



2008 ABCs of Membership

THE MISSION OF THE LONG BEACH PENINSULA VISITORS BUREAU IS TO FACILITATE, COORDINATE AND IMPLEMENT THE PROMOTION OF OUR COMMUNITIES AS TOURIST DESTINATIONS.



Staff and Volunteers at our Annual Meeting—in the spirit of the 'formal above the waist' theme of the evening. PHOTO: Jeanine Grey

funbeach.com 

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Welcome!

Congratulations on making the sound business decision to become a member of the Long Beach Peninsula Visitors Bureau! Through your membership, you are supporting your community, investing in the health of its businesses and gaining direct benefits.

This guide will help you get the most out of your membership. We encourage your participation in Bureau activities, from volunteering in our office to committee work, attending meetings and working on special projects. We look forward to working with you!

Types of Membership

Members: businesses and individuals who pay dues to be a part of the Visitors Bureau organization. (See fee schedule, pages 2-3)

Partners: the organizations represented by our 18-member Board of Directors. See page 8 for a complete list.

Reciprocal Members: Chambers, Visitor and Convention Bureaus and Visitor Information Centers throughout the Pacific Northwest as well as Pacific County fire, police, sheriff, port and school districts hold reciprocal, no-fee memberships. Additionally, the Bureau offers limited membership to small, non-profit organizations in the community which, on a case-by-case basis, partner with the Visitors Bureau to provide a specific tourism benefit.



Membership Benefits, Schedule & Fees

Benefits of Membership

In addition to the 25,000+ visitors who stop for information, the Bureau answers calls from another 14,000+ potential visitors and an untold number of local residents each year.

	Members	Board Partners	Reciprocal Members
Your business referred by our staff and volunteers	•	•	•
Your brochures and business cards displayed in the Visitors Bureau	•		•
Listing on the award-winning funbeach.com website	•		•
Advertising Opportunities (see pages 6 for details)	•		
Listing in ' <i>Beach Vacation Planner</i> ' and other Bureau publications*	•		
Ability to purchase Guest Directory binders at cost	•	•	•
Access to the members-only funbeach.org information website	•	•	•
Receipt of Members-Only email news & announcements	•	•	•
Networking Opportunities	•	•	•
Educational Workshops & Socials	•	•	•
Peninsula Maps FREE	•	•	•

*Listing as appropriate, given your business type

Membership Schedule

Our membership drive takes place each September so that we may start distributing the *Beach Vacation Planner* right at the beginning of the new year.

If you are interested in joining the Bureau after that time, you will not be included in the *Beach Vacation Planner* but you will receive all other services offered by the Bureau for your type of business.

Events

We are pleased to work with organizers in promoting events which benefit tourism locally.

We produce two print and two online calendars. We also distribute 1/3-cut flyers to visitors requesting information.

We're available to help you plan and, in some cases execute, your marketing and public relations efforts.

Contact the Executive Director for more information.

Lodging

Bed & Breakfast:
\$300 + \$7.10 per room
Includes icons + 220 characters & spaces of text

Hotel, Motel, Cottage:
\$300 + \$4.25 per room
Includes grid listing/icons

RV Park:
\$300 + \$1.06 per site
Includes grid listing/icons

Vacation Rental Property
Sleeps 1-5: \$300
Sleeps 6-10 \$325
Includes icons + 220 characters & spaces of text

Vacation Rental Management Company:
\$160 (may purchase additional text; see pg 3)

Shopping

Includes Antiques, Apparel, Artists, Gifts, Galleries, Bookstores, Candy, Collectibles, Espresso, Florists, Gas, Groceries, Pet Stores, Seafood Markets and Other Retail:

0-3 Employees: \$150
4-6 Employees: \$175
7-9 Employees: \$203
10+ Employees: \$230

Services

Includes Automotive/RV, Computer, Construction, Copies, Graphic Arts, Hardware, Laundromat, Media, Medical, Photography, Printing Retirement, Retreats, Utilities, Veterinarian and Other Services: \$150

Financial or Mortgage Services: \$180

Real Estate Company: \$210

Additional Real Estate Associates: \$125 each; no first year discounts.

Musicians: \$80

Activities / Attractions

Includes Amusements, Boating and Fishing, Churches, Ministers, Golf, Horseback Riding, Massage, Museums, Ports, Off-Peninsula, Salons, Spas, Seafood Canneries and Other Activity-Oriented Businesses: \$150

Dining

Restaurants, Taverns, Bars, Catering: \$290

Multiple Locations Multiple Businesses

We offer a 50% discount on membership dues for additional locations or businesses operated by an owner who is already a member of the Bureau.

