

organizations

So, how are you going to let the world know about you once you have identified your audience, created your product, and devised a way of appropriately placing your attraction in the broader context of your field or region?

There are many ways to market your resource. You can do press releases, distribute brochures, host media events, join membership organizations, and/or put up a website. These are all fairly common practices, which are rather easy to execute, either on your own or with your partners. Another source to consider for marketing opportunities are Regional Marketing Organizations (RMOs) located throughout Vermont. RMOs apply annually for grant funds to conduct specific marketing initiatives which vary from region to region. Opportunities to co-op with RMOs exist through such mediums as web, print, radio and television advertising and special events.

what is an RMO?

“Regional Marketing Organization” (RMO) is the term applied to the official destination marketing activities in designated marketing regions. An RMO is a marketing partnership or organization comprised of one or more chambers, and other organizations and individuals, that represent **all** businesses and organizations in the region (not limited by formal membership in any particular organization) to maximize the impact of marketing efforts across the state.

what does the block grant provide?

The Governor and Legislature of Vermont have made funds available for the Regional Block Grant Program available through the Vermont Department of Tourism and Marketing, with the expectation that the funds be distributed regionally to RMOs, and used to increase awareness of tourism products and their beneficial economic impact on Vermont. Prior to the beginning of each fiscal year (July 1) RMOs propose specific marketing activities they would like to conduct throughout the year.

Cultural heritage resources can assist the RMOs because cultural heritage tourism:

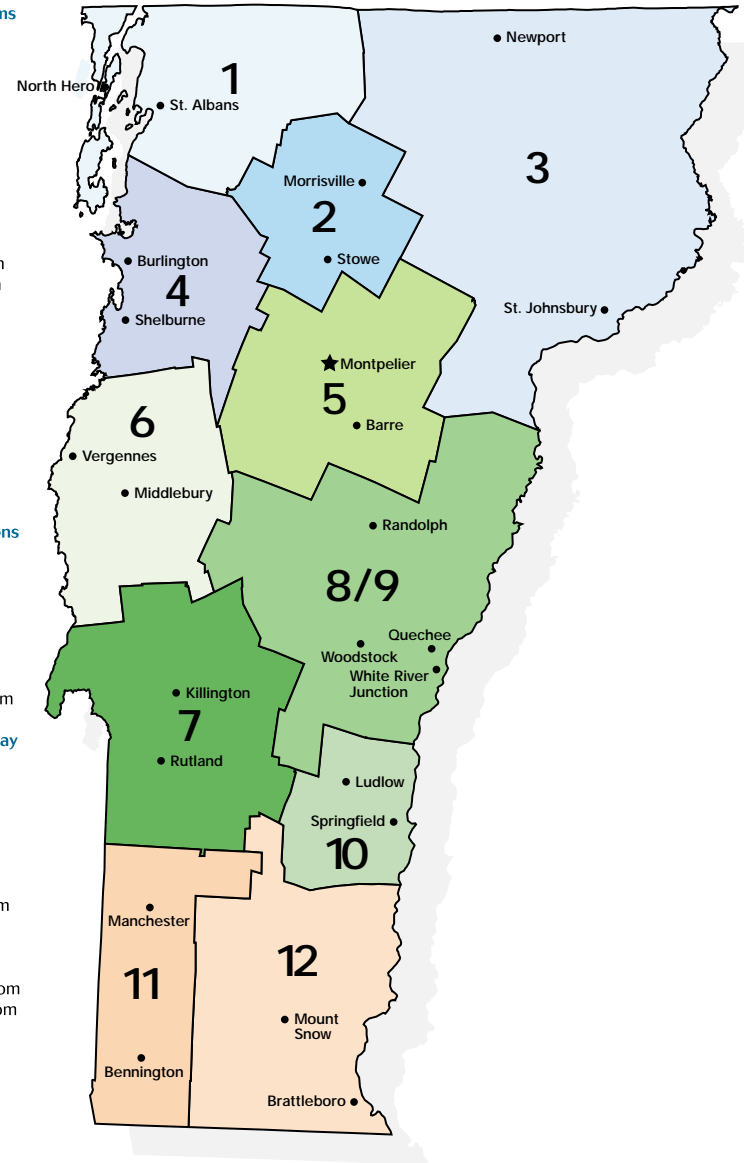
- Strengthens the region’s image and identity.
- Encourages partnerships and alliances.
- Affords the opportunity for coordinated marketing and promotion programs.
- Establishes links between local, regional, and statewide organizations.

how can RMOs help in promoting cultural heritage product?

RMOs conduct specific tourism marketing initiatives with opportunities for related businesses and organizations. It is also the responsibility of the RMOs to act as an authority on their regions, and to advise the Vermont Department of Tourism and Marketing (VDTM) on the regional products to be sold through the state's marketing efforts.

In short, your Regional Marketing Organization can help you access an array of tourism marketing opportunities. To find your RMO, and a sampling of what it has to offer, click on to www.VermontPartners.org, and go to "Regional Marketing Organizations."

1. **Vermont's Islands and Farms**
800.262.5226 (toll free)
info@champlainislands.com
www.islandsandfarms.com
2. **Stowe/Smugglers' Notch**
877.247.8693 (toll free)
info@stowesmugglers.com
www.stowesmugglers.com
3. **Northeast Kingdom**
888.884.8001 (toll free)
info@travelthekingdom.com
www.travelthekingdom.com
4. **Lake Champlain Valley**
877.686.5253 (toll free)
Vermont@vermont.org
www.vermont.org
5. **Central Vermont**
877.887.4968 (toll free)
cvermont1@aol.com
www.central-vt.com
6. **Mid Vermont for All Seasons**
800.733.8376 (toll free)
info@midvermont.com
www.midvermont.com
7. **Crossroads of Vermont**
800.756.8880 (toll free)
jcerreta@aol.com
www.vermontcrossroads.com
- 8/9. **Eastern Vermont Gateway**
888.848.4199 (toll free)
evtravel@sover.net
www.easternvermont.com
10. **Southern Windsor County**
877.668.1852 (toll free)
info@springfieldvt.com
www.vacationinvermont.com
11. **The Green Mountains**
877.768.3766 (toll free)
info@thegreenmountains.com
www.thegreenmountains.com
12. **Southern Vermont**
877.887.2378 (toll free)
info@visitvermont.com
www.southernvermont.com



Regional Marketing Organizations around the state, 2003, courtesy of the Vermont Department of Tourism and Marketing.