



STRENGTH IN NUMBERS

The Benefits of Collaborative, Place-Based Marketing

PANELISTS

- Gibbs Rehlen, Co-Founder , VT 30 Collective
- Matthew Banks, Founder, VT 30 Collective
- Tim Dolan, Marketing Director, SoVT Deerfield Valley/Bitown Marketing
- Matt Harrington, Executive Director, Southwestern Vermont Chamber

SPEAKER/MODERATOR

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Chief Marketing Mixologist™, Topsy Social

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Andrew Mendez-Spera, MS CTA CGSP
Chief Marketing Mixologist™
[@getwithtipsy](#)

AMPLIFYING BRAND IMPACT THROUGH COLLABORATIVE & PLACE-BASED MARKETING

Harnessing Community and
Geography for Business Success



OVERVIEW

- **DEFINE PLACE-BASED, COLLABORATIVE MARKETING**
- **THE BENEFITS OF THESE INITIATIVES**
- **STRATEGIES FOR IMPLEMENTATION**
- **VERMONT COALITION PANEL**
- **Q & A**

WHAT IS COLLABORATIVE, PLACE-BASED MARKETING?



COLLABORATIVE, PLACE-BASED MARKETING

- 1. FORMAL MARKETING STRATEGY**
- 2. FOCUS ON A GEOGRAPHIC AREA**
- 3. LEVERAGE LOCAL PARTNERSHIPS**
- 4. BUILD STRONGER COMMUNITY TIES**
- 5. RESONATE WITH LOCAL AUDIENCES**

WHAT ARE THE BENEFITS OF COLLABORATIVE, PLACE-BASED MARKETING?



