

MEMBERSHIP APPLICATION

When you become a member of VisitMercerCountyPA, you become part of a county-wide initiative that promotes your business. Your membership investment will leverage substantial return on investment when partnered with VisitMercerCountyPA because we spend over ½ million dollars annually marketing our member properties and Mercer County as an exciting destination for visitors.

Our goal is to promote tourism in cooperation with public and private sectors. That's why we need your participation. When we meet our goal, we benefit the local economy and quality of life for the entire county.

Benefits of Membership

1. Official Visitors Guide (OVG)

150,000 copies of the Official Visitors Guide are produced every 18 months. This full-color guide is distributed in response to requests for information. As a member, you receive a free listing in the OVG and can increase your exposure by advertising. Some of the areas which generate demand for the Visitors Guide include:

- Toll-free Calls and email requests received in response to advertising
- 20 County-wide Brochure Racks
- AAA Offices
- Paid distribution at Travel Sites in PA, Western NY, OH and Southern Ontario Canada
- State Welcome Centers
- Trade & Travel Shows
- Events and Conferences
- VisitPA Website
- Rest Areas/ Member Properties
- Customer Service Center at Grove City Premium Outlets
- Colleges and Universities

2. Web Exposure

VisitMercerCountyPA (VMCPA) members receive a listing with a photo and description on the VisitMercerCountyPA website, www.VisitMercerCountyPA.com. In addition, members are linked from VMCPA's website with driving directions to their site included. All members are required to provide a reciprocal link to the VisitMercerCountyPA website. An online calendar of events provides each member an opportunity to publicize Mercer County events year round. VMCPA's web site is linked to the state tourism web site, www.visitpa.com, and other county and regional sites.

3. Cooperative Advertising

In County VMCPA members can participate in cooperative advertising which helps stretch *your* marketing dollars. The Bureau provides a dollar for dollar match on advertising to promote overnight stays and a 50% match on advertising that promote day trips. Two or more partners must work together and submit an application to access this program.

4. Targeted Print Media

We also produce brochures targeted to specific segments of the industry: Bed & Breakfasts, Outdoor Recreation, Golfing, Events, Wine and Brew Trail, etc.

5. Public Relations

We send out monthly news releases, which are distributed to regional media. Major events are sometimes highlighted in regional and state publications. The Bureau also conducts writer familiarization tours, and other media outreach is conducted to support members at every opportunity. In addition, we send a monthly email blast in which we feature our members and events in Mercer County.

6. Toll Free Number

VMCPA toll free number, 800-637-2370 and email enables tourists throughout the United States and Canada to contact us free of charge and is listed in all VMCPA advertisements. Phone conversations, social media and email blasts give the staff opportunities to refer your business to a visitor.

7. Group Marketing

VMCPA participates in regional marketing initiatives designed to attract visitors from across the USA and Canada. We promote our members to the group tour market at trade shows and offers Familiarization Tours (FAM Tours) to prospective tour companies. The Marketing Committee meets regularly to develop advertising and promotions to entice individuals and groups to the area. We also participate at regional golf shows promoting "Stay & Play" packages.

8. Professional Networking

As a VMCPA member, you will have opportunities to meet and network with other members as well as travel and tourism leaders. You can accompany a staff person to a trade show to meet potential customers.

9. Tourism Attraction Development Grant

The Mercer County Tourism Attraction Development Grant (MCTAG) provides funds for the development and expansion of tourism attractions in Mercer County PA. The maximum amount available is determined each fiscal year and must be leveraged with at least 50% of eligible project expenditures from other sources.

Annual Investment Schedule

Hotels/Motels/Resorts with limited service	
50 rooms or less	\$ 95.00
51 rooms or more	\$125.00
Hotels/Motels/Resorts full service (restaurant, bar, meeting rooms)	
50 rooms or less	\$125.00
51-100 rooms	\$155.00
Over 100 rooms	\$200.00
Bed & Breakfasts	\$ 95.00
Restaurant or Catering without bar	\$ 95.00
Restaurant or Catering with bar	\$125.00
Retail or Non-Retail Professional Business	
Retail or business employing less than 10	\$ 95.00
Retail or business employing 10-25	\$125.00
Corporate	\$200.00
Campgrounds	\$ 95.00
Golf Course/Recreation	\$125.00
Non-Profit Corporation	\$ 95.00
Personal (Individual)	\$ 40.00
Historical Non-Profit	***
One Time Events	\$50.00

\$40.00 Fee For Each Additional Category

For increased visibility, members may opt to list their business in categories besides their primary category. There is a \$40.00 fee for each additional listing or you can pay the corporate rate of \$200.00 to be listed in all appropriate categories.

*** *Membership Exchange*

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Phone: _____ FAX: _____

E-Mail: _____ Web site: _____

Today's Date: _____

Number of Employees: Full-Time _____ Part-Time _____

Number of Hotel Rooms if applicable: _____

Primary Category: _____

Additional Categories under which you want to be listed:

Description of your business for use on VMCPA Website (please limit to 50 words): _____

Send checks payable to:

VisitMercerCountyPA
50 North Water Ave.
Sharon, PA 16146