

HOW would I figure out if the HLVCB is right for me?

Enclosed are the member benefits. Review the benefits with any of the 7 levels of membership with your needs in mind. If you still have questions, please call us, stop in at the office or e-mail us and we will discuss the merits of your membership.

WHEN is your membership year?

Our membership year starts **July 1 through June 30 annually**. We accept memberships at anytime. If you are a new member to our association, and have missed the opportunity to be in the HLVCB Guide, we will pro-rate your dues.

WHAT is the HLVCB Guide?

This vacation planner is produced and distributed annually by the HLVCB. This is the OFFICIAL VISITORS GUIDE for the Hayward Lakes and Sawyer County area. **Ads and copy are due by August 15 annually**. In 2010-2011, we printed 80,000 copies with 88 pages devoted to Sawyer County tourism and other related businesses and services.

WHAT else do you do?

We own and host the Sawyer County web-site, "haywardlakes.com", staff our office for visitor information and referrals, host the 800# information lines, as well as implementing a well rounded marketing plan promoting all four seasons in Sawyer County.

HOW do you operate?

We have a 24 person elected and appointed Board of Directors from throughout Sawyer, County who all volunteer their time and talents. We have 2 full time employees and additional seasonal employees. We have monthly Board Meetings and committees that meet more often, making their recommendations to the full Board for action.

HOW is your membership inclusive of all of the entities in Sawyer County, large & small?

Our structure has 7 levels of membership. By design, our "Marketing Partners" and "Friends of Tourism" memberships are vital to our success.

WHAT is a "Marketing Partner"?

A marketing partner is any for profit or not for profit association, chamber of commerce or government within Sawyer County or historically partnering counties that agrees to partner financially with the HLVCB. Through their marketing partner membership, all of their full members also become Level VI members of the VCB.

WHO are the marketing partners with the HLVCB in 2010-2011?

Sawyer County Government
Hayward Area Chamber of Commerce
Lake Chippewa Flowage Resort Assn.
Birchwood Area Chamber of Commerce
Quiet Lakes Resort Assn.
Moose Lake Resort Assn.
Nelson Lake Resort Assn.
Cable Area Chamber of Commerce

WHO/WHAT is a "Friend of Tourism"?

A "Friend of Tourism" is any business, individual or marketing partner making a minimum contribution of \$250 + \$150 membership with no maximum to the HLVCB for tourism promotion. A "Friend" may gain directly from tourism or indirectly, such as vendors, suppliers, professional services or other services supporting the tourism industry.

WHAT committees serve your members?

Members at any level of our membership volunteer to serve on our committees. Chairpersons are elected internally. Our committees are:

Executive(officers)
Marketing/Promotion
HLVCB Guide Book
By-laws
DNR/Natural Resources
Education
Membership
Legislative/Lobby/Zoning
Room Tax

HOW do I join?

Stop in at our office, call us or e-mail us. We can discuss your membership at your place or ours. Hope to hear from you soon.

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FRIENDS OF TOURISM

A "Friend of Tourism" is any individual, business or marketing partner that goes beyond the call of duty financially to the HLVCB. Rather than paying the flat dues listed for a specific membership, they pay a minimum of \$260 + membership with no maximum.

Friends of Tourism

Bronze \$250.00 *in addition to membership*

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition

Silver \$500.00 *in addition to membership*

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad *(3 months)*

Gold \$1000.00 *in addition to membership*

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad *(6 months)*

Platinum \$2500.00 *in addition to membership*

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad *(9 months)*

Titanium \$5000.00 *in addition to membership*

Free Web Link
Main Menu Friends button on Haywardlakes.com
Recognition on Friends Page
Newsletter Recognition
Haywardlakes.com banner ad *(12 months)*



**Visitors and Convention Bureau,
Sawyer County, WI, USA**

MEMBERSHIP BENEFITS

WHAT is the Hayward Lakes Visitors and Convention Bureau, Sawyer County, WI, USA?

The HLVCB is an organization dedicated to the ongoing promotion of Sawyer County and the Hayward Lakes Area as a premier tourism destination in Wisconsin.

WHO are our members?

