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# WDVCB POLICIES

## 1. MEMBERSHIP POLICIES

### a. Change of Ownership

Once the Board of Directors approves a Membership Investment Agreement, the contract is binding for the entire membership year. If a member business is sold, from the time the contract is approved, through the entire membership year, it is the responsibility of the current member (seller) to require the new owner (buyer) to sign a new Membership Investment Agreement. If the new owner (buyer) is unwilling to sign a new Membership Investment Agreement, all financial responsibilities of the original Membership Investment Agreement remain with the current member (seller).

### b. Multiple Obligation

- i. Each member of the Bureau must be a member of, and pay the appropriate membership fees with regard to, all divisions (revenue sources) that are applicable to the member's business activities.
- ii. If a person, group of persons or entity owns or holds a majority interest in multiple businesses located within the geographic area described in Section 2.01 of the WDVCB bylaws, each such business must be a member of the Bureau.
- iii. If a person, group of persons or entity owns or holds a majority interest in one or more businesses located within the geographic area described in Section 2.01 of the WDVCB bylaws (which are all required to be members of the Bureau pursuant to Section 2.03b of the WDVCB bylaws) and that same person, group of persons or entity owns or holds a minority interest in one or more businesses located within the geographic area described in Section 2.01 of the WDVCB bylaws, the businesses in which the minority interest is owned will not be required to be members of the Bureau under this section 2.03 of the WDVCB bylaws.

### c. Customer Satisfaction Policy

#### i. Background and Purpose

One of the principal goals of the WDVCB is that each person visiting the Wisconsin Dells - Lake Delton area has an enjoyable experience.

Most visitors will patronize several area merchants during their stay. Because even one bad experience will have a detrimental effect on a visitor's total vacation experience, potentially spoiling the goodwill built up by the WDVCB and those members who have made the visitor's stay a good one, the WDVCB has a vital interest in making sure its members make customer satisfaction a priority in their business operations.

The WDVCB's principal method of monitoring this issue is the number and type of complaints received by it from each member's customers. While the WDVCB recognizes that the number of actual visitor complaints is likely to be considerably higher than the number of complaints received by the WDVCB (many disgruntled visitors will not take the time or effort to file a complaint with the WDVCB), the WDVCB will use only the number of complaints it receives as the criteria for the Customer Satisfaction Policy set forth below. The Board of Directors may consider complaints received prior to the date of the adoption of this Policy in enforcing this Policy.

In accordance with the foregoing, the Board of Directors of the WDVCB has adopted the Customer Satisfaction Policy set forth below to protect its vital goals and interests. The Board of Directors of the WDVCB is authorized by the WDVCB's Bylaws to adopt those rules, regulations and policies it sees fit, and to publicize the same to the WDVCB members. Any member who violates the WDVCB's Customer Satisfaction Policy shall be subject to discipline or expulsion in accordance with Section 2.06 of the Bylaws.

ii. Policy

- (1) Each member shall conduct its business operations such that the number of unresolved "Complaints" (as defined below) received by the WDVCB does not exceed the number of "Permitted Complaints" (as defined below) with respect to such business operations.
- (2) The definition of "Complaints" means the sum of (a) the written letters/emails of complaint received by the WDVCB from the customers of a member, and (b) the Visitor/Customer Concern Documentation Forms generated by the customers of a member.
- (3) The number of "Permitted Complaints" is as follows: (a) for a calendar month: 4 Complaints, (b) for any three consecutive calendar months: 9 Complaints, and (c) for any six consecutive calendar months: 15 Complaints.

