

Annual Report

Mad River Valley Chamber of Commerce, serving the Mad River Valley and surrounding communities.

Year ending December 31, 2008
Executive Director

Submitted by: Susan Klein,

The Mad River Valley Chamber of Commerce is comprised of a voluntary partnership of business and professional people whose mission is to:

- work together to encourage and represent responsible business activity to make the Mad River Valley a better place for everyone to live and work
- to retain existing non tourist businesses and attract new such businesses in order to improve the economic well being of the Valley, while preserving the rural character of the area and to
- promote the Mad River Valley as a year round destination vacation area in harmony with the environment and the unspoiled rural resources of the community.

Highlights from 2008 include:

Winter/Spring 08: A 7-8 minute feature segment on weddings was filmed in the Valley for airing on The Learning Channel, Women's Entertainment network and 20 cable affiliates in key markets. The thirty minute program featured the Mad River Valley as the sole destination.

The chamber offered area events the opportunity to apply for events grants. \$12,000 was awarded to area events.

The chamber launched its annual business survey. Results of the survey helped to shape not only the Board of Directors' all day retreat, it helped shape the new structure of the chamber.

Director, Susan Klein was appointed to the board of directors of the Vermont Association of Chamber of Commerce Executives. Bimonthly meetings present professional development, program and networking for chamber directors.

Summer 08: Organization of 60th annual July 4 Parade and Festivities in Warren. The General Wait House visitor center was busy as the summer wore on and moved into fall. The Green Mountain Opera Festival and Vermont Festival of the Arts generated excellent public relations and press as well as generating foot traffic in the visitor center.

Fall/Winter 08: The chamber's annual meeting was held in Warren Village . The chamber held public meetings and the reorganization of the chamber's structure to one that invites participation at committee/project level to members and their employees.

Hiring of hmc2 Agency to handle the chamber's marketing and promotions, with significant emphasis on www.madrivervalley.com

The 4th annual Sugarbush Festival of Lights had our community bedecked and bejeweled with dazzling lighting displays. After the wind wreaked havoc with several displays over the course of several days, over \$6000 was donated to local non profits by Win Smith and Sugarbush for several of the display entries.

The community sponsorship marketing program continues funding the lion's share of marketing in the Mad River Valley. For individuals or businesses seeking information on chamber membership and its benefits, please visit the chamber at the General Wait House at 4061 Main Street in Waitsfield. The office is open 24 hours for restroom and brochure rack access. The office is staffed M-F 8am-5pm, with a volunteer staffing the office most Saturday mornings.