First Year in Business

We offer a 50% discount on membership dues to businesses in their first year of operation.

Reciprocal Memberships

We offer reciprocal memberships, on a limited basis, to community groups benefiting tourism. Contact the Executive Director to inquire.

Print Advertising

Included with your membership is listing, as appropriate, in our publications, including *Beach Vacation Planner*, *Beach Meeting Planner* *Beach Wedding Planner*

In addition, advertising is available in some of these publications, to members of the Bureau.

funbeach.com

Included with your membership is a listing on funbeach.com in the "Businesses A-Z" section as well as on the categorical page(s) associated with your membership.

In addition, you may choose to add these funbeach.com advertising options:

Link to your site from anywhere your business is listed on funbeach.com: \$50 per calendar year.

Animated 'blinker' graphic: \$50 per calendar year.

Additional Text: Available to all membership types except Lodging and Dining. \$20 per 60 characters & spaces, 180 character maximum, per calendar year.

Enhanced Listing: Add up to 750 characters and spaces of text, and a photo: \$150 hotels, \$100 all others; per year, July 1-June 30.

Business Member Page: We create a funbeach.com page for your business. \$200 per year, July 1-June 30.

Coupons: Your first quarterly coupon is FREE when submitted by the deadline. Additional coupons are \$10 each. Add a link to your site for \$10 per quarter. Add a logo to your coupon for \$10 per quarter. Make your life easier and pre-pay coupons up to a year in advance.



LBPVB Publications

Beach Vacation Planner

This annual publication lists all Bureau members. Distribution is in excess of 50,000 annually, predominantly through regional visitor bureaus and in response to requests from potential visitors. Full-color advertising is available (see page 6.)

Pocket Calendar

Designed to fit into a pocket, this publication lists all major festivals held on the Peninsula annually. Distribution is 60,000.

Guest Directories

Guest Directory binders, produced every two years, include area information for visitors as well as advertisements. One binder is provided FREE to each lodging unit at hotels, motels, cottages, bed & breakfast members and for each RV park's front desk. Information content is updated annually. Additional binders (or insertion sheets & tabs) are provided at Bureau cost to any member. Customized sheets for your lodging establishment can be developed for a small fee.

Visitor Packets

In response to inquiries on the website or by telephone, an envelope is compiled which contains a *Beach Vacation Planner* and relevant third-cut flyers on upcoming festivals. Approximately 1,500 packets are sent annually. Festival organizers provide appropriate numbers of third-cut flyers for insertion.

funbeach.com

This award-winning website receives in excess of 3 MILLION page views annually and is a primary way for potential visitors to learn more about the area. The site includes listings of all members as well as coupons, slide shows, festival information, weather, meeting and wedding facilities and much more. Each member is automatically listed with business name, physical address and telephone numbers. Depending on business type, members appear on a minimum of two pages of the site.

funbeach.org

This companion website is designed for Bureau members only and includes downloadable pdfs as well as relevant industry information.

Beach Wedding Planner

To address the needs of couples interested in sharing their vows on the romantic Long Beach Peninsula, an extensive planner has been compiled which includes information on license requirements, caterers, locations for the ceremony, florists, musicians and more. This is provided free to couples planning their wedding and is available as a downloadable pdf on funbeach.com.

Small Meeting Planner

Called *The Unconventional Convention*, this publication is designed to assist companies in planning meetings in the area. Information includes available amenities and technical support offered by local meeting facilities. This is provided free to meeting planners and is available as a downloadable pdf on funbeach.com

Relocation & School Packets

In response to requests, relocation and school packets have been prepared which cover basic facts about the region, including history, weather, population and other demographics. Some 500 are distributed annually.

Coloring Books

In house-developed coloring books, featuring local sites, are provided to children who visit the Bureau. Each coloring book comes with 3 crayons. Approximately 1,000 are distributed annually.

Lewis & Clark Heritage Materials

In conjunction with the Pacific County Friends of Lewis and Clark, the Bureau created online material which showcases local Lewis & Clark history.

The Pacific County Lewis & Clark Map, printed free of charge by Washington State Department of Transportation, and primarily developed by the Bureau, shows each Lewis & Clark site within the County. The 2005 print run was 108,000 maps.

Email Announcements: Visitors

Subscribers to the funbeach.com email list are sent periodic email broadcasts. These email updates are used to alert potential visitors to special events, online coupons and other specials.

