

Top of VT Chamber Receives USDA-RBDG Marketing Funding

We are proud to announce the Top of VT Collaborative Map Project and Marketing Initiative has received USDA-RBDG approval for 2015 -2016. The TOV chamber has established an exciting partnership with Orleans County Snowmobile Association (local VAST) and The Catamount Trail System (hiking/ snowshoeing/cross country skiing) to promote area businesses and recreational activities at the Top of VT.

What is the goal of the partnership?

Marketing the Top of VT! Marketing dollars will be spent in a concentrated effort to create consumer awareness of the Topofvt.com as a niche localized travel resources as well as in a strategic manner to capture brand awareness. The partners have committed to cross promoting and marketing the Top of VT Chamber of Commerce businesses, recreational assets and our regions activities.

What is involved in the scope of work?

The project will include;

- A Comprehensive Marketing Plan
- An online enhanced activities map for electronic distribution
- 40,000 Printed Maps distributed by the TOV
- Mounted trail maps installed by OCSA along VAST & CTA trails

What will the map include and where will it be available?

The map will combine already existing map data from VAST trails, CTA trails, activities and area businesses in Orleans County and Montgomery, VT. The electronic map will use current TOV member data from Content Management System (CMS) allowing for real time update of map. The map feature will “live” on the TOV website and be accessible from each of the partner’s sites.

The print map will measure 18”X 24” and 40,000#; color double-sided glossy maps will be distributed to the Top of VT distributors. Printing of the map will take place December 2015 AND February 2016. The map will be distributed on all I-91 North & Southbound state rest stops, P & H Truck Stop, Burlington, Smugglers Notch area, Stowe area, Newport & Jay area, St. Albans area, Lebanon & Hanover N.H. area, Burlington International Airport , Jay Peak Resort website, at Jay Peak Resort’s summer music series at Stateside Amphitheater, August West Festival, Jay Peak Trail Running Festival, Bean & Brew, national & international trade shows Jay Peak attends as well as marquee billboard space in Tram Cafeteria.

How can my business have a presence on the map project?

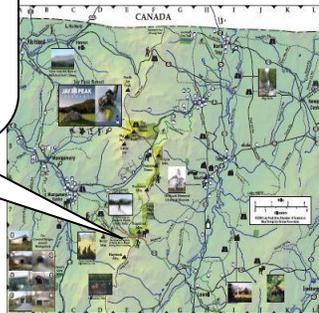
This is a new “**Exclusive Benefit & Opportunity**” for Top of VT members. Promotion of TOV Business will be available through many different opportunities such as electronically via Top of VT website, in print and on trail signage.

The **Electronic Map** data will read from the TOV Chamber Content Management System (CMS) and will be updated in real time on the online map version. *ONLY TOV Chamber members will be include online version of the map.* An “Exclusive Member BENEFIT”. Visitors will be able to download the map and use the map from the TopofVT.com site to navigate around the county to explore and utilize business resources and area activities while using trails systems or visiting the area.

The second opportunity for TOV members only will be available on TOV **Print Map**. The project funding allows for forty thousand (40K) printed maps to be created. The front side of the map will include each of the partner’s information. Area business with corresponding numbers on map, labeled hiking trails, labeled snowmobiling trails and area recreational assets. On the back side of the map each business will receive a *Basic Listing*. A Basic Listing will include business category, business name and town.

An *Enhanced Listing* may be purchased from Orleans County Snowmobile Association for a small fee. An enhanced Listing is a 2”X2” color ad space on the top of the map. See application for pricing. Space is limited and will be available to purchase in two (2) printing cycles.

The entire front side of map will be similar to the Area Guide Map...just BETTER! Orleans County trail systems & Montgomery area trail systems will be include in the project. Businesses will be plotted with and along trail systems. The trail intersections will be clear and large to assist visitors in finding TOV businesses.



The backside of map each business may purchase an **Enhanced Listing**. It would be similar to this example.

A **Basic Listing** will be included with your membership. Name of Business, Town and contact info will be listed.



Lastly, Top of VT members may take advantage of an additional marketing/promotional opportunity in the form of **Trail Sponsorship**. Businesses will be available to list the name and location of their TOV business at ONE of the VAST/OCSA Trail intersections in Orleans County and in Montgomery, VT. This TOV opportunity is exclusive to chamber members and is limited to the number of intersections. Please reserve your space today.

To make your reservation please contact, Roger Gosselin, President of Orleans County Snowmobile Association at orleanscountysnowmobilers@gmail.com or by phone at 802-274-4502. The application for an Enhanced Ad will be available at www.topofvt.com and via email.

The partners are all very excited about the opportunities the Top of VT Collaborative Map Project will provide for the area. The TOV Chamber Board of Directors are proud to offer a comprehensive member benefit package and to market the area in a way that businesses, visitors and community will truly benefit. If you have any questions, please contact Karen @ info@topofvt.com.

Sincerely,

Karen O' Donnell

TOV Executive Director

