



**KILLINGTON**  
CHAMBER OF COMMERCE

2046 US Route 4  
P.O. Box 114  
Killington, VT 05751

T: (802) 773-4181  
F: (802) 775-7070  
[www.killingtonchamber.com](http://www.killingtonchamber.com)

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GREETINGS!

Thank you for your interest in the Killington Chamber of Commerce! The Killington Chamber has been representing businesses & organizations in the Killington Region for over 35 years. Membership in the Killington Chamber provides numerous avenues to increase your business through marketing & community involvement.

As a Chamber member, you will be eligible to participate in exclusive member-only promotions & advertising opportunities. There are also many opportunities for networking & business promotion among area business people. Additionally, you will receive our weekly E-newsletter filled with current & future happenings – a great tool for your staff. The enclosed Membership Marketing Benefits document contains information on the programs that are available to our members.

Killington Chamber members may choose from a variety of website participation levels on our newly designed website, [www.killingtonchamber.com](http://www.killingtonchamber.com), which was developed in partnership with the Killington Economic Development & Tourism Commission. It features improved navigation, live feeds & numerous other enhancements designed to increase traffic to our site & yours. We invite you to take a moment to visit our new site & explore its many features.

Membership in the Killington Chamber also provides the opportunity for you & your employees to purchase group medical & dental insurance through Blue Cross Blue Shield & Northeast Delta Dental. Please visit [www.vaceinsurance.com](http://www.vaceinsurance.com) for additional details &/or contact us to request an information packet.

Enclosed, you will find a **Membership Application**, an **Investment Worksheet**, a list of **Membership Marketing Benefits** & a **Website Selection Worksheet**, as well as a list of **Business Services & Rates** & a list of the current **Board of Directors**. We would welcome the chance to meet with you to discuss membership in the Killington Chamber of Commerce & to give you a personal tour of our new website. If you would like to discuss membership benefits in more detail or schedule an appointment to learn more about what we can do for your business, please contact Jillian Bourgholtzer by calling (802) 773-4181 emailing [chamber@killingtonchamber.com](mailto:chamber@killingtonchamber.com).

We look forward to working together with you to increase business in the Killington Region!

CHRIS KARR, President  
*Killington Chamber of Commerce*



**KILLINGTON**  
CHAMBER OF COMMERCE

*MEMBERSHIP APPLICATION*  
*2011-2012*

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Organization Name: \_\_\_\_\_

Name & Title of Active Representative: \_\_\_\_\_

Name of Owner (*if different than representative*): \_\_\_\_\_

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Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Street Address (*if different than mailing address*): \_\_\_\_\_

Telephone: (*local*) \_\_\_\_\_ (*toll free*) \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

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Please give a brief description of your business (approximately 25 words):

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Please tell us why you are interested in joining the Killington Chamber (advertising, networking, health insurance, etc.):

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Please submit feedback & suggestions for the Killington Chamber relating to our role of providing active support to area businesses:

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Please indicate on which, if any, of the following committee(s) you would like to serve:

\_\_\_\_\_ Membership          \_\_\_\_\_ Events          \_\_\_\_\_ Marketing

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Signature: \_\_\_\_\_

Date: \_\_\_\_\_





**We'll help you promote your business!**

Membership with the Killington Chamber of Commerce offers many benefits, from technology to social networking. The KCC strives to provide the best service & care to both our membership & visitors to the Killington Region.

**INTERNET MARKETING:**

The Killington Chamber website ([www.killingtonchamber.com](http://www.killingtonchamber.com)) promotes the Killington Region, its events & Chamber members. The website has been redesigned, making it more intuitive for search engines & friendly for users. The site contains member listings with business descriptions & links to the business website, as well as a page dedicated to showcasing members' special offers. We have also included a rotating seasonal promotions tool on our homepage, a "Submit Your Event" option for members to advertise business events & more interactive content for website users. The Killington Chamber E-Newsletter is sent to consumers who opt in through the chamber website or sign up in person. Membership benefits include:

