



MAD RIVER VALLEY CHAMBER OF COMMERCE

INVESTING IN THE VALLEY
Keeping it Unique. Making it Vital.





“We have re-envisioned our organization, so that we can continue to be a relevant, sustainable, positive resource for the Mad River Valley. We’re leading the work in destination marketing, building brand equity for the Mad River Valley, and creating a unified business culture in the process. That is what is needed right now to strengthen the economic vitality of the Mad River Valley, and have a lasting positive effect on all businesses, residents and second-home owners.”

ERIC FRIEDMAN *Executive Director*

Mad River Valley Strategic Plan

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 home owners.

MISSION

To improve the economic well-being of Mad River Valley businesses through leading destination marketing, building brand equity, and creating a unified and engaged culture.

Open 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.

CORE VALUES

STRATEGIC PLATFORMS

DESTINATION MARKETING

Create and execute an integrated, year-round marketing plan, to: increase visibility of the Mad River Valley in the destination marketplace; attract new visitors; and keep repeat visitors engaged.

BRAND EQUITY

Be the champions of the Mad River Valley brand, to: develop and foster a recognizable brand image for the Mad River Valley; 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 Mad River Valley ethos of optimism and enthusiasm.

Green Circle

Sometimes the biggest challenge a business has is just getting the word out about what you do. The opportunities for you and your business to be recognized within the Mad River Valley community are abundant.

Marketing

- madrivervalley.com business listings, with access to statistics
- Electronic info visitor kiosks throughout the MRV, business listings
- Visitor Center, display brochures and posters
- Social Media, posts showcasing your business
- Event Banners hanging on Main Street

Services

- Business Advocacy
- Business Referrals
- Subscription to the Chamber's Business Blog

Money Savings

- Discounted Dental, and Vision Insurance for you and your employees
plan savings average \$480-\$2150 per year, per employee
- Discounted Sugarbush season pass, for you and your employees
up to \$350 off
- Exclusive discounts on marketing, activities, and other services including:
 - Sugarbush Health & Racquet Club membership *30% / up to \$240 off*
 - Advertising in Sugarbush magazine *10% / up to \$330 off*
 - Membership to The Bridges Fitness Club *10% / up to \$105 off*
 - Listings on VermontWeddings.com *20% / up to \$300 off*
 - Checks, cards, and business forms from Eastern Systems *10% off*
 - Subscription to Constant Contact *25% / up to \$85 off per month*

WE BRING PEOPLE TOGETHER!

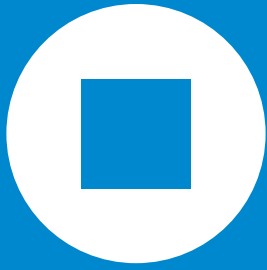
Your membership also includes monthly:

- **Professional Development Workshops**
learning from industry experts in marketing & business
- **Mad Mingles**
a social hour, after-hours
- **Coffee & Conversation**
presentations from other organizations doing cool things



Providing new
opportunities
through connections
and relationships.





Promoting your business, and the Mad River Valley as a destination.

Blue Square

Blue square members receive even more exposure built in to your annual membership.

Marketing

- Pop-to-the-Top in appropriate categories on madrivervalley.com
- Preferred attention to keywords for improved SEO on madrivervalley.com listings
- Spotlight blog post, written, posted, shared, and updated annually
- Annual Marketing Review of your marketing plan
- Get rewarded for including the Mad River Valley brand in your regional advertising

Strengthening Your Network & Your Knowledge

- Online Business Success Audit, with in-person and written report

Plus all services and benefits on the previous page.

our strategy | DESTINATION MARKETING

Create and execute an integrated, year-round marketing plan, to: increase visibility of the Mad River Valley in the destination marketplace, attract new visitors, and keep repeat visitors engaged.



Black Diamond

Your black diamond membership puts you among the group of businesses helping us to invest more into our mission.

