

Vail Valley Partnership 2015 Annual Report

KEY ACCOMPLISHMENTS



ACCE Chamber of the Year
Finalist



Community Economic
Development Branding
and launch of new website



Launch of
VailValleyPartnership.com,
VisitVailValley.com, and
VailValleyMeansBusiness.com



Development and
implementation of
MyPartner Career Network

MISSION + VISION

Mission: Vail Valley Partnership (VVP) takes the leadership role to create and manage collaborative programs that encourage economic development and result in increased destination tourism in Eagle County.

Vision: To develop and enhance the economic vitality of the Vail Valley.

OUR ROLE IN THE COMMUNITY



Objective:
To enhance the vitality of member businesses by providing robust benefit programs and collaborative opportunities throughout the valley.



We provide educational events, signature programs, networking opportunities, and marketing tools



We provide information on and advocate for local, regional, and statewide issues of importance



Objective:
To increase visitation to the Vail Valley via group sales efforts, valley-wide leisure visitor promotion and regional event recruiting.



In 2015, our sales efforts resulted in economic impacts of over \$40M, resulting in local & state sales tax receipts of \$2.4M



VisitVailValley.com & The Official Visitors Guide promote the entire valley



Objective:
To lead efforts of economic growth in terms of wealth generation, economic diversification, job creation & preservation, and building the local tax base.



Programming helps build local wealth, a diverse economy, job creation & retention, and builds the local tax base



We provide tools, resources & information to local and prospective businesses through the Vail Valley Means Business website

What's Next?



NEXT Vail Valley supports and advances emerging professionals



Enhanced member benefits foster member opportunities



We're a community champion of programs including EGE Air Alliance & Small Business Saturday



Improved signature and cost savings programs add value to members



Business Retention and Enhancement Program supports the business community





Thank you to our members and supporters throughout the community. Vail Valley Partnership is proud to count over 850 businesses as members in our organization, and we strive daily to provide value to our membership.

Businesses throughout the valley, from any industry, can find benefits to help build their brands within the community and with destination visitors. Choose the level of benefits that best aligns with your business goals and reach out to us with any questions.

- Chris Romer, President & CEO

Meet the Vail Valley Partnership Team:

ADMINISTRATION -

Chris Romer, President & CEO
Jill Lammers, Vice President

GROUP SALES-

Kim Brussow, Director of Sales
Susan Proffitt, Sr. National Sales Manager
Tina Schwab, Group Sales Manager
Sandra Perrig-Holst, Group Sales Manager

ECONOMIC DEVELOPMENT-

Jeremy Rietmann, Business Development Director

LODGING QUALITY ASSURANCE-

Lindsay Stadler, LQA Manager

PARTNERSHIP-

Maren Cerimele, Membership Manager
Haley McNeill, Program Manager

MARKETING-

Ashley Albrecht, Communications & Marketing Manager

Meet the 2016 Board of Governors:

Jeff Andrews, East West Resorts
Julie Bergsten, Slifer Smith and Frampton Real Estate
Jen Brown, Beaver Creek Resort Company
Mike Brumbaugh, Venture Sports
Paul Gordon, Vail Valley Jet Center

Dr. Carrie Besnette Hauser- Colorado Mountain College
Mark Herron, Four Seasons Resort Vail
Michael Holton, Vail Valley Medical Center
Jim Kellen, Vail Resorts
Laurie Mullen, West Vail Liquor Mart

Marisa Selvy, Crazy Mountain Brewing Co.
John Shipp, Roadhouse Hospitality Group
Beth Slifer, Slifer Designs
James Wear, Wear Travers Perkins LLC
Gary Woodworth, Gallegos Corporation

* Special thanks to past board members Glenn Davis with Alpine Bank and Johannes Faessler with Sonnenalp Hotel

Thank You To Our Platinum & Gold Level Members:

Alpine Bank • Beaver Creek Resort Company • Denver Post • Vail Resorts • Vail Resorts Retail • Vail Valley Medical Center
First Bank • Gallegos Corporation • Kaiser Permanente • Slifer, Smith, and Frampton Real Estate

Contact Us:

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