



VERMONT
CHAMBER
of Commerce



An aerial photograph of a town at dusk. The sky is a deep blue, and the town's lights are beginning to glow. In the background, a large, forested hill rises. Several prominent church spires are visible, including a tall, dark one with a pointed top and a white one. The foreground shows various buildings, including a large red brick building with a white roof and a smaller white building. A white banner is overlaid across the middle of the image, containing the text "JAY * PEAK" in a bold, black, sans-serif font. The asterisk is a stylized, multi-pointed star shape.

JAY * PEAK



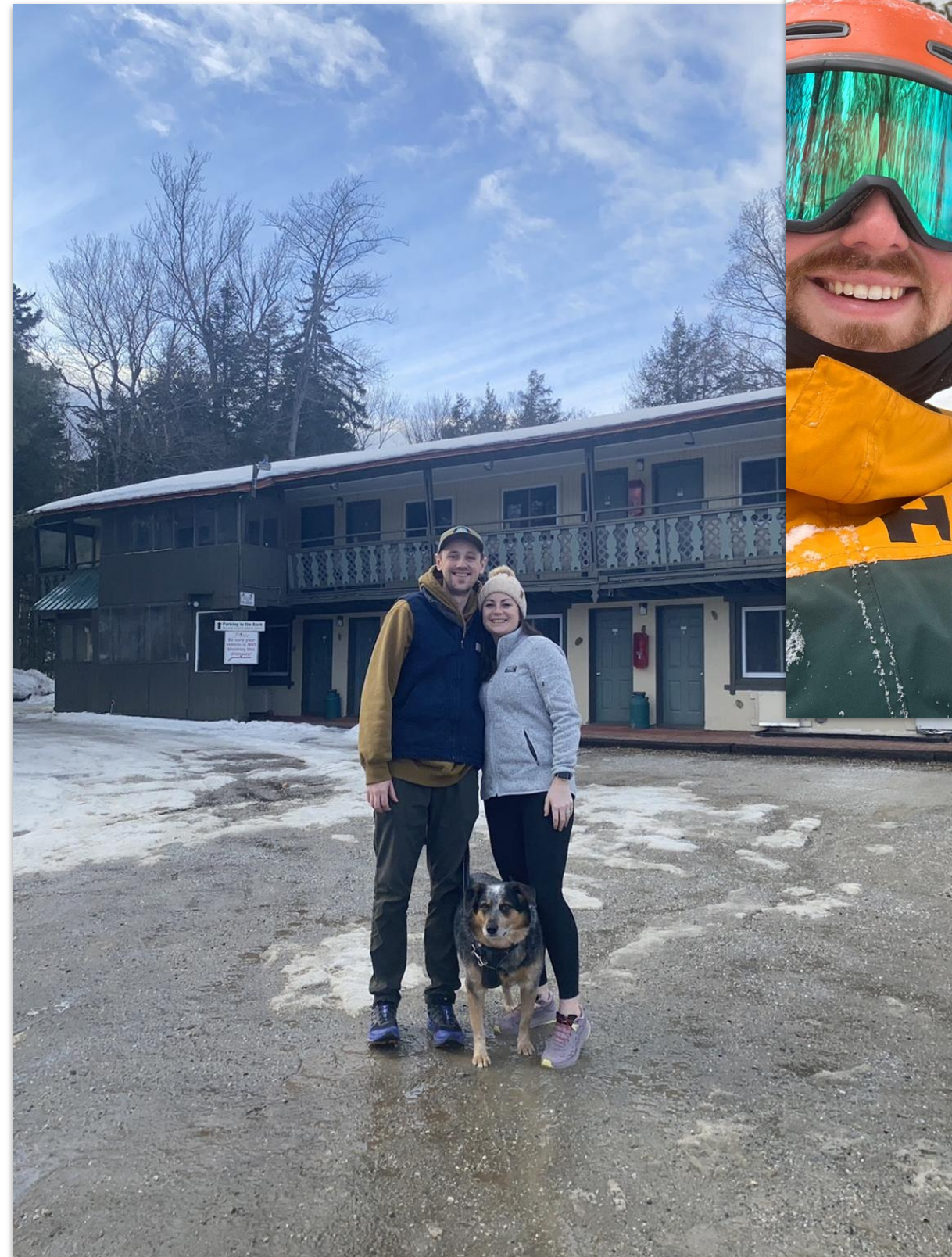
Our Story - Brett & Casey McManus

Owners of the Après Inn Killington

From NY, but came to ski every winter

Drove by all of the motels between Rutland and Killington

Eventually purchased the Happy Bear Motel... then moved in!



Diving Into Happy Bear Motel - Killington, VT

Was once a popular destination in town
- key walking location

Ended up pretty banged up over the
years of use

Had substantial damage to utilities &
reputation overtime

Yet, had an incredible location & was
structurally sound



Creating Après Inn Killington

Full renovation & rebrand of the building executed in Spring 2025

Right away welcomed back guests both old & new

Allowed us to immerse ourselves into the Town of Killington

Grew an incredible following on Instagram @innvestors

Our dream! But not all so great...



