



DESTINATIONS WISCONSIN

Strengthening Wisconsin Destination Marketing and Management
Organizations to Ensure the Success of their Destinations

MEMBERSHIP INFORMATION AND APPLICATION



DestinationsWisconsin.com

Dear Potential Member:

Thank you for considering membership in Destinations Wisconsin (formerly the Wisconsin Association of Convention and Visitors Bureaus). As a leader in the Wisconsin tourism industry, we provide our members with educational, advocacy, marketing and networking opportunities.

Destinations Wisconsin has nearly 40 members, representing over \$50 million in promotional power to drive tourism growth in Wisconsin. Incorporated in 1993, Destinations Wisconsin initiates programs to increase awareness and appreciation of destination marketing organizations (DMOs) as well as the entire tourism industry. Destinations Wisconsin partners with the Wisconsin Department of Tourism to promote the state as a meetings and conventions, as well as sports events destination and has a website - DestinationsWisconsin.com - that serves as a portal to our member websites. Destinations Wisconsin is a voting member of the Tourism Federation of Wisconsin and has played an important role in Room Tax Reform, September 1 School Start Date legislation and the state's tourism promotion budget. Destinations Wisconsin is also a member of Destinations International.

We invite you to join us.



Julia Hertel
Executive Director
jhertel@DestinationsWisconsin.com



DESTINATIONS
WISCONSIN

BECOME A MEMBER!

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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 Destinations International.



Education and Research such as:

- CEO and staff educational forums
- Room tax utilization
- DMO practices/policies
- Travel trends research
- Discounted Wisconsin Fall Tourism Conference registration



Joint Effort Marketing Initiatives, including:

- Homepage link and presence on DestinationsWisconsin.com.
- Access to co-op tradeshow and advertising participation for meetings and conventions and sports marketing efforts.



Government relations assistance from a contracted 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 and DMO Certification.



Full members have a voting seat on the Destinations Wisconsin board.



Eligible to host the annual Wisconsin Fall Tourism Conference.

CRITERIA:

1. Full Membership is open to the recognized tourism entity (i.e. 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 before 2015.
2. The DMO has non-profit status - 501(c)3 or 6.
3. The purpose of the DMO is to market to and service meetings, business, group and/or leisure visitors.

FULL MEMBERSHIP CRITERIA CONT. >

CRITERIA (CONT.):

- 4. The DMO devotes no less than 75% of its operating budget to tourism promotion and tourism development.
- 5. The DMO retains the services of a paid executive who has full authority to represent its organization in Destinations Wisconsin activities and affairs.
- 6. Destinations Wisconsin Board Seats are reserved for the CEO of the member organization and regular attendance is highly encouraged to maintain membership status.

Annual Full Member Investment in Destinations Wisconsin is based upon the bureau’s annual budget as follows:

<u>BUDGET</u>	<u>DUES *</u>
\$250,000 and under	\$1750
\$250,000 - \$500,000	\$2500
\$500,000 - \$1 million	\$3250
\$1 million - \$5 million	\$4000
\$5 million - \$10 million	\$4750
\$10 million +	\$5500

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

“There is simply not a more effective way to stay up-to-date in the tourism world than by joining Destinations Wisconsin.”

Christine Rebout
Janessville Area CVB

FULL MEMBER APPLICATION CHECKLIST

- Completed Application (page 7)
- Copy of DMO bylaws
- Most recent DMO budget
- One-time Application Fee: \$250

ASSOCIATE MEMBERSHIP

BENEFITS:



Associate members enjoy the full set of benefits listed on page 3 except:

- Associate member CEOs may attend Board meetings but have no voting rights.
- The DMO has a lesser presence on DestinationsWisconsin.com

CRITERIA:

1. Associate Membership is open to the officially-designated destination marketing organization (DMO) of a municipality or zone and recognized as such.
2. The DMO has non-profit status.
3. The purpose of the DMO is to market to and service meetings, business, group and/or leisure visitors.
4. The DMO has a board of directors, governed by bylaws or a room tax commission (as defined by state statute 66.0615).
5. The DMO devotes no less than 51% of its operating budget to tourism promotion and tourism development.
6. The DMO retains the services of a paid executive who has full authority to represent its organization in DestinationsWisconsin activities and affairs.

Annual Associate Member Investment is \$1000. New members are required to pay an application fee of \$250.

Membership to DestinationsWisconsin requires approval by the DestinationsWisconsin Board of Directors.

“Membership broadens your understanding on legislative issues, industry trends, cooperative marketing, grant opportunities, and much more.”

Kathleen Eichoff

Elkhart Lake Tourism Commission

ASSOCIATE MEMBER APPLICATION CHECKLIST

- Completed Application (page 7)
- Copy of DMO bylaws or equivalent
- Most recent budget
- One-time Application Fee: \$250

CORPORATE PARTNER MEMBERSHIP

BENEFITS:



Opportunity to present or have materials distributed at a Destinations Wisconsin Board meeting.



Logo and link on DestinationsWisconsin.com/aboutus



Membership mailing list.



First right of refusal on any sponsorship or promotional opportunities not included in the partner package.



Access to Destinations Wisconsin LinkedIn group page.

CRITERIA:

1. Membership to Destinations Wisconsin requires approval by the Destinations Wisconsin Board of Directors based upon criteria set forth by the Destinations Wisconsin executive committee.
2. Corporate Partner Membership is open to businesses that provide a service to destination marketing organizations.
3. The decision of the WACVB Board of Directors shall be binding in all membership issues.

Annual Corporate Partner Member Investment is \$300 if purchased with a Fall Tourism Conference booth or \$375 without a booth purchase.

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

Susan M. Rose
AAA Living Magazine

CORPORATE PARTNER MEMBER APPLICATION CHECKLIST

- Completed Application (page 7)
- Membership Fee

MEMBERSHIP APPLICATION

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

Julia Hertel
Destinations Wisconsin
PO Box 393
Sun Prairie, WI 53590

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

Phone: 608.837.6693

Email: jhertel@destinationswisconsin.com

Website: DestinationsWisconsin.com/aboutus

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

Full Membership Associate Membership Corporate Partner Membership

DMO/Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Contact Name: _____ Contact Email: _____

To be completed by DMOs only:

Community(ies) Served: _____

Total Population: _____ Total # of Hotel Rooms: _____

Current Room Tax %: _____ Annual Budget: _____

Percent of Budget Spent on Marketing: _____

MEMBERSHIP IN DESTINATIONS WISCONSIN MEANS:

- Legislative involvement on room tax issues, Department of Tourism funding, school start date and more;
- Representation in the Tourism Federation of Wisconsin (TFW) and Destinations International;
- Cooperative promotion with the Department of Tourism in the meetings/conventions and sports markets;
- Networking with destination marketing and management leaders;
- Educational programs on relevant and timely issues and trends.



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DestinationsWisconsin.com