

# WDVCB PARTNERSHIP MODEL

## FAQ'S

**1. Why is the WDVCB Board of Directors recommending a new Partnership Model?**

The current membership model no longer serves the best interests of the Wisconsin Dells/Lake Delton area or its businesses. The primary reason the new Partnership Model is being recommended is so that the WDVCB, through its marketing efforts, can use the full inventory of businesses in the Wisconsin Dells/Lake Delton area to lure visitors to it. In addition, the Partnership Model eliminates businesses paying membership dues on their gross sales and requiring businesses to sign membership contracts for all the businesses they own/operate. In the Partnership Model, businesses will select a Partner level based on the benefits they want their business to have access to and the category of the business they operate.

**2. Why are businesses referred to as “partners” and not “members”?**

The WDVCB views our current members as partners in growing the Wisconsin Dells area tourism industry. We all work together in marketing and promoting the destination to drive economic and job growth across the region. The WDVCB cannot do this work alone. The new partnership model better reflects the way we all work hand-in-hand while also creating new opportunities for our partners to connect to the target audiences they are most interested in reaching.

**3. How will this impact Member dues?**

Dues, which under the Partnership Model will be referred to as fees, will no longer be based on a business's gross revenues, or units/sites in the Accommodation and Campground divisions. A level-based pricing model has been developed and levels are based on the way your organization or company wishes to engage with the WDVCB, rather than the size of your business and how many locations you have. The partnership level you choose for your organization will determine if your dues/fees increase, decrease, or stay the same. We have also created a no-cost level, called Tourism Affiliate, to provide visitors with information on a broader range of tourism-related businesses, but who receive minimal benefits.

**4. When will the Partnership Model be effective?**

If the 2021 WDVCB members vote to change to a Partnership Model via approving a new set of bylaws, the Partnership Model will be effective on January 1, 2022. However, the WDVCB will begin soliciting partners for the 2022 Partnership year in late Summer of 2021.

**5. How do businesses choose which partnership level their business falls into?**

There will be two types of Partners, Marketing and Supplier Businesses in the activity/ attraction, restaurant/bar, retail, and visitor services categories whose businesses are located within 25 miles of Interstate 90/94 Exits 87 or 92 may apply for Marketing Partner 1 through 4. Businesses providing overnight accommodations (hotels, campgrounds, home rentals, etc.) may apply for Marketing Partner 1 through 4 but must be located in a municipality that collects and remits a room tax to the WDVCB. Businesses engaged in business-to-business or wholesale products/services may apply as a Supplier Partner regardless of geographical location.

**6. Is there a “free” level?**

Under the new Partnership Model businesses wishing to have a minimal wisdells.com listing and other minimal benefits may apply as a Tourism Affiliate via the PartnersNet section of wisdells.com (will not be active until late 2021). Tourism Affiliates, who will not be Partners of the WDVCB, will not pay a fee for their wisdells.com listing or the other benefits they are entitled to. Tourism Affiliates are defined as a non-fee paying business located in a municipality that collects and remits a room tax to the WDVCB and whose products and/or services are sought by transient visitors and/or groups.

**7. When do Partners pay their fees?**

Partners will be billed in full for their Marketing and Supplier Partner fees annually in January of the Partnership year.

**8. When will Partners be billed for their Vacation Guide ad?**

Vacation Guide advertising will be billed at the time the advertising reservation is made (usually in the fall).

**9. Can Partners promote businesses that are not Partners in their advertising?**

All of the current Bureau policies are being reviewed and updated to better match our new Partnership model. Marketing and Supplier Partners will have the ability to cross-promote tourism businesses that chose not to support the Bureau through Partnership, however, there will be restrictions.