



Southern Vermont Deerfield Valley Bi-Town Marketing Update & FY26 Budget

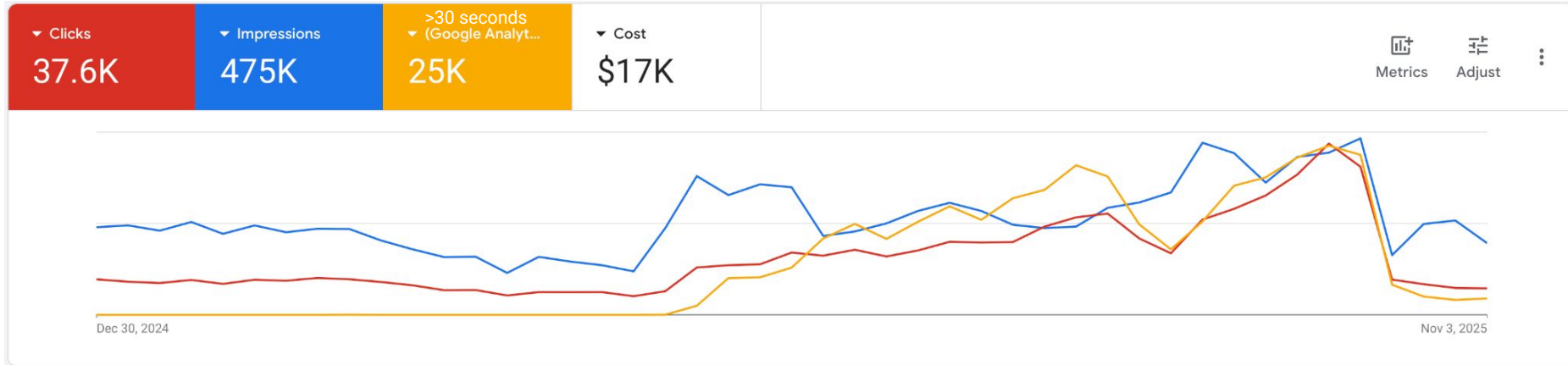
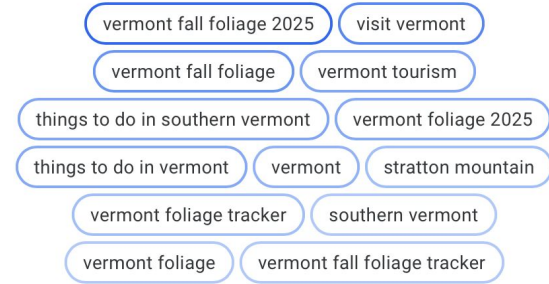
November 18, 2025

Google Ads

Google Ads

- Increased budget by \$2,100 mostly concentrated in June through mid-October
- Foliage continues to be best performer. 6 week period accounted for ~23% of our total clicks for the year
- Modified strategy in May. Now optimizes for audience most likely to spend more than 30 seconds on site. About 85% of clicks spend >30 seconds since making this change

TOP SEARCHES



Digital Media Campaign

Digital Media Channels

Meta ~ 78% of budget

Programmatic Display ~ 22%

TikTok performed well for us the past two years, and we wished to continue with that as our second channel. However with uncertainty swirling around a potential ban, we made the difficult decision to pivot and utilize programmatic display instead.

We know from past experience with display this would most likely result in better impressions, but with a lower click through rate.



Ad Examples - Summer



Ad Examples - Fall



Ad Examples - Reels



Media Ad Campaign Results - Total

Meta

22,306,222

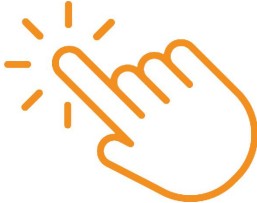
50,919

0.23 %

\$1.17



Impressions



Clicks



Click Through Rate



Cost Per Click

Display

2,711,616

2,638

0.10 %

\$8.12

Total

25,017,838

53,557

0.21 %

\$1.78

2024

23,606,689

57,693

0.24 %

\$1.58

Geofence Footfall Tracking

- Applied to Meta campaign only
- Can track someone who saw an ad for up to 7 days
- Conversion means they entered into the Deerfield Valley within the 7 days of seeing the ad



