



## 2024 Member Benefits

	CORNERSTONE \$9,500	PLATINUM \$6,500	GOLD \$3,250	SILVER \$1,250	BRONZE \$750	COPPER \$500	BASE \$400
Invitation to the government affairs committee	✓	✓	✓	✓	✓	✓	✓
1 Complimentary seat per year in any one Vail Valley Works program	✓	✓	✓	✓	✓	✓	✓
1 Dedicated e-newsletter blast per year	✓	✓	✓	✓	✓	✓	✓
Complimentary access to any ticketed VVP event	4 Tix	2 Tix	✓	✓	✓	✓	✓
1 Seat at 50% off in any one Vail Valley Works program	✓	✓	✓	✓	✓	✓	✓
Business recognition: VVP e-news, logo in office & annual report	✓	✓	✓	✓	✓	✓	✓
Sponsorship of a nonprofit at silver level	✓	✓	✓	✓	✓	✓	✓
Bronze membership for associated businesses	Every Business	Every Business	Every Business	✓	✓	✓	✓
1 Facebook live video broadcast from VVP page	✓	✓	✓	✓	✓	✓	✓
Featured blog on VisitVailValley.com	✓	✓	✓	✓	✓	✓	✓
* Lodging member benefits: access to VailonSale.com, member LQA pricing, group sales	✓	✓	✓	✓	✓	✓	✓
Member Minute video: 1-2 minute video for business directory, newsletter & social	✓	✓	✓	✓	✓	✓	✓
Receive featured placement in the e-newsletter	✓	✓	✓	✓	✓	✓	✓
Instagram takeover for @VisitVailValley or @VailValleyPartnership	✓	✓	✓	✓	✓	✓	✓
Host After Hours Mixer	✓	✓	✓	✓	✓	✓	✓
Featured online listing in business directory w/ logo	✓	✓	✓	✓	✓	✓	✓
Printed member mailing labels	Unlimited	Unlimited	Quarterly	Bi-Annual	Once	✓	✓
Co-host featured podcast	Monthly	Monthly	Quarterly	Bi-Annual	Once	✓	✓
Join a Leads Group on a space available basis	✓	✓	✓	✓	✓	✓	✓
Featured "Story of the Month"	✓	✓	✓	✓	✓	✓	✓
Ability to reserve VVP Conference / Zoom Room	✓	✓	✓	✓	✓	✓	✓
Promotion on VVP Facebook page	✓	✓	✓	✓	✓	✓	✓
* Access to Merchant Ski Pass, Certified Vendor & One Valley Healthcare programs	✓	✓	✓	✓	✓	✓	✓
Host a Hospitality Day	✓	✓	✓	✓	✓	✓	✓
Ability to offer a Member Savings Program	✓	✓	✓	✓	✓	✓	✓
Ability to promote in e-newsletter	10 Spots	10 Spots	10 Spots	10 Spots	6 Spots	4 Spots	✓
Post to online event calendar, newsroom, job board, volunteer board & forum	✓	✓	✓	✓	✓	✓	✓
Any staff can access the Member Savings discounts	✓	✓	✓	✓	✓	✓	✓
Member pricing & access to scholarships for Vail Valley Works professional development	✓	✓	✓	✓	✓	✓	✓
Member pricing for CareerWise Apprenticeship Program	✓	✓	✓	✓	✓	✓	✓
Any staff may attend networking & educational events	✓	✓	✓	✓	✓	✓	✓
Complimentary business listing online	✓	✓	✓	✓	✓	✓	✓
	UNITS: 150+	UNITS: 100-149	UNITS: 50-99	UNITS: < 50			

+ All subsidiary businesses are \$450 (for same membership level as main business)

+ Nonprofits receive 40% off membership rates (available for only Copper, Bronze and Silver Levels)

+ Any membership level can sponsor a nonprofit for \$450 (nonprofit will receive Bronze Level benefits)

+ Community Memberships Available

+ Investor Memberships Available (customizable benefits available)

Memberships valid for calendar year. Monthly payment options available. For more information, please visit: [VailValleyPartnership.com/join](http://VailValleyPartnership.com/join)

\* Additional qualifications required

Lodging property units >>

## DESCRIPTION OF BENEFITS

Networking & Educational Events

Access

Marketing

### Vail Valley Works

Vail Valley Works is the premier local source for workforce development. Our programming is designed to establish, train, and support a network of local leaders who are ready to take on the challenges of an ever-changing community. Programs include professional development, work-based learning, nonprofit resources, diversity, equity, & inclusion and mental wellness initiatives.

