



Dear Prospective Member:

Thank you for your interest in becoming a member of the Catalina Island Chamber of Commerce & Visitors Bureau. In joining the Chamber/Bureau, you will be working with over 230+ Catalina Island businesses and organizations to ensure a strong economic future for the community.

The Catalina Island Chamber of Commerce & Visitors Bureau is governed by a 19 member Board of Directors. Thirteen of these directors are elected by the membership from member businesses. The other directors represent major interests on the Island and the Island's major service clubs.

The primary focus of our organization is the promotion of tourism to Catalina Island. As tourism is the Island's only industry, a steady flow of visitors is necessary to keep our economy moving. Our current emphasis is in attracting visitors during the "off season" and mid-week. While the Chamber/Bureau marketing budget sustains much of this effort, we also enter into cooperative ventures with our members to achieve our promotional goals.

The enclosed materials describe many of our activities, membership requirements and classifications, and our dues schedule. Should you require any further information, or would like to schedule a meeting to discuss membership, please contact Carmen Chavez at (310) 510-1520.

Again, thank you for your interest. We sincerely hope we can include you on the membership roster of the Catalina Island Chamber of Commerce & Visitors Bureau!

Sincerely,

A handwritten signature in black ink that reads 'Jim Luttjohann'. The signature is written in a cursive, flowing style.

Jim Luttjohann,
President and Chief Executive Officer

What Is The Catalina Island Chamber of Commerce & Visitors Bureau?

Because tourism is Avalon's *only* industry, island residents and businesses have a strong interest in promoting travel and tourism so as to improve the local economy. The City of Avalon, the only incorporated municipality on Catalina Island, is particularly interested in tourism promotion because taxes generated by tourism and related activities are the primary source of most city revenues.

Incorporated in 1949 as the Avalon Chamber of Commerce, the Chamber/Bureau has been promoting Avalon and Catalina Island for the past 64 years. A membership of over 230+ businesses and individuals involved in the hospitality industry serve the needs of the island's visitors. While performing the functions of both a Chamber and a Visitors Bureau, the organization's **primary** role is that of the community's only private, non-profit destination marketing organization.

Funding for the Catalina Island Chamber of Commerce & Visitors Bureau is provided by both public and private sources. Overnight visitors to Avalon pay a transient occupancy tax collected by all city hotels and other transient accommodations. The City of Avalon allocates twenty-two per cent of this tax for advertising and promotion through the Catalina Island Chamber of Commerce & Visitors Bureau. In the 2017/2018 fiscal year, these public funds will account for approximately 65% of the Chamber/Bureau's total budget. The remaining funds come from membership dues, member participation fees for various programs, and through fundraising. The private sector further leverages Chamber/Bureau funding through in-kind contributions of boat tickets, hotel rooms, event tickets, meals, and other services. Members also coordinate their advertising and sales programs in cooperation through joint participation in travel and trade shows, hosting site inspections, 'banner page' advertising, and other programs.

MISSION

The mission of the Catalina Island Chamber of Commerce & Visitors Bureau is to attract visitors and advocate for commerce on Catalina Island.

STAFF

The Chamber is staffed by a team of sales and marketing professionals. Current staff includes a President/CEO & Film Liason, Director of Sales & Marketing, Destination Marketing Manager, Digital Marketing & Events Manager, Administrative Assistant & Accountant, Visitor & Member Services Manager, and Visitor Services.



BENEFITS OF MEMBERSHIP

PROMOTING YOUR BUSINESS AND CATALINA ISLAND:

Each member is eligible to receive:

- FREE listing in the Catalina Island Visitors Guide, published annually in January, and on the official DMO website, CatalinaChamber.com
- Opportunity to place a display advertisement in the Catalina Island Visitors Guide and the Catalina Island Pocket Map, and/or a banner advertisements on the website
- FREE display of 4" x 9" materials in the brochure racks located at the Visitor Center on the Green Pleasure Pier
- Opportunity to display materials in mainland boat terminals through an exclusive program with Certified Folder Display Company
- Referral of visitors seeking products and/or services offered by your business
- Cooperative advertising and program opportunities at specially negotiated reduced rates in various media
- Participation in the Catalina Island Gift Certificate Program
- Cooperative participation in travel trade shows targeting consumers, as well as niche market show opportunities
- Promotion of your business through public relations programs
- Opportunity to submit a featured advertisement or coupon in the monthly email blast (small fee) to our database of prospective Catalina visitors (130,000+ subscribers)
- Insert a digital flyer in the weekly Thursday Update for FREE
- Add Catalina Hot Deals or Island Time packages on the website for promotion for FREE
- Be included on This Week on Catalina page on the website
- Use of the photo library - FREE
- Opportunity to "host" a Mixer to showcase your business
- Discounts on Constant Contact e-marketing solutions
- Posts on social media outlets (80,000+ followers)

REPRESENTING YOUR BUSINESS INTERESTS

- Representation at all levels of government
- Opportunities to help shape the policies that affect your business
- Candidate Forums and Questionnaires (local)
- Fixers- helpful gatherings to address a business need