iii. Enforcement of the Policy

- (1) The President/CEO of the Bureau and/or delegated staff shall monitor the number of Complaints that are filed against each member.
- (2) If the number of Complaints against a member ("Member") exceeds the number of Permitted Complaints set forth in the Policy, the President/CEO shall refer the matter to the Executive Committee.
- (3) The Board (at the recommendation of the Executive Committee) shall consider the referral at its next Board meeting. Based on the information before it, the Board may make a preliminary determination as to what sanctions, if any, the Board believes are appropriate with respect to the Member. In the alternative, the Board may either (a) refer the matter to a committee (which may be either a Standing Committee or a Special Committee, as such terms are used in the Bylaws) for further review and the determination of proposed sanctions or (b) set the matter over to the next Board meeting for further review and the determination of proposed sanctions.
- (4) In the event the Board (or the committee, as appropriate) makes a determination that it believes sanctions are appropriate, such body shall prepare a written report which details the following: (a) the charges against the Member; (b) each and every sanction the body proposes to be applied against the Member; and (c) the date, time and place of the meeting ("Meeting") at which final action will be taken by such body with respect to the proposed sanction(s).
- (5) The Board (or the committee, as appropriate) shall give written notice ("Notice") of the Meeting to the Member at least fifteen (15) days prior to the date of the Meeting. Such notice shall contain the items listed in the report referenced in the preceding paragraph, as well as such other information as the body giving notice shall deem appropriate.
- (6) The Member shall be given an opportunity at the Meeting to present a defense of the charges in person. The Member shall also have the alternative of submitting a written statement.
- (7) The Board (or the committee, as appropriate) shall consider the information (if any) presented by the Member when the body takes its final action with respect to sanction(s). The Board (or the committee, as appropriate) may not impose sanctions which are greater than the proposed sanctions set forth in the Notice.
- (8) The sanctions which may be imposed against the Member include, but are not limited to, suspension of membership in the Bureau for a period of time, termination of membership in the Bureau, suspension or termination of one or more rights set forth in Section 2.04 of the Bylaws, monetary penalties, public reprimands, and private

reprimands. However, the Board (or committee, if appropriate) has the authority to impose multiple sanctions and/or sanctions not listed above if it determines such sanctions are appropriate.

- (9) Any sanctions imposed against a member must be approved by at least three-fourths (3/4) of the Board of Directors.

d. Employee Entertainment Card (EEC)

- i. Employee Entertainment Cards (EECs) are available to the following employees:
- Individuals employed by businesses in the Attraction, Restaurant/Bar, Accommodation, Campground, Retail and Visitor Services Divisions regardless of where the business is located.
  - Individuals employed by businesses in the Associate Division where the business is in Wisconsin Dells or Lake Delton.
- ii. The following guidelines apply:
- Employees must be 14 years of age or older (12- and 13-year old's employed by their parents, who own the business, are eligible, as well).
  - Discounts are generally valid for a single use (some businesses may allow multiple uses) and by the cardholder only.
  - Lost, destroyed or misplaced cards will not be replaced.
- iii. Requirements for purchase:
- Paycheck stub dated within past 30 days (from a current member business)
  - Photo ID (acceptable ID's include a driver's license, state ID, Passport, work ID and Student ID). Social Security cards or Birth Certificates may be presented by 14-16-year old's in lieu of a photo ID.
  - Employer-purchased voucher or \$10 cash

e. Guaranteed Seat Policy

- i. For 2021, the Guaranteed Seat threshold is membership dues in the amount of \$12,500 (based on the new lower dues schedule which was reduced by 50% from 2019) and higher paid by an Attraction Division member.
- ii. New attraction members (businesses that have not yet been in existence for one full calendar year and have not certified their dues category as accurate) signing a membership agreement meeting/exceeding the threshold for a guaranteed seat on the Board of Directors will not be eligible for a guaranteed seat until the business has been in existence for one full calendar year and has certified that their dues category is accurate.
- iii. The full explanation of the Bureau's Guaranteed Board of Directors seat can be found in the WDVCB Bylaws, Section 5.02.

f. Member Directory

The member directory is a "business to business" member tool. It is not intended as a visitor information resource and should not be provided to visitors as such. Member directories are only available for distribution to current WDVCB members.

g. Membership Lists

Membership lists are only available to current WDVCB members. The President/CEO must approve exceptions.

- h. Service Club & Membership Organizations  
Membership-based organizations, including service clubs and associations, are eligible for WDVCB membership providing that the individual businesses/people making up that organization are members of the WDVCB.
- i. State Parks  
The Board of Directors does not require Devil's Lake, Mirror Lake, Roche-A-Cri and Rocky Arbor State Parks to pay membership investment fees. These parks may be listed on the Bureau's website for their recreational activities. The parks' camping amenities will not be promoted.
- j. WDVCB Logo  
The Official Wisconsin Dells logo and "The Waterpark Capital of the World!®" logo are registered trademarks of the Wisconsin Dells Visitor & Convention Bureau. These logos are valuable legal and intellectual assets, and unauthorized use of these logos is prohibited. The WDVCB does not license its logo for commercial merchandise use. It is an infringement on the Bureau's registered names, logos, and trademarks to produce any commercial merchandise containing the above. Questions regarding this policy should be directed to the President/CEO and/or Director of Sales & Marketing of the Wisconsin Dells Visitor & Convention Bureau.

