



**WEST VIRGINIA
ASSOCIATION OF
CONVENTION &
VISITORS BUREAUS**

MEMBERSHIP APPLICATION

MEMBERSHIP STANDARDS

In order for a convention and visitors bureau (CVB) to be considered for either full or provisional membership in the association, the following criteria must be met:

Be registered with the West Virginia Secretary of State as a nonprofit West Virginia corporation

Have a 501(c)(3) or 501(c)(6) designation from the Internal Revenue Service

Have its own board of directors that meets on a regular basis Has on the CVB either a full-time or part-time chief executive officer (CEO)

To be considered for full membership in the association, a CVB must meet the following additional standards:

Have on the CVB a full-time chief executive officer. If the chief executive officer is part-time, then the CVB must have other staff working exclusively to promote tourism and to attract conventions and visitors to the city, county or region in which the bureau serves operating during normal business hours.

Have established an office on its own or in conjunction with another organization. This includes having a dedicated telephone number and address for the CVB in order to respond to written or telephone requests for information or assistance from the general public, the travel industry, and the media.

Have a system in place to ensure response (even if only partial or acknowledgment) to requests for information from the media and members of the travel trade industry within three business days. Requests for information from the general public should be answered within as reasonable a period of time as the situation dictates.

Have a comprehensive marketing plan that includes the marketing functions normally associated with a CVB such as publishing a fulfillment piece on the area served, responding to inquiries, attracting visitors to their area, etc.

Have its own web site that contains information similar to that included in the visitors guide.

MEMBERSHIP BENEFITS

	Full Member	Provisional Member	Associate Member
Web site listing	██████████	██████████	██████████
Invitation to WVACVB annual meeting	██████████	██████████	██████████
Invitation to WVACVB legislative function	██████████	██████████	
Participation in various co-op marketing efforts	██████████	██████████	
Attendance at board meeting (CEO only)	██████████	██████████	
Seat on the WVACVB board of directors	██████████		



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Application for Membership

(PLEASE PRINT OR TYPE)

Bureau making application: _____

Bureau address: _____

Telephone: _____ Fax: _____

Name of bureau's chief executive officer:

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Is your bureau operated on a not-for-profit basis? () Yes () No

Has your bureau received a 501 C (6) designation from the IRS? () Yes () No

Does your bureau have its own board of directors? () Yes () No

Does your bureau have a full-time staff working exclusively to promote your areas as a destination for tourists, meetings, etc? () Yes () No

Are you applying for full or provisional membership? () Full () Provisional
See attached description.

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What geographic area does your bureau serve? _____

What is your annual operating budget? _____

If accepted as a member of the WVACVB, I agree to abide by its bylaws, rules and regulations.

Signature of applicant _____ Date ____ / ____ / ____

To be considered, this application must be accompanied by a copy of your bureau's articles of incorporation and by-laws. If accepted, the bureau will be invoiced for the first year's dues (or a pro-rated amount depending on the date of acceptance) and membership benefits will be granted upon payment of dues. Membership continues on a year-to-year basis contingent upon the payment of the annual dues. Annual dues are half of one percent of your annual motel tax collections.

Mail membership application and attachments to:

WVACVB
c/o Maple Creative
Attn: Lora Franco
P. O. Box 3312
Charleston, WV 25333