BENEFITS

1. ENHANCED COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

LOCAL EVENTS OR FESTIVALS SPONSORED BY MULTIPLE LOCAL BUSINESSES

- Greater Community Turnout
- Increased Brand Loyalty
- Word-of-Mouth Promotion



BENEFITS

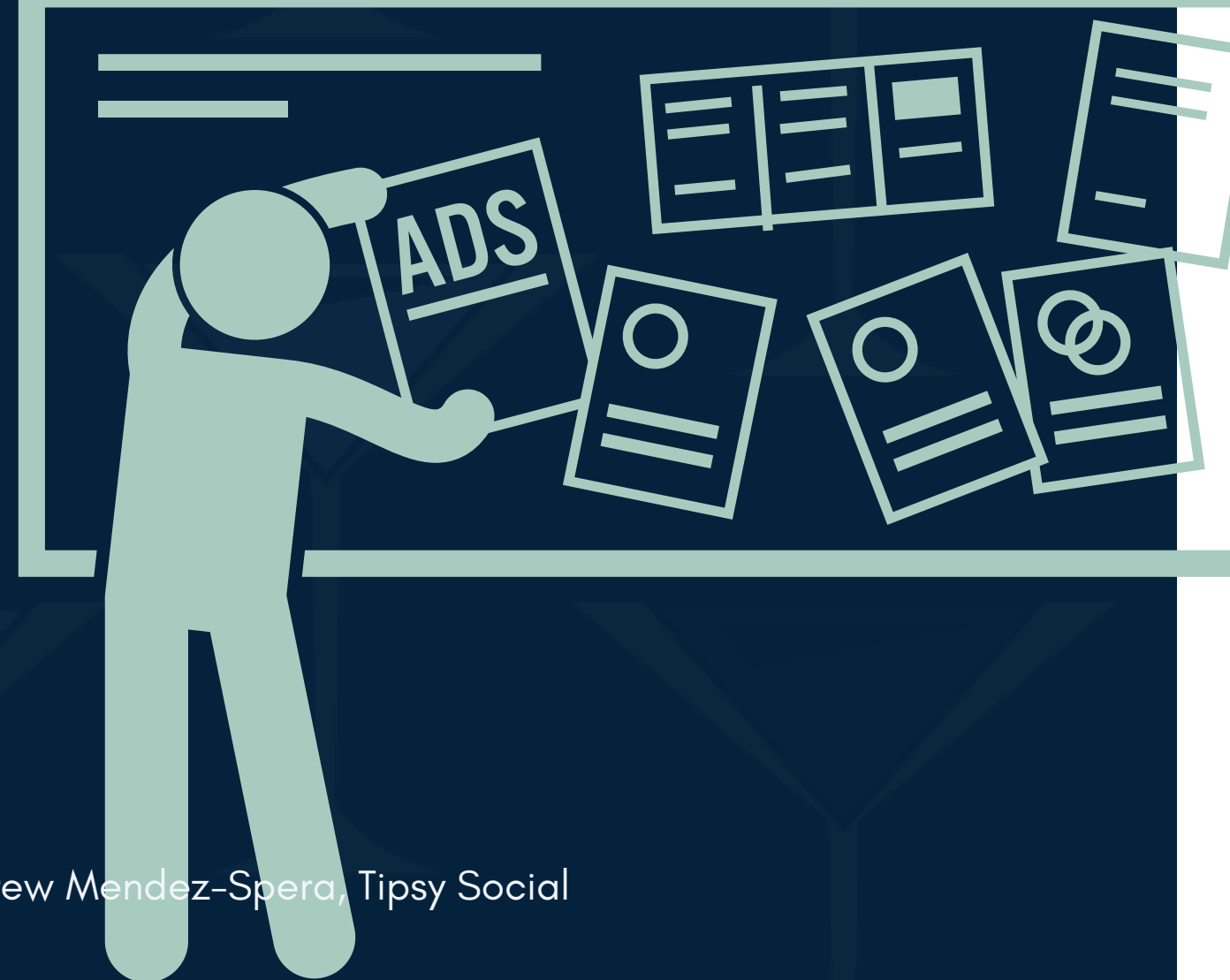
- 1. ENHANCED COMMUNITY ENGAGEMENT**
- 2. COST-EFFECTIVE MARKETING**

COST-EFFECTIVE

SHARING ADVERTISING COSTS WITH LOCAL PARTNERS (E.G., JOINT SOCIAL MEDIA CAMPAIGNS OR PRINT ADS).

- Reduced Individual Marketing Expenses
- Broader Reach

ADVERTISEMENT



BENEFITS

- 1. ENHANCED COMMUNITY ENGAGEMENT**
- 2. COST-EFFECTIVE MARKETING**
- 3. AUTHENTICITY & TRUST**

AUTHENTICITY & TRUST

PARTNERING WITH LOCAL INFLUENCERS OR COMMUNITY LEADERS WHO HAVE ESTABLISHED TRUST WITHIN THE COMMUNITY.

- Authentic endorsements lead to higher credibility and customer trust.



BENEFITS

- 1. ENHANCED COMMUNITY ENGAGEMENT**
- 2. COST-EFFECTIVE MARKETING**
- 3. AUTHENTICITY & TRUST**
- 4. LOCAL EXPERTISE & RESOURCES**

EXPERTISE & RESOURCES

**UTILIZING LOCAL KNOWLEDGE TO
TAILOR MARKETING MESSAGES
THAT RESONATE WITH REGIONAL
VALUES AND CULTURE.**

- More relevant and effective marketing campaigns.



WHY DO THESE COLLABORATIVE EFFORTS MATTER?





Hudson Valley
MAKE IT YOURS

HUDSON VALLEY TOURISM

HUDSON VALLEY WINE & DINE

Collaborative campaigns such as the "Hudson Valley Wine & Dine" promotion have significantly boosted tourism. This initiative led to a 15% increase in winery visits and a 10% increase in bookings at participating bed-and-breakfasts during the promotion period.

SOURCE: MID HUDSON NEWS



BEACON ARTS

BEACON SECOND SATURDAYS

This monthly event draws thousands of visitors, increasing foot traffic and sales for local businesses. On average, participating businesses report a 20-30% increase in sales on Second Saturdays.

SOURCE: MID HUDSON NEWS

WALKWAY
OVER THE HUDSON

WALKWAY OVER THE HUDSON

These partnerships have resulted in a 12% increase in visitor numbers to the Walkway and a 15% increase in overnight stays at local hotels. The joint marketing efforts, including discounted package deals and cross-promotional advertising, have enhanced the overall tourist experience.

SOURCE: MID HUDSON NEWS

DUTCHESS COUNTY FARM FRESH TOUR

The tour has attracted food enthusiasts from neighboring states, leading to a 20% increase in restaurant reservations and a 25% increase in farm visit bookings during the tour season. The program also highlights local produce, fostering a deeper connection between visitors and the region's agricultural heritage.

SOURCE: HVEDC



KINGSTON MAD

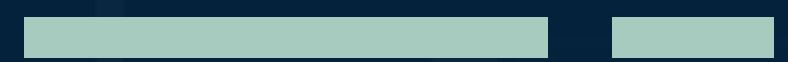
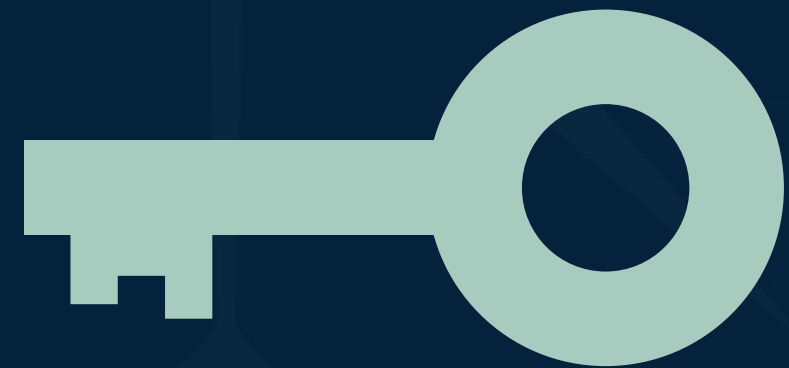
KINGSTON FIRST SATURDAY

This initiative has revitalized Kingston's downtown area, leading to a 30% increase in foot traffic and a 20% increase in restaurant sales on event days. The collaboration has also strengthened the sense of community and made Kingston a cultural hotspot.

