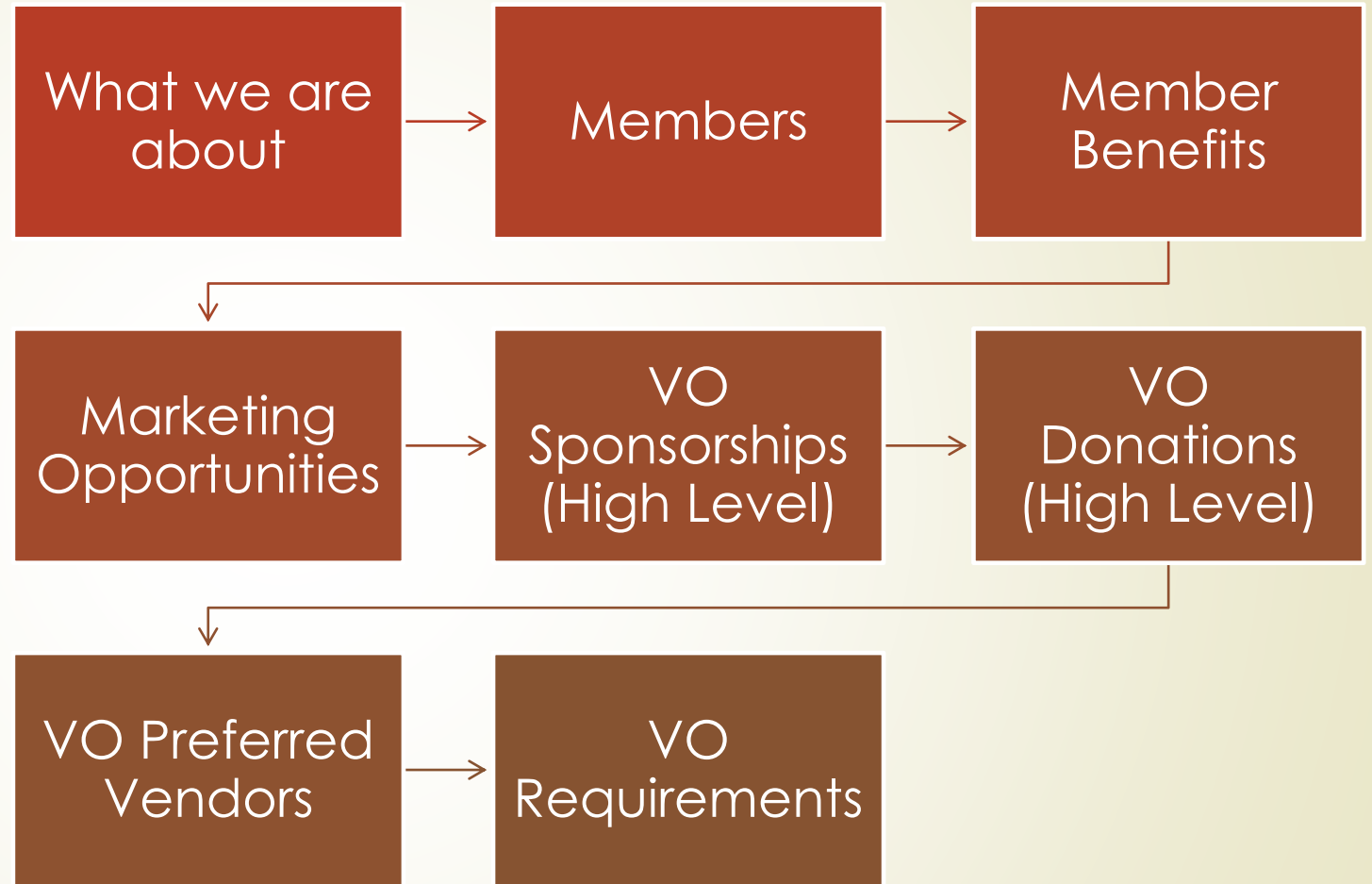


The Valley Originals

Dining in the Heart of Mount
Washington Valley

Highlights



Who are we?