Marketing

- Video, 60 seconds
produced and distributed blog, YouTube, social media, Visitor Center
- Mad River Valley advertorial package, includes Valley Reporter distribution
- In-person Audit of your Website, with written report

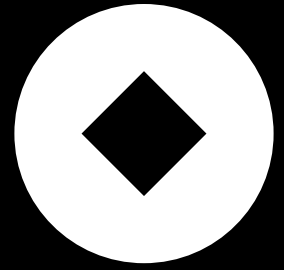
Services

- Deep Dive with an expert in a field of your choice

Building Your Network & Your Knowledge

- Annual Vermont Outlook Event with panel of Economic leaders
- VIP Pre-Party before Festival of Lights

Plus all services and benefits on the previous pages.

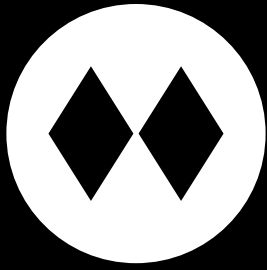


Support our work to
shine a light on the
Mad River Valley.

our strategy | BRAND EQUITY

Be the champions of the Mad River Valley brand, to: develop and foster a recognizable brand image for the Mad River Valley; proliferate and manage its use by Valley businesses, towns, and organizations.





Support our efforts
to create a vital
Mad River Valley.

Double Black Diamond

Your double black diamond membership makes you a star in the story of the Mad River Valley.

Marketing

- Mad River Valley Reality: subject in episode of video series in partnership with MRVTV
- Media pitches

Sponsorship

- Additional Business receives a Green Circle Membership
- Named Sponsor of the MRV Community Forum series, and the Annual Vermont Outlook event

Building Your Network & Your Knowledge

- A registration for you or an employee to one of the following conferences of your choice:
 - * Vermont Economic Conference | January
 - * Vermont Tourism Summit | April
 - * Vermont Conference on Recreation | October

Plus all services and benefits on the previous pages.

our strategy | UNITY

Create an engaged community culture of aligned goals, shared responsibility, and unified efforts among organizations, to demonstrate and inspire a Mad River Valley ethos of optimism and enthusiasm.



Ski Patrol

Your ski patrol membership offers exclusive positioning while supporting our work to strengthen the Mad River Valley.

Sponsorship

- Create & Name a Mad Master's Award
- Logo & link on madrivervalley.com homepage
- Logo & link on all emails to Chamber and Visitor subscribers
- Additional businesses (up to 3) receive Green Circle Membership

Philanthropy

- Gift a membership to a Charity

Recognition

- Special display in the MRV Visitor Center

Plus all services and benefits on the previous pages.



Support our ability
to create a healthy
Mad River Valley
economy.

OUR 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 home owners.



ALA CARTE MENU

If benefits you value are not included in your investment package of choice, you can purchase them ala carte!

- Pop-to-the-Top on madrivervalley.com \$200
- Preferred attention to Keywords on madrivervalley.com \$100
- Spotlight Blog Post \$450
- Annual Marketing Review \$200
- Online Business Success Audit \$500
- Video production and distribution, 60 seconds \$900
- Advertorial package, including Valley Reporter distribution \$1500
- Audit of your Website \$500
- Deep Dive with an expert in a field of your choice \$500
- Annual Vermont Outlook Event \$125
- VIP Pre-Party before Festival of Lights \$50 per person
- Featured in episode of Mad River Valley Reality \$2500
- Media Pitches \$1000
- Create & Name a Mad Master's Award \$1000
- Logo & Link on madrivervalley.com homepage \$1000
- Logo & Link on all emails to Visitor Subscribers \$500
- Gift a Membership to a Charity \$379
- Named Sponsor of the MRV Community Forum series, and the Annual Vermont Outlook event \$500 per event
- Special Display in the MRV Visitor Center \$150 per month

QUESTIONS? COMMENTS? WANT TO CHAT?

We're here for you!

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MAD RIVER VALLEY
CHAMBER OF COMMERCE

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