

**AGENCY ANNEX D3  
DEPARTMENT OF TOURISM AND MARKETING**

**I. MISSION**

To promote Vermont's strong brand identity including travel, recreation and cultural attractions, as well as the state's goods and services to a global audience, in coordination with public and private sector members, and in a manner consistent with the values and traditions of the state, for the economic benefit of all Vermonters.

**II. AUTHORITY**

3 V.S.A. § 2476 creates the department of tourism and marketing within the agency of commerce and community development. The Market Vermont program is established in §§ 2501-6.

**III. SITUATION AND ASSUMPTIONS**

State agency and department heads and their staffs develop, plan and train to internal policies and procedures to meet preparedness, mitigation, response and recovery needs as identified in this plan including annexes, appendices, tabs and other supporting documents including the State Hazard Mitigation Plan. Training includes not only what may be accomplished within the agency but multi-level, interagency training and exercises to develop and maintain necessary capabilities.

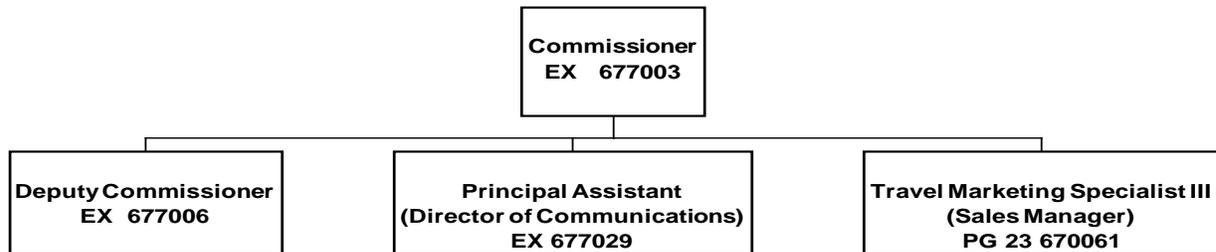
The Vermont Department of Tourism and Marketing (VDTM) can also participate in the following ways:

- VDTM has a comprehensive list of lodging properties throughout the state that could be used in case emergency housing was needed in the event that a state of emergency was declared.
- VDTM could also use the database and via phone or an email push, assuming technology was available, to contact properties and assess how many tourists are in the state in lodging properties if there was a need to the total population of the state or at least a reasonable estimate.
- VDTM also contracts with a call center that could potentially be used to receive emergency calls. Scripts can be written very quickly to enable the operators to provide information or directions. They currently handle 511 and 911 referrals.
- Director of Communications at VDTM would work with others in similar positions across state government and with DEMHS to relay information to citizens, for example avian flu task force.

The situation and assumptions in section ii of the Base plan also apply.

**IV. ORGANIZATION AND RESPONSIBILITIES**

The chart on the following page outlines the emergency response of the Department of Tourism and Marketing.



VDTM is a support agency for State Support Function #5 (Emergency Management, Recovery & Mitigation), State Support Function #7 (Resource Support) and State Support Function 14 (Public Information) and assumes the responsibilities as outlined in those annexes. The Department is also a participating agency in the Recovery and Restoration Multi-Agency Coordination Group as designated in the Disaster Recovery and Restoration Annex.

## V. IMPLEMENTATION

This Annex will be implemented with the assigned responsibilities by means of direct coordination from the Commissioner, Department of Public Safety or Director, DEMHS with the Commissioner and/or upon the order of the Governor within the framework of the State Emergency Operations Plan (SEOP).

## VI. ADMINISTRATION

The Commissioner is responsible for the overall emergency response of the Department of Tourism and Marketing.

## VII. CONTINUITY OF GOVERNMENT

In accordance with the provisions of Title 20, “agency heads will in addition to any deputy authorized pursuant to law, designate by title three emergency interim successors and specify their order of succession. These designations shall, each year, be reviewed and revised, as necessary, to ensure their current status.”

Line of succession for the Department of Tourism and Marketing is as follows:

1. Deputy Commissioner, VDTM
2. Director of Communications
3. Sales Manager