

2016 ANNUAL REPORT



Who We Represent



POWERED BY PARTNERSHIP



849
VVP Members



80%+
of local workforce



35%
of local businesses

SUPPORT THE COMMUNITY

Mission: Leading collaboration for community success.

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

NETWORK



| | |
|------|---------------------------|
| 48 | NEXT Participants |
| 24 | Community Leaders |
| 12 | Educational Events |
| 163 | Attendees |
| 15 | Networking Events |
| 185+ | Attendees |

GROWTH



| | |
|-------|--|
| | 13th Annual Success Awards |
| 50+ | Leads Groups Businesses |
| 40+ | Platinum Service Program Businesses |
| 1,350 | LQA Inspections |

STAY INFORMED



| | |
|-----|------------------------------------|
| 4 | Vail Valley Business Forums |
| 91 | VVP Newsletters |
| 298 | Newsroom Postings |
| 743 | Event Postings |

VOICE



Key Advocacy Focus Areas:
Affordable Workforce Housing
Transportation & Transit
Workforce Development
Rural Broadband

Association of Chamber of Commerce Executives
2016 Chamber of the Year



vailonsale.com
visitvailvalley.com
vailvalleypartnership.com
vailvalleymeansbusiness.com



PROMOTION

We promote the entire valley to destination guests because increased tourism drives more visitation to our members.

84

groups booked
from group sales

\$46M+

revenue generated
from group sales

200+

group leads generated

29%

group sales increase
in room nights from 2015

40,000+

group sales room nights
in the pipeline

1,377

Vail On Sale (VOS) bookings

1,139

1-on-1 planner meetings
with group sales

7,777

meeting planners reached
from group sales

170,558

VOS + VVV website visits



BEST OF
colorado
meetings+events
2016

2016
Supplier
of the Year



Support. Unite. Lead.

MEMBER TESTIMONIALS

970-476-1000

info@visitvailvalley.com
vailvalleypartnership.com



As a member since 2002, The Gallegos Corporation values the efforts of Vail Valley Partnership to further workforce development opportunities locally. **Vail Valley Partnership is a true valley wide voice for business, tourism and economic development in our communities that delivers measurable value to our business.**

Gary Woodworth
President and Chief Executive Officer, The Gallegos Corporation



Laurie & Tom Mullen
Owners, West Vail Liquor Mart

The Platinum Service Program provides a standard of service to support our retail operation and customer service standards. As a new business or an established business, there are numerous networking, promotional and marketing programs available through the VVP to support and increase your business and employees. **Membership in the VVP is a MUST in the Vail Valley business community!**



Magdalena I. King
General Manager, Antlers at Vail

From programs like "NEXT" where our staff can get inspired by leaders to the "Lodging Quality Assurance" Program which guides us on how to improve the quality of our condominiums, **Vail Valley Partnership has programs and opportunities for everybody. If you are thinking of joining, do it!**

VVP STAFF MEMBERS

Chris Romer – President & CEO
Maren Cerimele – Director of Membership
Erik Williams – Director of Community Development
Kim Brussow – Director of Sales
Susan Proffitt – Senior National Sales Manager
Sandra Perrig Holst – Group Sales Manager
Tina Schwab – Group Sales Manager
Ben Dodd – Content Marketing Manager
Alison Perry – Lodging Quality Assurance Manager
Amy Archer – Lodging Quality Assurance Inspector
Lauren Voboril – Lodging Quality Assurance Inspector

VVP BOARD MEMBERS

Jeff Andrews – General Manager, East West Resorts
Julie Bergsten – Vice President, Slifer Smith and Frampton Real Estate
Jen Brown – Managing Director, Beaver Creek Resort Company
Michael Brown – Regional President, Alpine Bank
Paul Gordon – President/CEO, Vail Valley Jet Center
Dr. Carrie Besnette Hauser – President, Colorado Mountain College
Mark Herron – General Manager, Park Hyatt Beaver Creek
Michael Holton – Director of Marketing & PR, Vail Valley Medical Center
Laurie Mullen – Owner, West Vail Liquor Mart
John Shipp – Owner, Roadhouse Hospitality Group
Beth Slifer – Owner, Slifer Designs
Robert Tschupp – Vice President, Vail Resorts Hospitality
James Wear – Attorney, Wear Travers Perkins LLC
Gary Woodworth – CEO, Gallegos Corporation