<b>Basic Listing(s) on Website</b> <i>A listing in two relevant categories on the KCC website; includes business name, phone number, address, website link, 50 word description &amp; pinpointed location in the appropriate Killington area interactive map all under the appropriate category listing; also includes business logo or photo.</i>	FREE
<b>Additional Basic Listing(s) on Website</b> <i>Add the basic listing information under three or more additional different category listings</i>	\$50 per listing
<b>Listing on Mobile Website</b> <i>A listing on the KCC new mobile website that includes a your business name, address &amp; phone number in relevant category; website is accessible by smartphones &amp; other internet accessible handheld devices. Promotion &amp; marketing of a QR (quick response) code will be done by the KCC; code will have an embedded URL linking directly to the mobile website which, when scanned, will bring users directly to member listings.</i>	FREE
<b>Additional Mobile Website Listing</b> <i>Add your business to two or more mobile website listings.</i>	\$50 per listing
<b>Submit Events</b> <i>Submit your business event for inclusion on the Calendar of Events &amp; Weekly Newsletter</i>	FREE
<b>Submit Specials</b> <i>Submit a special for inclusion on the Current Specials page &amp; Weekly Newsletter</i>	FREE
<b>Enhanced Google Map Listing/Photos</b> <i>Enhance your basic listing with up to 5 photos &amp; a link.</i>	FREE

**PRINT MARKETING:**

The Killington Chamber membership-marketing piece is produced annually. It is used as a fulfillment piece for Chamber & walk-in inquiries & is also distributed in local lodging establishments, in the Killington Chamber vestibule brochure rack (accessible 24 hours a day), throughout the region, at State of Vermont Welcome Centers & at consumer shows. Additionally, Chamber members also have the opportunity to advertise in the Mountain Times & in other major travel publications at discounted rates. Membership benefits include:

<b>Annual Fulfillment Piece</b> <i>Business name &amp; contact information listed in appropriate category</i>	FREE
<b>The Mountain Times advertising</b> <i>New member one-time offer for advertising: purchase four consecutive ads of equal size &amp; receive a fifth ad free. Cost is based on ad size.</i>	Prices Vary
<b>Major Travel Publications</b> <i>Place your ad through the chamber in publications such as the Vermont Winter Vacations Guide, the Vermont Summer/Fall Vacation Guide &amp; Ski Vermont &amp; receive discounted rates. Ad sizes &amp; prices vary.</i>	Prices Vary

**KILLINGTON RESORT MARKETING PARTNERSHIPS:**

Killington Resort's website ([www.killington.com](http://www.killington.com)) receives over 1.3 million unique visitors annually. Listings of area businesses on this website are reserved for Chamber members only. Additionally, Killington Resort's new **KILLINGTON 4,241' Magazine** will have an annual circulation of 150,000 copies. Finally, Chamber

members have the opportunity to purchase a discounted season ski pass for both business owners & employees. Membership benefits include:

<b>Killington.com Listing</b> <i>Listing includes business name, description, contact information, pictures &amp; a link to business website. (Limited to businesses in the Town of Killington &amp; bordering towns, including Mendon, Pittsfield, Bridgewater &amp; Plymouth.)</i>	\$775 w/out mag. ad purchase \$500 w/mag. ad purchase
<b>KILLINGTON 4,241<sup>st</sup> Magazine advertising</b> <i>Members receive a sizeable discount (over 15%).</i>	Prices vary
<b>Merchant Pass Program</b> <i>Discounted Killington/Pico ski pass for business owner(s) &amp; employees. (Limited to businesses in the Town of Killington &amp; bordering towns, including Mendon, Pittsfield, Bridgewater &amp; Plymouth.)</i>	Annual price varies

**CHAMBER INFORMATION CENTER:**

The Chamber Office/Information Center on Route 4 in Killington provides direct customer referrals as well as high profile display of your brochures, special promotions & business cards.

**MEMBER-TO-MEMBER MARKETING:**

The Killington Chamber provides the perfect platform to partner with other Killington businesses & to advance your own. There are many opportunities for business promotion & meeting people. With monthly mixers & seasonal socials, you have the opportunity to network with other area business people. Or, you can have an active voice in directly shaping future events & the focus of the Killington Chamber by participating on a chamber committee or speak directly to consumers by volunteering at a chamber event. You can even promote your business in a high profile manner by donating gift certificates & products to be used as prizes for events attended by members of the local community & visitors from the Northeast & beyond. Membership benefits include:

