

Marketing Committee Report

RE: Regional Marketing Initiative Update

Date: October 10, 2019

Committee members present: Aldermen Etori, Gillam, Ryan, Whitcomb

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

The meeting convened at 5:35 pm to provide an update on the Real Rutland marketing campaign. After the contract with Mondo Mediaworks ended in December 2018 a new RFP was put out and LIFT out of Saratoga was selected in April 2019. The principle at LIFT is a Castleton University grad and has a familiarity with the area. LIFT has honored the work and utilized the assets Mondo created around building brand awareness and is moving forward to create and execute an integrated marketing campaign by serving content to target personas and to generate qualified leads by identifying people who are interested in moving here. They developed two personas to target – the outdoor enthusiast who is looking for an affordable living situation with easy access to outdoor amenities, and the urban dweller who is looking for a change of pace and a more relaxed lifestyle. These personas were built on the data generated from the first two years of the campaign. LIFT has increased the specificity of their targeting these personas. They have also expanded the geographic targets based on the data to include all of the northeast corridor, mountain states with resort towns, and Arizona.

Mary and Tyler shared with us the new data of site traffic which you can see in the attached info. In addition, since 9/9/19, 519 people have downloaded the guide “The Life You Were Meant For”, 15 people have signed up for the red carpet concierge service, and 369 entered the contest to win a trip to Rutland. The goal for year 3 is to generate 500 good family leads and convert 50 to new residents. Since fall 2018, 21 families who have moved here can be attributed to the number of activities and events connected to our regional marketing campaign.

President Davis encouraged the regional marketing team to connect visitors to more than just the beautiful area amenities like realtors, Dave Wolk, and business & job opportunities so people could get a full picture of living in the region. Alderman Ryan asked about the demographics of folks who were engaging the website or the materials and encouraged the team to look at ways to increase and encourage diversity in our region.

Tyler and Mary also made the point that with this campaign we are now able to see the data about the work being done to market our region and act on the trends we are seeing. Indeed, the early work on the campaign was necessary to get to this stage and that the marketing team could now be more intentional in its recruiting efforts.

This report was for information only and the regional marketing campaign will stay in committee for future updates. The meeting concluded at 6:15 pm.

Respectfully submitted,



Christopher Etori, Chair