



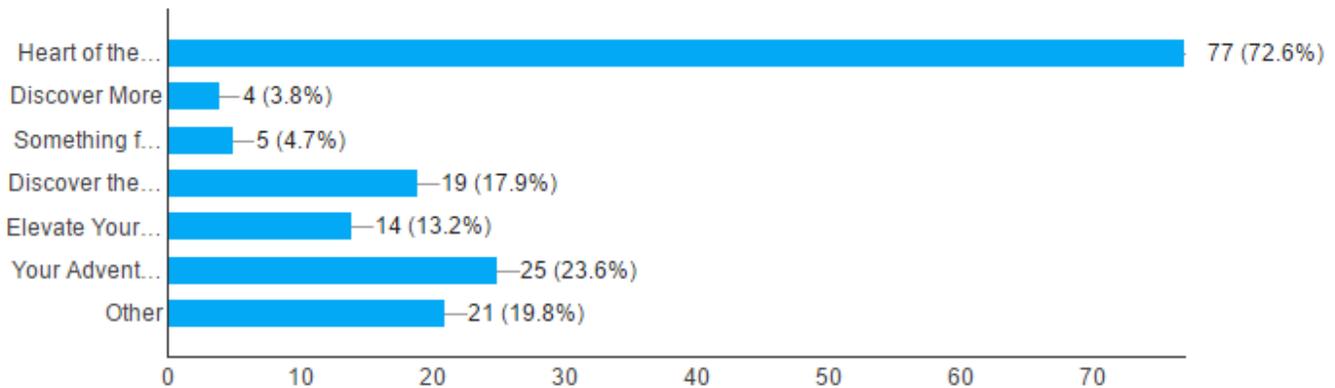
**Town Slogan Survey Results**

**Survey Summary**

There is overwhelming support to keep the slogan *Heart of the Green Mountains*. The current slogan captured 72.6% (77 votes) of the vote with the distant second place option was *Your Adventure Starts here* with only 26.4% (25 votes) of votes. Respondents were allowed to select their top three slogans; many individuals only selected *Heart of the Green Mountains*.

**Total Responses:** 106

**Response Breakdown**



**Comments**

1. #1! If something works, leave it ALONE
2. current slogan just fine
3. Don't mess with it
4. Heart of the Green Mountains does not need to be changed.
5. Heart of the green mountains slogan is only a few years old please don't re-invent the wheel. We have more TAXING things to look at.
6. Hoped to make the short list
7. I do not think the slogan needs to be changed. "Heart of the Green Mountains" represents Killington for all that it is: a ski town, a mountain biking town, a small but lively community and a community with hearts as large as the mountains that we lie within.
8. I don't think it should be changed. It's fine the way it is and defines our town perfectly.
9. I Like the current Slogan
10. I like the new "Welcome to Killington, Heart of the Green Mountains" message and sign image, very clean and inviting. Where's Pico in this? Recommend that the duplicate K on the bottom third round sign, be changed to PICO. Let me know your answer. Thanks!
11. I see no reason to change, and certainly not to any of the alternatives indicated above.



12. I think it is absolutely absurd to change the signs. I don't like all the signs that were changed to "conform to the ski area format" and they are very hard to read while driving by looking for directions. They don't conform to the very legible VT standard formats like all the other signs posted by the state. The blue and white format is just very hard to read and was a poor choice.
13. I think it should remain as it is.
14. It would be nice to hyphenate the two choices above so the new slogan would be "Heart of the Green Mountains---Your adventure starts here"
15. It's unique, appropriate, accurate and already branded and popular. I don't think everyone will ever be satisfied, but this speaks to Killington in relation to VT. Too many other towns use the words, "Adventure", "Discover", "Experience", that it becomes diluted. Heart of the Green Mountains is unique to Killington and our location relevant in the state. Keep it, but maybe spruce up the sign or the font.
16. Leave it the way it is, I love the slogan
17. No change to slogan
18. No need to change the slogan for the town. We are the heart of the Green Mountains. The Killington Resort is the Beast of the East. The 2 slogans perfectly mingle together to tell people what Killington is all about.
19. Only one I want. The others have no community meaning. We are a community first - tourist destination after.
20. Perfect as is, I don't see any that are better
21. Please don't change the slogan - the resort is able to sneak 'heart of the green mtns' in resort communications as our location, which is a nice way to combine efforts and remain consistent. We can't do that with these other options and often use 'more' and 'elevate your ____' in marketing campaigns, so that might confuse folks. Thanks!
22. The other slogans are generic and anywhere in the world can claim them. Hear of the Green Mountains is unique to us and possibly a few other towns. Stick with it!
23. The others are bogus!
24. The spirit of our community is captured with the current slogan - it SHOULD NOT CHANGE
25. There is a difference between business interests & towns. There isn't a better statement representing the town.
26. There is nothing wrong with the current slogan. The others are either too long, require an explanation or sound too touristy and trite. The town of Killington is more than the resort. We are in fact and in spirit "the Heart of the Green Mountains". "If it's not broke don't try to fix it".
27. Use a font that is easy to read from a distance, script is not a good choice
28. We ARE the heart of the green mountains
29. We are the heart of the green mts, the presentation of that could be much better instead of changing it.
30. We need a slogan that indicates that Killington is a 12 month experience. Winter, Spring, Summer, Fall. None of the above depicts that.
31. We should not change the slogan - there is nothing wrong with it
32. We shouldn't even be wasting our time on this - there is no need to change the slogan and it is unlikely to drive tourism or make residents feel more attached to our town.
33. Whichever one you pick will be the right one. No throw-way on the list.
34. Why are we spending my tax payer money on this? Our current sign is fine.



35. Why are we wasting money on a new slogan? The one we have now is much better than any of the others.

36. Why do we want to try and change what we are as a community?