Email Announcements: Members

Members who have email receive email alerts including topics of interest, announcements of marketing opportunities, requests for information, holiday schedules and more. This is the most effective way for a local merchant to stay apprised of relevant announcements from the Bureau.

Tourism Factoids

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Tourism directly creates jobs for 1,930 people in Pacific County

Tourism in Pacific County creates nearly \$5.4 million in state taxes and \$1.3 million in local taxes annually

Visitors to Pacific County spend approximately \$95.5 million in local businesses

Tourism tax revenues generate approximately \$4,333/year per Pacific County resident

Pacific County ranks among the top 5 counties in Washington State in which more than 10% of employment is generated by the tourism/travel industry

3 of 5 tourism industry businesses are small businesses with at least one working proprietor



LBPVB Advertising Options

Beach Vacation Planner Full Color Ad

Full color ads may be purchased in the Planner on a first come, first served basis. Previous year advertisers have a short window of time to renew their ads and then open spaces are offered to the rest of the membership. If you are interested in placing an ad, contact <keith@beachdog.com> or 642-4431.

Guest Directory Full Color or Grayscale Ad

Guest Directory binders are provided for use in hotel, motel, cottage and bed & breakfast lodging units and for each RV Park's front desk. Advertising is available to all non-lodging members and we are consistently told this product renders a strong return on investment. For more information or to place an ad, contact <keith@funbeach.com> or 642-4431.

Visitor Information Packet

Festival and event organizers may provide 1/3-cut flyers for insertion in the Visitor Information Packets. Contact the office at 642-2400.

Additional Text

Members may purchase additional text to accompany their listing in the *Beach Vacation Planner* and on funbeach.com. The cost is \$20 per 60 characters & spaces, 180 character maximum, per calendar year. Available to all membership types except Lodging and Dining.

funbeach.com Advertising Options

Animated Graphic (blinker):

Members may purchase their choice of animated graphic to draw more attention to their funbeach.com listings. \$50 per graphic per calendar year. Contact the office to purchase.

Business Member Pages:

Business Member pages are one-page websites built into funbeach.com. These template-based web pages include two photos, text and contact information for \$200 per year (July 1 - June 30). Business Member pages come with a free link from your regular listing and a free 'i' blinker to draw more attention to your business listing. Your page's address is funbeach.com/members/yourbizname.

Enhanced funbeach.com listing:

Add (or increase) your descriptive text to 750 characters +/- or spaces, and include a photo in your online listing. This program runs July 1 through June 30 and costs \$150 per year for hotels, motels & cottages and \$100 per year for all other business types.

Link from funbeach.com to your site:

Underline & link your business name, everywhere it appears on funbeach.com. \$50 per calendar year.

Online Coupons:

Quarterly coupons are posted on funbeach.com. Your first coupon each quarter is free + \$10 for link + \$10 for logo.

Additional coupons each quarter are \$10 + \$10 for link + \$10 for logo.

You may pre-pay/pre-order coupons up to a year in advance.

FREE Membership!

Yes, you read that correctly. Here's how it works:

1. You bring a NEW member to the Visitors Bureau, introduce them to our staff, and get them started filling out their membership paperwork. If bringing them in is a hardship, you can CALL AHEAD and send them with your business card, but both you and they have to tell us that your business referred them.
2. The NEW member pays their dues to join.
3. We send you a coupon worth \$25 off your next membership dues.
4. You turn in your coupon(s) with your next membership application as part of dues payment.

Here's the fine print:

- There is NO LIMIT to the number of coupons you can earn!
- Coupons are good only against dues and not good for added services or advertising.
- Coupons are not transferrable.
- Coupons are valid for one year.
- A NEW member is someone who hasn't joined the Visitors Bureau during the past calendar year.

THANK YOU

for bringing

to join your Visitors Bureau!

This coupon is good for \$**25** off your membership dues.

Authorized by: _____ Date: _____





LBPVB Board of Directors

The 18-member Board of Directors represents nearly all of the tourist-related organizations & interests in Pacific County. This Board is the collaborative effort of many community-minded individuals whose focus is on the need for everyone to work together to maximize this small area's resources. Board members are appointed by their representative organization for terms of two years in length.

