



## PARTNERSHIP BENEFITS

Tourism is the number one industry in Tuolumne County. The Tuolumne County Visitors Bureau (TCVB) promotes economic growth to Tuolumne County through marketing the County to potential visitors. If you have a local business, then tourism is your business! Join us and be part of a dynamic organization that is here to help *all* of Tuolumne County prosper through tourism.

### *Here are just some of the Benefits of Partnering with the TCVB*

- Your literature distributed in TCVB Visitor Information Centers (Sonora and Chinese Camp). Over 17,000 visitors annually between the two Visitor Centers.
- Listing and photo on TCVB's VisitTuolumne.com + Booking Referral Engine capabilities for lodging members
- Listing in annual Tuolumne County Vacation Planner. May be viewed and downloaded online. 100,000 printed and distributed through:
  - High-traffic Bay Area locations (Peet's Coffee, BART Stations, Whole Foods and more!)
  - Reader response to VIA, Sunset, Yosemite Journal and online requests
  - Travel and Adventure Shows and the California State Fair
  - San Francisco Visitor Information Centers
  - Oakland and San Jose Airport International Airports
  - California Welcome Center at Pier 39
  - In-market partner businesses and regional visitor information centers
- Co-operative marketing promotions at little to no cost
- Partners are referred to first when visitors inquire about lodging, dining, shopping, attractions, etc.
- Partners are highlighted in media and tour outreach.
- The TCVB submits major County events to websites, magazines and other publications
- The TCVB maintains a Calendar of Events on VisitTuolumne.com – Partner events are always welcome!
- The TCVB represents the County at travel shows, lifestyle shows, tour operator/travel agent summits and the California State Fair.
- Partner businesses are highlighted through social media including Facebook, Twitter and Instagram.

The TCVB promotes Tuolumne County to key markets statewide, nationally and internationally. Multi-platform marketing plan includes: Website, mobile and tablet sites, social media, Annual Vacation Planner, media outreach, tour operator outreach, familiarization trips, print, online, radio and a variety of partnership projects. In addition the TCVB provides opportunities throughout the year to inspire businesses on a number of travel trending topics. The TCVB houses the Film Commission and works to promote Tuolumne County as a multi-opportunity destination for all kinds of filming.



This illustration is provided by the U. S. Travel Association and provides insight into indirect effects of travel on a community. It clearly shows that tourism is an integral part of the many benefits we enjoy in our communities.





**MEMBERSHIP SIGN-UP FORM**

**Business Name:** \_\_\_\_\_

**Business Physical Address:** \_\_\_\_\_

**Business Mailing Address (if different from above):** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Business Website:** \_\_\_\_\_

**Business Hours:** \_\_\_\_\_ **Cards Accepted:** \_\_\_\_\_

**Total Amount Due (see Membership Dues Rate Sheet on back):** \_\_\_\_\_

**E-Mail**

Please list all e-mail addresses who should receive the Tuolumne County Visitors Bureau E-Newsletter and promotional opportunities.

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

*Additional Contacts and E-Mail Addresses:*

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

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

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

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

**Social Media Handles:**

**Facebook:** \_\_\_\_\_ **Instagram:** \_\_\_\_\_ **Twitter:** \_\_\_\_\_

**Fun Facts:**

Please list one or more interesting and/or fun facts about your business that we may not know. We will use this information for various promos including social media.

\_\_\_\_\_  
\_\_\_\_\_

**30-Word listing for Vacation Planner (word count does not include business name, address or other contact information):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**My business is pet friendly.  Yes  No**

If yes, please provide a brief explanation (i.e. water station, pet sitting etc.):

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**Please select your amenities (for lodging)**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Breakfast Included       | <input type="checkbox"/> Pool/Swimming            | <input type="checkbox"/> Spa/Sauna            |
| <input type="checkbox"/> TV                       | <input type="checkbox"/> Telephones               | <input type="checkbox"/> Fireplace            |
| <input type="checkbox"/> Guest Laundry            | <input type="checkbox"/> Kitchen                  | <input type="checkbox"/> Fridge &/or Micro    |
| <input type="checkbox"/> Banquet/Meeting Facility | <input type="checkbox"/> WiFi/High Speed Internet | <input type="checkbox"/> Restaurant On-site   |
| <input type="checkbox"/> Accessible Rooms         | <input type="checkbox"/> Packages                 | <input type="checkbox"/> Commissionable Rates |
| <input type="checkbox"/> Vehicle Charging Station |   |   |
| <input type="checkbox"/> Other _____              |   |   |

# of Units \_\_\_\_\_ Low Rate: \$ \_\_\_\_\_ High Rate: \$ \_\_\_\_\_

**Please select your amenities (for Camping & RVing)**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Accept Credit Cards | <input type="checkbox"/> Pool/Beach/River  | <input type="checkbox"/> Showers              |
| <input type="checkbox"/> Hookups             | <input type="checkbox"/> Toilets           | <input type="checkbox"/> Dump Station         |
| <input type="checkbox"/> Guest Laundry       | <input type="checkbox"/> Convenience Store | <input type="checkbox"/> Banquet/Meeting      |
| <input type="checkbox"/> BBQs/Picnic Area    | <input type="checkbox"/> Boating Nearby    | <input type="checkbox"/> Hiking Trails Nearby |
| <input type="checkbox"/> Accessible Sites    | <input type="checkbox"/> Fire Pits         | <input type="checkbox"/> Potable Water        |
| <input type="checkbox"/> RV Sites            | <input type="checkbox"/> Tent Sites        | <input type="checkbox"/> Vehicle Charging     |
| <input type="checkbox"/> Other _____         |  |   |

# of Spaces \_\_\_\_\_ Low Rate: \$ \_\_\_\_\_ High Rate: \$ \_\_\_\_\_



## 2017-2018 Annual Partnership Dues

### Tourism means BIG Business In Tuolumne County!

The latest stats from Dean Runyan and Associates (2016) shows that:

- Total travel spending in Tuolumne County was \$230 million.
- \$17 million in tax revenues from travel spending was collected in Tuolumne County
- Tourism employs 2,340 people in Tuolumne County

*(These stats do not include numbers for Black Oak Casino Resort or Chicken Ranch Casino as they are indexed under "government" with the state and not "tourism").*

### General Partnership

\$150 General Annual Partnership Dues

\$75 Approved Non-Profits

### Campgrounds:

\$150 + \$1/campsite

### Lodging Properties:

1-15 Rooms: \$150

16-25 Rooms: \$200

26-65 Rooms: \$250

66+ Rooms: \$400

\*Lodging Properties not subject to paying Transient Occupancy Tax pay appropriate number of rooms category plus \$3/room.

*Membership is renewed in July each year. If you join at another time, we will rertroact any membership fees already paid.*

Please fill out the Partnership Application on the flip side and send to:

TCVB, attn: Debbe Pallante  
P.O. Box 4020  
Sonora, CA 95370

Or scan and email to: [debbe@@gotuolumne.com](mailto:debbe@@gotuolumne.com)  
Or dropoff by the new Visitor Center in Sonora at  
193 S. Washington Street

Thank you!