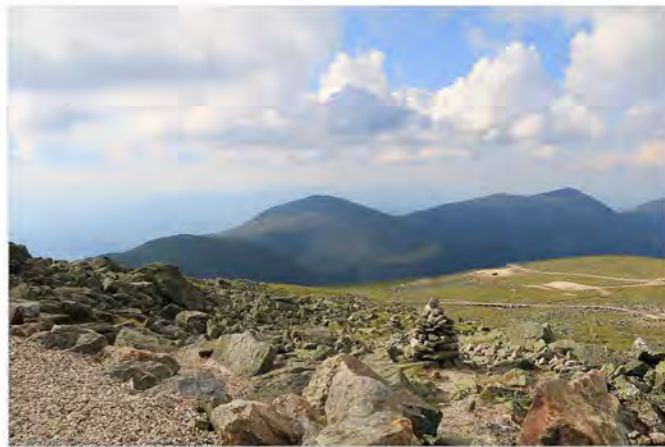




**TWIN MOUNTAIN-  
BRETTON WOODS**  
*Chamber of Commerce*



**MEMBERSHIP  
INFORMATION**

[www.twinmountain.org](http://www.twinmountain.org)



PO Box 194, Twin Mountain, NH 03595

The Twin Mountain-Bretton Woods Chamber of Commerce needs your support. During our open enrollment period you have the opportunity to join a small, successful and vibrant Chamber of Commerce. We are your neighbors, your biggest supporters, and a source of referrals to your business. Many of our restaurant and lodging partners enjoy both a strong summer tourist season and winter sports season and a very big part of that is due to member loyalty. The tourists who are attracted to and stay in our area are the people who buy gas, require car maintenance, buy gifts & products, eat at local restaurants and often become second home owners requiring builders, home maintenance, plowing, gasoline, etc. Why not join us and share in our success?

Did you know?

- ▶ Our brochure is updated bi-annually and 20,000 copies are distributed throughout the state. Event information is included there as well as in our website that is updated regularly and is also mobile.
- ▶ Our visibility is also enhanced by our presence on Facebook and Instagram which are being utilized to strengthen our exposure. (see attached statistics)
- ▶ We place ads in various magazines and travel publications such as Yankee Magazine and White Mountains Attractions.
- ▶ We have a toll free information number available to visitors from the US and Canada.
- ▶ Throughout the tourist season, we maintain and staff the information booth located at the Routes 3/302 intersection where our kiosk and the Cog train add attraction to our visibility as do the flowers and gardens and other holiday decorations.
- ▶ Free WiFi is also available at the Information Booth/Kiosk for tourists and locals.
- ▶ We perform public service projects each year to benefit the local community. We have donated time & money to local organizations such as the Toys for Tots program and the Rec Program 4<sup>th</sup> of July & Halloween events.
- ▶ We have monthly meetings where every voice is heard and new ideas are always welcome.
- ▶ We maintain & promote our website.
- ▶ Our monthly meetings are at different establishments so members can become familiar with local businesses in the area.
- ▶ Continue to be part of the revitalized of NH Grand anticipating the addition of Bethlehem and Franconia to the collaboration. Facilitated chamber brochures being included in the Boston Ski Show, the NY Trade Show, the "Big E", Philadelphia, and Boston Travel Show through the Cog Railway and White Mountain Attractions.
- ▶ We award a scholarship each year to a deserving local student going on to college.
- ▶ We refer guests to Chamber members first and as often as possible.

Let the Twin Mountain-Bretton Woods Chamber of Commerce be part of your future success. Your yearly dues will be money well spent and a positive investment in your business. Join us at our meetings on the second Tuesday of each month or give me a call with any questions and let me know how we can best serve and represent you.

Sincerely,

Carol Carlson-Cunningham  
President

Phone: 603 846-5501 (Carlson's)

Email: [twinmtchamber@gmail.com](mailto:twinmtchamber@gmail.com)

Sarah Levy

Membership Committee Chair

Phone: 603 869-3364 (Wayside Inn)

# By The Numbers

APRIL 2019 – 2020

In June 2019, our chamber hired a professional marketing firm through a matching Joint Promotional Program Grant from the New Hampshire Division of Travel and Tourism Development. The firm developed a marketing plan and has provided ongoing marketing support.

## WEBSITE ANALYTICS

Total website visits: 12,278  
(85% increase over last year)

Total users: 5,801 (95% increase over last year)

Total sessions: 6,661

Top 4 locations visiting website:

- Massachusetts (Boston area)
- New Hampshire
- New York
- Connecticut

## SOCIAL MEDIA

Facebook Likes: 646

2020 Winter Campaign:  
Seen 152,606 times by 73,424 people  
Link clicked to website 1,516 times

Instagram account was opened in late 2019 and actively seeking new followers.

