

WHY JOIN THE KPAA?

MEMBERSHIP BENEFITS



#OneKillington

Killington Welcome Center

- Open Monday-Saturday 9AM - 5PM
Sunday 10AM - 2PM
- 150-400 visitors weekly
- Visitors come from all over! Majority are from New England but we've had Canadians, Europeans, AT through hikers, Tour Groups
- 20% of visitors in summer of 2023 were individuals or families who have never visited Killington before asking for area information
- Public Restrooms



Killington Welcome Center

- Referrals & Advertising Space
- Display Case Advertising Opportunities
- Digital Screen Display
- Conference Room (accommodating up to 16 people)



Killingtonpico.org Website

- Business Listing in Member Directory with the ability to update
- Focused on tourism and activities available in the region
- Almost 3,000 visitors monthly
 - Primarily organic searches and new visitors



eNewsletter

- Weekly Newsletter – Every Friday
- Highlight One Business Member per Week
- 1,500 Subscribers
- Exclusive Updates from Killington Resort
- Notifications from Town of Killington

2 Personalized E-mail Blasts Each Year

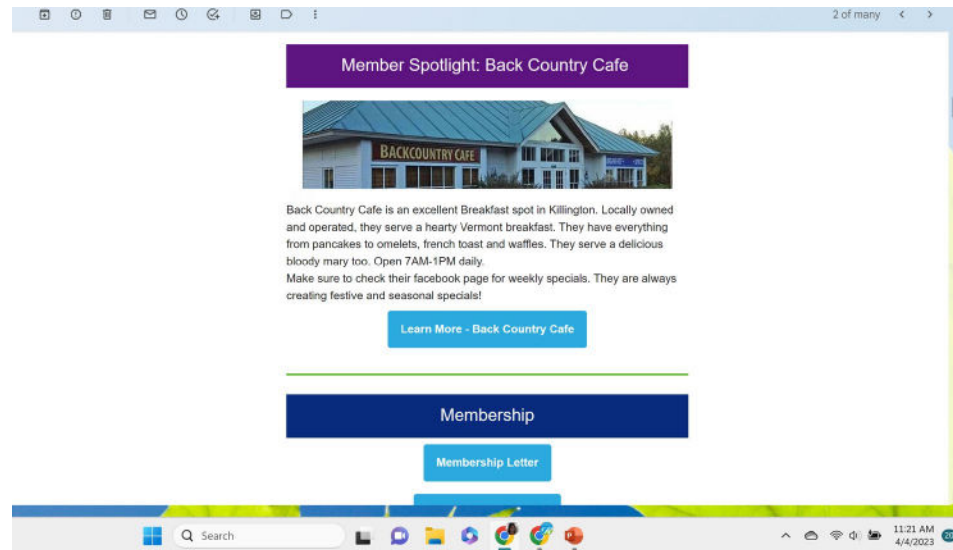
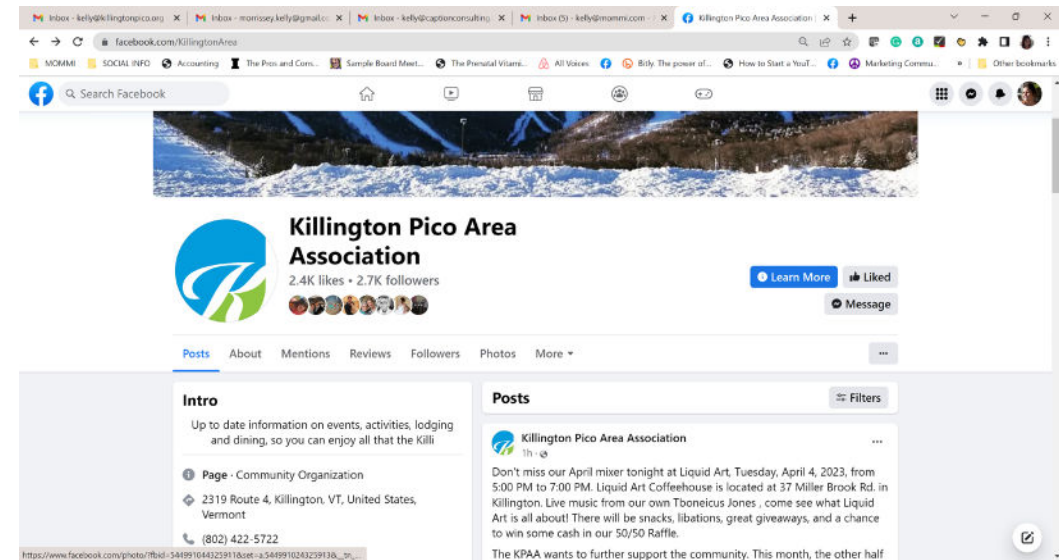
- Share updates or specials with subscriber base



KPAA Social Media

Mentions & Shares

- 2,700 Facebook followers
- 3,200 Instagram followers
- Weekly Business Spotlight



Events

- Monthly KPAA Mixers – Great for Networking
- Participation and Sponsor Opportunities at
- Our Two Signature Events!
 - Wine Festival – July
 - Holiday Festival – December



Sponsorships – Three Levels

Sponsors Receive the Following Benefits

Banners and displays in the KPAA Welcome Center

Listed and linked as a sponsor on the KPAA website and newsletter or of Wine Festival and Vermont Holiday Festival

Gold Level sponsors receive a display with features of their choice AND a **transferable Killington Resort season pass AND....**

Gondola Tickets, Adventure Center Passes, World Cup Tickets,

Mountain Bike Lift & Trail Day Passes

Access to Welcome Center Conference Room

Free Family Memberships to Killington Recreation Pool per Employee

Member-to-Member Benefits

Discounts at participating Killington Area businesses

- Free coffee with at Dream Maker's Bakery
- 10% off at Sushi Yoshi
- 15% off food excluding Saturday's at Liquid Art
- 15% off food at Lookout Tavern
- 15% off food at Casey's Caboose
- 30% off Pico Fitness Center membership
- 20% off food Rivershed
- 50% off pool/gym membership and locals discount at The Spa at The Woods

Ability to send e-blasts to the member email list

Member-to-Member Benefits

First priority when it comes to receiving pertinent Killington Resort & Killington Community Information

Monthly mixers for business member networking

Access to Dental & Vision w VACEplus

Access to Purchase Discounted Season Passes to Killington Resort & Pico Mountain Staff of Killington, Bridgewater, Mendon or Pittsfield business who are members of the KPAA are eligible for local pass; other Rutland County businesses eligible for Regional Pass *Please refer to **KPAA Merchant Pass Information** Document for additional details*

Member-to-Member Benefits

And, finally being part of our vibrant, passionate community, while encouraging commerce to support and grow the local economy.

KPAA Board of Directors – Who We Are.

Board Officers

Beth Sarandrea, President

Liquid Art

Mike Coppinger, Vice President

MJC Properties

Carolyn Kepcher, Treasurer

The Snowed Inn

Krista Mosher, Secretary

**Killington Pico
Realty**

Amy Laramie, President Emeritus

Killington Resort

Board Members

Stephanie Backes

Killington Resort

Jenny Buono

The Karr Group

Kelsey Cruickshank

The Karr Group

Chet Hagenbarth

Town of Killington

Emily Hudson

**Town of Killington | Parks &
Recreation**

Rich McCoy

Killington Resort

Caroline Wise

**Killington Distillery | Still on
the Mountain**



Questions?

Stop by the Welcome Center

Call Us - 802-422-5722

Email – admin@killingtonpico.org