The basic Wisconsin Dells logo consists of two parts - the graphic element and the text element. Proper use of the logo will incorporate both the graphic and text elements. It is understood, however, that certain uses of the logo preclude the inclusion of the text element. For example, use of the logo on a pin or the spine of a book may necessitate the use of the graphic element alone. Wherever possible, however, the graphic and text elements should be used together.

- i. WDVCB Logo Use - Policy
  - (1) Members in good standing from the Attraction, Accommodation, Campground, Restaurant/Bar, Retail and Visitor Services Divisions are allowed use of the Official Wisconsin Dells logo in their advertising with approval and as defined below:
- ii. WDVCB Logo Use - Approval
  - (1) The Official Wisconsin Dells logo may not be used on commercial merchandise including, but not limited to, items like t-shirts, coffee mugs, towels, jackets, etc.
  - (2) Members who wish to use the Official Wisconsin Dells logo must obtain approval prior to its use and/or publication. Applications are available from the Bureau's marketing department or online at [wisdells.com](http://wisdells.com).
  - (3) Prior authorized approval must be obtained for each marketing publication and/or advertising medium where the member intends use of the Official Wisconsin Dells logo. The logo must be used only for the purpose requested; additional uses require separate approvals.
  - (4) Final artwork that utilizes the Official Wisconsin Dells logo must accompany the advertising member's application.
  - (5) Final approval must be in writing and signed by both the member using the logo and a WDVCB authorized agent. Failure to obtain prior written approval, or the unauthorized use of the logo, will likely result in the issuance of an immediate cease and desist request and/or other legal action from the WDVCB.
  - (6) Approval for use of the Official Wisconsin Dells logo may be granted annually for one calendar year unless otherwise designated. Use of the Official Wisconsin Dells logo in a particular way in preceding years does not constitute authorization to use the logo in the same way for an additional or consecutive year.
  - (7) All complete member applications (including artwork or layout) requesting use of the Official Wisconsin Dells logo will be reviewed within 10 working days.

### iii. WDVCB Logo Use - Standards

#### (1) General Use

- (a) The Official Wisconsin Dells logo may not be altered in any manner including size, proportions, colors, elements; or animated, morphed or otherwise distorted in its perspective or appearance and must include the ® symbol.
- (b) In using the Official Wisconsin Dells logo, the logo must be tilted left exactly 3.3 degrees or 15%.
- (c) If color is used, the Official Wisconsin Dells logo is PMS 193, and may not be altered unless otherwise approved.
- (d) Use of the Official Wisconsin Dells logo may include the branded tagline text element "The Waterpark Capital of the World!®"
- (e) The Official Wisconsin Dells logo may be re-sized to accommodate a specific use, but the boxed text "The Waterpark Capital of the World!®" if used, must remain legible. The WDVCB reserves the right to require that its logo be re-sized if, in its opinion, it is difficult or impossible to read.
- (f) Layouts of the advertising business' marketing materials and proposed Official Wisconsin Dells logo usage must be made available at the time of application.
- (g) The Official Wisconsin Dells logo may not be used to represent a business as the Wisconsin Dells Visitor & Convention Bureau.
- (h) Member businesses may not alter the Official Wisconsin Dells logo to incorporate any other object, including, but not limited to other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, audio files or video files.

#### (2) Print Use

- (a) The Official Wisconsin Dells logo must be 50% or less in size than the advertising business' logo or trademark and must be used in a less prominent way than the advertising business' logo.
- (b) The Official Wisconsin Dells logo may not be used on a member business' destination or visitor guide of any kind.

#### (3) Outdoor Advertising Use

- (a) Use of the Official Wisconsin Dells logo may occupy no more than 20% of the total billboard space.

#### (4) Television Use

- (a) Use of the Official Wisconsin Dells logo may occupy no more than 10% of the total screen space, with the Wisconsin Dells logo 50% or less in size than the advertising business' logo or trademark and used in a less prominent way than the advertising business' logo.
- (b) The Official Wisconsin Dells logo must remain stationary.
- (c) The advertising business' logo or trademark must appear prior to, or simultaneously with, the Official Wisconsin Dells logo in an approved format.

#### (5) Web, Digital Publications & Interactive Communications Use

- (a) Use of the Official Wisconsin Dells logo may occupy no more than 15% of the total screen space, with the Wisconsin Dells logo 50% or less in size than the advertising business' logo or trademark and used in a less prominent way than the advertising business' logo.
- (b) Utilization of the Official Wisconsin Dells logo in this medium requires the implementation of a back link to [wisdells.com](http://wisdells.com) or packaged with a separate text link to the Official Wisconsin Dells Visitor & Convention Bureau URL (See WDVCB link policies).

