

Board of Aldermen Committee Minutes

Date: 8/30/16 Chair: DAVIS Convened: 5:30 Adjourned: 6:45 PM

Committee	<input type="checkbox"/> Charter & Ordinance <input checked="" type="checkbox"/> Community Development <input type="checkbox"/> Finance <input type="checkbox"/> General <input type="checkbox"/> Human Resources <input type="checkbox"/> Intermunicipal	<input type="checkbox"/> Marketing <input type="checkbox"/> Pension Deficit <input type="checkbox"/> Public Safety <input type="checkbox"/> Public Works <input type="checkbox"/> Recreation <input type="checkbox"/> Special Liquor
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Committee Members Present	<input checked="" type="checkbox"/> Dave Allaire <input checked="" type="checkbox"/> Chris Etori <input type="checkbox"/> Gary Donahue <input checked="" type="checkbox"/> Sharon Davis <input type="checkbox"/> Tom Depoy <input type="checkbox"/> Melinda Humphrey	<input type="checkbox"/> Vanessa Robertson <input type="checkbox"/> Ed Larson <input type="checkbox"/> William Notte <input type="checkbox"/> Scott Tommola <input checked="" type="checkbox"/> Matt Bloomer
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Others Present	<input type="checkbox"/> Dave Allaire <input type="checkbox"/> Chris Etori <input type="checkbox"/> Sharon Davis <input type="checkbox"/> Tom DePoy <input checked="" type="checkbox"/> Melinda Humphrey <input type="checkbox"/> Vanessa Robertson	<input type="checkbox"/> Gary Donahue <input type="checkbox"/> William Notte <input type="checkbox"/> Ed Larson <input type="checkbox"/> Matt Bloomer <input type="checkbox"/> Scott Tommola	<input type="checkbox"/> Mayor Louras <input type="checkbox"/> Treasurer Wilton <input type="checkbox"/> Attorney Romeo <input checked="" type="checkbox"/> Other <u>Hyle Jepsen - REDC</u> <input checked="" type="checkbox"/> Other <u>Mike Richardson - REDC</u> <input checked="" type="checkbox"/> Other <u>Tara Hubert REDC</u>
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Motions/Discussion Brennan Duffy - RRA - Present Steve Costello - Chamber
Mike Coppinger - DRP - Present Bell Ackerman - Chamber
Angela Mousak - Kellegton/Pico
Mike Solimano - Kellegton Dan Johnson - Resident

Topic: Kellegton Valley initiative
 Purpose: Have Marketing Material created and airing 9/16
Market area with Common Brand - Celebrating the beauty
of our Natural Landscapes. Engage visitors with
Outdoor Adventure, and increase the popularity of the
Region's social and cultural opportunities.
To Market to the Tourist, people we want to draw to live
here and to ourselves.
REDC and Chamber - Merging the Market Committees.
Benefit to Retail and Hospitality sectors Revenue growth
Benefit to Industrial/Commercial from Retention.
Request \$6,000.00 from Zamaia funds; approved 4-0
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**Application to the Board of Aldermen for Zamas Funds
Required
Information**

Please provide all of the information below. The information should be typed and in as much detail as you feel is necessary. You should re-state each number and title/question with the information you provide.

1. Date of Application 8-30-16
2. Contact Person Mary Cohen, CEO/Vice-President
Rutland Region Chamber of Commerce
Merchants Row
Rutland, VT 05701
mcohen@rutlandvermont.com
802-773-2747

and

Amy Morrison, Executive Director
Killington Pico Area Association
P.O. Box 114
2319 US Route 4
Killington, VT 05751
amy@killingtonpico.org
775-1928

3. Organization and/or Project Information;

Chamber of Commerce: KillingtonValley Initiative

Amount requested: \$6,000

4. Project Overview

- a. What is the project's estimated date of commencement and completion?