Our members are businesses, organizations and governments that have a financial interest in a sound and growing tourism economy. Their interest may be directly related to tourism or indirectly related, such as vendors, suppliers, professional services and other services supporting the tourism industry. There are seven levels of memberships, fulfilling the needs of every member.

WHY should I consider being a member?

Travelers spent an estimated \$136 million in Sawyer County in 2010. Employees earned \$48 million in wages, supporting 3,205 full time equivalent jobs in Sawyer County in 2010. Local revenues (property taxes, sales tax and lodging taxes) collected as a result of travelers amounted to an estimated \$6 million to Sawyer County in 2010.

Without the state and local government revenues generated by tourism, taxpaying Wisconsin households would face an average of \$950 in additional taxes annually to maintain existing government services. We need to unite our common goals to promote tourism to use our time, talents and financial resources as effectively as possible to maintain and increase our tourism economy in Sawyer County.

WHERE is the HLVCB located?

Our office is located on the corner of Main Street and Highway 63 in Hayward, in the corner of the City parking lot-the Tourist Information Center.

HOW long have you existed?

July of 2003, the Sawyer County Recreation Association, incorporated in 1963, and the Hayward Lakes Resort Association, incorporated in 1953, merged together to form the new "Hayward Lakes Visitors and Convention Bureau, Sawyer County, WI, USA".

Hayward Lakes Visitors and Convention Bureau, (HLVCB) • Sawyer County, WI USA



Membership Benefits	I Lodging Member	II Non-lodging Business Member	III Non-lodging Business Member of a Marketing Partner (MP) & VCB Member	IV Friends of Tourism (Incl. Mktg. Partners)	V Lodging Supporter	VI Marketing Partner (MP) Member ONLY	VII All except Lodging Supporter
Dues paid annually to VCB	\$260 plus \$20/bdrmYrRnd \$15/bdrm/Seasonal Max. \$1200 \$3/camp/RV-site Max. \$600	\$260	\$210+MP dues	\$260+Membership	\$60	None to VCB Pay dues only to their MP	\$60
Full voting rights,one vote/business, done by US MAIL	Incl.	Incl.	Incl.	Incl.	No	No	No
Receive 1 graph listing in VCB guide (lodging & dining)	Incl.	Incl.	Incl.	Incl.	No	\$65	No
Purchase additional graph listings in VCB guide (see above for options)	\$65	\$65	\$65	\$65	No	\$65	No
Purchase ad in VCB guide-discounted (must be Marketing Partner Full Member) (This ad will be in Marketing Partners section.)	Yes	Yes	Yes	Yes	No	Yes	No
If member of Marketing Partner and VCB, opportunity to place ad in any section of Guide, following criteria/requirements of that section at same discounted price	Yes	Yes	Yes	Yes	No	No	No
VCB Member Only-NON-DISCOUNTED AD-PLACED BY BOOK COMMITTEE	Yes	N/A	N/A	N/A	No	N/A	N/A
Purchase website and banner ads (extra \$)	Yes	Yes	Yes	Yes	No	No	No
Link to Haywardlakes.com web site	\$100	\$100	\$100	Incl.	No	No	No
Opportunity to develop own web site in conjunction with haywardlakes.com (extra \$)	Yes	Yes	Yes	Yes	No	No	No
Distribution of business literature at information centers	Yes	Yes	Yes	Yes	No	Yes	No
HLVCB staff tours throughout Sawyer County of member facilities	Yes	Yes	Yes	Yes	No	No	No
Free use of on-line availability system (lodging)	Yes	N/A	N/A	N/A	No	No	N/A
Referrals to information center guests/visitors to appropriate businesses	Yes	Yes	Yes	Yes	No	No	No
Provide current marketing plan including advertising opportunities VCB doing	Yes	Yes	Yes	Yes	No	Yes	No
Encourage committee participation	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Provide tourism related educational opportunities for members	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Provide newsletter and minute of meetings	Yes	Yes	Yes	Yes	Yes	No	Yes
May use 800# with extension for special events/promotions for assoc. or chambers	No	No	No	Yes-MP	No	No	No
May use photos/videos from VCB library for promotions by assoc. or chambers	No	No	No	Yes-MP	No	No	No
May use sport show booths for assoc. or chamber based on availability	No	No	No	Yes-MP	No	No	No