SOURCE: HVEDC

KEY TAKEAWAYS

- **SEPARATE, BUT UNITED**
- **SAVES YOU MONEY**
- **EXPANDS YOUR KNOWLEDGE**
- **INCREASES BRAND REACH**
- **BUILDS BRAND LOYALTY**



LOCAL SUCCESS STORIES





VT 30 Collective is a group of local merchants, artists, farmers and non-profits committed to building a better Route 30 experience in Windham County Vermont.



Vermont 30 Collective profiles and partners with the unique and diverse local merchants, farms, non-profits, locals and visitors who shape Vermont's Windham County.



The ultimate goal of the VT 30 Collective is to **drive economic development and well-being in the area.**



This three year campaign provides a range of branding, marketing, management, outreach, communication and community services that will assist in **creating a vibrant and dynamic place intended to help stimulate visitation, grow businesses and enhance communities.**

[GRAB THE GUIDE & GO](#)



[JOIN US](#)

VERMONT 30 COLLECTIVE
FIND YOURSELF ON THE ROUTE
 VISIT VT30.org to learn more

RAWSONVILLE

- Family Recipes + Recipes
- Vermont
- Handmade Craft Drawings
- Unplugged Coffee
- Rawsonville Marketplace
- George Sport
- Mountain Subers
- Snowboard Shop
- Southern Sun Hempstore

BONDVILLE

- Southern Cafe
- 2-Diner
- The Original Market
- Lonsdale Hopes Hardware
- Nones House Bar & Sport
- The Starting Gate Ski Shop
- BBQ Kitchen & Bar
- Bondville Bloomist
- Stratton Mountain Resort
- Foundation
- The Stateworks Company

NEWFANE

- Bright Coffee
- Fat Crow
- Dutton Farm Store
- The Seaside Store
- Fayetteville Center
- Green Mountain Wine Shop
- The Original Newfane Fall Market
- NW Building Society
- Alison Townbridge Massage Therapy
- MST Bank
- Village Yoga VT
- Wild Book Company
- The Crowell Gallery
- Flour Colored Deli
- The Newfane Zoo

JAMAICA

- West River Provisions
- Our Pottery Garden
- Access Outfitters
- Jammershouse
- River & Run
- Stone Boat BBQ
- Three Mountain Inn

WEST TOWNSHEND

- West Townshend Country Store
- West Townshend Butcher
- West River Community Project

TOWNSHEND

- Lonsdale's Smoke Shop
- Lyons & Mason
- Woodshed Barn Store
- River Bend Farm Market
- The Hammondsville Store
- Twitchell House Antiques
- 802 Credit Union
- Red Fox Homes
- Seneca Mountain Maple
- DuGrenier Handmade Glass Art Design
- The Lodge at West River

DUMMERSTON

- Jeff's Basement

BRATTLEBORO

- The City Cafe
- Vermont Gaiters
- Thrasher Coat
- Henry's Tenner
- Griffin Village Cheese
- Retreat Farm

Windham County

Tip: Our area is pretty rural and cell reception can be spotty. We recommend downloading the region to your GPS or Google Maps before you depart.

VERMONT 30 COLLECTIVE

30 MILES

50+ MERCHANTS

7 TOWNS

ALL YOU NEED IS A MAP

ALONG VERMONT'S FAMOUS RT. 30 is a thriving and vibrant community of family farmers, artists and artisans, bakers and makers of all sorts revitalizing towns from Bondville to Brattleboro. Whether you stop at Dutton's Farmstand for their famous pies, walk the 10 miles of pristine trails at Retreat Farms, or grab a craft beer at the Fat Crow you will discover what locals already have; that there's no place in the world like Vermont. Visit VT30.org and plan your trip today.

THE VT 30 COLLECTIVE is a group of local merchants, artists, farmers and non-profits committed to building a better Route 30 experience in Windham County Vermont.

RETREAT FARM
 Retreat Farm is a multi-generational, community-oriented institution located on 100 acres of Adirondack farmland at the edge of downtown Brattleboro, Vermont.
 FARM TOURS | NATURE TRAILS | CRAFT BEER + CHEESE

ROBERT DUGRENIER
 DuGrenier is a well-known craftsman, artist and maker working primarily in glass, metal and wood. His shop in Townshend, VT features glass blowing Mondays, Wednesdays and Fridays.
 ART + GIFTS

DUTTON FARMSTAND
 Farm fresh produce, locally sourced meats, custom-made pies, and handmade soups.
 FIRE ARTS CAFE

THE NEWFANE STORE
 Breakfast, lunch and dinner at this Newfane community staple featuring Vermont gifts and crafts as well as the best sandwiches you've ever had.
 COUNTRY STORE | DINING | CRAFTS + GIFTS

ACTIVATIONS



LAST 8 MONTHS:

Open Flag Campaign: 20 partners

Event Tabling: Newfane Heritage Fest, Townshend Pumpkin Fest

Sponsorships: Harris Hill Ski Jump, 24hrs of Stratton, Brattleboro Brewers Fest

Social Media: The Real Vermont

Paid Media: digital ads

Earned Media: Reformer, Stratton Magazine

CREDITS - PEOPLE & SERVICE PROVIDERS:

Photography: Maaike Bernstrom

Brand Identity & Web Presence: Citizen Group, Curly Sprout

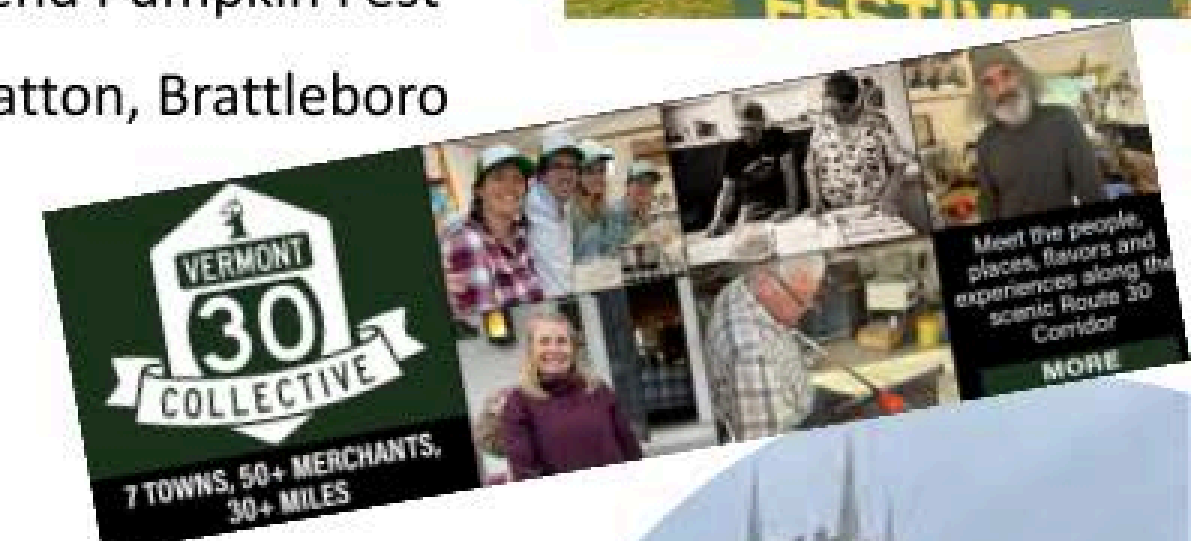
Media Partners: Vermont News + Media, Old Mill Road Media

Qtr Meeting Hosts: WW Supply, Retreat Farm

Instagram Coverage: Gibbs Rehlen

Brochure Distribution: VT Visitor Center on Interstate 91

2024 FORUM IN JUNE AT RETREAT FARM



WW BUILDING S





SOUTHERN VERMONT

DEERFIELD VALLEY

The Southern Vermont Deerfield Valley Chamber of Commerce was established in 1970 to support the region's business community, promote its unique natural assets and facilitate economic growth throughout the area.



