

## Marketing Committee Report

RE: Regional Marketing Initiative Update & Transition Plan

Date: January 30, 2019

Committee members present: Aldermen Ettori, Ryan, Whitcomb

Others present: Board President Davis, Mayor Allaire, Mary Cohen, RRCC; Tyler Richardson, REDC;

Gordon Dritschilo, Rutland Herald

The meeting convened at 5:35 pm. Mary and Tyler gave an update on the Real Rutland campaign, including a rundown of years one and two as well as a picture of what the regional marketing campaign will look like moving forward. The initiative has seen a redesign of the website from "Ask & Tell" to "People & Places" with the idea being to really develop the authentic voice of our area. Photo series, audio recordings, and short videos of people from throughout Rutland County have been done and pushed out through social media in the target markets of Rutland County, the rest of Vermont, and the Boston and Hartford areas. The short videos as well as links to each town in the county can now be found on [realrutland.com](http://realrutland.com).

Looking forward, with Mondo Mediaworks having changed their business model and no longer serving as the Real Rutland marketing firm, the steering committee has put together a transition plan that is already in effect. Using a local firm, the steering committee has obtained all the production assets and the B-roll footage that can be used in future ads. There is still new material that can be produced and distributed. The steering committee met with a consultant, Tim Volk, who worked with the committee on next steps. They will be drafting a short RFP to solicit a new firm or likely multiple firms to take on different aspects of the campaign. In particular the steering committee felt that focusing on public relations, telling the great stories of what's already happening in Rutland, is an important part of year three and beyond.

Year three will also see a continuation of the three sub-committees – Quality of Life, which helps connect each community to the regional marketing campaign; Workforce, which has helped develop new programs with existing groups such as Real Careers; and Killington Valley/Recreation, which will help continue to build and showcase our recreation assets such as the mountain biking grant that the RRA brought to us last week. Other efforts that will happen in year three are a continuation of the Stay to Stay program, a sister program "Ski-to-Stay", a networking program, and an effort to attract those who take advantage of the state's Remote Worker incentive.

The Initiative will continue to fundraise from participating communities and large companies, as well as develop new funding opportunities such as unique events and reaching out to small and medium sized businesses. They are asking towns to contribute \$1 per person. Alderman Whitcomb moved to recommend to the full board the approval of \$16,000 for the Regional Marketing Initiative from the Zamias fund. The motion passed 3-0, and I so move.

The regional marketing campaign will stay in committee for future updates. The meeting concluded at 6:25 pm.

Respectfully submitted,



Christopher Ettori, Chair