<b>Broadcast Emails</b> <i>You may submit two emails per year for distribution to Chamber members highlighting an event or a promotion.</i>
<b>Monthly Mixers</b> <i>The Chamber's monthly mixers, held the first Tuesday of every month from 5 p.m. to 7 p.m., provide the opportunity to network with other chamber mixers. You also have the opportunity to host a Chamber Mixer directly showcasing your business.</i>
<b>Member Mailing Labels</b> <i>You may receive one set of free member mailing labels annually. Additional sets of labels are available for \$50/set.</i>
<b>Seasonal Socials</b> <i>The Chamber hosts seasonal socials to network &amp; have fun in an alternative outdoor setting. These socials include golf, skiing, snowshoeing, &amp; our annual Wacky Winter Games.</i>
<b>Regional Representation</b> <i>The Chamber provides regional representation at the Vermont Department of Tourism &amp; Marketing, Rutland Regional Chamber of Commerce, Woodstock Chamber of Commerce, the Vermont Association of Chamber Executives, the Rutland Economic Development Corporation &amp; the Downtown Rutland Partnership.</i>
<b>Signature Events</b> <i>The Chamber hosts two large events each year, The Killington Wine Festival in July &amp; The Vermont Holiday Festival in December. Create a package or special based around one of these signature events &amp; the Chamber will help promote it. Also participate in special event-related marketing opportunities.</i>

**Promotional Events:**

The Killington Chamber has a presence at numerous consumer shows throughout the Northeast. As a member, you have an opportunity to attend ski shows, travel expos & more as a representative of the chamber. These shows allow us to extend the recognition of Killington as a year-round resort destination & increase our consumer database & media/business contact lists, as well as reinforce the desirability of Killington as a destination. Events also create press opportunities, bring visitors to the region & promote repeat business. The Killington Chamber of Commerce has established signature events spread across the calendar year to promote our region, including *The Killington Wine Festival & The Vermont Holiday Festival.*



# WEBSITE CATEGORY SELECTION WORKSHEET 2011-2012

Name of Business/Organization: \_\_\_\_\_

Name of Owner/Contact Person: \_\_\_\_\_

*Please complete this worksheet to determine your website placement & cost.*

**Step 1:** Determine your basic website listing(s).  
*2 website category listings are free; subsequent listings are \$50/ listing.*

Web Category Listings:	Web Subcategory Listings:	Basic Listing:
APRES SKI & NIGHTLIFE	N/A	<input type="checkbox"/>
ARTS & CULTURE	Museums & Galleries	<input type="checkbox"/>
	Theater & Performance Art	<input type="checkbox"/>
CIVIC ORGANIZATIONS	N/A	<input type="checkbox"/>
GREAT FOR KIDS	N/A	<input type="checkbox"/>
HEALTH, MEDICAL & WELLNESS	Health Clubs & Spas	<input type="checkbox"/>
	Medical & Wellness	<input type="checkbox"/>
LODGING	Motels & Lodges	<input type="checkbox"/>
	Inns & B&B's	<input type="checkbox"/>
	Hotels & Resorts	<input type="checkbox"/>
	Condos & Rentals	<input type="checkbox"/>
OUTDOOR RECREATION/ FOUR SEASONS IN KILLINGTON	Spring	<input type="checkbox"/>
	Summer	<input type="checkbox"/>
	Fall	<input type="checkbox"/>
	Winter	<input type="checkbox"/>
PROFESSIONAL SERVICES	Associations & Organizations	<input type="checkbox"/>
	Computer & Internet	<input type="checkbox"/>
	Contractors & Suppliers	<input type="checkbox"/>
	Education & Childcare	<input type="checkbox"/>
	Financial, Insurance & Law	<input type="checkbox"/>
	Home & Business Resources	<input type="checkbox"/>
	Marketing, Printing & Graphic Design	<input type="checkbox"/>
	Recruiting/Staffing	<input type="checkbox"/>
	Suppliers & Distributors	<input type="checkbox"/>
REAL ESTATE	N/A	<input type="checkbox"/>
RESTAURANTS	Breakfast	<input type="checkbox"/>
	Asian, Italian, Mex & More	<input type="checkbox"/>
	Family Dining	<input type="checkbox"/>
	Fine Dining	<input type="checkbox"/>
	Pubs & Taverns	<input type="checkbox"/>
	Steaks & Seafood	<input type="checkbox"/>
	Bakery, Deli & Grocery	<input type="checkbox"/>
SHOPPING	Ski/Snowboard Shops	<input type="checkbox"/>
	Grocery & Spirits	<input type="checkbox"/>
	Clothing, Gifts & More	<input type="checkbox"/>
	Floral & Garden	<input type="checkbox"/>
TRANSPORTATION	Car/Bus/Train	<input type="checkbox"/>
	Taxis & Shuttles	<input type="checkbox"/>
WEDDING VENUES & SERVICE PROVIDERS	N/A	<input type="checkbox"/>

