

## MEMBERSHIP IN WACVB MEANS -

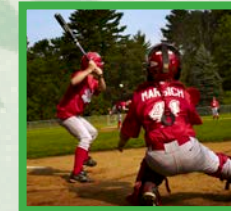
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- \* Legislative involvement on key initiatives including room tax, school start date and Department of Tourism funding.
- \* Representation in the Tourism Federation of Wisconsin - Wisconsin tourism's legislative voice.
- \* Cooperative promotion with the Department of Tourism in the meetings/conventions and sports segments.
- \* Web site presence to leisure travelers.
- \* Networking with the best and brightest destination leaders.
- \* Educational programs on relevant and timely tourism programs, issues and technology.



**WISCONSIN ASSOCIATION  
OF CONVENTION  
& VISITOR BUREAUS**

## WORKING TOGETHER



*to Drive Tourism Economic Growth in Wisconsin*



**WISCONSIN ASSOCIATION  
OF CONVENTION  
& VISITOR BUREAUS**

PO Box 393  
Sun Prairie, WI 53590  
608.837.6693

[escape@escapetowisconsin.com](mailto:escape@escapetowisconsin.com) • [escapetowisconsin.com/aboutus](http://escapetowisconsin.com/aboutus)

## MEMBERSHIP OVERVIEW & APPLICATION

**Leisure Travel • Meetings & Conventions  
Business Travel • Sporting Events • Group Tours**

**[www.escapetowisconsin.com](http://www.escapetowisconsin.com)**

Dear Potential Members:

Thank you for considering membership in the Wisconsin Association of Convention & Visitor Bureaus (WACVB). As a leader in the Wisconsin tourism industry, we provide our members with education, legislative, marketing and networking opportunities.

At the start of 2013, WACVB boasted 38 Full and Associate members representing over \$30 million in promotional power to drive tourism growth in Wisconsin. In fact, WACVB members generate an estimated \$9 billion in traveler expenditures in the 30 Wisconsin counties where they are located.

Formed in 1983, WACVB initiates programs to increase awareness and appreciation of destination marketing organizations as well as the entire tourism industry.

We invite you to join us.

  
Dave Blank  
2013-2014 Chair

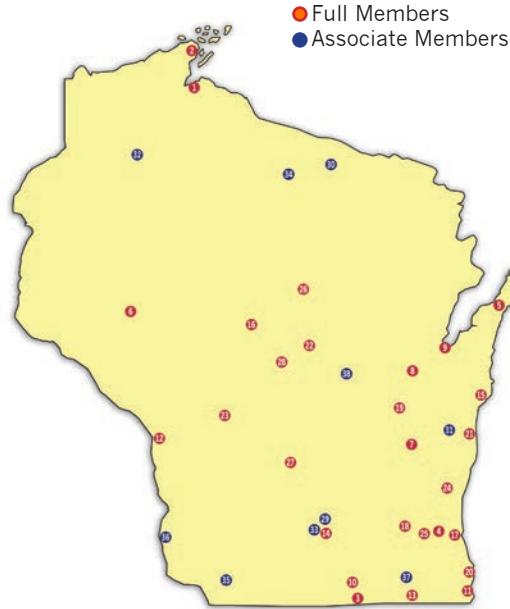
  
Julia Hertel  
Executive Director



Dave Blank  
2013-2014 Chair



Julia Hertel  
Executive Director



 WISCONSIN ASSOCIATION OF CONVENTION & VISITOR BUREAUS

**Become A Member!**

Full Membership  
Page 3

Associate Membership  
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Corporate Membership  
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Application  
Page 7

Please complete the membership application below, enclose necessary materials and your payment and send to:

Julia Hertel  
WACVB  
PO Box 393  
Sun Prairie, WI 53590

Questions regarding membership can be directed to Julia in the following ways:

Office Phone: 608.837.6639  
E-mail: [escape@escapetowisconsin.com](mailto:escape@escapetowisconsin.com)  
Web Site: [www.escapetowisconsin.com/aboutus](http://www.escapetowisconsin.com/aboutus)

The organization listed below is applying for membership in WACVB in the following category:

- Full Membership    
 Associate Membership    
 Corporate Partner Membership

DMO/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Web Site: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact E-mail: \_\_\_\_\_

**To be completed by DMO's only**

Community(ies) Served: \_\_\_\_\_

Total Population: \_\_\_\_\_ Total # of Hotel Rooms: \_\_\_\_\_

Current Room Tax %: \_\_\_\_\_ Annual CVB Budget: \_\_\_\_\_ Percent of Budget Spent on Marketing: \_\_\_\_\_

## CORPORATE PARTNER MEMBERSHIP

### BENEFITS:

- ✓ Opportunity to present or have materials distributed at a WACVB Board meeting.
- ✓ Logo and link on WACVB's web site: [www.escapetowisconsin.com/aboutus](http://www.escapetowisconsin.com/aboutus)
- ✓ Membership mailing list.
- ✓ First right of refusal on any sponsorship or promotional opportunities not included in the partner package.
- ✓ Access to the WACVB LinkedIN group page.

