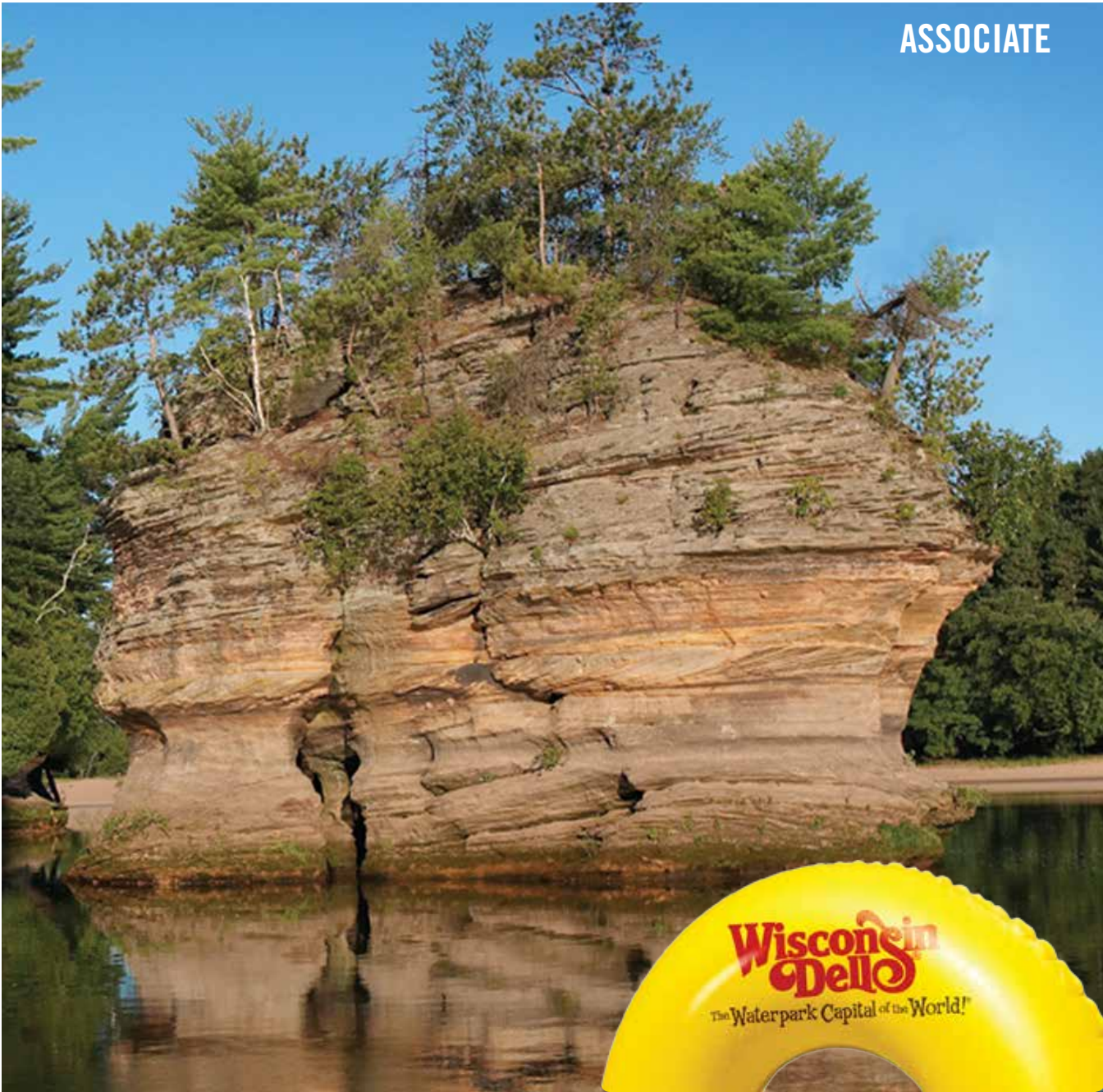


Wisconsin Dells Visitor & Convention Bureau
MEMBERSHIP BENEFITS

ASSOCIATE



ABOUT THE WISCONSIN DELLS VISITOR & CONVENTION BUREAU

OVERVIEW

We are thrilled to have you explore the exciting opportunities that the Wisconsin Dells Visitor & Convention Bureau (WDVCB) has to offer! The WDVCB have been on a tourism and marketing journey that is unique and like no other region in Wisconsin. The WDVCB is a private, not-for-profit membership organization that collectively pools membership investments to create and promote area wide campaigns through various marketing initiatives. No matter the size of your organization, we will work together by collaborating and maximizing our resources to grow the Wisconsin Dells/Lake Delton area as a national year-round tourism destination. We look forward to the opportunity to partner with you on this exciting journey!

MISSION STATEMENT

The 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 members.