Challenges Faced by Us & Those Like Us

Improvements for code compliance are hard to finance

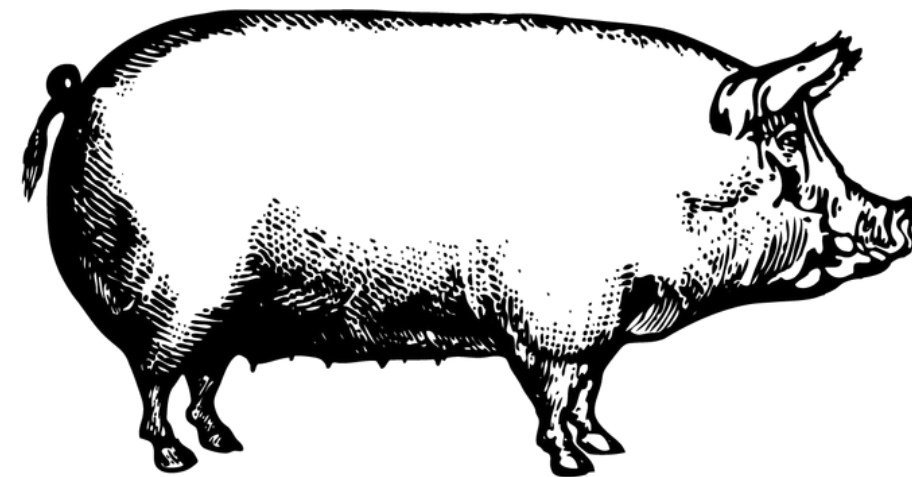
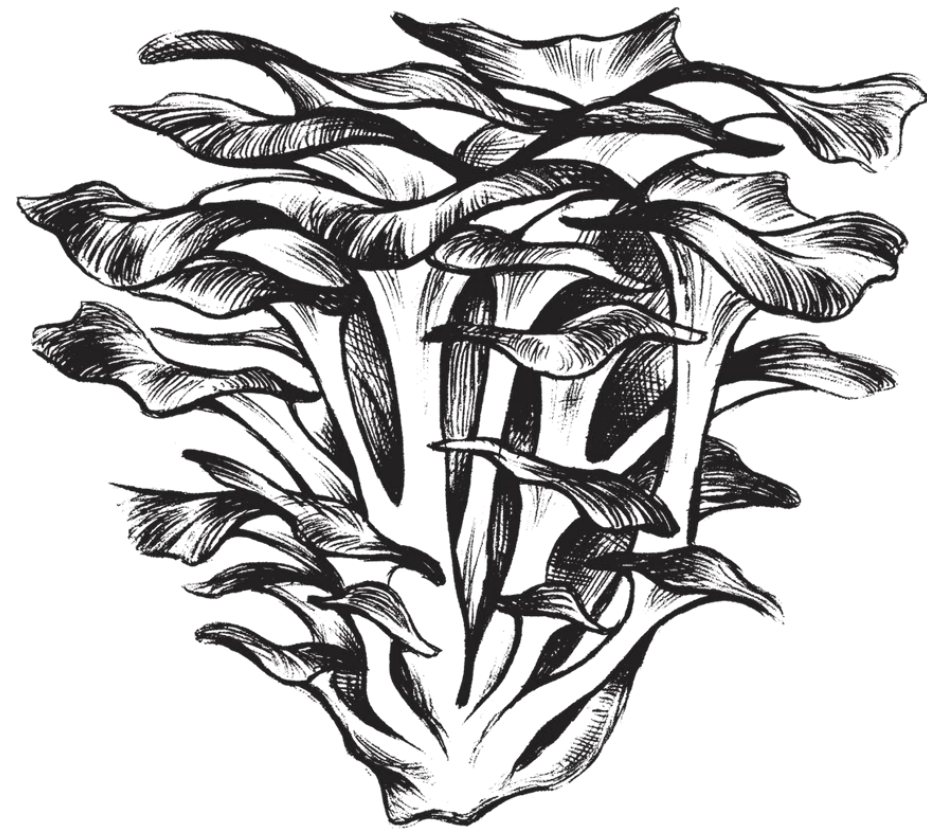
- *Grants or subsidized loans for utility and safety systems?*

Division of Fire Safety requirements are tough to plan for

- *Access to clear guidelines or due-diligence evaluations/consultations?*

Current programs and grants are difficult to identify

- *Easy dashboard to access this information?*
- *Can we better empower local banks & lenders with program knowledge?*



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**LEAHY CENTER
FOR LAKE CHAMPLAIN**

VERMONT TOURISM ECONOMY DAY

MUSEUMS & ATTRACTIONS



Museums are vital to the Vermont tourism industry



LEAHY CENTER
FOR LAKE CHAMPLAIN

Museums are anchor attractions

67% of all U.S. leisure travelers participate in cultural activities such as visiting museums.