Geofence Footfall Tracking

- 1099 people were tracked
- Using AirDNA booking windows, this would translate into **4,220** total visits impacted by one of our Meta ads
 - *26% of people book in the area in a 1-7 day window*
- From this data & research into travel habits, we made the following calculations about the impact of our advertising

	Median	Low
Total # of Visitors	13,988	10,823
Total # of Room Nights	48,963	37,088
Total Revenue Generated	\$14,933,864	\$9,383,154

- *Median uses 3.315 people traveling together, staying 3.5 nights, and spending \$305/person/day*
- *Low uses 2.565 people traveling together, staying 3.43 nights, and spending \$253/person/day*
- *Appendix A shows where data was collected from and how it was utilized in our calculations*

Notable Projects

Fall Photo/Video Shoot

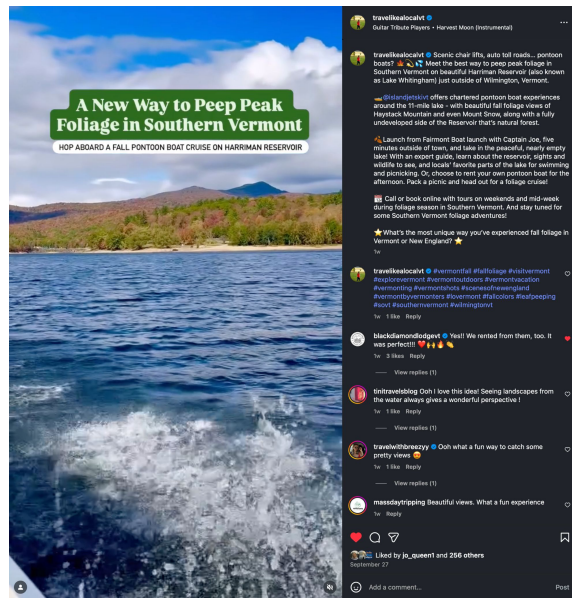
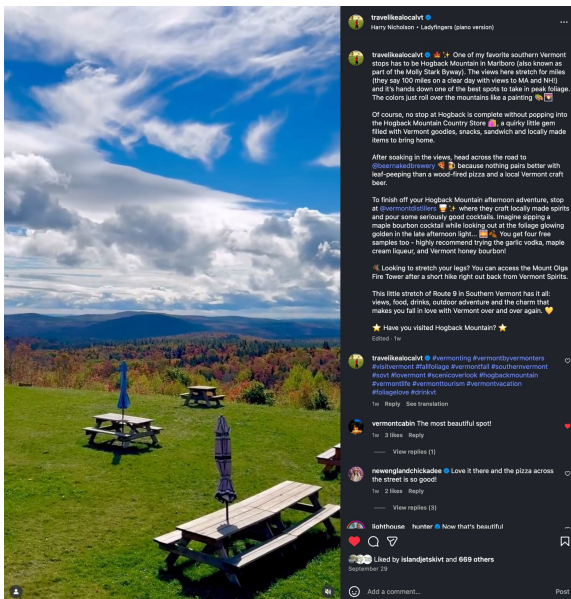
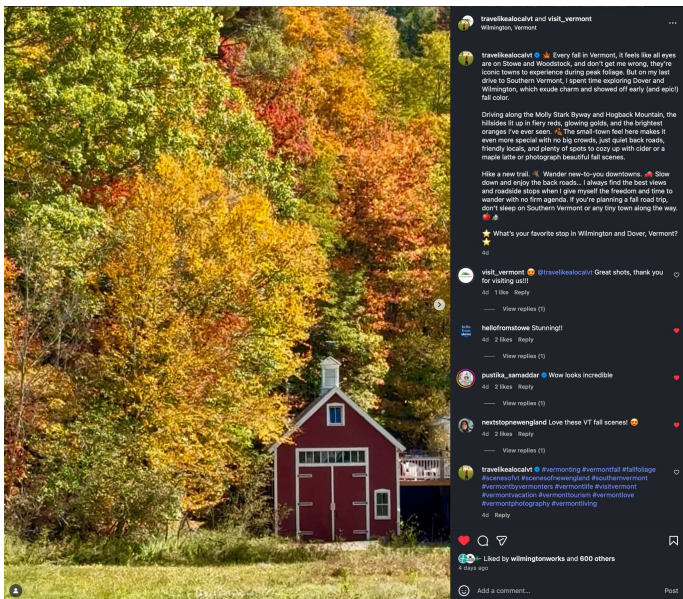
- Put out RFP over summer and hired Three Peaks Media out of Jeffersonville
- 14 Hour Day shoot concentrating on Mount Snow summit, Hoot, Toot, & Whistle/Harriman, and White House Inn
- Assets to be used for the next 3 years of fall campaigns
- Big thanks to Mount Snow & the White House Inn!