\* Available to all employees of member businesses

### Networking & Educational Events

Whether you're interested in formal or informal networking, VVP has something for everyone such as After-Hours Mixers, The Inside Edge educational events, and Hospitality Days.

\* Available to all employees of member businesses

### Leads Group

The mission of the Leads Group is to pass along qualified business referrals, motivate professional growth, provide information on business community, and generally promote the products and services represented by those in the group. There are no 2 similar business industries in any group so that there are no competing businesses.

### Certified Vendor Program

We educate local vendors on our LQA standards for product and furnishing quality. With this certification, vendors are equipped to assist property owners when upgrading their rental properties to obtain a higher LQA rating.

### Member Savings Program

Members receive preferred pricing on various services and supplies including fitness & recreation, education, healthcare, HR, marketing, transportation, event spaces and more.

\* Available to all employees of member businesses

### Online Business Listing

Alphabetical listing in the industry page. Business name, contact information, weblink, description of business, social media links. Silver+ level members receive a priority listing with their logo.

### E-Newsletter

VVP sends out a weekly e-newsletter every Wednesday. Copper & Bronze level members are eligible for a square ad on a space available basis. Silver & Gold level members are able to reserve up to 10 spaces a year for a full-sized ad. Platinum+ level members receive 2 full-sized spaces a month. Cornerstone members receive one e-blast per year.

### Video Benefits

Member Minute Video: The Member Minute Video gives you a chance to introduce your organization in one continuous shot. This 1-2 minute video lives on your business directory and is played throughout other VVP channels.

Facebook Live Video: A 2-4 minute video interview and behind the scenes of an organization. This type of video is great to spotlight an event, program, or organization.

### The Partnership Podcast

VVP's podcast dives into the latest happenings in the Vail Valley, the scoop on business news and current issues to advocacy alerts, and community conversations. This is a great way to highlight the work your organization is doing in our community.

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**To learn more about becoming a member, contact our  
Director of Membership Maren Cerimele, at 970.477.4001  
or email at [maren@vailvalleypartnership.com](mailto:maren@vailvalleypartnership.com).**

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## Member Retention Plan

Tasks	Assigned to
<b>1st Month</b>	
Recognition on social media	
Renewal Plaque/New Member Plaque	
Milestone recognition (if applicable)	
Renewal package (coupons, freebies, letter)	
<b>2nd Month</b>	
Follow up on payment if not received (if applicable)	
Review participation history	
Email flyers of upcoming events/seminars/workshops/committees	
<b>3rd Month</b>	
Follow up on payment if not received (if applicable)	
Email flyers of upcoming events/seminars/workshops/committees	
<b>4th Month</b>	
Review participation history	
Phone call	
<b>5th Month</b>	
Review participation history	
Personal invitation to upcoming event	
<b>6th Month</b>	
Physical visit if needed (Chamber bag/give-away items)	
<b>7th Month</b>	
Review profile content/participation	
Phone call	
<b>8th Month</b>	
Email flyers of upcoming events/seminars/workshops /committee	
<b>9th Month</b>	
Invitation as guest to monthly networking breakfast	
<b>10th Month</b>	
Review member profile/participation	
<b>11th Month</b>	
Annual renewal invoice mailed and emailed 60 days prior	
<b>12th Month</b>	
Payment received	
Send Thank You Letter/Handwritten	

## Rancho Mirage Chamber of Commerce Membership Timeline/Retention Plan

Member retention is a key component of a good membership plan. To increase membership, RMCC strives to recruit two new members for every member who doesn't renew. It takes a lot less work, and money, to retain current members rather than continually trying to find new prospects to recruit.

Industry statistics show that the first year of membership is critical – the majority of those who do not renew their membership are first-year members. That is why it's so important to reach out to these new members, to give them personal attention, and to get them involved. A new member who participates in chamber activities and becomes part of the "community" is less likely to leave after a year.

