

Recreate. Relax. Repeat.

Burke Vermont



BURKE AREA CHAMBER OF COMMERCE - 2022 - THE YEAR IN REVIEW

2022 Board of Directors: *Chris Andrews (term up for 3 year renewal), Michelle Cleveland (completing 1st of 3 year term), John Kascenska (new board member to be voted in for 3 year term), Karen Kennedy (new board member to be voted in for 3 year term), Jennifer Palmieri (completing 1st of 3 year term), Todd Vendituoli (completing 1st of 3 year term), Tammy Wagner (not renewing board position for 2023), Elaine Lind Wentzell (not on current board, but to be voted in for 3 year term beginning in January)*

Current Officers: Todd Vendituoli, President; Chris Andrews, VP; Michelle Cleveland, Secretary/Treasurer

MEMBERSHIP – We currently have 295 members

MISSION STATEMENT

The object of the Burke Area Chamber of Commerce, Inc. shall be to promote the economic, civic and social welfare of the people of Burke and vicinity. The Burke Area Chamber of Commerce, Inc. is organized to advance the general welfare and prosperity of the Burke area so that its citizens and all areas of its economic community shall prosper. Promotion shall be provided and particular attention and emphasis shall be given to the interests of the area.

GEOGRAPHIC AREA

As the BURKE AREA Chamber of Commerce, our geographic area includes Burke, VT and other towns within a 40 mile radius of Burke. We also welcome members from other areas who have an interest in the Burke Area and the objectives of the Chamber as stated in our bylaws.

THE YEAR IN REVIEW

- **This year saw a return to 'normal' with concerns over the pandemic decreasing. We are thankful for the resilience and adaptability of the community and local businesses as we all went through a very challenging 2 years.**
- **WE WANT TO HEAR FROM YOU – OUR MEMBERS! At any time, you can email the Chamber or a board member with questions, concerns, ideas, news to share, etc.**
- **Chamber Financials** – Despite the challenges of the pandemic and having to cancel 2020 and 2021 events, we are in good shape financially. While we did lose some members over the last two years, a steady number of new members puts us at just under 300 members which is a lot for a small chamber in a rural area.
- **Collaboration with One Burke** - We continue to collaborate with the group where possible. One Burke had table space at the Strawberry Festival and Burke Fall Festival where they shared updates about projects with the community. One Burke Meeting minutes can be found at burkevermont.com/listing/One-Burke
- The Chamber is also responsible for the **free WiFi** (The Burke Connection) available in East Burke village.

EVENTS

- June – We hosted the **Strawberry Festival in West Burke** which featured two food trucks, live music and, of course, strawberry shortcake. The event was much appreciated and we estimate attendance of about 300 people.
- September – **The Burke Fall Festival** made a triumphant return with an amazing turn out and perfect weather! It was one of the most well attended festivals in the last 10 years with positive feedback from attendees and craft fair vendors. We were very happy to be able to host it after the two-year break and we look forward to doing it all again on September 30th, 2023.
- December – **Santa is back!** He will be visiting West Burke on Sunday, December 11th from 11am-1pm. The event will be held at the Community Building in West Burke with wagon rides, cider, cookies and more. This year, folks from the West Burke United Methodist Church will be joining us at the event with some fun activities for the kids to do while they wait to meet Santa. The **Christmas Tree display/contest** on the green in the village will be up for the holiday season. Five winners each receive \$100 to a charity of their choice. We will host a **Tree Lighting & Holiday Party on the green at the Burke Mountain Club on December 11th from 3-5pm**. Winners of the tree contest will be announced at the event.

MARKETING INITIATIVES COMPLETED AND IN PROGRESS

- **E-newsletters** are sent on the first of each month and include info for residents and visitors such as monthly events, lodging, local deals and other area news.
- The chamber website, **BurkeVermont.com** is regularly updated with events, listings, area news and more. The site receives an average of 50,000 visitors per year.
- Regular posts are made to **facebook** and we have over **4,500 followers/likes**.
- Our **Instagram** page which has over 500 followers - [instagram.com/burkevtchamber](https://www.instagram.com/burkevtchamber)
- The Chamber puts together a **printed list of weekly events**. The list is emailed to all chamber members each week and posted on facebook and Instagram. A print edition is posted at select locations in Burke/Lyndonville.
- **Print advertisements:** We will have a two-page coop ad in the 2022/2023 *Snowmobile VT* early winter edition. We also have a featured listing in the *VT Inspiration Guide Stay & Play Directory* (print and digital editions) published by the Vermont Chamber of Commerce.
- **Online ads:** Vermont.com (annual campaign) – We receive 100-200 website referrals each month from this campaign.

(All print and online ads direct readers/viewers to the Chamber website, BurkeVermont.com, where they can learn about area offerings and member businesses. Coop ads consist of a general chamber ad for the area as well as individual ads from participating businesses)

We are thankful for the support of our members and the community and look forward to a healthy & prosperous new year for all. The Chamber will continue to do provide support to our local businesses and always act in the best interest of the community.

Thank You for your continued membership and support!