*"Membership in WACVB allows us to directly engage with key destination marketers throughout the state."*

Susan M. Rose  
AAA Living Magazine

### CRITERIA:

1. Membership to WACVB requires approval by the WACVB Board of Directors based upon the criteria set forth by the WACVB executive committee.
2. Corporate Partner Membership is open to businesses that provide service to destination marketing organizations.
3. The decision of the WACVB Board of Directors shall be binding in all membership issues.
4. Annual Corporate Partner Membership investment is \$300 if purchased with a Fall Tourism Convention booth or \$375 without it.

#### Corporate Partner Membership Application Checklist:

- Completed Application (page 7)
- Membership Fee

## FULL MEMBERSHIP

### BENEFITS:

- ✓ Communication link to the Wisconsin Department of Tourism, Governor's Council on Tourism, Tourism Federation of Wisconsin, Upper Midwest CVB Association and Destination Marketing Association International.
- ✓ Education and Research such as:
  - CEO and staff educational forums
  - Room tax utilization
  - Internal bureau practices/policies
  - Travel trends research
  - Discounted Wisconsin Fall Conference registration
- ✓ Joint Effort Marketing Initiatives, including:
  - Homepage link and presence on [EscapeToWisconsin.com](http://EscapeToWisconsin.com)
  - Access to leads and co-op tradeshow and advertising participation for meetings and convention and sports marketing efforts
- ✓ Government affairs assistance from a contracted government affairs firm that provides legislative updates and lobbying on state tourism issues.
- ✓ Destination Marketing Organization (DMO) and tourism industry advocacy efforts such as Tourism Trailblazer Awards, Governor's Conference on Tourism visibility, DMO Certification and CVB networking.
- ✓ Full members have a voting seat on the WACVB board.

*"There is simply not a more effective way to stay up-to-date in the tourism world than by joining WACVB."*

Christine Rebout  
Janesville Area CVB

#### Full Membership Application Checklist:

- Completed Application (page 7)
- Copy of DMO Bylaws
- Most Recent DMO Budget
- One-Time Application Fee: \$250

Full Membership cont ---->

## FULL MEMBERSHIP (continued)

### CRITERIA:

1. Full membership is open to an officially designated destination marketing organization (DMO) of a given municipality (or municipalities in a zone perceived by the traveling public as a single destination within the State of Wisconsin), organized on a non-profit basis, to solicit and service convention and leisure visitors and recognized as the sole organization performing that function in the destination. Membership is limited to one organization per destination.
2. The DMO devotes no less than 75% of its operating budget to tourism promotion and development.
3. The organization maintains the services of a paid executive who has the full authority to represent its bureau in WACVB activities and affairs. In the case of a DMO existing under the umbrella of a parent organization, the DMO division maintains the services of a paid executive who has the full authority to represent the bureau in WACVB activities and affairs.
4. WACVB Board seats are reserved for the CEO of the member organization and regular attendance at board meetings is highly encouraged to maintain membership status.
5. Annual Full Member investment in WACVB is based upon a bureau's budget as follows:

Budget	Dues
\$250,000 and under	\$1750
\$250,000 - \$500,000	\$2500
\$500,000 - \$1 million	\$3250
\$1 million - \$5 million	\$4000
\$5 million and over	\$4750

New members are required to pay an application fee of \$250.

## ASSOCIATE MEMBERSHIP

### BENEFITS:

- ✓ Associate members enjoy the full set of benefits listed on page 3 with the exception of a voting seat on the WACVB Board and lesser presence on EscapeToWisconsin.com.

### CRITERIA:

1. Associate membership is open to non-profit destination marketing organizations (DMO's) that are responsible for promotion of a community or region to the traveling public. The DMO must be the recognized organization for the promotion of the municipality/region where they are located.
2. The DMO must have a board of directors or room tax commission (as defined by state statute 66.0615). The DMO must have a paid executive director and if governed by a board, must have established bylaws.
3. The DMO must spend at least 51% of its budget on tourism promotion and development.
4. The CEO of the associate member organization may attend board meetings, but does not have the voting rights.
5. Annual Associate Member investment is \$1000. New members are required to pay an application fee of \$250.
6. Membership to WACVB requires approval by the current WACVB Board of Directors.

"Membership broadens your scope of understanding on legislative issues, industry trends, cooperative marketing, grant opportunities, and much more."

Kathleen Eichoff  
Elkhart Lake Tourism Commission

### Associate Membership Application Checklist:

- Completed Application (page 7)
- Copy of DMO Bylaws
- Most Recent DMO Budget
- One-Time Application Fee: \$250