**Step 2:** Determine your mobile website listing.  
*1 mobile website listings are free; subsequent listings are \$50/ listing.*

Mobile Category Listing:	Mobile Listing:
Apres Ski & Nightlife	<input type="checkbox"/>
Arts, Attractions & Local Culture	<input type="checkbox"/>
Home & Business Services	<input type="checkbox"/>
Lodging	<input type="checkbox"/>
Outdoor Recreation	<input type="checkbox"/>
Real Estate	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>
Shopping	<input type="checkbox"/>
Transportation	<input type="checkbox"/>
Visitor Services	<input type="checkbox"/>

**Step 3:** Determine your total cost.

Item:	Price:	Qty:	Subtotal:
1 <sup>st</sup> Basic Listing	FREE	1	\$0.00
2 <sup>nd</sup> Basic Listing	FREE	1	\$0.00
3 <sup>rd</sup> + Basic Listing(s)	\$50.00/ea.	_____	_____
1 <sup>st</sup> Mobile Listing	FREE	1	_____
2 <sup>nd</sup> + Mobile Listing	\$50.00/ea.	_____	_____

**TOTAL:** \_\_\_\_\_

**PAYMENT FORM:**

- Cash  
 Check #: \_\_\_\_\_  
 Credit Card  
 (circle one) Visa | MC | AMEX | Dis.

CC#: \_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
 Sec. Code: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return this form to:

**Killington Chamber of Commerce, P.O. Box 114, Killington, VT 05751**



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The following services are offered at the Killington Chamber of Commerce office.

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**PHOTOCOPIES**

Members, less than 10 copies	FREE
Members, 10 copies or more	\$.10 per copy
Non-members, copied by staff	\$.20 per copy

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**FAXES**

<i>Outgoing</i>	
US & Canada	\$2.00 1 <sup>st</sup> page, \$1 each additional
Overseas	\$4.00 1 <sup>st</sup> page, \$1 each additional
<i>Incoming</i>	\$1.00 per page

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<b><u>MAILING LABELS</u></b> ( <i>members only</i> )	1 set free/year, \$50/set each additional
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*Prices are subject to change without notice.*



**OFFICERS**

**CHRIS KARR, *President***

PICKLE BARREL  
NIGHTCLUB  
P.O. Box 7  
Killington, VT 05751  
Work: (802) 422-3035  
Cell: (617) 543-1222  
ckarr@pickbarrelnightclub.com

**HOWARD SMITH, *Treasurer***

KILLINGTON SNOWMOBILE  
TOURS & SUSHI YOSHI  
P.O. Box 580  
Killington, VT 07551  
Work: (802) 422-2121  
Cell: (802) 236-7900  
howard@vermontsushi.com

**CHRISTINE TORREY, *Secretary***

BASIN SPORTS  
P.O. Box 2395  
Killington, VT 05751  
Work: (802) 422-4234  
Cell: (802) 558-1671  
crtorrey@mailcity.com

**BOARD MEMBERS**

**BRITT CROMPTON**

KILLINGTON'S BEST  
RESTAURANTS  
P.O. Box 256  
Killington, VT 05751  
Work: (802) 422-3795  
Cell: (802) 558-3634  
caseyc@vermontel.net

**SUE BURGESS**

WOODS RESORT & SPA  
53 Woods Lane  
Killington, VT 05751  
Work: (802) 422-3139  
sue@woodsresort.net

**BILL VINES**

BIRCH RIDGE INN  
37 Butler Road  
Killington, VT 05751  
Work: (802) 422-4293  
innkeepers@birchridge.com

**MIKE NAPOLITANO**

AWESOME GRAPHICS, INC.  
77 Woodstock Ave.  
Rutland, VT 05701  
Work: (802) 773-6143  
mike@awesomegraphics.com

**RAY RICE**

SUREFOOT  
P.O. Box 1064  
Killington, VT 05751  
Work: (802) 422-2668  
Cell: (917) 301-3483  
killington@surefoot.com

**CHANDLER BURGESS**

KILLINGTON RESORT  
4763 Killington Road  
Killington, VT 05751  
Work: (802) 422-6167  
Cell: (720) 209-2461  
cburgess@killington.com

**PHIL BLACK, *Ex Officio***

LOOKOUT TAVERN  
P.O. Box 310  
Killington, VT 07551  
Cell: (802) 770-2375  
lookoutvt@vermontel.net