#### (6) Sports, Group, Meeting & Convention Marketing & Communications Use

- (a) The Official Wisconsin Dells logo may be used by sporting event rights holders and/or tournament organizers, group tour operators and meeting and convention planners or organizers to promote tournaments, events, tours and/or meetings and conventions that will take place in Wisconsin Dells at any member business facility or as part of a WDVCB approved activity. All specific criteria as listed above apply.

#### (7) Special Use

- (a) Members may use the logo on coupon books/sheets (but not in a prominent way, making the publication appear to look like an official WDVCB piece) and only if all the businesses listed in the coupon book/sheet are WDVCB members.

Approved September 20, 2011

## 2. ADVERTISING POLICIES

The following policies apply to all printed materials produced by and for the WDVCB and information distributed by the WDVCB. Additional policies, relevant to specific programs or publications are outlined in the "Specific Programs/Publications" section.

### a. 60% Rule

- i. All division members, excluding members of the Accommodation and Campground Divisions, who wish to purchase ads larger than 1/2 page are required to pay membership dues that are at least 60% of the total ad cost for the business advertised.
- ii. Businesses (attractions, accommodations, campgrounds, restaurants/bars, visitor services and retail) under construction (or planned to be) wishing to purchase advertising space are required to submit a deposit equal to 60% of the total ad cost. Membership investments, as they are billed and due, will be applied against this deposit upon the business opening. If the business does not open in the year advertised, the deposit will be forfeited.

Approved November 12, 2020

### b. Ad Content

- i. Telephone numbers and websites listed in programs/publications must be those of the WDVCB member placing the ad.
- ii. Members may not use non-member business names or locations as reference points on a map or within an ad.
- iii. No member will be allowed to represent his/her business as the official WDVCB organization or submit advertising that may be perceived to be an official section of any WDVCB publication.

Approved September 21, 2010

### c. Attraction Tickets

- i. Attraction tickets may be offered and promoted by accommodations and/or campgrounds as part of packages or as included with an overnight stay. Attraction tickets cannot be offered/promoted as "free," "complimentary," or using any other similar word. Accommodations and/or campgrounds that own both the lodging facility and the attraction may offer the tickets as "free."

### d. Brochure Display & Distribution

- i. Tourism-related members may provide brochures for display in the WDVCB Welcome Center.
- ii. Brochures listing/promoting non-member businesses will not be allowed for display. Minor references to non-members on maps used for directional purposes require approval by the Director of Member & External Relations prior to display.
- iii. Member businesses owning same/similarly named businesses located outside of the Wisconsin Dells area may mention those properties in their brochure if the mention occupies no more than 10% of the brochure space.

- iv. Members will be assigned one (1) brochure slot in the WDVCB Welcome Center for each Membership Investment Agreement they sign.
- e. General Advertising Policies
- i. Commitments for participation in programs/publications will only be accepted in writing or via electronic solicitation submission from members in good standing.
  - ii. Members must be consistent in the use of their business name as signed on the WDVCB Membership Investment Agreement.
  - iii. A member cannot sell, trade, or otherwise exchange space limitations and/or specific ad locations (where applicable) with another member.
  - iv. All verbiage regarding any construction, additions or expansions must contain references to anticipated opening dates.
- f. Photography
- i. The WDVCB owns all imagery, including still photography, film footage and video footage shot for advertising and publicity purposes.
  - ii. Members in good standing of the WDVCB are allowed use of photography/film/video imagery, as outlined below. Non-member use of Bureau photography/film/video imagery may result in legal action.
  - iii. The WDVCB reserves the first right of refusal for use of all photography/film/video. There is an 18-month moratorium on all new photography/film/video images selected by the WDVCB for inclusion in its marketing, advertising, or promotional programs. New images not selected for WDVCB use will be available for member use 90 days after the photography/film/video shoot date.
  - iv. Members may use their own business's WDVCB photography/film/video for the purposes of advertising their member business(s) only. Businesses wishing to use WDVCB photography/film/video for any other purpose must obtain approval prior to use and/or publication from the WDVCB.
  - v. Members may be asked to provide the WDVCB with photographic/film/video credits on loaned images.
  - vi. Members are allowed use of the Bureau photography/film/video imagery if it is used truthfully and appropriately.
  - vii. Any WDVCB photography/film/video that is used commercially by a third party (member or non-member) cannot result in commercial gain.