The project began on June 16 & 27, 2016 with two strategic planning sessions including the following organizations and individuals:

Alpine Bike Works – Tony Accurso, Owner
Downtown Rutland Partnership – Mike Coppinger, Executive Director
Killington Pico Area Association – Amy Morrison, Executive Director
Killington Resort – Mike Solimano, Rob Megnin, Tracy Taylor
Long Trail Brewing Company – Justin Pill
Pine Hill Partnership – Andy Shinn
Rutland City Board of Alderman Marketing Committee – Matt Bloomer

Rutland Economic Development Corporation – Sara Gilbert, Lyle Jepson, Tyler Richardson
Rutland Recreation Dept. – Cindi Wight, Superintendent Rutland Recreation Department
Rutland Region Chamber of Commerce– Mary Cohen, CEO/Vice-President
Slate Valley Trail Association – Chuck Helfer
VT Mountain Bike Association - Tom Stuessy, Executive Director
VT State Agency – Hilary DelRoss, Heritage and Recreation Specialist VT Dept. of Tourism & Marketing

The goal of the project is to have marketing materials, as outlined below, created and airing in September, 2016.

b. What will be the proposed use of the requested funds?

This is a long term project. Ultimately, our region will have a common brand that includes celebrating the beauty of our natural landscape and the friendly customer service of our citizens. This branding is intended to unite our communities and businesses in support of economic and social development that will retain those who live here and those that have yet to experience our Region and people.

The retail and hospitality sectors will benefit through growth in revenue and the eventual increase in population from which to draw employees. The commercial and industrial business community will benefit from retention and attraction of citizens drawn from the millennial generation, a generation that is increasingly being attracted to regions that provide outdoor adventure recreational activities.

In the short-term, the funds will support a match from the State of Vermont that is intended to launch a marketing strategy that will result in the Rutland-Killington Region being the destination location in the East for family adventure with mountain biking and trail riding as the initial attraction. Over time, this will expand to include a vision that

“Our Region is where everyone can find adventure.”

This vision combines a professional service delivery model with our natural environment. It will engage visitors, first with outdoor adventure, and then with the increasing popularity of our Region’s social and cultural opportunities.

This effort will market the Boston and New York markets using “base camp” video delivered via Facebook, email, websites feeds etc. The “base camp” concept involves vacation stays that allow the visitor to explore the Region as a result of clearly articulated (marketed) points of interest. The “base camp” is the launch pad location from which visitors tour the County.

Video will highlight the activities available in the Rutland Region, with each including images of Rutland City activities, landmarks or destination locations. Local businesses will be solicited for support with future video footage and future financing.

c. Is this project intended to leverage previous investments and/or related projects by other organization (or your own)? If so, please provide an explanation.

The Committee that is overseeing this project will also be engaging in the discussion of creating a common "brand" for the County. The goal is to leverage the Killington brand, expanding it to include the Rutland County Region. The Town of Killington and Killington Resort have successfully created a partnership that reflects a joint feeling of "arrival" to a destination location that has a common visual and emotional welcoming "feel".

In addition, changes at the Rutland Region Chamber of Commerce are targeting a broad collaborative reach within the County, one for which the Chamber is strategically planning to devote energy and resources. In combination with Rutland Economic Development Corporation's and Castleton University's collaboration and expanded mission and with the close ties that have been created between the Rutland Regional Planning Commission, Rutland Redevelopment Authority and Downtown Rutland Partnership, the time is right to bring these and additional stakeholders into the planning and delivery process.

It is the Committee's belief that Rutland City is a key strategic partner to the success of this project. Rutland City possesses a historical and energetically vibrant advantage, resulting from a growing cultural, recreational, and agricultural (Farmer's Market and Farmer's Food Center), social and educational array of opportunities. Rutland City also can provide incentives for the launch and sustainability of the project with support from the Zamias Fund.

Specifically, the Committee is requesting matching funds to launch the program; Year One. In Year Two, the Committee's goal is to return again to the Zamias Fund for a final request that will support a programmatically sustainable County-wide marketing program. The benefits to Rutland City are noted below.

5. Project Benefits

- a. Please provide an explanation of how the project will make a significant contribution to the redevelopment and revitalization of the City. Such explanation may include a description of any direct or indirect economic benefits that are predicted to result.