Through personal attention, we can also educate the new member about chamber benefits and services. Many new members leave a chamber without even realizing what they're missing because no one took the time to personally explain how to take advantage of the benefits and how to find the most appropriate programs and activities for their needs. With our New Member Plan, we will ensure that all new members learn how to maximize their membership and get involved in our chamber.

Below is our membership timeline outlining member contacts and invoicing.

WHEN	ACTION	NOTES
Upon Application & Month #1	<ul style="list-style-type: none"> <li>-Call &amp; personal visit</li> <li>-New Member Communications</li> <li>-New Member Profile completed</li> <li>-Invitation to New Member Orientation</li> <li>-Encouraged to add representatives with form at induction to deepen contacts</li> <li>-Board of Directors "Welcome Card" sent</li> <li>-Event e-invite</li> <li>-Invitation to personal consultation</li> </ul>	<p>Profile includes 25-word description that is published online</p> <p>Packet includes benefits checklist &amp; plaque</p> <p>Personal consultation by staff orients new member to staff &amp; leadership, discusses expectations, encourages involvement</p>
Month #2	<ul style="list-style-type: none"> <li>-Front desk staff reminder re: next event and/or New Member Orientation</li> <li>-Membership staff sends networking tips</li> <li>-Welcome letter from President/CEO and Two Free Mixer Passes</li> <li>-Live with Your Chamber video</li> <li>-Adventures with Anne</li> </ul>	<p>Member Orientation cover all benefits, opportunities</p> <p>Member Orientation attendance rolodex emailed to all attendees</p> <p>Staff collects feedback, if any, for possible follow-up as necessary</p>
Month #3	<ul style="list-style-type: none"> <li>-Regular Chamber mailings &amp; emails</li> <li>-Membership Committee/Ambassadors/BL make business visits to welcome new members</li> </ul>	<p>Includes Social Media engagement</p> <p>Retention Committee is made up of Board Members and Ambassadors</p>

Month #4	-Ambassador call to check-in with new member, answer any questions, review benefits, & remind of next event(s)	Ambassador also thanks new member for their participation & commitment to the Chamber
Month #5	-Regular Chamber mailings & emails, referrals and invitations	Once a year, before directory time, all Members are contacted, asked to make sure their business profile is still current/make changes.
Month #6	-Feedback survey & "thanks for membership" letter sent -Invitation to upcoming event -Benefits list sent again w calendar for the year	Staff follows up with feedback from survey
Month #7	-Regular Chamber mailings & emails, referrals and invitations	Every January and May Send out Member Satisfaction Survey
Month #8	-Regular Chamber mailings & emails, referrals and invitations	Emails are segmented by interest into categories of legislative priority/interest for targeted communications
Month #9	-Notify Member Services re: pending renewal	Member Services sends message re: pending renewal and involvement techniques
Month #10	-Renewal pre-bill letter mailed and emailed with <b>invoice</b> & return envelope	<b><u>First invoice for renewal</u></b>
Month #11	-Anniversary letter mailed and emailed with <b>invoice</b> & Value Sheet, return envelope -Letter from Chair of the Board	<b><u>Second invoice for renewal</u></b>
Month #12	-Anniversary date – payment due -Thank you for your Renewal letter	From CEO and Board Chair
Month #13	-30 days past due <b>invoice</b> sent -Sales staff calls member and shares their web hit statistics	<b><u>Third invoice (past due)</u></b>
Month #13 ½	-45 days past due - <b>Drop letter</b> from President/CEO mailed with exit survey* and final statement -Drops reported to Board of Directors – anyone with personal relationship asked to contact dropped member	<b><u>Member dropped*</u></b>  *In most cases, members have already made up their minds by 45 days late, & the Chamber cannot afford the staff time in today's economic climate to pursue any further.

## **Retention Goal: 75%**

Communicating early and often with first year members makes them more likely to take advantage of benefits and services. The Chamber Membership will continue to thrive through both new recruits and retained members.

***The Retention Campaign is a part of everyone's job description:***

### **Board of Directors Commitment:**

To review "at risk" list and make personal calls. To serve as the "frontline" of the Chamber and regularly welcome and meet new members and refer potential members.

