



### BUT DON'T TAKE IT FROM US. HERE'S WHAT CURRENT MEMBERS ARE SAYING!

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Tara Joles – *Dells Bells Wedding Chapel*

“Being a member of the Bureau has been a great benefit for my company. They do a wonderful job of getting visitors to the Dells so all I have to do is worry about getting them into my businesses once they are here. The Bureau is always looking at new ways to increase our visitor numbers and overnight stays. They are a great partner in helping me grow my business.”

Kevin Ricks - *Concept Attractions*

### JOINING WDVCB IS AS EASY AS 1-2-3!

1. Submit your online application at <https://www.wisdells.com/MembersNet/Join-Now.htm>
2. Fill out an online membership contract
3. Benefits are available to you upon approval of your contract by the WDVCB Board of Directors or Executive Committee.

Contact us for more information on how you can be a part of our growing membership:



# Wisconsin Dells®

## *Wisconsin Dells Visitor & Convention Bureau* **MEMBERSHIP**



## MISSION STATEMENT

The Wisconsin Dells Visitor & Convention Bureau, Inc. (WDVCB) is the official destination marketing organization for the Wisconsin Dells area whose mission is to grow the economic impact of tourism through marketing, public relations and development efforts that benefit our visitors and member businesses.

## ABOUT WDVCB

The Wisconsin Dells Chamber of Commerce was incorporated on October 17, 1949 as a not-for-profit corporation in the state of Wisconsin. In 1956, an amendment to the Articles of Incorporation changed its name to the Wisconsin Dells Regional Chamber of Commerce.

In 1986, its name was officially changed to the Wisconsin Dells Visitor & Convention Bureau, Inc. As a private, not-for-profit corporation, the WDVCB is funded through a combination of room tax, membership dues and advertising co-ops. The WDVCB is governed by a board of directors and organizational bylaws. For more information visit [www.wisdells.com/MembersNet](http://www.wisdells.com/MembersNet). As a membership organization, the WDVCB collectively pools human and capital resources to create and promote area-wide campaigns through various marketing initiatives. We work diligently every day by collaborating and maximizing our resources to grow the Wisconsin Dells/Lake Delton area as a national year-round tourism destination.

The WDVCB represents seven different divisions. Each member belongs to the division, or divisions where their primary source of revenue is generated.

In some cases, multiple businesses in different divisions (i.e. a hotel with a restaurant and a gift shop or restaurant with two area locations) under the same ownership and/or roof in the Wisconsin Dells/Lake Delton area will be required to sign in multiple divisions in accordance with WDVCB bylaws.

Accommodation Division members offer overnight sleeping accommodations for visitors. These include motels, hotels, cabins, condominiums, bed & breakfasts, resorts and vacation homes.

Associate Division members are engaged in providing business to business services or wholesale sales.

Attraction Division members charge a fee for the recreation that they provide to the general public. Examples include, but are not limited to waterparks, museums, go-karts, fun houses, boat tours and boat rentals.

Campground Division members offer overnight and/or seasonal campsites or rental units for visitors.

Restaurant Division members sell immediately consumable food or beverages. This includes restaurants, snack stands, supper clubs, fast food restaurants, ice cream shops, bars and taverns.

Shopping Division members sell general products to the end consumer. Examples include, but are not limited to, gift and souvenir shops, gas stations, convenience and grocery stores and general merchandise stores.

Visitor Services Division members are businesses whose revenue is significantly dependent upon providing services and/or products directly to tourism consumers in the Wisconsin Dells/Lake Delton area. Examples include, but are not limited to, spas, medical/health facilities, transportation, speakers, child care agencies, wedding services and rental companies.

The WDVCB currently represents over 500 businesses.

## WHO BENEFITS FROM TOURISM IN WISCONSIN DELLS?

Everyone benefits from tourism! Tourism is vital to our local economy and throughout Wisconsin.

Did you know the Wisconsin Dells area accounts for nearly 10% of tourism spending in the state of Wisconsin?

Tourism is far more than waterparks, attractions, hotels, golf courses and restaurants. Tourism boosts our local economy,

employs thousands of people, supports infrastructure and education, enriches our area businesses and creates economic development in our community. Tourism works for all of us, each and every day.

Did you know consumers spent \$1.21 billion in direct tourism expenditures in our area in 2018?

## HOW DO YOU BENEFIT AS A MEMBER?

There are so many ways your business can benefit from becoming a member of the WDVCB. With one of the largest tourism marketing budgets in the state, we work to maximize the Wisconsin Dells brand through various marketing programs and multiple advertising channels in key markets to keep Wisconsin Dells top of mind for visitors. Some of these channels include interactive, broadcast, outdoor, radio, streaming TV/radio, on-site promotions, etc. Additional benefits include:

### VACATION GUIDE

- The official publication of the WDVCB and "The Waterpark Capital of the World!®".
- Primary fulfillment piece for our \$10.6 million year-round marketing & PR campaigns.
- Distribution is approximately 200,000 pieces annually.
- Complimentary grid listing for all members (additional advertising may be purchased).