*Photography Specifics*

- (1) Members will be given the opportunity to use either digital and/or print photographic images free-of-charge. If a member would like to obtain a copy of an original transparency or print photo image, they may purchase one.
- (2) Members are responsible for the return of all loaned transparency or print photography. Originals are not available for member use.
- (3) Members will be provided the use of available digital still images free-of-charge.

*Film/Video Specifics*



- (1) Members may request copies of WDVCB film and/or video footage for advertising purposes. The WDVCB advertising agency of record will provide a cost estimate to the member for obtaining the requested footage. The estimate must be approved by the representative of the member business, and the member business shall be billed by the Bureau's agency of record for expenses incurred.

g. Pricing, Discounts, Coupons & Packages

- i. No prices or discount percentages are allowed on packages for accommodations, attractions and/or restaurants/bars in any accommodation advertising.
- ii. No prices/coupons will be allowed in display, grid, or Picture & Copy advertising.
- iii. The word "discount" cannot be used in an advertisement.
- iv. Businesses that are members of a coupon book and/or discount program may mention their participation in the coupon book and/or discount program in their advertisement provided all participants in the coupon book and/or discount program are members of the WDVCB. This mention must also adhere to the 10% maximum ad space limit mentioned under Vacation Guide Policies, bullet ii.2.
- v. Coupon books/discount programs may qualify for membership in the Associate Division.
- vi. The prohibitions herein apply only to printed material produced by the Bureau or for display at the Bureau. Members of the Bureau are not otherwise subject to these prohibitions.

h. Superlatives, Comparisons & Testimonials

- i. Use of superlatives in advertisements will not be permitted if negatively comparative or deceitful in nature. Example: "Better Waterpark than Noah's Ark" will not be allowed. If the statement is factual, it is acceptable. Example: "Dells' Only Year-Round Riding Stable."
- ii. Use of comparisons that are negative to any named member or business will not be permitted.
- iii. The word "new" used in advertising without a year can only be used during the first 12 months of the item mentioned as new being in existence. Subsequent years must be stated as "New" with the year (i.e. New in 2020).
- iv. Testimonials used in an ad must contain quotation marks around the statement, correctly identify the person who made the statement and indicate the year the statement was made. Example: "Don't visit Wisconsin Dells without a stop here" *Bob Puhala, Chicago Sun-Times, May 2020.*
- v. Testimonials used in an ad may not include prices, even if within a quote.

Approved September 20, 2011

**3. SPECIFIC PROGRAMS/PUBLICATIONS POLICIES**

These policies are in addition to the Advertising Policies beginning on page 6.

a. Programs Including Rates/Prices

- i. Participating members must honor the rates/prices they submit for any publications or promotions.

- ii. Members that do not honor the submitted rates/prices will be reviewed by the Board of Directors and could be restricted from future program participation.

Approved September 21, 2010

b. Internet

i. WDVCB Website - Member listings

- (1) A member in the Accommodation, Attraction, Campground, Restaurant/Bar, Retail and Visitor Services Divisions will receive a link from the Bureau's website, [www.wisdells.com](http://www.wisdells.com), to their business website. It is recommended that the home page\* of the member's business website contain a return link to the Bureau's website, [www.wisdells.com](http://www.wisdells.com). The return hyperlink to [wisdells.com](http://www.wisdells.com) must be a "do follow" link and cannot include any type of variable which inhibits search engines or link analysis similar, but not limited to, a no follow code. (i.e. the use of no follow or href = "#" or rel="nofollow">). The return link to the Bureau must be structured in one of three ways:

1. Text Only - Direct Link

A link identified in text as "Wisconsin Dells Visitor & Convention Bureau" or "Official Wisconsin Dells Visitor Information."

2. Logo Only - Must Include Appropriate Image File Name & Alt Tag

An image of the Bureau's registered Wisconsin Dells logo, that is in compliance with the organization's logo use standards. It is recommended that the image file name incorporate the keywords Wisconsin Dells Visitor & Convention Bureau (i.e. [wisdells.com](http://www.wisdells.com) wisconsin-dells-visitor-convention-bureau.gif) and the Alt Tag should include a keyword rich description of the image (i.e. alt= "Wisconsin Dells Visitor & Convention Bureau").