Fall Photo/Video Shoot

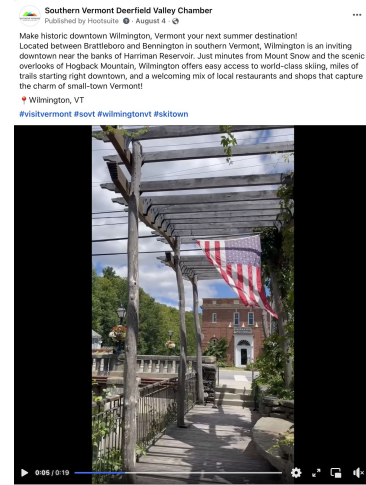
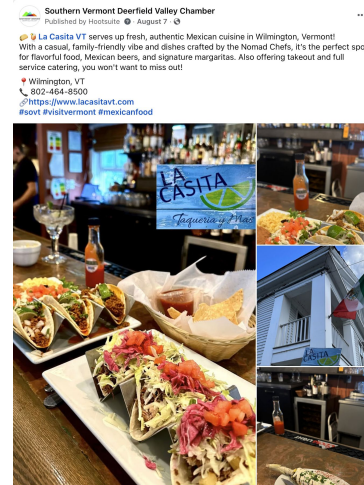
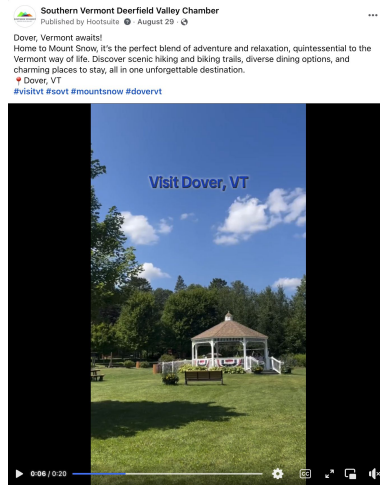
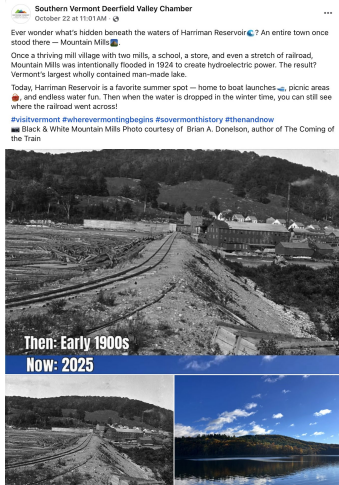


- 4 posts + 3 stories received over 85k views
- Great post engagement with over 2,000 likes, 170, comments, and 377 shares