Vermont how you want



SOUTHERN VERMONT
DEERFIELD VALLEY



Vermont how you want



SOUTHERN VERMONT
DEERFIELD VALLEY

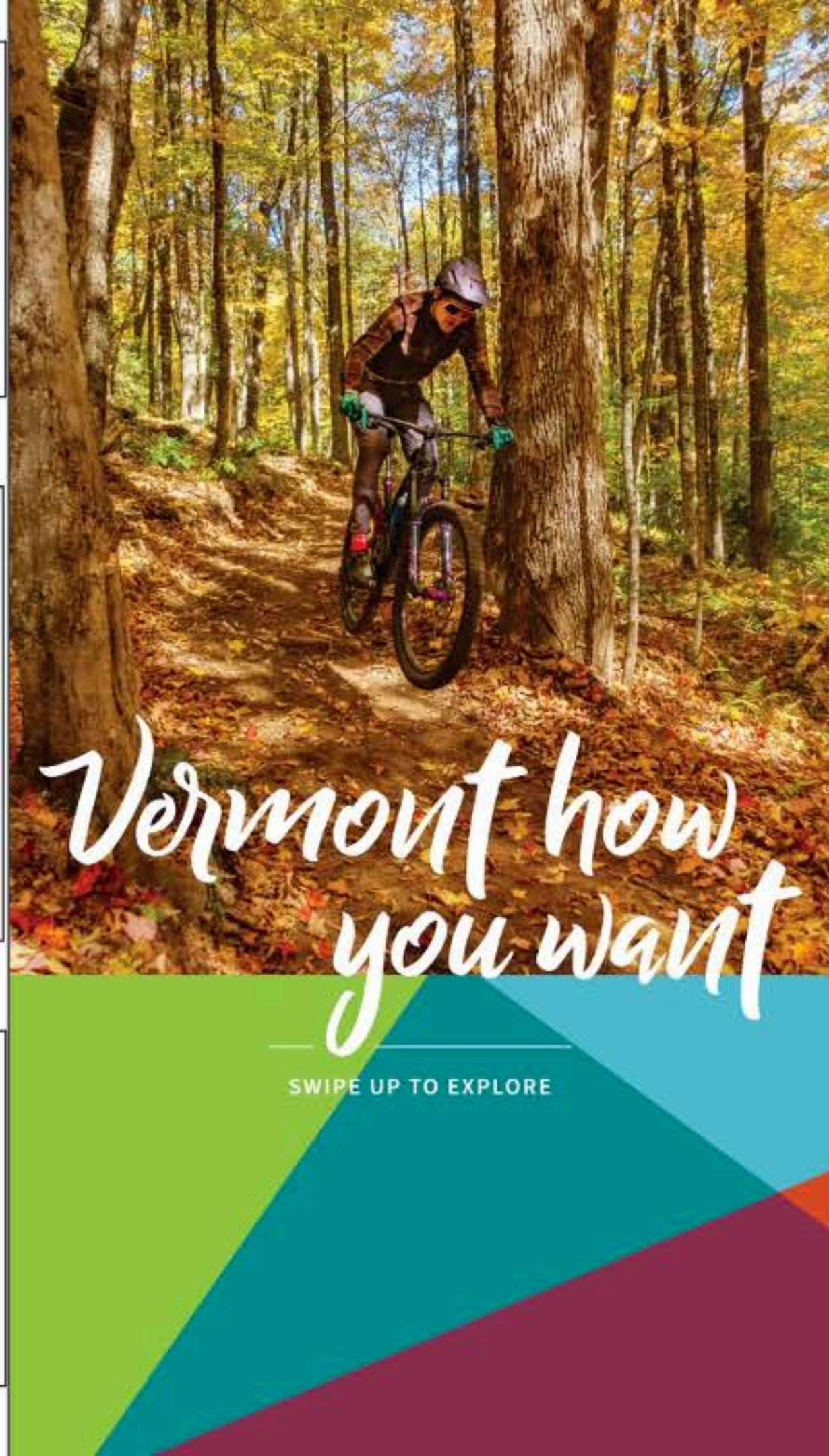
VISITVERMONT.COM



Vermont how you want



SOUTHERN VERMONT
DEERFIELD VALLEY



Vermont how you want

SWIPE UP TO EXPLORE

WHERE VERMONTING BEGINS



LESS JOURNEY, MORE DESTINATION



LESS JOURNEY, MORE DESTINATION



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SWIPE UP TO EXPLORE

LESS JOURNEY, MORE DESTINATION



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SWIPE UP TO EXPLORE

WHERE VERMONTING BEGINS

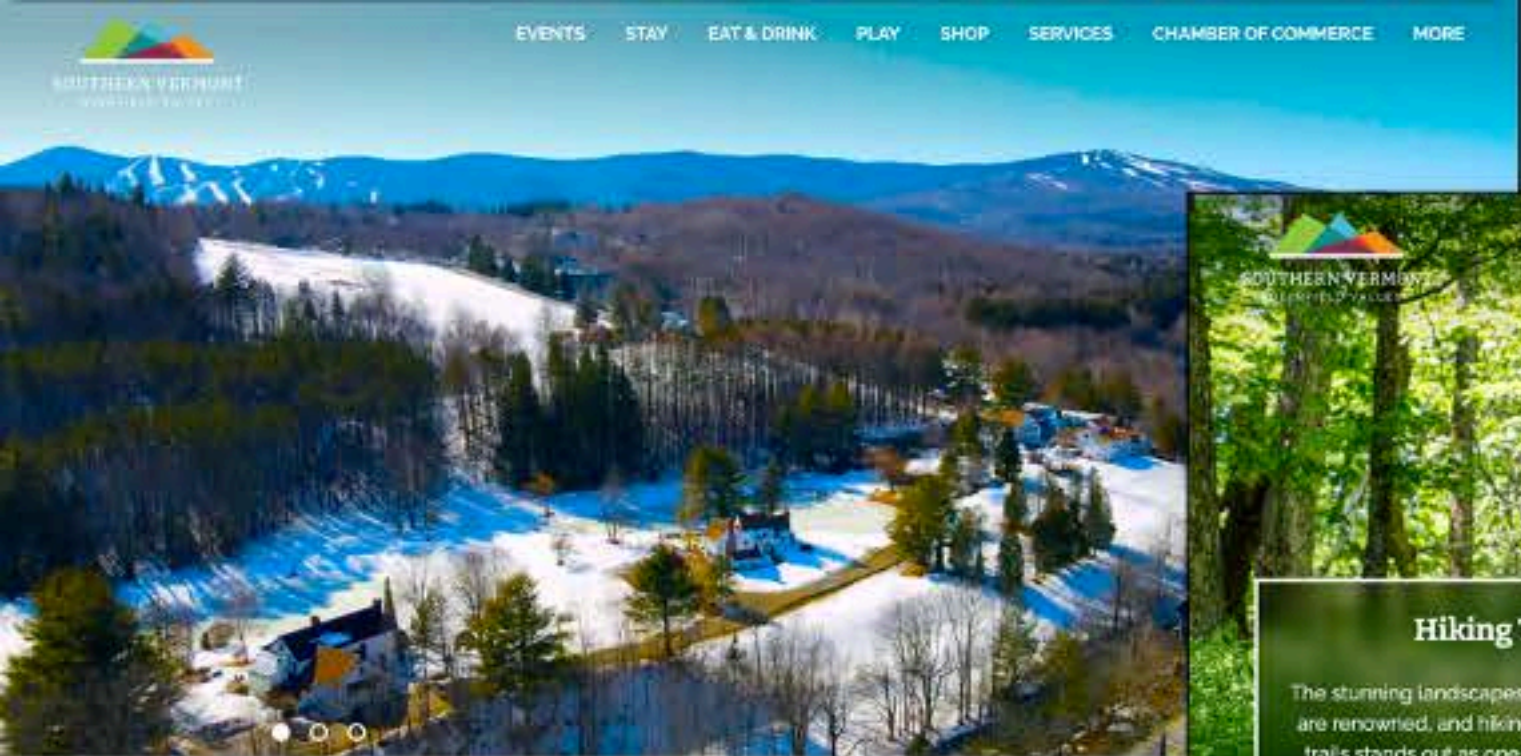


SWIPE UP TO EXPLORE

LESS JOURNEY, MORE DESTINATION



SWIPE UP TO EXPLORE



Hiking Trails

The stunning landscapes of Southern Vermont are renowned, and hiking along its numerous trails stands out as one of the finest ways to savor them.

[LEARN MORE](#)



Fall Foliage Tracker

Fall is here in Southern Vermont and this is your one stop spot to see the current status of foliage in the area.

[LEARN MORE](#)



Vermont How You Want

Discover how a retreat to the Deerfield Valley offers all your desires for a perfect New England vacation: a laid-back atmosphere, and numerous outdoor activities with a stunning backdrop of the Green Mountains.

[Learn More](#)



Where Vermont

Explore the allure of a New England vacation in the Deerfield Valley in Southern Vermont. Enjoy the hospitality, relish the laid-back atmosphere, and enjoy outdoor pursuits, all framed by the stunning backdrop of the Green Mountains.

[Learn More](#)



Vermont How You Want

Rooted in the grandeur of the Green Mountains, the Southern Vermont Deerfield Valley offers authentic New England hospitality experiences, a relaxed lifestyle, and abundant outdoor adventures. Find out how an escape to the Deerfield Valley can offer everything that you want in a Vermont getaway.

[Learn More](#)