A group of locally owned and operated restaurants that have joined together to share their thoughts and ideas on what the true experience of a local eatery should be. By our very nature, each restaurant is unique in its ambience, recipes and service- it is not a copy of any other restaurant.



Food is prepared fresh daily, often from locally source product. Frozen food prepared in some far flung commissary is NOT the far we serve. The owner is on the premises to respond to your dining needs and wishes.



We support local organizations, charities and activities and all members are involved in the community effort. Our goal is to give you a very special and unique experience and the finest food found anywhere.



We are proud to send our guests to other members restaurants, knowing they will have an equally expectational experience.

Driven by
S.O.H.L....
Striving for a
better future
(Sustainable,
Organic,
Healthy,
Local.)

- ▶ Working with Local Farmers & Producers of high quality products is a passion and a driving force behind the scenes of all the Valley Originals Restaurants. **By partnering with the like minded businesses it helps to strengthen our commitment to sustainability and our community:** we believe that if we keep our purchases within this framework, we will help the local economy as well as contribute to the health and well being of our guests. **We believe we can make a difference and will continue to strive for greater heights in our dedication to this way of doing business...**



Executive Board Members

Dick Delaney, President

Wally Campbell, Executive Director

Terry O'Brien, Board Member

Rick Luciano, Board Member

Tom Kugel, Board Member

Genn Anzaldi, Executive Director



Members



- ▶ Almost There
- ▶ 302 Smoke House
- ▶ Black Cap Grille
- ▶ Café Noche
- ▶ Chef's Bistro
- ▶ Christmas Farm Inn & Spa
- ▶ Deacon Street
- ▶ Delaney's Hole in the Wall
- ▶ Horsefeathers
- ▶ J-Town Deli & Country Store
- ▶ Joseph's Spaghetti Shed
- ▶ Max's at Snow Village Inn
- ▶ Merlino's Steakhouse
- ▶ Moat Smoke House & Pub
- ▶ Notchland Inn
- ▶ Oxford House Inn
- ▶ Priscilla's
- ▶ Red Parka Steakhouse & Pub
- ▶ Shalimar of India
- ▶ Shovel Handle Pub
- ▶ White Mt Cider Co
- ▶ Wildcat Tavern

Marketing Benefits

- ▶ The buying power of the Valley Original Members, allows the VO to benefit from several partner relationships:
 - ▶ **Eastern Oil & Propane:** VO members enjoy a healthy discount on propane (2020 clock in price was \$1.10). Discount extends to owner homes. Full time employee discounts are also provided
 - ▶ **Eastern Oil & Propane** locked VO members in for \$2.75 for Oil, same discounts as above
 - ▶ **VO Donation Pool:** Benefit – sending all requests to one place
 - ▶ **Outside TV:** VO ad's, highlighting each member runs 3 times per day. On air interviews. Outside TV films ads and allows us to use them on member websites for free
 - ▶ **WMWV Radio:** VO has 20 of VO ads which each member is recognized. In addition, each member can do their own ad (for a small fee) which runs approximately 20 times or more per week

Member Benefits



Mt Washington Valley Chamber of Commerce: All VO members pay \$500 per year (a 'discounted' rate) for:

Web site listing (branded VO), Sidewalk Sign, After Hours agenda time, Events Calendar, Rack Card placement, Member Menu display area, Map & Directory placement, Dining & Shopping Guide, Member E-Newsletter sponsorship, Ads in E-Traveler, New Magazine Guide, Lodging Event booth, Dining Vouchers. Also, all Chamber Member discounts which extend to your employees, including Valley Ski pass and Golf Pass



Resort Map: 20% discount



The Conway Daily Sun: The VO 'Owns' the Cover and the first 2 pages in the Dining Guides, allowing members to opt out of individual ads



Valley Originals Rack Card: We produce our own Rack Card and pay for Solutions Racks to distribute