Examples of expected success include:

1. Visits (foot traffic) in Rutland City will increase.
2. Retail sales will increase as visits increase.
3. Regional overnight stays will increase.
4. Pine Hill Park will see increased visitors.

- b. Please provide an explanation of why you feel your project has a high likelihood of long term success and sustainability? Such explanation may include any financial history, financial projections and/or market research.

Combining resources within our Region will allow us to leverage the signature features of each of our communities, enhancing the effectiveness of our reach into increasingly competitive markets. Examples of current resources that can be leveraged include but are not limited to:

The Town of Killington's recently awarded grant of \$50,000 to expand recreational trails.

Brandon's, *Gateways to Adventure*, a series of guides geared to aiding visitors and locals alike in the pursuit of exploration and enjoyment.

Rutland's Pine Hill Park, which offers 16 miles of single-track trail spread over 325 acres of terrain offering some of the very best mountain biking, trail running, hiking, walking, snowshoeing, and geocaching in the central Vermont region.

Killington Resort's 35 trails, 27 miles, 3 lifts and more at Killington's expanded Bike Park.

Slate Valley Trails, a system built and maintained to promote foot and bicycling trail access in the Slate Valley region of southwestern Vermont.

Success will result because of strategically created targets. These targets include:

1. a clearly articulated mission,
2. a jointly articulated strategic plan, including timelines and data driven benchmarks,
3. an agreed upon delineation of roles and responsibilities, and
4. a comprehensive yet flexible budget, which is locally managed.

Year-Two will focus on business outreach for investment in advertising the region. Sustainability will be reached in Year-Three as businesses, organizations and municipalities support the program.

The Year-One revenue source is noted below. Expenditures will result in initial marketing of one, perhaps two, "base camp" advertisements, launching points for similarly branded future short videos.

Year One (August 15, 2016 – December 31, 2016)

Revenues

REDC	\$ 1,000 committed
RRCC	\$ 1,000 committed
Castleton University	\$ 1,000 committed
Zamias Fund	\$ 6,000 request pending
Killington Resort	\$ 6,000 committed
State Agency	\$10,000 committed assuming match
	=====
Total Budget	\$25,000

Expenditures

Base Camp video package	\$ 15,000
Marketing package	\$ 10,000
	=====
Total	\$ 25,000

6. Funding

a. From which other funding sources have you sought funds for this project? Please indicate the status of such requests and the amount of funds received, if any, including your organization's own contributions to the project.

Each of the organizations noted above are jointly invested in this project and are committed to leveraging future funding that will result in a diversity of revenue sources. This diversity will result in the sustainability of this project.

It will be the energy and combined strategy of the Chamber of Commerce organizations that will focus on optimizing the benefits of this marketing effort. By leveraging the Region's assets and by collaboratively combining efforts and funding streams, it is fully expected that businesses and municipalities will invest in this opportunity.

b. Please describe any other past projects for which you were awarded city funds (including Zamias).

N/A

7. Measuring Success

a. Please provide ideas about how your organization and the City can market this project together.

It is essential that this effort and the efforts underway in the City of Rutland be strategically connected in a way that is valued added. Collaboration is essential to future growth. The KillingtonValley Committee looks forward to combining forces with the City.

b. Please provide a summary of how you propose to measure the project's success.

Success of the program will require internal marketing as well. It is important for our local citizens to have a working knowledge of the opportunities that are available in our own

Region. Too often we assume that we (local citizens) all know what is available, where activities are located, etc. It is essential that each touch point for visits has current and accurate information. The most important people in that process are our local citizens. This internal outreach discussion is ongoing within the Committee.

Concerning measurement of success, the Rutland Region Chamber of Commerce (RRCC) and Killington Pico Area Association (KPAA), with support from the Castleton Polling Institute, will be asked to create a survey of specific businesses within the County. The same survey will be conducted at one year intervals to determine growth over time related in increased sales, visits and participation.

In addition, the RRCC and KPAA will request regional tax revenue information from the State. These revenues will be related to sales and use over time with a comparison of similarly sized communities; Barre/Montpelier, Brattleboro, and Bennington.

All data will be made publically available in both the RRCC and KPAA annual reports.