need a ride. We’re here for each other.



FOR MORE INFORMATION
AND A PERSONAL TOUCH, CONTACT:

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