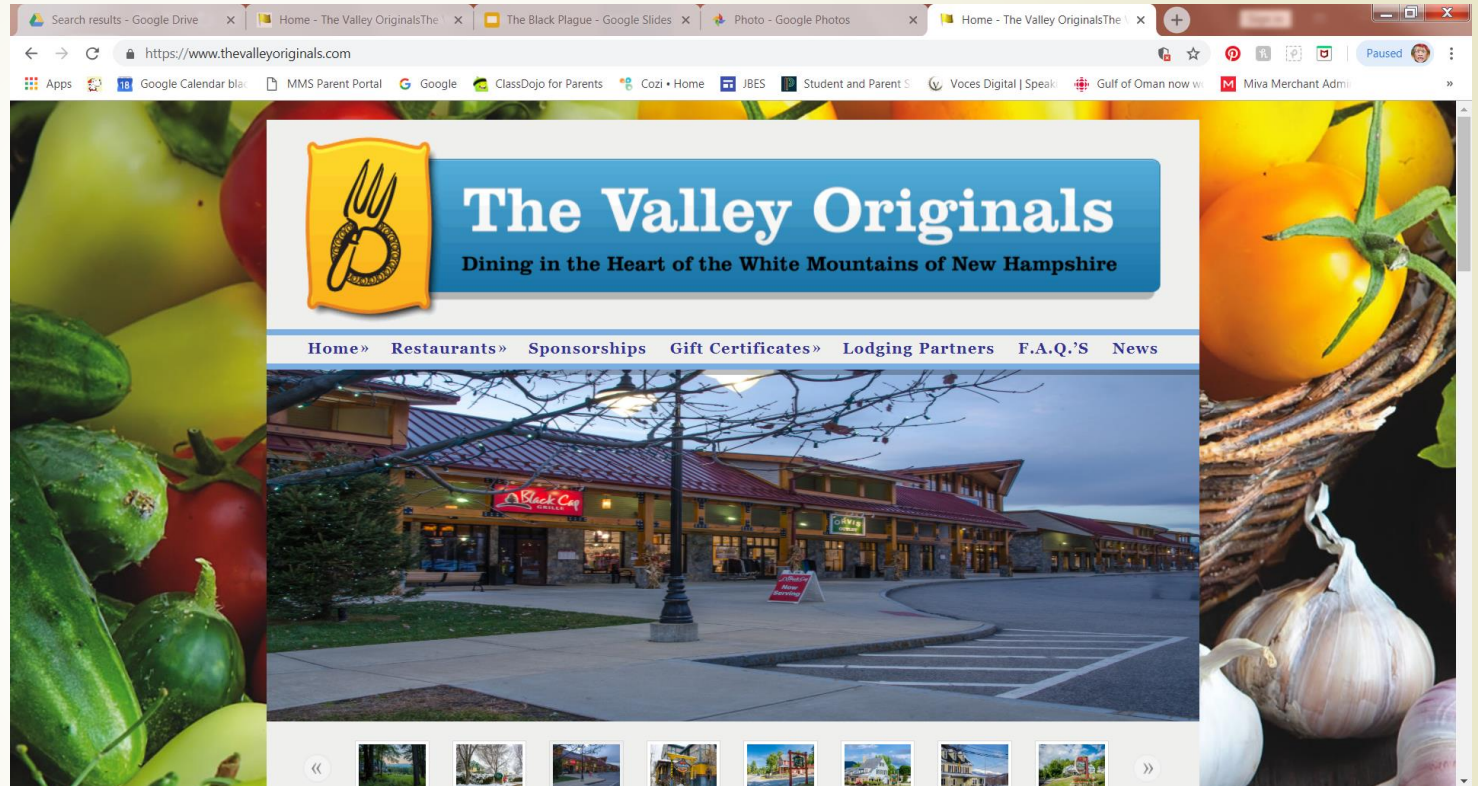
Member Benefits

- ▶ **Lodging/Business Partnership Program:** The VO hosts 2 Events each year, as a selected members restaurant inviting all Lodging and Business Partners to enjoy meet and greet with the VO's
 - ▶ The VO designs and prints its own **Dining Guide** for our Lodging Partners to distribute to their guests
 - ▶ The VO owns the **MWV Chamber Dining Vouchers** for Lodging members
 - ▶ Member exposure for hosting event and VO payback
 - ▶ VO exchange website linkage with partners
- ▶ **Quarterly Meetings:**
 - ▶ Presentations/topics cover any and all issues members come across, meeting are mandatory, as voting and marketing programs are voted on and discussed.