### **Chamber Staff Commitment:**

To offer excellent customer services. Going above and beyond, giving members encouragement in involvement at each opportunity. Giving referrals.

To work with all Members through the entirety of the retention plan, with emphasis on first year Members.

To keep publications, web and materials up to date including regular testimonials, brag media releases after events and survey membership.

### **Membership Committee Commitment:**

To work to keep the aggressive retention plan in place and make adjustments as needed. To follow up and problem solve; consulting with members.

### **Ambassador/Business Liaison Commitment:**

To welcome new members with a visit and to make the call sheets work for the member and report feedback to staff. To serve as the welcoming committee and engage new members.

### **CEO Commitment:**

To keep the Board, Staff and Volunteers up to date on the Chamber retention numbers and budget.



## Vail Valley Partnership Member Recruitment Plan

- Execute Year-Round Marketing Plan (radio, social media, newspaper ads)
- Create strong, valuable programming that drives participation and recruitment (OVHP, Vail Valley Works, Nonprofit Network, etc)
- Track leads on prospect tracking sheet and follow up within 24 hours of receiving lead
  - Leads received from:
    - After Hours Mixers and other VVP networking events (invited guests, walk ins, etc)
    - Staff, board member, and member referrals
    - Community / affiliate organization events and programs
    - Direct calls from marketing channels (radio, social media, newspaper, etc) with “join now” call to action
    - Job Fairs, CareerWise leads
  - Follow up with all dropped members from past three years
    - Reintroduce organization to dropped members
      - Outreach customized based on reason for dropping membership
      - Share annual report & strategic plan
- Send introduction email
  - Follow up with membership tiers attached and ask to set up one-on-one meeting.
    - Inquire about the business. Always ask:
      - “How can we help grow your business?”
      - “What are the obstacles you face as a business right now?”
      - “What are your main business goals?”
    - Customize membership outreach to identified business needs
- 1<sup>st</sup> Quarter
  - Send annual report with key points of interest spotlighted
  - Once a month send something of value to prospective members
    - Identify a resource for them “I saw this and thought of you” or “Here is a great resource for you”
  - Invite to be a guest at an After Hours Mixer
  - Invite to Vail Valley Works programs
  - Stop by place of business to with introduction
- 2<sup>nd</sup> and 3<sup>rd</sup> Quarter
  - Once a month send something of value to them.
    - Identify a resource for them “I saw this and thought of you” or “Here is a great resource for you”
    - Tie back to business goals and needs identified in Q1
  - Invite to be a guest at an After Hours Mixer

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- Invite to The Inside Edge educational programs
- Invite to Success Awards
- Invite to CareerWise luncheon
- Invite to job fairs
- Call to check in on them or stop by place of business
- Send reminder of prorated membership dues
- Business visits with related information
- 4<sup>th</sup> Quarter
  - Once a month send something of value to them.
    - Identify a resource for them “I saw this and thought of you” or “Here is a great resource for you”
  - Invite to be a guest an After Hours Mixer
  - Invite to Annual Meeting
  - Call to check in on them or stop by place of business
  - Promote November and December for free when they sign up for next year.
  - Send holiday card email

Outreach, as needed, based on level of communication. Remove prospects that have been unresponsive for 4-6 months.

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## **New Member Retention:**

- Welcome email & handwritten note from Dir of Membership
- Within first month of joining:
  - Invite from Director of Membership to meet to discuss membership benefits
  - Email from Marketing Manager regarding media benefits (eg. Outreach to May New Members – June 1<sup>st</sup>)
  - Email from Program Manager regarding benefits (eg. Outreach to May New Members – June 30<sup>th</sup>)
  - Email from Events Manager regarding upcoming events (on the 10<sup>th</sup> of each month for the previous month's new members)
  - Include a "Welcome New Members" feature on Facebook. Enewsletter, Vail Daily ad
- Ongoing outreach by Dir of Membership:
  - Invite to engagement opportunities (After Hours Mixers, The Inside Edge, Vail Valley Works programs, job fairs / CareerWise luncheon)
  - Additional outreach based on membership application information (reason for joining)
- 1<sup>st</sup> Quarter
  - Send reminder email or set up in person meeting to ask about utilizing benefits
  - Invite to participate in signature programs & events as applicable (VVW, CLA, educational events)
- 2<sup>nd</sup> Quarter
  - Invite to Success Awards
  - Introduction from Dir of Community Development
- 3<sup>rd</sup> Quarter
  - Business visit from Dir of Membership
  - Email or phone call from President, check on ROI/VOI of membership
- 4<sup>th</sup> Quarter
  - Send holiday card or email
  - Invite to Annual Meeting
- Outreach regarding new programming announcements from all parties as appropriate (e.g. Success Awards nominations open, Vail Valley Works program registrations open)
- Outreach, as needed, before receiving renewal
- Thank you for renewal from Dir of Membership
- Add value to membership by increasing networking and educational opportunities and inviting members who expressed interest in specific opportunities

