

Marketing Committee Report

RE: Website Update
Killington Valley Initiative Update
Regional Marketing Update

Date: January 18, 2016

Chair: Christopher Etori

Other committee members present: Alderman Larson

Other Aldermen present: Aldermen Allaire, Davis, Robertson

Others present: Matt Bloomer, BoA Liaison for Marketing

The meeting convened at 5:30 to discuss some of the initiatives that the marketing committee has been spearheading for the past year to help market the region and attract top talent to live, work, and play in the City. First on the agenda was an update on the city website. Matt Bloomer said the site is ready to be populated with content and just needs a point-person to direct it. Bloomer had put out a request for a college intern last Fall but there were no qualified respondents. The discussion of the aldermen present focused on finding a point person, preferably a city hall employee, and actively recruit a qualified intern to assist. The new, more functional website will be on hold until such a person can be identified.

Next on the agenda was an update from the Killington Valley Initiative group. The Board of Aldermen approved an expenditure of \$6000 from Zamas in 2016 to support this initiative and asked Matt Bloomer to represent the city's interests at these meetings. The KVI is aimed at marketing our region as the adventure capital of the Northeast – a place where you can experience, explore, and adventure year-round. There are 25 members including reps from the city, Killington resort, Pine Hill Park, Rutland Rec, RRCC, REDC, DRP, KPAA, Slate Valley Trails, Brandon, Long Trail Brewery, State of VT, Creative Economy, and VT Mountain Biking association. The group is meeting once a month with subgroups also meeting focusing on gathering data on trails and adventure assets, on branding, and on developing marketing materials/website.

The logo and website for the initiative, <http://killingtonvalley.com>, were launched prior to the World Cup skiing event, and members were on hand at the World Cup Vendor Village to promote the initiative. The original basecamp mountain biking video that showcased scenes from city assets such as Pine Hill Park and Downtown can be seen on the website. The video will be heavily promoted in the Spring 2017. \$20,000 of the \$27,000 budget has been spent

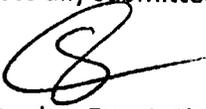
with the remainder earmarked for website enhancements and marketing collateral. Future funding for KVI may come through the broader Regional Marketing Initiative.

Last on the agenda was a discussion of the Regional Marketing Initiative, to which the BoA allocated \$100,000 over two years. A steering committee consisting of 16 people from REDC, RRCC, Killington Valley, KPAA, Rutland City, and other municipalities was formed. An RFP for marketing services was created and received 18 responses and the steering committee selected four groups to interview at the end of January. Matt Bloomer will provide the Board any further updates. REDC/RRCC have been visiting surrounding towns to seek funding. A letter from them dated 1/10/17 is included in this packet.

Aldermen present encouraged Matt as our liaison to strongly advocate for the city's interest in these regional approaches and specifically market our assets as the hub of the region.

The meeting adjourned at 6:40pm.

Respectfully submitted,



Christopher Etori, Chair