

WHAT IS THE MISSION OF THE VISALIA CONVENTION & VISITORS BUREAU?

The mission of the Visalia Convention & Visitors Bureau is to promote the City and Region as a premier destination for both meetings and vacations. Visalia and the Sequoia Valley region represent one of the best and undiscovered values in the state in terms of a place to visit and conduct business. The VCVB is committed to increasing the strength of this sector of the local/regional economy and to helping grow those businesses which cater to it.

WHY JOIN THE VISALIA CVB?

If your business targets individual visitors or convention/meeting planners or delegates to any degree, you can benefit by becoming a member of the Visalia Convention & Visitors Bureau. Some of the specific reasons you should consider investing in the VCVB as a member include:

Direct Link to Growing Market

The Convention and Tourism markets represent a growing segment of the local and regional markets. Meeting delegates and vacationers generate millions of dollars in local business revenues, tax receipts to help pay for government services, and support hundreds of jobs in our community. The VCVB can help your business appeal directly to these important potential customers.

Expanded Marketing Reach

As a member of the VCVB, you have the opportunity to participate in joint marketing efforts which can promote your business more widely — at a fraction of the cost — of what you can do on your own. Whether you buy into co-op advertising opportunities or take advantage of confidential marketing lead programs, your VCVB membership is an important extension of your marketing plan.

Community Promotion

Your membership will enhance the VCVB's ability to market Visalia and the Sequoia Valley as a convention and travel destination. Increasing the number of visitors to our region will increase business revenues and jobs.

BENEFITS OF VCVB MEMBERSHIP

Visitor Guide. Members of the VCVB are **highlighted** in the Visitors Guide (Discover) with a preferred listing, including business logo and contact information.

VisitVisalia.org Website. VCVB members receive **preferred placement on the website listing** features, including their business logo and a reciprocal link to the member's website. Members have access to edit their listings and pages. VisitVisalia.org has been visited by over 1 Million people. *Photos, links, promotions, coupons and banner ads can be purchased to further enhance web exposure.* Members can provide brochures/coupons to visitors who are requesting information (Via online requests, in the visitor center or at tradeshow)

Email Blasts. VCVB members can promote events, special offers, and other items of note to individuals who have signed up to receive regular updates about Visalia. **Each member receives one complimentary e-blast at no charge.** Only VCVB members will be featured in the Monthly VCVB Visitor request E-Blasts. *Additional e-blasts available.*

FAMiliarization Tours. The VCVB generates publicity for members by sponsoring FAM tours for travel journalists, meeting planners, tour operators, photographers, film crews and press interested in North of Boston as their destination. Members who participate and host soon discover that a feature article, mention in a major industry publication, or simple photo is the best investment of their marketing dollars.

Literature/Product Distribution. Members can provide literature or product samples to be **distributed** at various trade shows attended by the VCVB and our marketing partners, as well as in the Visalia Visitors Center.

Convention Calendar. Members receive **electronic updates** which highlight new conventions, and community events bookings. VCVB members receive confidential notices about conventions that have been confirmed in Visalia. This important marketing tool, when used correctly, can provide a new revenue source for member businesses.

Downtown Welcome Program When a group/convention is in town, there will be signage in member restaurants and shops that welcome the group. Those who are members be a part of the downtown welcome program map that shows the proximity of the hotels to the convention center along with each member restaurant/show. The members can **offer a coupon/discount** to convention, group and sporting attendees. This program welcomes attendees to our town while generating awareness in the community and benefiting the local members.

Tradeshows & Industry Events: Hotel Partners have the opportunity to **attend and co-op at tradeshows.** Hotel Partners receive generated leads from tradeshows and industry research. The entire VCVB membership will be represented at all trade shows attended by the VCVB.

Convention Sales Monthly Newsletter: Monthly **Spotlight** for hotels and restaurants. List of who is looking at the newsletter and what links they are looking at.

RFP's -Partner properties **receive VCVB Leads & RFP's.** First opportunity to bid on events

Editorial Coverage: Members are **highlighted** in editorial submissions to local, regional and national media outlets.

Public Relations: VCVB works diligently to bring travel writers and reporters to the Visalia area. Members are strongly encouraged to send information about happenings at their business

to the staff for possible editorial inclusion in newspapers, magazines, web sites and television programs.

Exclusive Referrals. The VCVB receives a high volume of requests electronically and directly for information about restaurants, accommodations, transportation, attractions, things to see and do, shopping, and various goods and services offered in our community. The VCVB **refers ONLY to member businesses.**

Sequoia Adventures Expo. SAE is an effort to promote and educate our locals about what is in their back yard. This event is also used as a FAM tour for Meeting Planners, Media and Tour groups. The VCVB also offers their Annual reception at the Expo where members will learn of the progress and future of the VCVB. **JOIN BEFORE 4/15/09 AND GET YOUR BOOTH AT HALF PRICE.**

HOW DO I GET INVOLVED IN THE VCVB?

Businesses may choose to be listed with the VCVB under one or more of the following categories. Membership dues are determined by the category selected. Categories for membership include the following:

- Hotel/Lodging
- Restaurant
- Attraction/Entertainment
- Non-Profit
- Meeting Facility
- Caterer
- General Business
- Associate Member

VISALIA CONVENTION & VISITORS BUREAU

MEMBERSHIP APPLICATION FORM

Key Contact Name _____

Company _____

Address _____

Email _____ Phone _____

Business Type (brief description) _____

Membership Classification & Fees (choose all categories under which you wish to be listed; multiple listing will incur volume discounts):

*Join before 4/30/09 and your membership will be current until June 30, 2010

Classification	Primary Fee
<input type="checkbox"/> Hotel/Lodging (in Visalia)	___ Rooms x \$7.50 = \$___
<input type="checkbox"/> Meeting Facility (in Visalia)	___ k sq ft x \$7.50 = \$___
<input type="checkbox"/> Restaurant	\$250 Only \$150 if you join now
<input type="checkbox"/> Caterer	\$250
<input type="checkbox"/> Attraction/Entertainment	\$250 Only \$150 if you join now
<input type="checkbox"/> General Business	\$250 Only \$150 if you join now
<input type="checkbox"/> Non-Profit	\$150 Only \$100 if you join now
Associate- additional 10% commission on all bookings from referral from the VCVB	
<input type="checkbox"/> Hotel/Lodging (non-Visalia)	___ Rooms x \$11.25 = \$___
<input type="checkbox"/> Meeting Facility (non-Visalia)	___ k sq ft x \$11.25 = \$___



Sustaining Members & Fees

General Sherman Membership \$10,000

Top billing in any event or media opportunity "Visalia VCVB presented by..." and all VCVB benefits at no additional cost to you

General Grant Membership \$5,000
All VCVB Member Benefits at no additional cost

Membership Fees Due: \$_____

10 x 10 Booth at the SAE (**discounted for members**) \$75.00 \$_____

GRAND TOTAL..... \$_____

Return completed application and membership fees to:

Visalia Convention & Visitors Bureau
220 N. Santa Fe • Visalia, CA • 93292 • 559.334.0141 • www.visitvisalia.org