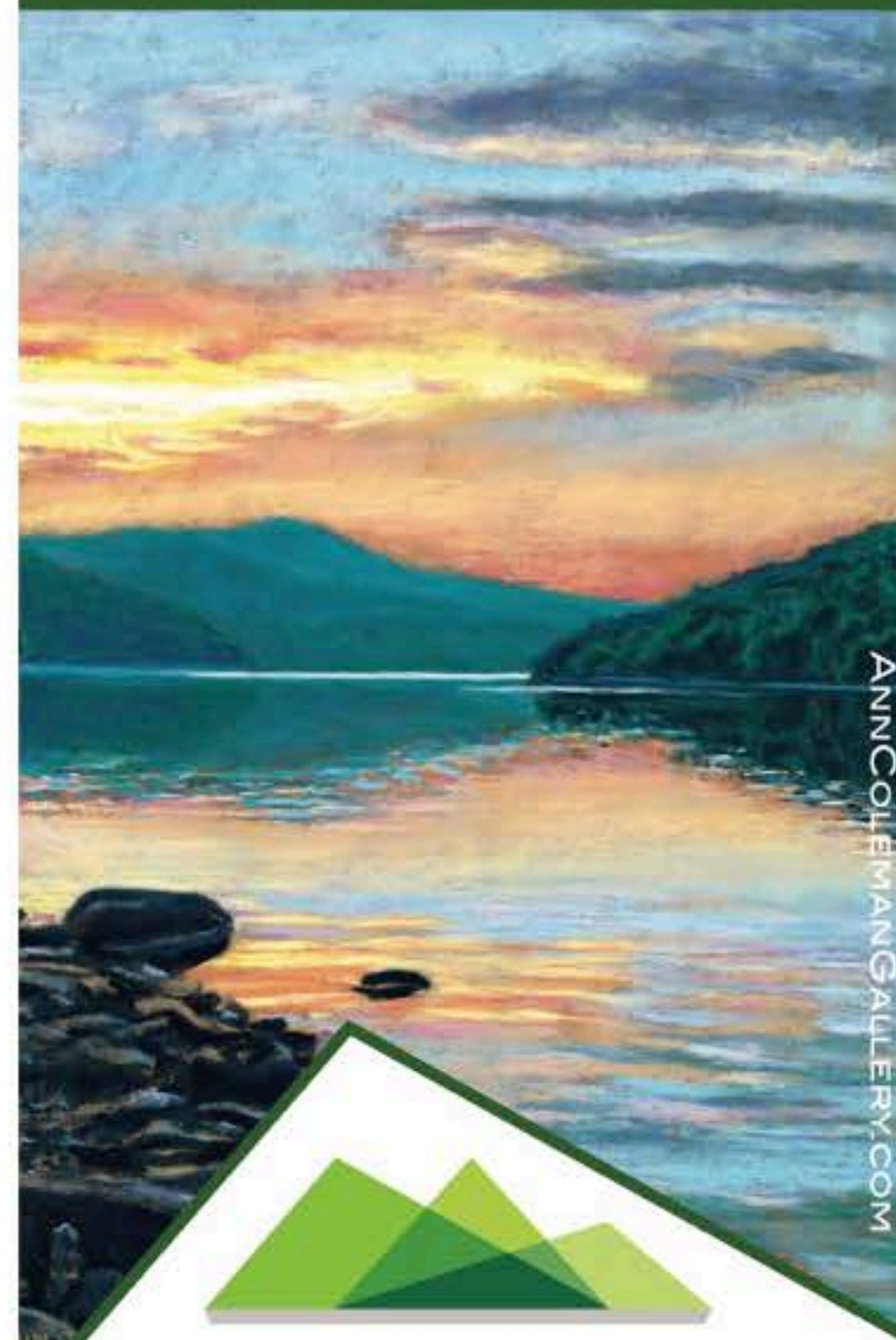


DOVER



SOUTHERN VERMONT
DEERFIELD VALLEY

WILMINGTON



SOUTHERN VERMONT
DEERFIELD VALLEY

ANNCOLEMANGALLERY.COM



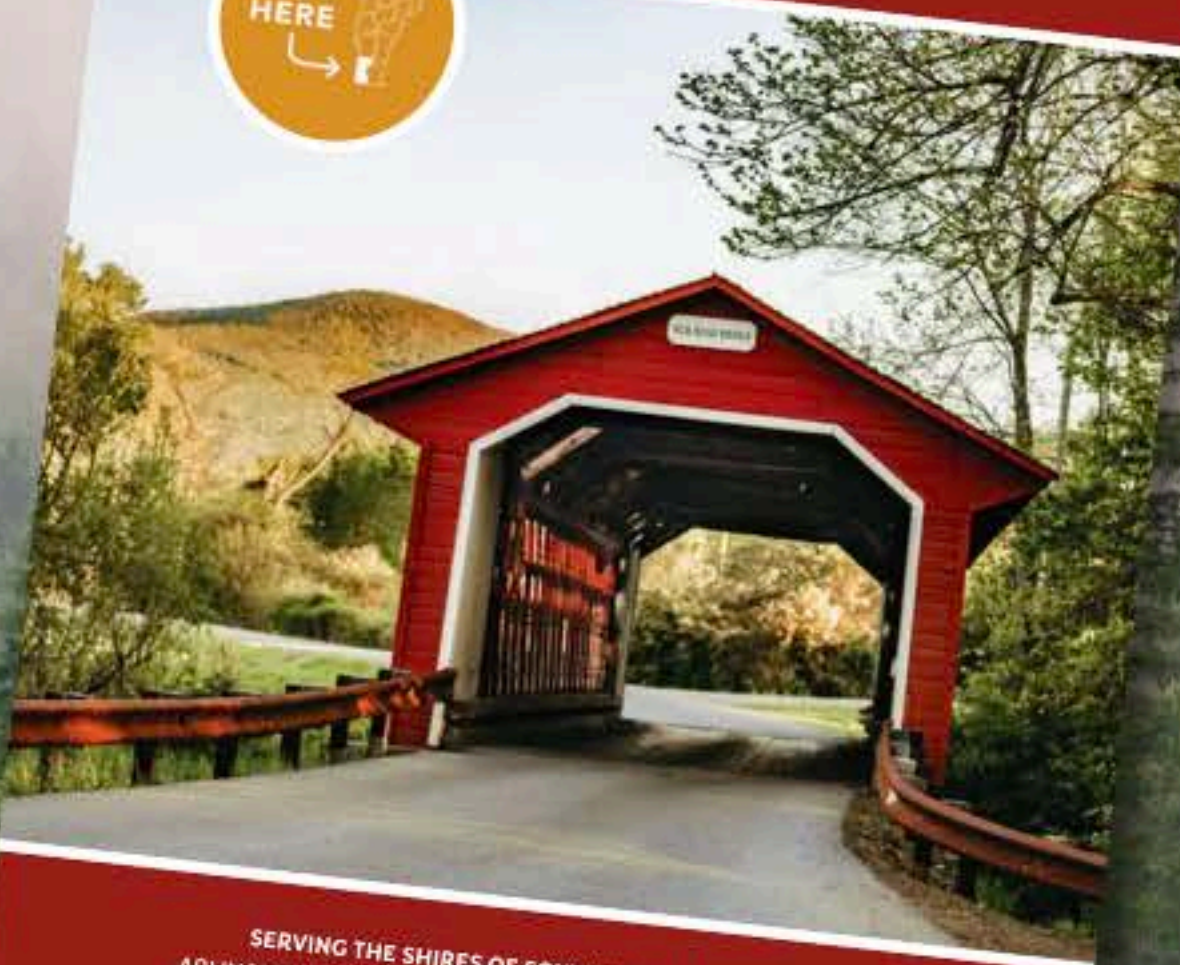
THE SHIRES

OF SOUTHWESTERN VERMONT

A picturesque New England region nestled in the Southwesternmost corner of Vermont, the geographic designation may be Bennington County but in recent years residents and visitors alike have come to affectionately call this area, The Shires of Southwestern Vermont.

SOUTHWESTERN VERMONT 2023-2024 TRAVEL GUIDE

THE SHIRES OF SOUTHWESTERN VERMONT



SERVING THE SHIRES OF SOUTHWESTERN VERMONT
ARLINGTON | BENNINGTON | DORSET | GLASTENBURY | LANDGROVE
MANCHESTER | PERU | POWNAL | READSBORO | RUPERT | SANDGATE
SEARSBURG | SHAFTSBURY | STAMFORD | SUNDERLAND | WINHALL | WOODFORD

EXPLORETHESHIRES.COM | 802.447.2456
INCLUDES LOCAL HISTORY, MAPS & MORE
PRODUCED BY THE SOUTHWESTERN VERMONT CHAMBER OF COMMERCE

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2024

GARLIC TOWN, USA!

TICKETS ON SALE STARTING MEMORIAL DAY WEEKEND – FOLLOW US FOR UPDATES

@GARLICTOWNUSA





SPONSORED / THE SHIRES OF SOUTHWESTERN VERMONT

Unscathed by Floods, The Shires of Southwestern Vermont Offer a Resilient, Enchanting Escape This Fall

Sponsor Content



Garlic Grooves & Vermont Views: A Labor Day Getaway in Southwestern Vermont

By StoryStudio on August 21, 2023 4:59 PM



Friends and families gather at Garlic Town, USA in Historic Downtown Bennington.

Holidays IN The Shires

SOUTHERN VERMONT
HOMEBREW FESTIVAL
 BENNINGTON, VT
 May the 4th be with you!




30+ Brewers ✕ Food Trucks ✕ Street Festival



Tickets/Info:
vthomebrewfests.com




THE MANCHESTER BUSINESS ASSOCIATION & THE SHIRES OF SOUTHWESTERN VERMONT PRESENT

Holiday Inn Tours

SATURDAY, DECEMBER 2
