

Stowe Area Association Retail Member Benefits

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

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

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.

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*