



## 2017 Membership Investor Request

Greetings Lake County Hospitality Stakeholders:

The Bureau is embarking on a 2017 Membership Investor Campaign. Visitors to Lake County have spent \$850 million. You can help the Bureau increase those numbers by becoming or rejoining as a dues paying member.

We are faced with increased competition, especially the spurt of new hotels and additions. We need your support to continue promoting the Lake County region.

Members/Investors are guaranteed bold listings in the visitors guide and website if a verbal or emailed commitment is made by November 25, 2016. You would be invoiced in December. Members with a newsworthy development or event may be featured on our email newsletter reaching 6,242 readers plus social media platforms and notices on the Bureau website.

Members would also receive leads from various tradeshow for group tour business and first priority with media assistance.

### **Again, the Bureau must compete against well-funded hospitality entities:**

- Tourism marketing/advertising is very expensive
- New digital advertising incentives with more placements cost more.
- Visitor industry tradeshow are expensive
- Postage for tremendous reader responses from the Bureau's marketing efforts is a major expense
- Publishing 80,000 visitor guides and distribution costs are high

The Bureau is one of the few which conducts an in-house Arts & Culture Grant Funding program. In 2016, we awarded about \$95,000 for events, which attract visitors to Lake County.

These action tactics are a small sample of the Bureau's pro-active assertive strategies to motivate discerning potential visitors to consider Lake County as a destination. Enclosed is an unsolicited letter of support from Luviv Lavender Farms of the Bureau's efforts.

The Bureau is counting on your support to keep up and advance our scenic, prosperous county as a destination.

The Lake County Visitors Bureau Team



**Lake County Visitors Bureau**  
 One Victoria Place, Suite 265A  
 Painesville, Ohio 44077  
 440.975.1234

# 2017 MEMBERSHIP APPLICATION

Individual, Company or Organization Name

Number of Employees

Address 1

Address 2

Phone

Fax

Representative

E-mail




Website Address

Application or Representative Signature

Brief Description for the Website/Visitors Guide

<b>Company/Organization</b>	1-10 Employees	<b>\$50.00</b>
	11-50 Employees	<b>\$100.00</b>
	51+ Employees	<b>\$200.00</b>
<b>Individual (Under 60)</b>		<b>\$10.00</b>
<b>Senior 61+</b>		<b>\$5.00</b>

\*\*Membership runs for one calendar year (January to January) and dues are considered a business tax deduction

-  This membership application "commitment" needs to be mailed or e mailed to the Bureau **ask@lakevisit.com** ASAP. You will be invoiced for appropriate dues amount.
-  Please complete the entire form including website address and e-mail; failure to do this will slow the application process.
-  E-mail addresses will be kept in confidence and only used to receive communications from the office including the e-newsletter