Instagram Followers: 119

## DIGITAL MARKETING

### VisitNewEngland.com

Total views: 32,645  
Clicks to website: 168

### SkiNH.com Listing

SkiNH.com has approximately 500,000 total website page views yearly.

### 2020 Winter Google Campaign

(January 1 – March 11)

Total Impressions: 18,441  
Clicks to website: 919 Click thru rate (CTR): 4.98%

## PRINT COLLATERAL

### Rack cards

Quantity printed: 40,000

- Distributed to 64 locations from West Ossipee to Pinkham Notch.
- Inserted into White Mountain Attractions' direct mail Vacation Planning Kits

### Information Guide Brochures

Quantity printed: 15,000

- Distributed in all 12 New Hampshire Welcome Centers.

## MARKETING INITIATIVES

- Unpaid and Paid Social Media Posts
- Start an Instagram Account
- Website Search Engine Optimization
- Actively gathering email addresses to begin sending tourism-driven newsletters
- Create summer and winter Google ad campaigns





## Testimonials

*While the Mt. Washington Auto Road and Great Glen Trails Outdoor Center are geographically on the other side of Mount Washington from the Twin Mountain area, our membership in the Twin Mountain Chamber of Commerce has proven to be a great asset to our businesses. The mountain looms high above the region, and guests and visitors to Twin Mountain and the surrounding towns are often looking for ways to access the mountain during both the summer and winter seasons. Chamber members who operate lodging, restaurants and other services have been very helpful in recommending our businesses, and we see many customers who might otherwise choose other recreational options. Our investment in the Chamber—both in membership dues, and attendance at meetings—has paid big dividends, and we intend to be a part of this Chamber for the long-term future.*

*In addition to the added business we've seen through membership, one of the best things about the Twin Mountain Chamber of Commerce is the format of their meetings. They're open to all members, and provide a great way to network with other area business owners. Meetings are held in the fall, winter and spring when it's most convenient for members to attend. The atmosphere is casual, the members are friendly, and it's truly been a pleasure to be involved.*

### **Crispin Battles, Mt. Washington Auto Road & Great Glen Trails Outdoor Center**

*I have been a proud member of the Twin Mountain-Bretton Woods Chamber of Commerce since 2004 when my husband Paul & I moved to Twin Mountain. I found the Chamber had, & still has, many talented people with all different skill sets. We Chamber members strive to make our community a successful place to live & work. One of our top marketing goals is to make people see that we have a fabulous area to visit, and the Chamber is the perfect place to voice great ideas and brainstorm. Members share information about any upcoming events, issues, or concerns. It's easy to make great friends & have a sense of belonging in the Twin Mountain-Bretton Woods Chamber.*

*Give us a try; you're always welcome.*

**Colleen Sampson, Johnson's Motel & Cottages**

*The Chamber meetings are an incredibly valuable time for us, allowing us to connect with other local businesses, understand, build & leverage synergies in marketing and advertising, understand and find solutions on local issues, and remain up to date on local events. The Chamber helps give us a larger perspective on our business.*

### **Alex Foti, Bretton Woods Vacations**

*When I first came to town in 2014 after buying Tarry Ho Campground, I tried to meet some of my neighbors.*

*The chamber didn't meet in the summer so my first meeting was September 2014 and it was there that I met some of the kindest people sitting around a long table having a Chamber of Commerce meeting, a bit different than I had experienced in the past. This chamber, although one of the smallest I've been part of, embodied the energy of the area. There was talk of what was going on and businesses helping each other. Sharing of information for our guests and upcoming events, businesses working together to increase the vibrancy of Twin Mountain.*

*In the past six years I've seen the chamber grow with new businesses in the area. The best meetings are when the most people show up. It's great to get to know our neighbors and help each other grow as a community. Everyone who comes gets along great, and many contribute. Our meetings feel like time spent with friends but what we are really doing is working together and making the area better for all. Everyone has a say in our marketing for the area and what we should do going forward. There is an executive board, but this community is stronger together with everybody's input.*

*From anyone who has a business in the area and is looking for more business camaraderie, I hope they'll join. It truly helps all of us.*

### **Michelle Palys, Allegory Inn**

*The first week that I took over the Wayside Inn & Restaurant, the president of the Twin Mountain Chamber reached out to me. Carol was calling to both introduce herself and encourage me to attend the next Chamber Meeting, as the previous owners of my inn had been very involved. It was the best decision I could have made. The pressures & anxieties of running a new business from day to day – especially one open 24/7 – became manageable when I met the other chamber members who experienced the same issues. The networking each month is invaluable to me. With so many members sharing their perspectives and creative ideas & experiences, I can run any idea past this group and know that I'm getting great advice.*

