



## MAD RIVER VALLEY

VERMONT

### CHAMBER OF COMMERCE

:: strategic plan 2017 ::

**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.

#### COMPETITIVE ADVANTAGES

Integration of resort destination & authentic VT community

3 ski mountains: independent & cooperatively owned

Abundant off-mountain activities

Open year-round

Many 'secret' treasures to reveal

DESTINATION BRAND PROPOSITION

Genuine Vermont

Secret Places, Special Experiences

Lots to do, All the time

Provides Value

#### TACTICS

May 2017 - Sept 2018

**madrivervalley.com** redesign  
 imagery, video, stories, itineraries, fresh, updated

**email marketing**  
 branded, consistent, engaging, automated, segmented

**social media**  
 MRV team, protocol, goals, orchestrated community effort

**asset library**  
 photography, b-roll, logos, shared with members

**create news (& goodwill)**  
 holiday 'spirit of giving' promo

**public relations**  
 plan, prepare, target, pitch, respond

**marketing plan**  
 Use budget, partnerships, relationships, trade, coops for maximum exposure via Internet prospecting & retargeting, SEM, L&L, collateral, digital, traditional, out-of-the-box

**visual brand use**  
 design nesting logos & example use for organizations & towns

**communication**  
 ongoing, enthusiastic, inclusive, messaging about goals & work

**place-making & way-finding signage**  
 consistent branding, plan, develop, implement first stages

**marketing workshops**  
 monthly seminars with MRV-wide takeaways

**stickers**  
 design, produce, give out in excess

**MRV kama'aina**  
 locals benefit program developed & implemented

**light up the valley**  
 concerted effort for stars and lights all winter long

**build & maintain relationships**  
 foster positive working relationships with community, private, and industry partners

**clean up the valley**  
 instigate a property beautification campaign

**social networking**  
 mixers, coffee hours, regular opportunities for building relationships

**visitor information**  
 create branded network with training throughout the MRV

**economic dashboard**  
 monthly, comparative data & narrative of MRV progress

#### TEAM

Executive Director  
 Office & Member Svcs Mgr  
 Board of Directors  
 Task Teams

May 2017 - Sept 2018