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- Collaborate with members to add engagement opportunities (media benefits, cost savings programs, additional events)
- Customized follow up to all members included in e-newsletters with link to their listing
- Customized follow up to all members promoted on social media with link to the promotion as well as statistics on views and engagement
- Customized outreach based on tiered membership level

### **Renewing Member Retention:**

- Thank you for renewing email from Dir of Membership
- Monthly outreach:
  - Invite to engagement opportunities (After Hours Mixers, The Inside Edge, Vail Valley Works programs, job fairs / CareerWise luncheon)
  - Additional outreach based on reason for renewing
- 1<sup>st</sup> Quarter
  - Set up in person meeting to ask about utilizing/review benefits
  - Email from Program Manager regarding benefits
  - Email from Marketing Manager regarding media benefits
- 2<sup>nd</sup> Quarter
  - Make phone calls to check-in – Dir of Membership
  - Send reminder email or set up in person meeting to ask about utilizing benefits
  - Invite to Success Awards
  - Email from Events Manager regarding opportunities
- 3<sup>rd</sup> Quarter
  - Send reminder email or set up in person meeting to ask about utilizing benefits.
  - Focus on outreach by membership level.
  - Email or phone call from President, check on ROI/VOI of membership
  - Begin executing Member Renewal Outreach Strategy
- 4<sup>th</sup> Quarter
  - Send holiday card or email
  - Send reminder email about utilizing benefits and discuss membership for next year
  - Invite to Annual Meeting
  - Finish executing Member Renewal Strategy
- Outreach, as needed, before receiving renewal

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- Outreach regarding new programming announcements from all parties as appropriate (e.g. Success Awards nominations open, Vail Valley Works program registrations open)
- Thank you for renewal from Dir of Membership
- Add value to membership by increasing networking and educational opportunities
- Collaborate with members to add engagement opportunities (media benefits, cost savings programs, additional events)
- Customized follow up for program (cost savings, Leads Group, etc) participants
- Customized follow up for member news/successes

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## **VVP New Member Drip Campaign Plan**

*\*\*no need to create new lists – just classify people within our master list so everyone still gets the weekly newsletter*

Triggering event – **send when someone is tagged in MailChimp as a new member**

### **EMAIL ORDER**

1. Welcome to VVP from Chris Romer
2. How to navigate your VVP dashboard (VVP University videos)
3. Meet the Team & Board
4. Member Benefits
5. What we do (Combine with One Voice Video)
6. Programs
7. Get emails about the pieces that matter to you (Have them update their profile for VVP Communications)
8. Events + Don't miss these: The Partnership Podcast, VVP Connect
9. Thank you message from board chair

### **EMAIL CONTENT**

#### **Email 1:**

Subject line: Welcome to Vail Valley Partnership

#### **Welcome to Vail Valley Partnership**

Thank you! On behalf of the board and staff of Vail Valley Partnership, thank you for investing in your business, and at the same time investing in your community.

Thank you for entrusting the team at Vail Valley Partnership with your future success. We are happy to have you on board, joining almost 900 other local organizations who are similarly committed to both their business success, and the success of our community. These things are connected, and we believe the health of the business community and the health of the larger community in which it lives are inextricable. Our programs, advocacy work, and member benefits are all developed with this in mind.

Our team is available to meet with you to review your member benefits at any time. Please reach out with any questions you may have, and we look forward to your engagement in our programs and events. Welcome aboard! We're happy to have you.