Member Benefits

➤ VO Website:

- Each member has a profile page
- Change seasonally
- Gift Cert participation
- VO FB Page
- VO Twitter
- VO email contact list
- VO Full Value Gift Certs
- VO Email contact
- Donation Request Centralized



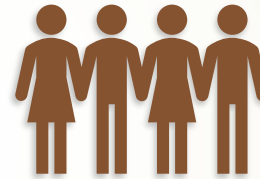
Sponsorships

- ▶ **In 2017, the VO combined with its members donated over \$319,000 back to the local community, sponsoring such non-profits/charities/orgs as:**
 - ▶ Jen's Friends
 - ▶ Starting Point
 - ▶ Angels & Elves
 - ▶ All Local Food Banks
 - ▶ Kennett Culinary Program
 - ▶ All Kennett Sports/Band programs
 - ▶ Habitat for Humanity
 - ▶ ESSC
 - ▶ Valley Pride Day
 - ▶ Rec Path
 - ▶ Vaugh Community Center
 - ▶ Over One Hundred Organizations/charities/events...

Donations



The VO has a donation process for requests, enabling members to never have to say no to any request!



We donate to hundreds of requests:

Mt Washington Auto Road

Rotary Clubs

End 68 Hours of Hunger

Project Graduation

All local Firefighters Associations

Almost all who approach the VO are given to.. Or at least you don't have to say no!



Vendor Partners

PFG North Center

Sysco

US Foods

Native ME

Dole & Baily

Maine Shellfish

BNI Distributors

Summit Supply

North Country Wholesale

Varsity Beverage

N. Conway Incinerator

Eastern Oil & Propane



Membership Requirements

- ▶ Must be an independent restaurant, locally owned and operated (not a chain) in the MWV area
- ▶ Prospective members must have been in business a minimum of 3 years
- ▶ All applicants are subject to member approval
- ▶ All members must participate in all 4 annual meetings
- ▶ All members agree to purchase a minimum of 70% of their food & supply purchases from VO preferred vendor list
- ▶ Participation in quarterly online discount gift sale
- ▶ Members donate 21 \$25 gift certificates per year, for donation requests
- ▶ Members are required to participate in VO marketing programs
- ▶ New members rolled into VO marketing programs as soon as possible
- ▶ VO members are required to proudly display the Valley Original Flag
- ▶ All members are required to uphold quality, high customer satisfaction and a unique dining experience

Breakdown:

Program	Cost to member	Value per member	VO pays
Outside TV	\$ -	\$ 6,000.00	\$ 6,000.00
Radio	\$ -	\$ 1,200.00	\$ 25,000.00
Radio Member Plan	\$ 2,580.00	\$ 9,600.00	\$ -
Daily Sun	\$ -	\$ 2,500.00	\$ 7,000.00
Chamber	\$ 500.00	\$ 1,500.00	\$ 13,000.00
Dining Guide	\$ -	\$ 1,000.00	\$ 6,000.00
Rack Cards	\$ -	\$ 2,000.00	\$ 2,000.00
Lodging/Partner events	\$ -	\$ 2,000.00	\$ 6,000.00
Donation Gift Certs	\$ 525.00	\$ 2,250.00	\$ 1,000.00
VO Website	\$ -	\$ 3,000.00	\$ 8,000.00
Discount Online Sales	\$ 2,600.00	\$ 5,200.00	\$ -
Total (not including Radio member plan)	\$ 3,625.00	\$ 36,250.00	\$ 74,000.00
** Does not include propane savings			