



# MAD RIVER VALLEY VERMONT

**FOR IMMEDIATE RELEASE**

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## **MAD RIVER VALLEY CHAMBER OF COMMERCE ANNOUNCES STRATEGIC PLAN SERIES**

May 2017 (Waitsfield, Vermont) – Anyone who has spent time in the Mad River Valley knows this is a unique and wonderful place. With its staggering natural beauty, vital working lands, abundant and diverse all-season recreation opportunities, fabulous locally grown food and arts and its long history of creativity, hard work and innovation, the MRV is a one of a kind place. That’s why so many full- and part-time residents and visitors call it home.

With new energy, a clear strategy, dedicated board and an experienced executive director, the MRV Chamber of Commerce is well underway and gaining momentum in making things happen to preserve all that’s wonderful about this community while determining ways the MRV can thrive.

This is the first in a series of articles that reveals the Chamber’s thoughtful and clearly articulated strategy and plan to positively impact the local economy and community. The Chamber Board and the recently appointed Executive Director, Jasmine Bigelow have engaged in a rich dialogue with businesses and community members. This has resulted in a strategy and plan that is focused on balancing destination marketing and business support services, while keeping an eye out to maintain a work-life balance.

Over the next few months, we will share the elements of the plan and what they mean to you. The following is our: Vision, Mission, Core Values and Strategic Platforms.

**Vision:** The Mad River Valley will be an economically thriving, socially vibrant community that appeals to vacationing visitors, and offers positive work-life balance for business owners and a favorable amenity-serenity balance for full-time residents and second homeowners.

**Mission:** To improve the economic well-being of MRV businesses through leading destination marketing efforts, building brand equity, and creating a unified and engaged culture.

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**Core Values:**

Communication – We tell it like it is.

Integrity – We do the right thing for the greater good.

Respect – We listen to people and value opinions.

Accountability – We do what we say we're going to do.

**Strategic Platforms:**

Destination Marketing – Create and execute an integrated, year-round marketing plan, to: increase visibility of the MRV in the destination marketplace, attract new visitors, and keep repeat visitors engaged.

Brand Equity – Be the champions of the MRV brand to: develop and foster a recognizable brand image for the MRV, proliferate and manage its use by MRV businesses, towns and organizations.

Unity – Create an engaged community culture of aligned goals, shared responsibility, and unified efforts among organizations, to: demonstrate and inspire a MRV ethos of optimism and enthusiasm.

If you would like a copy of the MRV Chamber of Commerce Strategic Plan, call 802-496-3409 or email [info@madrivervalley.com](mailto:info@madrivervalley.com).

*Next in the Chamber Strategic Plan Series: We will address the MRV's Competitive Advantages, which include: authentic community, independently- and cooperatively-owned ski mountains, abundant, year-round off-mountain activities, and the Valley's many "secret" treasures.*

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