-- Chris Romer, President and CEO of Vail Valley Partnership

(End email with VVP I am COmmitted video: <https://www.youtube.com/watch?v=Ysh-hpr5hZE>)



ONE MONTH LATER member gets Email 2:

Subject line: Navigating Vail Valley Partnership Member Portal

### **Increase Your Exposure Using the Member Portal**

Now that you're a member, you have access to some handy tools through the Member Login Portal. The portal provides you with direct access to tell your story, increase awareness of your business or event, and be found by visitors and locals by posting on both VailValleyPartnership.com and VisitVailValley.com. Specifically, the Member Login Portal allows you to update your business listing, add events to the online calendars, post open job listings, and add business news to the newsrooms. Additionally, Silver Level and higher members can download leads from the VisitVailValley.com opt-in leads lists for direct marketing.

Access is granted using the username and password that you created in the online membership application upon joining. Need help getting started? Contact [Maren Cerimele](#), VVP Director of Membership, to get your login information (970-477-4001).

### **WHY? WHAT'S THE VALUE?**

Search engines, like Google, love chamber organizations because our websites contain updated business links, information, and relevant community content that online searchers are looking for.

Utilizing your online VVP resources increases not only your exposure and brand awareness, but also increases your website's Search Engine Optimization (SEO) score.

### **WHAT DOES IT TAKE AND HOW MUCH TIME?**

Go to VailValleyPartnership.com and scroll to the bottom of the page to click "Member Login". Enter your username (or email attached to the account) and password. From there, you can:

- **Update your business directory**  
*Best practice* - In your business description, use keywords that would be used in a search engine to find your business. Make sure your contact information and website are current. Your business directory information can be found on both VailValleyPartnership.com and VisitVailValley.com.
- **Post a job**  
*Best Practice* - Post a brief job description and job title you wish to fill. Add reasons why a potential new hire would want to work for your company, including perks to joining your organization. Add a link to the full job description on your website and details of how a



candidate can apply.

- **Post an event**

*Best practice* - Post your events on [VailValleyPartnership.com](http://VailValleyPartnership.com) and [VisitVailValley.com](http://VisitVailValley.com) at the same time by clicking "Community Event" under both Vail Valley Partnership and Visit Vail Valley categories on the right-hand side. Need to duplicate your events to save time? Once the event has been posted, click the "events" tab on the left-hand side and click the "clone" button under the specific event. Then, update the new event information and publish your next event.

- **Post a blog, press release or business news**

*Best practice* - Enter keywords or "tags" on the right-hand side. Think of key search words that online viewers are using to find your information. You can post your story or press release on [VailValleyPartnership.com](http://VailValleyPartnership.com) and [VisitVailValley.com](http://VisitVailValley.com) at the same time by clicking "Community Press Release" and "Visitor Information".

It only takes a few minutes of your time to make these posts and increase your exposure. Use these tools to repost any pre-existing content or event information that you have already created to save you time. Don't forget to include links to your website and photos that help spotlight your event or add color to your organization's brand and story.

Learn more by viewing the [VVP University](#) videos or schedule a time to chat with the VVP team about how to use these tools. We're here to help!

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**ONE MONTH LATER member gets Email 3:**

Subject line: Meet the Team at Vail Valley Partnership

### **Meet the Team at Vail Valley Partnership**

Vail Valley Partnership's Board of Governors is the principal governing and policymaking body of the organization. The board's membership is as diverse as the Vail Valley business community, with business leaders serving from a variety of business sectors and with representation throughout Eagle County. The role of the board is to oversee matters critical to the health of the organization and to help set our strategic direction by formulating key corporate policies and strategic goals, focusing both on near-term and longer-term challenges and opportunities, as well as ensure adherence to the mission of the organization.

Our staff is focused on three pillars: SUPPORT, UNITE, and LEAD. We do this to achieve the strategic goals set forth by the board. Specifically:



- We support local businesses. We are devoted to making our community a great place to live, work and raise families. Everything we are and everything we do is in the service of a stronger community.
- We unite key stakeholders. The Chamber excels at bringing together leaders and influencers from throughout the community to build the teams that make things happen.
- We lead collaborative efforts. We stand up for what we believe in. And we are willing to fight for what's right, so our businesses can grow and our community can thrive.