Executive Board

President
Restaurants
Nancy Gorshe
Depot Restaurant
nancyigorshe@cs.com
360-642-7880

Vice President
Ilwaco Merchants
Bruce Peterson
Wade Gallery
bruce@thewadegallery.com
360-642-2291

Treasurer
Ports
Mary DeLong
Port of Peninsula
portpen@willapabay.org
360-665-4547

Secretary
Ocean Park Area
Chamber of Commerce
Sue Madsen
Bank of the Pacific
smadsen@thebankofpacific.com
360-665-5255

Past President
Pacific County Lodging
Tax Advisory Cmte
Laurie Anderson
Shelburne Inn
innkeeper@theshelburneinn.com
360-642-2442

Board Members

City of Long Beach
Jerry Phillips
Council Member
angel@reachone.com
360-642-3777

City of Ilwaco
Fred Marshall
Council Member
fmarshall@acm.org
360-642-2073

Long Beach Merchants
Mikel Burns
Western Coastal Mtge
wcmc@willapabay.org
360-642-8034

Long Beach Lodging Tax
Advisory Committee
Fred Cook
City Council Member
gra@pacifier.com
360-642-4774

Pacific County Economic
Development Council
Cathy Russ
Executive Director
caruss@pacifcedc.org
360-642-9330

Seaview Area
Ann Kischner
Shoalwater Restaurant
winedine@willapabay.org
360-642-4142

Chinook Area
Ann Saalborn
saalarcg@pacifier.com
360-777-8403

B&B Assn
Susie Goldsmith
Boreas B&B
stay@boreasinn.com
360-642-8069

RV Association
Lorna Follis
Andersen's RV Park
lorna@andersensrv.com
360-642-2231

Hotels & Motels
Mark Wascher
Lighthouse Oceanfront
Resort
markwascher@earthlink.net
360-642-3622

North Pacific County
Anne Steele
Willapa Harbor CC
visitorinfo@willapabay.org
360-942-5419

Professional
Jon Schmidt
Cape Disappointment
State Park
jon.schmidt@parks.wa.gov
360-642-3029

Executive Director

Una Boyle
una@funbeach.com
360-642-2400

Board Committees & Activities

Board Meetings

The Visitors Bureau Board meets on the second Thursday of each month—except for August, when there is no meeting—at noon in the Shoalwater Restaurant in Seaview. The meetings are open to the public.

Annual Meeting

The Board holds an Annual Meeting for all members and prospective members. Typically held in the first quarter of the year, this meeting is a report to the membership on the year's activities as well as on other topics of interest to members.

Board Committees

Executive Committee/Human Resources

Makes recommendations to the Board regarding policy issues, staff & benefits matters and is empowered to make decisions on behalf of the Board as needed. Meeting date and venue changes. This meeting is closed; contact the Executive Director for more information.

Facilities Committee

Empowered by the Board to make decisions regarding the Bureau's two facilities, including new construction.

Lodging & Restaurant Committee (LARA)

Serves as a clearinghouse for information/issues of concern to the area's lodging and restaurant businesses. Also sponsors workshops on relevant topics, as needed. Contact the Executive Director for meeting date and time.

Membership Committee

Makes recommendations to the Board regarding membership dues & benefits. Works to increase membership. Makes recommendations to the Board regarding membership policies. Generally meets on odd-numbered months on the Tuesday prior to the Board meeting. Contact the Executive Director for meeting date & time.

NOTE: The Membership Committee works diligently to showcase businesses in the most visitor-friendly manner possible and welcomes suggestions for changes in the way membership information is presented. For decisions affecting 2009 membership, requests must be received by March 11, 2008, decisions will be made on July 8th and submitted to the Board for approval on July 10th.

Marketing Committee

Makes recommendations to the Board regarding marketing and public relations concerns and oversees the agency's marketing efforts. Holds Marketing Committee meetings as marketing topics arise. Contact the Executive Director for meeting date & time.

Web Committee

Makes recommendations to the Board regarding policy relating to funbeach.com. Generally meets on even-numbered months on the Tuesday prior to the Board meeting. Contact webmaster@funbeach.com for meeting date & time.

Notes

The **mission** of the
Long Beach Peninsula Visitors Bureau
is to **facilitate, coordinate** and
implement
the **promotion of our communities**
as tourist **destinations**



**Help your Board Member
represent you!**

Read our newsletter, blog &
email broadcasts

Attend Board or Committee meetings

Email or **call** your Board Rep
with your opinions and questions

Long Beach Peninsula Visitors Bureau

Visit: 3914 Pacific Way, Seaview, WA 98644 Mail: PO Box 562, Long Beach, WA 98631

Tel: 360.642.2400

Toll Free: 800.451.2542

Fax: 360.642.3900

Visitors: funbeach.com

Members: funbeach.org

Email: ask@funbeach.com