



MEMBERSHIP APPLICATION

Visitors Contribute to Lake County's Economy...

Help the Bureau Promote Lake County



LAKE COUNTY VISITORS BUREAU, INC.

35300 VINE STREET, SUITE A
EASTLAKE, OHIO 44095

440-975-1234
1-800-368-LAKE
www.lakevisit.com

Help Attract More Dollars and Visitors into Lake County



Visitors are big spenders - hotels, restaurants, wineries, parks, shopping, charter fishing, beaches, attractions, special events, gas stations, plus many other service related industries, benefit.



Visitors to Lake County spend hundreds of dollars per day. A Rovelstad & Associates survey revealed that visitors spent \$477.2 million in Lake County in 2000.



Visitor dollars create primary and secondary jobs - After visitor dollars leave primary tourist vendors, suppliers and service industries benefit too. It's called the rollover effect, usually estimated at three-times the original dollar spent.



Visitors stay several days to several weeks, spend their money and leave, only expecting a relaxing, safe, fun-filled trip.



The Bureau's efforts reap extra revenues for Lake County cities which add their own tax to hotel rooms in Mentor, Willoughby, Wickliffe, Eastlake and Concord Township.

What is The Bureau?



The Lake County Visitors Bureau is an independent, nonprofit 501(c)6, destination marketing agency, governed by a 10 member Board of Trustees, and funded by a 3% hotel/motel occupancy tax—not local taxes—and membership dues.



We need your membership dues to offset the increased costs of promoting Lake County.

Membership Benefits



Member notation in Bureau Publications and web site - As a member, you will be included in publications, appropriate to your business, such as the Visitors Guide and the Lake County Facilities Guide. Business referrals - telephone and written requests received at Lake County Visitor Bureau are first referred to member companies.



Educational assistance with operations, marketing, promotion & meeting services.



Involvement with county wide events such as tour operator and travel writer familiarization tours, the PerchFest™ and many other special events.



Updates regarding Ohio Department of Travel & Tourism programs.



Complimentary copy of *Ohio Magazine*.

MEMBERSHIP DUES

Seniors - 60 years young and up	\$ 5.00
Individual -	
under 60 years of age	\$ 10.00
Company/Organizations -	
10 or less employees	\$ 50.00
11-50 employees	\$100.00
51 or more employees	\$200.00

Membership runs for one calendar year.
Annual Membership Dues are a Business Tax Deduction.

A Bargain

Lake County Visitors Bureau provides value for your membership investment.

Our productivity has steadily increased thanks, in part, to membership support, which enables the Bureau to compete.

Your Investment Will Assist In Promoting Lake County Across The USA!

- ✓ **Help support membership in tourism education organizations** like the Ohio Association of Convention & Visitor Bureaus.
- ✓ **Help support the maintenance and on-line costs of our web page - www.lakevisit.com**
- ✓ **Defray costs toward printing of 10,000 Lake County Calendars of Events.**
- ✓ **Defray significant production costs of a projected new Lake County video/CD.**
- ✓ **Help support the Bureau's presence at numerous public shows.** Setting up fresh, creative exhibits at the Home & Garden Show (space alone for one 20'x30' display is costly), Outdoor (fishing) Shows and Vintage Ohio, to mention a few, involve costs.
- ✓ **Help the Bureau support civic special events/attractions** with programs designed to attract out-of-county visitors.
- ✓ **Defray Bureau's major investment in producing 100,000 visitor guides,** and co-sponsoring the Lake County Facilities Guide.
- ✓ **Defray membership dues in Lake Erie Coastal Ohio.**
- ✓ **Defray the promotional costs involved with Vintage Ohio,** which contributes \$2 million into Lake County's economy.
- ✓ **Defray increasing postage and UPS delivery charges** for visitor inquiries and most deliveries of visitor information. The Bureau mails about 12,000 visitor guides first class mail so we can beat out our competition and get our information to the potential visitor fast and first.
- ✓ **Defray costs toward high tech, new office equipment.** You know how fast equipment, like computers & copy machines, get outdated.
- ✓ **Defray costs toward graphic production.** Eye catching advertising in a cluttered environment where people are exposed to 1,300 messages daily calls for the best design concepts.

We hope you now have a better idea how proactive the Bureau is, how visitors improve Lake County's economy and how costly tourism marketing is.

- ✓ **Help us purchase more advertising in travel and publications.** Our competition is intense and well funded. One 2 1/4 x 5 inch ad, for example, in a major national publication reaching 9 million readers has a list rate of \$7,000.
- ✓ **Support the fine arts and historical programs of Lake County.**
- ✓ **Boost marketing efforts for the Lake County Perch Fest™,** the Bureau's signature event held annually to promote the East side of Lake Erie. The PerchFest™ involves months of planning and promotion. The Bureau advertises on radio and print plus other mediums which are expensive. Dues help subsidize fishing contest prizes and tournament expenses, security, plus dozens of other costs incurred. The event attracts large crowds and helps promote Lake County.
- ✓ **Defray cost of Bureau advertising for Lake County hotels, attractions and special events** in other costly travel publications like *Discover Ohio, USA Weekend* and *Good Housekeeping*, which charge thousands of dollars each for space.
- ✓ **Participate in State of Ohio Department of Travel & Tourism co-op ventures.** Most state programs are now partnership programs involving financial commitments. For example, if a Bureau wants to participate in a state-wide "Media Mission Roadshow" for travel writers, there are hefty fees for participation, not including travel, food and accommodations.
- ✓ **Attend more travel and tourism marketplaces.** To compete, a destination must attend tour operator marketplaces like the National Tour Association and Heartland Showcase.
- ✓ **Support familiarization tours.** Inviting clients to tour Lake County is a costly marketing strategy.
- ✓ **Order Lake County souvenirs** — visitors and clients enjoy a modest memento of their visit.
- ✓ **Stock high quality Lake County digital images and slides** for travel writers and tour producers, meeting planners and for Lake County attractions and hotel brochures.

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35300 Vine Street, Suite A • Eastlake, Ohio 44095

Individual, _____ Telephone _____
 Company or Organization Name _____
 Representative _____ Fax Number _____
 Address _____
 E-mail _____ No. of Employees _____
 Description of Service or Product _____
 Applicant Signature _____ Date _____ Amt. Encl. _____
 I'm A New Member Renewal My staff will be available to volunteer for certain Visitor Bureau exhibits.

Thank You for supporting the Lake County Visitors Bureau!