Don't hesitate to reach out to our staff as you get acquainted with your member benefits and the programs we offer.

Vail Valley Partnership Staff:

- Chris Romer, President & CEO
- Maren Cerimele, Director of Membership
- Erik Williams, Director of Community Development
- Kim Brussow, Director of Sales
- Anna Robinson, Program Manager
- Lauren Mendez, Marketing Manager
- Christy Beidel, Workforce Manager
- Kay Schneider, Lodging Quality Assurance & Events Manager
- AnneMarie Malone, Accounting Manager
- Shanna Sweeney, Office Manager

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ONE MONTH LATER member gets Email 4:

Subject line: Vail Valley Partnership Member Benefits

### **Vail Valley Partnership Member Benefits**

By joining the VVP, you have invested in the resiliency of your business and the broader community. Our membership levels are structured to accommodate large and small businesses, emerging enterprises, and nonprofit organizations. We are your partner to enhance the visibility and success of your business by providing [robust benefits programs](#), [educational events](#), [signature programs](#), connections, and [marketing tools](#).

### **VIEW MY BENEFITS**

Select your membership level to view your benefits in more detail:

- [Base](#)
- [Copper](#)
- [Bronze](#)
- [Silver](#)
- [Gold](#)
- [Platinum](#)



- [Cornerstone](#)

Take a moment to review the [membership tiers](#) and please don't hesitate to reach out to me ([Maren Cerimele](#), VVP Director of Membership at 970-477-4001) if I can help you make a plan to utilize your benefits to the fullest to maximize your investment.

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**ONE MONTH LATER member gets Email 5:**

Subject line: What We Do at Vail Valley Partnership

### **What We Do What We Do at Vail Valley Partnership**

The Partnership's efforts in the community include three distinct yet connected roles:

1. Regional Chamber of Commerce – We work to provide the valley's businesses with networking, educational, and collaborative opportunities with the goal of strengthening our local business community and to advocate for our business community at a regional & state level.
2. Tourism Development – We work to promote the entire Vail Valley as a year-round destination to potential in-state, out-of-state and international visitors through VisitVailValley.com. We work to attract groups and meetings from all over the country to the Vail Valley.
3. Economic Growth & Advocacy – We work to ensure the Vail Valley's economic health stays strong for years to come. We work to help existing Vail Valley businesses thrive and recruit new businesses that have the potential to support our local economy.

(End email with VVP One Voice video: <https://www.youtube.com/watch?v=iE1kPKILghY&t=1s>)

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**ONE MONTH LATER member gets Email 6:**

Subject line: VVP Programs for You & Your Team

### **Vail Valley Partnership Programs for You & Your Team**

As a VVP member you and your team can participate in a number of programs from personal and professional development to programs designed to help you recruit and retain employees.

Note: Anyone on your team can sign up for the [VVP Weekly newsletter](#) to learn more about programs and events!

### **POPULAR PROGRAMS**

Vailvalleypartnership.com  
Visitvailvalley.com

Vailvalleyworks.org  
Vailvalleymeansbusiness.com



**Vail Valley Works** is the premier local source for professional development in Eagle County. Our professional development programming is designed to establish, train, and support a network of local leaders who are ready to take on the challenges of an ever-changing community. Our Signature Courses focus on leadership development, while our Specialty Courses offer opportunities to help professionals upskill through specialized trainings. New courses are added regularly and we are always open to suggestions from our members!

**Merchant Ski Pass** is a powerful hiring & employee retention tool for local businesses. It not only allows businesses to provide its employees with ski passes valid at over 35 mountain resorts in North America, but also allows the business to retain ownership of the pass. In the event the employee leaves, the pass may be transferred to another employee for a \$110 transfer fee.

The **One Valley Healthcare Program** is a comprehensive & cost-effective alternative to traditional health insurance plans and is available to full-time, part-time and seasonal staff.

Additional programs include [CareerWise Apprenticeships](#) and [Non-Profit Network](#).

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**ONE MONTH LATER member gets Email 7:**

Subject line: Update Your Preferences for VVP Communications

### **Vail Valley Partnership Email Communications**

We want to make sure you are getting information on the programs you are interested in. Please take a minute to update your preferences for VVP Communications.

