Retail members are voting members of Stowe Area Association (able to vote on changes to Bylaws and other Stowe Area Association member votes)

**Marketing Benefits**

- One (1) expanded listing on GoStowe.com
- One (1) ad in each seasonal Stowe Travel Planner (size is based on retail membership level)
- Ability to list relevant events and specials on GoStowe.com
- Participation in retail seasonal promotions
- Retail display case in Visitor Information Center (rotating)
- Inclusion in GoStowe earned channels, including blog and social media, at the discretion of the marketing team
- Information Center: referrals, brochure distribution, and event displays (60,000 visitors annually)
- Stowe Gift Certificate program
- Access to SAA occupancy reports

**COVID-19 Specific Benefits**

- Frequent and timely sharing of COVID-19 updates and information
- Increased frequency of virtual meetings and workshops in lieu of traditional mixers
- GoStowe.com Travel Guidelines Information page, Business & Event Operations pages
- Served as the communication hub between members, businesses at-large, local/regional legislators, the Vermont Chamber of Commerce, and town officials.
- A collaborative partnership with Waterbury and the Mad River Valley to offer Best of Route 100 regional marketing and incentives program.

**Business Development Benefits**

- Monthly membership mixers
- Monthly membership meetings
- Annual membership meeting and dinner
- Bi-weekly Member E-Newsletter
- Access to Member Facebook group
- Member mailing labels
- Educational seminars

**Cost Saving Benefits**

- Group fuel pricing for you and your employees through Bourne's Energy
- Group rates on Dental and Vision Insurance
- Exclusive deals at other member businesses through the Stowe Perks program

**Pay-to-Play Benefits***

- Upgrade to a larger ad space or premiere placement in the seasonal Stowe Travel Planners
- Additional listings on GoStowe.com
- Option to be listed under Weddings and Conferences on GoStowe.com
- Co-op advertising programs (opportunities vary)
- Stowe Photo Library Access
- Consumer shows and events (brochure distribution)

*Extra costs associated with all these programs

Questions on Membership? Contact brookeb@gostowe.com