



# MAD RIVER VALLEY

## VERMONT

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## ADVANCE THE VALLEY with the MAD RIVER VALLEY MARKETING & EVENTS FUND!

The 'MRV-ME' program is a special, voluntary contribution that businesses and individuals can make to support increased destination marketing efforts of the Mad River Valley Chamber of Commerce, and the sustainability of area events that bring vibrancy and marketing value to the Mad River Valley.

### HOW DOES IT WORK?

As a member of the Mad River Valley Chamber of Commerce, you are encouraged to participate by purchasing 'shares' into the MRV-ME fund. The cost of each share is equal to 50% of your regular Chamber dues. You may purchase as many shares as you would like.

*Example: dues = \$500, 1 share = \$250, 2 shares = \$500*

### WHAT HAPPENS WITH THE MONEY?

**50% goes to DESTINATION MARKETING / 50% goes to EVENT SUPPORT**

### DESTINATION MARKETING

**Half of the revenue collected, goes into special projects to advance the Chamber's destination marketing efforts.**

In the 2017/18 year, your MRV-ME contribution will help fund:

❖ **A new MADRIVERVALLEY.COM**

Our #1 marketing tool needs a front-end renovation! We are going to create and execute a new site design that includes more images, videos, stories, and easier navigation on all devices. This project includes SEO, internet marketing, and social media integration. The result will be a site that engages and inspires visitors, and generates more referrals to our member businesses.

❖ **'Welcome to the Mad River Valley' signage**

When they arrive, we want visitors to know right away that they are in a special place! As part of our longer-term work plan to create a Valley-wide signage system for 'place-making' and 'way-finding' (design and planning process is underway!), we'll start this year with 'Welcome' signs at the major entrance points.

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## EVENT SUPPORT

**Half of the revenue collected, is awarded via sponsorship grants to events that bring people and exposure to the Mad River Valley.**

Events have a positive impact on the local economy that lasts beyond the event itself. They help create a vibrant environment in the MRV, that is enjoyable to residents, second-home owners, and visitors alike. In addition, events have marketing and public relations power, promoting the MRV as a destination, and bringing first-time visitors to our area.

In the 2017/18 year, event grant applications will be collected from mid-September through mid-November. Grants will be awarded in mid-December.

## WHY SHOULD I PARTICIPATE?

In addition to the extra good karma you're accruing, and the knowledge that you are helping us to advance the Valley's economic vitality *more speedily than we'd be able to otherwise*, and the huge 'thank you' you'll get from us many, many times...

**You get extra participation and marketing benefits, to add to the feel-good ROI:**

- [Rotating highlight on \*madrivervalley.com\* homepage, with logo and link](#) (1 per share)  
*We have 285,000 annual page views, and this will grow as our marketing efforts grow!*
- [A boosted post on the Mad River Valley Facebook page](#) (1 per share)  
*We have nearly 8,000 followers, and growing weekly!*
- [Your video playing in our NEW Visitor Center](#)  
*You must produce and provide us with your own video.*
- [A demo day or special 'event' in our NEW Visitor Center](#) (1 per share)  
*We'll help you pick the date and a creative idea, and market it for you.*
- [Participation in the 'Vermont Bed & Brew Package'](#) (lodging members)
- [Review the event grant applications, and vote on the grant awards](#)  
*1 vote for each share.*
- [A mention in the MRV Events Grants press release](#)
- [A mention in the MRV Events Grants award letters](#)  
*With a request that the event acknowledges you specifically as an event 'supporter'.*
- [A mention, with link, on a special MRV Events Grants webpage](#)

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**We are constantly working on bringing more value and greater ROI to your Chamber membership and extra programs, such as the MRV-ME. Please contact us with your added ideas, thoughts, and any questions.**

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