You will automatically still receive the weekly VVP newsletter, but you can choose if you want information on other programs as well.

Click this link to get started:  
\*IUPDATE\_PROFILEI\*

Step 1:

When you click the link in this email, you will be directed to a landing page asking for permission to email you a link. This additional step ensures that you are updating only your profile.

Click the button that says "Email Me A Link." For security, we'll send an email to your inbox that contains a link to update your preferences.

Step 2:

Vailvalleypartnership.com  
Visitvailvalley.com

Vailvalleyworks.org  
Vailvalleymeansbusiness.com



You will receive an email with the subject line "Master List: Update Profile" confirming that you made the request to update your information.

Click the link in this email that says "Update your preferences."

Step 3:

A new window will open with your profile. Go ahead and update any information such as your email address and the organization you are a part of, and then pick which programs you would like to receive information about.

Thank you in advance for helping us keep our information up-to-date.

If you run into any issues during this process please email Lauren Mendez, VVP Marketing Manager, at [lauren@vailvalleypartnership.com](mailto:lauren@vailvalleypartnership.com).

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**ONE MONTH LATER member gets Email 8:**

Subject line: Don't Miss These Vail Valley Partnership Events

### **Don't Miss These Vail Valley Partnership Events**

Throughout the year, Vail Valley Partnership coordinates a number of events for the local and regional business community. Any employee of a member business can attend.

#### **The Inside Edge**

The Inside Edge provides timely insights for the Vail Valley business community with sessions featuring business leaders and subject matter experts. These educational and informational events are designed to promote resources and education for the Valley's small business owners and entrepreneurs and are designed to assist in the start-up, management, and growth of local businesses.

#### **After Hours Mixers & Networking Opportunities**

We know connection is important and that is why we offer a variety of ways for people to network and connect with one another. From After Hours Mixers hosted by a local business and nonprofit to Hospitality Days showcasing an activity provider, there is something for everyone looking to walk away with some curated connections.

#### **Nonprofit Learning Series**

The Nonprofit Learning Series provides on-going learning opportunities for the Vail Valley nonprofit community. The series includes special guest panel discussions with local funders, sponsors, and nonprofit leaders.



### **Annual Success Awards**

The Annual Success Awards recognizes businesses and individuals who have excelled over the past year and acknowledges their hard work and dedication as the best in the Vail Valley. These businesses and individuals play a significant role in driving the Vail Valley's business community and economic growth.

### **VIEW ALL UPCOMING EVENTS**

Also, be sure to check out our podcast and online advocacy platform.

### **The Partnership Podcast**

Dive into the latest happenings in the Vail Valley direct from the heart of Colorado's Rocky Mountains. Vail Valley Partnership brings you the scoop on business news and current issues to advocacy alerts and community conversations.

Subscribe today on Apple Podcasts, Spotify, Google Podcasts or Amazon Music/Audible.

### **VVP Connect**

An online platform for that allows users to connect, discuss, share and champion ideas for the Vail Valley businesses and community. Receive real-time community updates, browse advocacy & volunteer opportunities and more!

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**ONE MONTH LATER member gets Email 9:**

Subject line: Thank You from Vail Valley Partnership

### **Thank You from Vail Valley Partnership Board Chair**

We believe the health of the business community and the health of the larger community in which it lives are inextricable. And our work – providing the tools businesses need to succeed – is central to the success of the community as a whole.

Our vision is to develop and enhance the economic vitality of the Vail Valley. Our mission is to lead collaboration. Never has this been more important than now as we help our community through many ongoing challenges. Our programming is designed to support and promote the long-term economic health of Eagle County and to help build and solidify an economic base that is strong, diverse, and resilient and to provide the tools & resources to help businesses thrive. We work on these community issues with a lens toward resiliency and helping businesses prosper. If you haven't yet, be sure to check out the information in the economic data center and member resource library.

We thank you for investing in your business through your involvement in the Vail Valley Partnership - and don't hesitate to reach out to our team in the coming months and years ahead.

-- Mark Herron, VVP Board Chair

Vailvalleypartnership.com  
Visitvailvalley.com

Vailvalleyworks.org  
Vailvalleymeansbusiness.com