These travelers spend **60 percent more money** on average than other leisure travelers.



Museums are weather + season independent

We provide visitors with weatherproof experiences.

As weather and climate become more unpredictable, Vermont visitors need indoor options.



**Museums offer iconic
experiences that build the
Vermont brand**



Into the Lake Exhibit



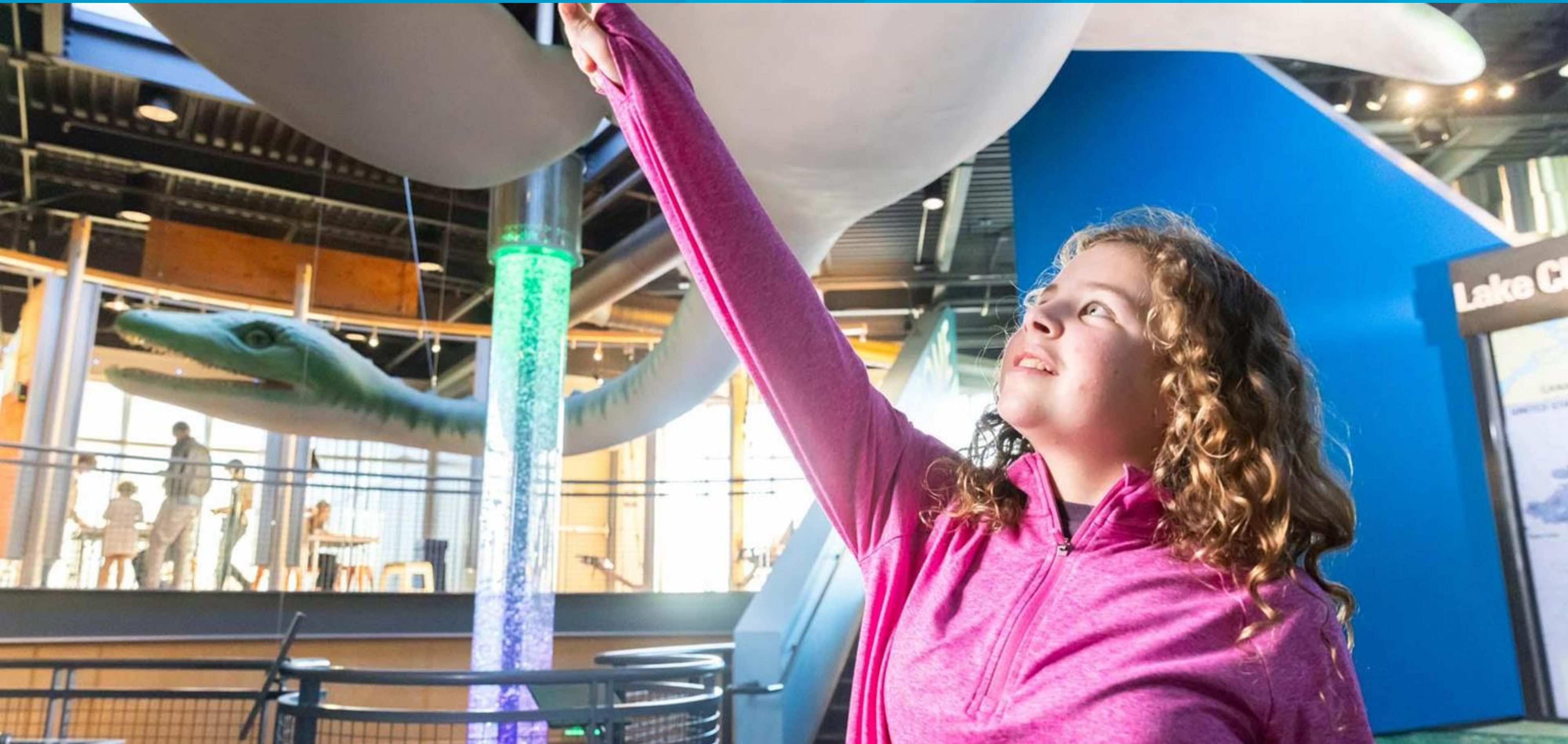
Into the Lake Exhibit



Into the Lake Exhibit



Champ: America's Lake Monster Exhibit



Champ: America's Lake Monster Exhibit



Champ: America's Lake Monster Exhibit



Traveling Exhibits



**When museums prosper,
so do Vermont communities.**

ECHO invests tourist dollars in access and outreach for Vermonters

- ECHO Open Door
- ECHO STEM Outreach





**Thank you!
We hope to see
you soon at
ECHO for a
creemee!**



**LEAHY CENTER
FOR LAKE CHAMPLAIN**



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