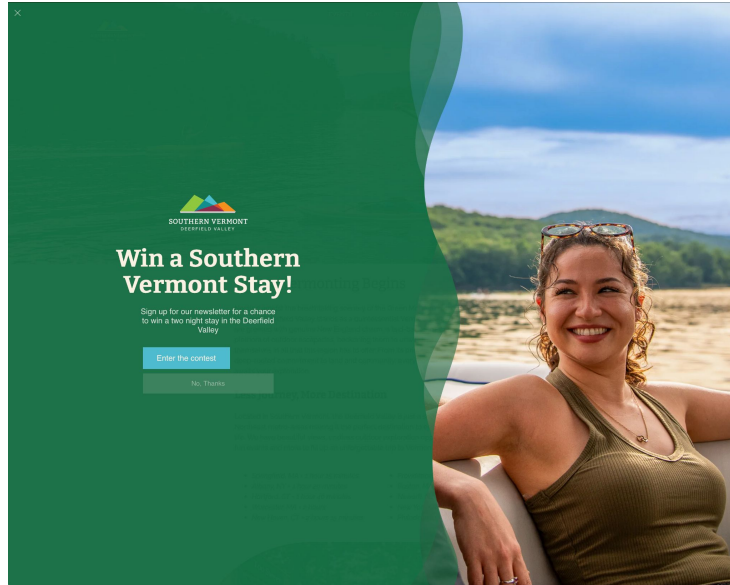
Organic Social Media

- Gaining strong traction, especially since mid-July on
- Followers increased by 18% so far this year
- Broke our own record for most impressions on a post multiple times this summer
- Posts for Downtown Wilmington, Dover, and Wine & Soup Stroll all received more than 10x our average and helped elevate multiple other attractions to 5x+ the average.
- Recent post on Then & Now of Mt Mills received over 70,000 views!





Email Signup Contest


- Pop-up after 10 seconds on site for multiple landing pages
- Enter your email address and get entered to win 2-nights lodging at a Dover or Wilmington inn
- 445 new subscribers over the course of August through October
- Gives us an avenue to send emails in the future about events, things to do in the Valley, etc




GROW Grant Program

 Southern Vermont Deerfield Valley
Sponsored · 


Live where the scenery changes, but the magic never fades. Hike, ski, paddle, or simply breathe it all in — Southern Vermont is a place to experience all four seasons in their full glory, surrounded by natural beauty and small-town charm.



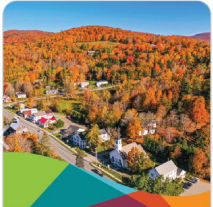
Breathe In Vermont
Hike, Swim, a... [Learn more](#)






Live the Foliage Life
Experience Ev... [Learn more](#)



Your Winter Wonderland
Winter Magic ... [Learn more](#)



Where Vermonting...
Four Seasons... [Learn more](#)

 Like  Comment  Share

- Wrapping up the first 2-year grant period
- Very successful ad campaigns & mixers
- Helped pay for our Content Creator over the past two years
- In September we were awarded for the next 2-year cycle, receiving \$51,610 to continue our work
- Funding covers advertising, mixers, Content Creator, and 2027 summer photoshoot



FY26 Budget Proposal



STAFFING

Account	FY25	FY26 PROPOSED
STAFFING	\$58,376	\$72,357
<i>Marketing Director</i>	\$54,636	\$68,295
<i>Travel</i>	\$200	\$800
<i>Content Creator</i>	\$3,540	\$3,262

Notes:

- Marketing Director to be paid at the same rate as 2025, but increasing workload by 25% (80 to 100 hours per month)
- Increasing travel to include monthly stipend for Content Creator to drive around the Valley
- Content Creator represents 25% of their pay, with 25% from Chamber and 50% from GROW Program

PROFESSIONAL FEES

PROFESSIONAL FEES	\$30,472	\$26,532
<i>Campaign Creative</i>	\$12,384	\$15,944
<i>Website Redevelopment</i>	\$500	\$4,000
<i>Website Maintenance</i>	\$1,188	\$1,188
<i>Content Gathering</i>	\$12,000	\$1,000
<i>Chamber Admin</i>	\$4,400	\$4,400

Notes:

- Campaign Creative - 3% COL increase per contract, adding in 25% to create assets for one phase of a retiree audience segment
- Website Redevelopment - Refresh to entire website, last done in 2021. Emphasis on accessibility and load times
- No major photoshoot in 2026
- No change to Chamber Admin as overall budget inline with 2025

DIGITAL ADVERTISING

DIGITAL ADVERTISING	\$116,000	\$136,000
<i>Media Buy</i>	\$95,000	\$100,000
<i>Organic Social</i>	\$1,000	\$1,000
<i>Influencers</i>	\$2,000	\$10,000
<i>Groups/Weddings</i>	\$0	\$5,000
<i>SEO</i>	\$18,000	\$20,000

Notes:

- **Media Buy** - Add in one phase targeting retiree audience
- **Influencers** - Expand program to attract successful influencers with large audiences
- **Groups/Weddings** - Exact strategy to be developed with input from stakeholders over the winter, but goal to attract new groups and/or weddings
- **Increasing Google Ads** where we've seen very good low funnel engagement

IT

IT	\$31,829	\$4,536
<i>AirDNA</i>	\$576	\$576
<i>Adobe Suite</i>	\$750	\$780
<i>Dropbox</i>	\$144	\$144
<i>Geofencing</i>	\$12,500	\$0
<i>Bandwango</i>	\$15,000	\$0
<i>Email Subscriptions</i>	\$600	\$636
<i>Webcam</i>	\$1,000	\$1,000
<i>Hootsuite</i>	\$1,259	\$1,400

Notes:

- Geofencing - Recommendation to include this every 3 years
- Bandwango - Did not implement in 2025 and not planning to in 2026
- Slight increase to email (MailChimp) and Hootsuite based on past subscription increases

PROMOTIONAL PROGRAMS

PROMOTIONAL PROGRAMS	\$6,600	\$6,350
<i>Stakeholder Materials</i>	\$600	\$600
<i>Guilford Welcome Center</i>	\$2,000	\$750
<i>Email Signup Contest</i>	\$1,000	\$1,000
<i>Hiking Guide</i>	\$0	\$4,000
<i>Pole Banners</i>	\$3,000	\$0

Notes:

- Guilford Welcome Center - Found much better pricing for printing in 2025 leading to the big decrease. Plan to expand to Bennington Welcome Center as well for 2026
- Adding in an area Hiking Guide which will have digital & printed versions available with all trails in the area

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<i>Pole Banners</i>	\$3,000	\$0
TOTAL	\$243,277	\$245,776

TOTAL BUDGET

- Carryover from 2025 of \$16,250
- Brings total budget needed to \$229,526
- Requesting **\$114,763** from each town

Note: 5 Year Strategic Plan calls for budget of \$273,610

Thank you for your support!



Appendix A - Footfall Data & Calculations

Average Booking Windows in Region for Summer Months Over Past 3 Years						
0-6	7 to 14	15-30	31-60	61-90	91+	
26.05%	10.32%	14.00%	14.89%	9.33%	25.42%	

	Total Assumed Visits						
	0-6	7 to 14	15-30	31-60	61-90	91+	TOTAL
TOTAL	1099	435.3	590.9	628.3	393.6	1072.5	4219.6

	Median	Low	
Averages			
Avg # of Nights	3.50	3.43	Source: AirDNA: Median=New England, Low=Deerfield Valley
Avg # of Family Together	3.13	3.13	Source: 2020 National Census
Avg # of YA Together	3.5	2	Source: Median is general consensus from various online sources and ChatGPT. Low represents a couple traveling together
Avg # of Travelers Together	3.315	2.565	
Avg Spend/ Person /Day	\$305	\$253	Source: Median is from ChatGPT based on a mid-tier price point vacation. Low is from VT Dept of Tourism research but includes full year data so is influenced by winter day trippers
Assumptions			
Total # of Visitors	13,988	10,823	
Total # of Nights Generated	48,963	37,088	
Total Revenue Generated	\$14,933,864	\$9,383,154	

Based on a total Bi-Town Marketing budget of \$243,182 it cost us \$0.016 in marketing to generate \$1 on the median end, \$0.026 on the low end.