CURRENT MEMBERSHIP

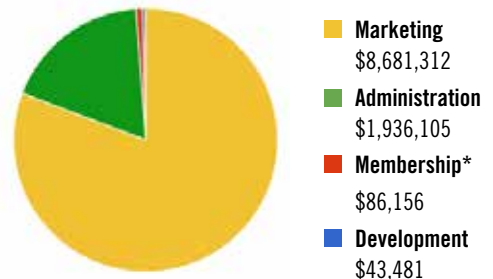
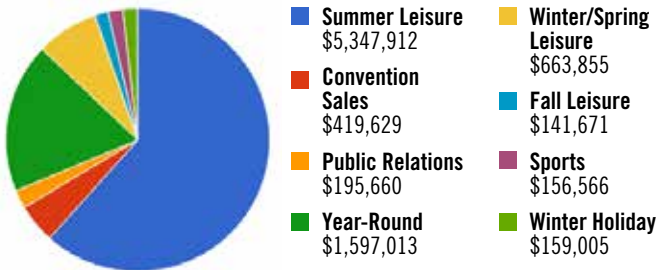
The WDVCB represents over 500 businesses.

ECONOMIC IMPACT:

WDVCB INVESTMENTS

2015 MARKETING EXPENSES: \$8,681,312

2015 TOTAL EXPENSES: \$10,747,054



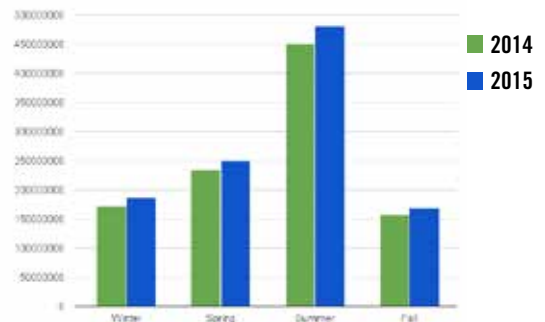
VISITOR SPENDING

	2014	2015	% Change
Direct Impact*	\$1,014,547,665	\$1,087,204,035	7.2%
Total Impact**	\$1,388,508,708	\$1,460,814,203	5.2%

* Travelers create direct economic value within a discreet group of sectors (e.g. recreation, lodging - details on page 5.) This supports a relative proportion of jobs, wages, taxes and GDP within each sector.

** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts. Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the state economy.

ESTIMATED VISITOR EXPENDITURE COMPARISON BY SEASON



WISEDELLS.COM

All Bureau members are offered a free listing on the Bureau's website, wisdells.com. We encourage all members to take full advantage of this benefit to represent your business to the **4-5 million** annual visitors to wisdells.com. Members have the ability to update their listing at anytime simply by submitting a form. Your listing will look great on many different sizes of phones, tablets, and laptops, along with desktop monitors. Example wisdells.com listing displayed to the right.



ASSOCIATE DIVISION

Associate Division members are engaged in providing business to business services or wholesale sales. Many Bureau members in tourism related businesses make it a point to work with vendors who also support the WDVCB. Member investment in the Associate Division is based on the previous calendar year's annual gross sales of the business conducted in the Wisconsin Dells/Lake Delton area.

EVENTS & NETWORKING

- Annual Membership Meeting & Dinner
- Access to Educational Workshops and Networking Events
- List your events on wisdells.com Calendar of Events

MARKETING OPPORTUNITIES

- Website Presence on wisdells.com
- Use of WDVCB logo on marketing materials (with WDVCB approval)
- Access to WDVCB Market Research
- Waterslide-athon Sponsorship Opportunities
- Access to the full Member Directory Electronic Mailing List (\$)

(\$ Additional Fee)

ADDITIONAL BENEFITS

- Tourism E-Newsletter
- Access to Members Support Portal
- Purchase Employee Entertainment Card Vouchers (WD & Lake Delton only/\$10 each)
- Obtain Work Permits at the WDVCB (WD & Lake Delton only)
- Access to State and Regional School Calendars
- Participate in Employment Opportunity Guide (WD & Lake Delton only)
- Member Directory Book and Listing
- Referrals from WDVCB

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



"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 Cafe



"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 that 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 and Golf Resort



"We've been a member of the Bureau for 16 years, and have found there is strength in numbers when you're a member both in terms of pooling finances for marketing programs as well as support amongst each other."

Jill Brennan

K.O.A. Campground



INTERESTED IN MEMBERSHIP?



Alexandra Harjung, CMP

Member & Community Relations Manager

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Visitor Information Centers

DOWNTOWN LOCATION

701 Superior Street
Wisconsin Dells, WI 53965

LAKE DELTON LOCATION

31 Meadowview Drive
Lake Delton, WI 53940



FIND US ONLINE



[wisdells.com](http://www.wisdells.com)