### WISDELLS.COM

- Official website of Wisconsin Dells.
- Receives over 3 million visitors annually.
- All members receive a free listing with photos, business description and contact information.
- Direct booking, calendar of events, blog mentions and deals & packages listings are available to members.

### WISCONSIN DELLS GIFT CARD

- Redeemable at over 200 member businesses.
- 2018 gift card sales totaled \$157,483

### WISCONSIN DELLS JOB BOARD

- Exclusive and complimentary to member businesses.
- Post job openings and search resumes.
- Create and edit resume alerts.

### EMPLOYEE ENTERTAINMENT CARDS

- Available as an incentive to member employees only.
- Free admission to over 30 area attractions.
- Special discounts at area restaurants, shops and services.

### MEMBER-ONLY EVENTS

- Regularly offered education-based programs.
- Exclusive networking opportunities.
- Certification programs at discounted prices.
- WDVCB Annual Meeting/Dinner.

### REFERRALS & LEADS

- Receive referrals to your business from the WDVCB.
- Group/leisure travel inquiry leads.





Members in the Retail Division sell general products to the end consumer. Examples include, but are not limited to, gift and souvenir shops, gas stations, convenience and grocery stores and general merchandise stores.

### **MARKETING OPPORTUNITIES**

- Website Listing on [wisdells.com](http://wisdells.com)
- Direct link to your site from [wisdells.com](http://wisdells.com)
- Free grid listing in the Vacation Guide with additional advertising opportunity (\$)
- Use of WDVCB logo on marketing materials (with WDVCB approval)
- Year-Round Co-op Photography Program (\$)
- Participate in Summer Season Opener Promotion
- Promote Deals & Packages on [wisdells.com](http://wisdells.com)
- Participate in WDVCB Festivals Deals & Packages
- Waterslide-athon Sponsorship Opportunities
- List your events on [wisdells.com](http://wisdells.com) Calendar of Events
- Free Vacation Guide Rack
- Display Literature in the Visitor Center
- Visitor Center Cube Display Program

### **EVENTS & NETWORKING**

- Annual Membership Meeting & Dinner
- Access to Educational Workshops and Networking Events

### **ADDITIONAL BENEFITS**

- Wisconsin Dells Job Board
- Participate in the Wisconsin Dells Gift Card Program
- Employee Entertainment Cards & Vouchers (\$)
- Participate in Employee Entertainment Card Program
- Referrals from WDVCB
- Monthly Member E-Newsletter
- Access to MembersNet
- Member Directory Book and Listing
- Obtain Work Permits at the WDVCB
- Access to State and Regional School Calendars
- Access to Sporting Event Calendars
- Access to WDVCB Market Research
- Access to WDVCB Member Facebook Page
- Access to the full Member Directory Electronic Mailing List

\$ = Additional Fee

## **What do Members of the WDVCB have to say about their Membership?**

“The contributions that our businesses make thru the Bureau, both financially and as participants involved in the membership, clearly have made Wisconsin Dells what it is today! We value the ability to have a voice in the unique planning and marketing of what our area can offer its guests. It’s an honor to be a part of that team. Our business, like so many in the Dells-Delton area, benefits immensely from the consolidated efforts of all its members. We recognize the benefits of the community working together to bring guests to our wonderful area. The strength of this group of business people working together has proven results that are outstanding... who wouldn’t want to be a part of that?”

**Jon Bernander - Bank of Wisconsin Dells**

“Being a member of the Bureau has been a great benefit for my company. They do a wonderful job of bringing visitors to the Dells so all I have to do is worry about getting them into my businesses once they are here. The Bureau is always looking at new ways to increase our visitor numbers and overnight stays. They are a great partner in helping me grow my business.” **Kevin Ricks - Concept Attractions**

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“The marketing and photo opportunities are great, as are the promotional stories in the Vacation Guide that reads more like a magazine. We’ve had many visitors come through our door as a result of our partnership.” **Justin Draper - High Rock Café**

“The Bureau means a lot to me – the people who are involved, the community we promote. It’s what keeps us together and makes opportunities easy. The WDVCB is the Dells; it’s who we are and what we do best, bring people together in our community.” **Dennis “Botch” Leonhardt - River’s Edge Resort**

“The Bureau has been around for 60 years and that means a lot to me that they are stable and successful. I really value their honesty. I know I can trust them to support the community and the future of tourism here in Wisconsin Dells. I appreciate the reserve fund and the fact that they plan ahead. The staff is very accountable and they work hard to keep guests coming back year after year.” **Margaret Tokarczyk - Fitzgerald’s Motel**

“Being a member of the WDVCB increases our visibility to the millions of people who visit the area. The bureau serves as a valuable extension of our marketing and sales efforts.” **Joe Eck - Wilderness Hotel & Golf Resort**