 SATURDAY, DECEMBER 9

Continuing over a three decade's long tradition, the 2023 Shires' Holiday Inn Tours, coordinated by the Manchester Business Association & The Shires of Southwestern Vermont, invites you to join us on two Saturdays in December to take self-guided tours of some of the best lodging establishments in Vermont.

18 Shires lodging properties including historic hotels, quaint inns, charming B & B's and lodges, will open their doors from 11am - 3pm each Saturday to welcome folks from near and far.

PURCHASE TICKETS ON WEBSITE!



ALL PROCEEDS GO TO SUPPORT:



EXPLORE ALL THE HOLIDAY EVENTS



Holiday Community Calendar

- WINTER SOLICITUDE** - The first of the holidays...
- Winter Nights - Holiday Dinner** - Celebrate the season...
- Winter Nights - Holiday Dinner** - Celebrate the season...
- HOLIDAY HOLIDAY** - Celebrate the season...
- Winter Nights - Holiday Dinner** - Celebrate the season...
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www.ExploreTheShires.com/holidaysintheshires

www.ExploreTheShires.com/shiresholidayinntours

VERMONT COALITION PANELISTS



GIBBS REHLEN

Co-Founder
@Vermont30Collective



MATTHEW BANKS

Co-Founder
@Vermont30Collective



TIM DOLAN

Marketing Director
@Visit_Vermont



MATT HARRINGTON

Executive Director
@ShiresOfVermont



SOUTHERN VERMONT
DEERFIELD VALLEY





NEXT UP: AFTERNOON ROUNDTABLES

- *Disaster and Climate Resilience Funders Roundtable* **Deerfield South**
- *Housing: Ideas and Connections for Action* **Deerfield North**
- *Engaging with Vermont's Data Ecosystem* **Raponda West**
- *Vermont Creative Network Gathering* **Raponda Central**
- *Strengthening Local Leadership* **Raponda South**
- *Legislative Update (TBD)* **Somerset Ballroom (front)**
- *Welcoming New Residents* **Somerset Lobby**