EDUCATION OPPORTUNITIES

- Ability to attend sponsored seminars at member-only rates

NETWORKING OPPORTUNITIES

- Monthly Mixers, *usually* on the 3rd Thursday evening of each month
- Monthly Committee Meetings
- Annual Meeting & Installation Dinner

- Annual Marketing Conference

& OTHER BENEFITS

- Opportunities to volunteer with committees
- "Thursday Update" weekly e-newsletter

MEMBERSHIP DUES SCHEDULE 2018-2019

Dues Requirements: Membership in Catalina Island Chamber of Commerce & Visitors Bureau is renewed on an annual basis in July of each year. On application, the applicant must provide a copy of their City of Avalon Business License (if required) and the application must be accompanied by the full amount of the membership dues. Renewal memberships must provide a copy of their current business license as well. Memberships will be pro-rated for businesses becoming members during the fiscal year. **A one time "initiation fee" of \$30 will be included with all new applications.** The membership year is from July 1 through June 30. The dues level for the various membership categories is as follows:

Active Member - The status of Active Member shall be conferred upon those persons, firms, corporations or associations who are engaged in a profession or business in the City of Avalon or are engaged in business on Catalina Island. Each Active Member has the right to one vote on matters coming for a vote before the membership. Active members are entitled to one free listing in the annually published Visitors Guide, and may purchase advertising in the Visitors Guide at rates lower than those offered to non-members.

Accommodations: Hotels, rental units, condominiums, apartments & real estate offices.
\$582.00 plus \$4.00 per rentable unit.

Restaurants: An establishment serving food with table service provided.
\$582.00 plus \$1.00 per seat.

Transportation: Dues is based on number of passengers carried per year

1 - 500	\$413.00	5,000 - 25,000	\$1,757.00
500 - 1,000	\$584.00	25,000 - 100,000	\$2,345.00
1,000 - 5,000	\$1,166.00	100,000 +	\$3,515.00

Banks & Utilities: \$1,152.00 per year

Business: Any business entity not fitting one of the above classifications:
\$412.00 plus \$2.00 per employee during peak season.

Community Non-Profit Organization: \$56.00 per year

Corporate Membership: Multiple businesses owned by the same individual or entity may elect to apply for a "corporate" membership. The annual dues of Corporate Members shall be \$1,180.00, plus \$191.00 per individual business (DBA), plus the per seating, per employee, per passenger carried, or per unit charges applying to the categories listed above.

Non Business Friend of the Chamber/Bureau: Those persons who are not actively involved in business activities, but who share a common interest with the objectives of the corporation may apply for membership as a Non Business Friend of the Chamber/Bureau. The dues required is \$100.00 per year. Non Business Friends of the Chamber/Bureau are not entitled to vote on matters coming for a vote before the membership, nor do they receive a free listing in the Visitors Guide or on the Chamber/Bureau's website.

IRS regulations require that you be informed that contributions or gifts to the Catalina Island Chamber of Commerce & Visitors Bureau are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses. You may wish to consult your tax advisor regarding the deductibility of these contributions.

Pro-Rating of Dues

Dues will be pro-rated for businesses becoming members of the Catalina Island Chamber of Commerce & Visitors Bureau during the fiscal year. To figure the initial amount of the dues to submit with your application, use the chart below. First, determine the month in which your membership will be considered by the Board of Directors. The Board meets the third Thursday of each month. Then, multiply the basic dues amount, *plus* any per employee, per unit, per seat, or per passenger amounts by the % shown for that month. Basic dues amounts can be found on the sheet entitled "Membership Dues Schedule".

<u>Month in which Membership is Considered</u>	<u>% of Yearly Dues</u>
July	100%
August	92%
September	83%
October	75%
November	67%
December	58%
January	50%
February	42%
March	33%
April	25%
May	17%
June	8%

Thereafter, your membership will be renewable at the full annual rate. Membership renewal notices are mailed the first week in June, and are due by July 31 each year.

MEMBERSHIP APPLICATION (please attach a copy of City of Avalon Business License)

I, the undersigned, hereby apply for membership in the Catalina Island Chamber of Commerce & Visitors Bureau

I understand that dues, contributions or gifts to the Catalina Island Chamber of Commerce & Visitors Bureau are not tax deductible as charitable contributions. I also understand that they may be tax deductible as ordinary and necessary business expenses, and that I should seek the advice of a tax advisor regarding the deductibility of these contributions.

Name of Business _____

Mailing Address _____

Street Address _____

Phone No _____ FAX No _____

E-Mail Address _____

Web site: _____

No. of Employees/seats/units/passengers _____ Date of Establishment _____

Type of Business _____

Name of Owner _____ Name of Manager _____

Address, if different from above: _____ FEES ATTACHED:

_____ Dues: \$ _____

_____ Admin Fee: \$ 30.00

_____ TOTAL: \$ _____

Signature _____

For Office Use Only:

• Accommodation • Restaurant • Transportation • Bank/Utility • Business • Community • Friend of Chamber/Bureau

Accepted at a Board of Directors Meeting held on: _____

Account No. _____ • CRM • Billing • Welcome Letter

Yearly Dues: _____ • Plaque • Bus Lic • Constant Contact

Date Received: _____ • Web Listing & Image/Logo