*Not to mention the benefit to my business. After introducing myself & handing out my menus at that first meeting, I receive referrals from chamber establishments every single*

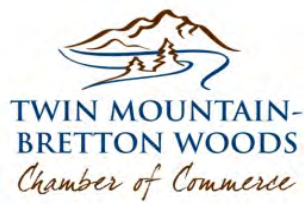
*evening the restaurant is open. The other lodging establishments recommend us for our pet friendly rooms and whenever they are full, they direct people here.*

*I couldn't be more grateful to the Twin Mountain-Bretton Woods Chamber. Despite a busy schedule, I hope to continue to take an active role in the Chamber to make sure it continues to be successful for all businesses in our area. It is truly an invaluable asset to our community. And it's fun!*

**Sarah Levy, The Wayside Inn**

*Whether you are an "armchair supporter" or an active participant in any organization, the Twin Mountain - Bretton Woods Chamber of Commerce is definitely one organization that can benefit its members in so many ways. While it is a fact that many businesses have their own marketing approach from very simple to an extravagant department, you can get some real good "boots on the ground" insights from the camaraderie you will have with other members. When we purchased our business it was already a chamber member and we started to attend the monthly Executive Business meetings. One unique thing with this chamber's meetings is that they are open to all members to attend. It is an open forum where you have a chance to learn what is going on in your business community as well as how the Chamber is working to make the business climate better so all its members can achieve greater success. Probably the most refreshing thing for us is how important it is for every member to share the customers amongst each other. We are mostly serving tourists, and though they do a lot of internet research, there are almost always questions that we can and do refer to other members FIRST. This sharing of resources and information was the way it always was done in days long ago. Together, we can boost the welcoming atmosphere of our region giving the tourists another reason to return, us, the local people, the resident experts. We immediately put this practice to work in our campground store. People are so surprised and thankful that we will take the time and call other chamber members to find a cabin or campsite for them when we are booked, or make calls to dining establishments to see if they can take one more family that evening. We have also been the receiver of this practice. It is nice to know that we are all working to do the best we can for ourselves and our neighbors because (TEAM) Together Everyone Accomplishes More.*

**Thank you, Robert, Michelle and Jacque. Along the River Campground & Cabins**



## Twin Mountain-Bretton Woods Chamber of Commerce Membership Dues

<b>Lodging</b>	<b>Units</b>	
	1-10	\$295
	11-20	\$345
	21 & up	\$485
<b>Campgrounds</b>		\$245
<b>Restaurants</b>		\$245
<b>Retail Services, Professional Services, &amp; Amusements</b>		\$245
<b>Contractors</b>		\$150
<b>Grand Hotel</b>		\$1,600
<b>Ski Area</b>		\$1,100
<b>Attractions-in town</b>		\$1,100
<b>Attractions-out of town</b>		\$500
<b>Golf Course</b>		\$295
<b>Patron Individual</b> (not included in publicity)		\$25
<b>Non-Profit</b>	full rate as listed or full trade value	

Any business that has 2 businesses under the same roof can pay an additional \$100 to include a separate listing for that business in its appropriate category e.g. dining room, public laundry, etc

Each business will submit brochure ad copy (up to 4 lines) and website copy (up to 8 lines) with the proper dues pledge. If ad copy is longer, it will be edited by the membership committee and/or the board of directors.

Any disputed dues or category will be rectified by the membership committee and/or board of directors.



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## **Business Membership Information**

Please fill out your ad information below. The ad information will be listed in the chamber brochure & website. Our fiscal year starts on January 1<sup>st</sup> and the brochure is printed & distributed in May/June alternating years. All New Hampshire information centers are included in the distribution.

**Brochure Ad-** 3 lines

**Website Ad & Link-** up to 8 lines

You are allowed 2 changes per year (Dec & May) on your website ad at no charge, additional changes will cost \$10. Please send to [TwinMtnChamber@gmail.com](mailto:TwinMtnChamber@gmail.com). Please fill out all the information below:

Business name: \_\_\_\_\_

Business mailing address: \_\_\_\_\_

Website Address: \_\_\_\_\_ Email: \_\_\_\_\_

Contact name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Membership fee included: \_\_\_\_\_ Fee will be prorated for mid-year memberships. Please email [TwinMtnChamber@gmail.com](mailto:TwinMtnChamber@gmail.com) for assistance.

I \_\_\_\_\_ agree to the ad copy listed above and understand that this contract membership is for two years with dues paid annually in December. If dues are paid prior to December 1, a \$15 discount may be taken.

Individual signing contract & title (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_