Approved October 12, 2015

3. Text & Logo

The member business may use a text link, as noted in item 1, in conjunction with the Bureau's registered Wisconsin Dells logo. (For more information on logo use compliance see *Logo Use Standards - Web, Digital Publications & Interactive Communications Use* policy.)

**\*The position of the return link is recommended to be placed on the home page of the member site, unless the member:**

- Elects to go one click further into their site to provide Wisconsin Dells area content on 50% or more of that page AND provides the Bureau a return link as structured above, or;
- Is a corporate site representing a single brand in multiple locations, either in-state or nationally. Corporate sites may position the return link to the Bureau one click further into their site, on the "home page" of the Dells location specific content or the local business specific page, or;
- Is a franchise site, in any division. Franchise sites are not required to have a return link to the Bureau's website in order to receive a clickable link. A franchise member is defined as a business that pays state and/or national franchise fees and is authorized to sell a company's goods or services in a particular place and to use the brand name and operating system of the franchiser to make a profit, or;
- Is an associate division member. Associate division members are not required to have a return link to the Bureau's website in order to receive a link (see Pricing, Discounts, Coupons & Packages policy for more information.)

- (2) A member, in any division, will not receive a link from, or have their business URL listed on the Bureau's website, [www.wisdells.com](http://www.wisdells.com), to their business website if the home page of the member's business website contains non-member content (including logos, or photos, promotion of coupon books/programs which contain non-members, etc.) that is "above the fold" (non-member content is readily visible on the screen without scrolling)

AND is more than 10% of the page content. It is recommended that such home pages contain general description topics such as “Attraction Packages,” “Waterpark/Attraction Tickets Included with your Stay” and the like, which, when clicked, take the user to a description of the non-member content.

- (3) Non-members may not be mentioned in member listings on the Bureau’s website.

ii. Member Website

- (1) Member website content, including pricing, must be accurate and truthful.
- (2) A member may not represent their website as the “official Wisconsin Dells” or “Visitor Bureau” site.
- (3) A member business owning same/similarly named businesses located outside of Wisconsin Dells may mention those properties on their home page if those businesses are located at least 100 miles from Wisconsin Dells.
- (4) A member who wishes to use any variation of the Bureau’s registered logo as a return link to the Bureau’s website, may only do so if there is no non-member content (including logos, photos, promotion of coupon books/programs which contain non-members, etc.) that is “above the fold” (non-member content is readily visible on the screen without scrolling) AND is more than 10% of the page content on the member’s website home page. In addition, all other conditions regarding use of the Bureau’s registered logo apply (see Logo Policy for complete details). Violation of this policy will result in immediate suspension of all member (and multiple obligation related businesses) benefits. Such home page may contain general description topics, such as “Attraction Packages,” “Waterpark/Attraction Tickets Included with your Stay,” and the like, which, when clicked, take the user to a description of the non-member content.

Approved March 15, 2011

c. Vacation Guide Policies

i. General Advertising Policies

- (1) Only members in the Attraction, Accommodation, Campground, Restaurant/Bar, Retail and Visitor Services Divisions, plus the Wisconsin Dells River Arts District (i.e. City of Wisconsin Dells BID Committee) can advertise in the Vacation Guide.

ii. Ad Content

- (1) A member who has ownership in multiple divisions may not exchange display advertising locations among their own businesses.
- (2) Each individual advertisement must promote the business listed on the Membership Investment Agreement. Any other Bureau member business reference (including an additional website or phone number) must fall within a 10% maximum of total ad space limit and must be commonly owned as part of the business group. A guideline for this is 90% of the advertisement must pertain to the primary business being advertised, with a maximum total limit of 10% of the advertisement available to reference an additional entity that is commonly owned as part of the business group. (except as noted below or in bullet ii.4.)
  - (a) Full-service accommodations, with multiple obligation businesses on site (contiguous) and that are commonly owned as part of the business group, may promote their amenities with no maximum or minimum total ad space reference limitations.
  - (b) Members with same-name businesses located outside of the Wisconsin Dells area may list those locations in their display ad if the list falls within the 10% space limit described in ii.2.
- (3) Advertisements may only contain logos or images of signs specific to the primary business being advertised except as stated in ii.2. and/or ii.4. Logos of package components and/or product logos are not allowed. Logos indicating quality

- designation(s) (i.e. AAA, Superior Small Lodging, Travel Green Wisconsin, TripAdvisor®, etc.) are allowed and subject to final approval by the Bureau.
- (4) Accommodations and campgrounds offering attraction packages may mention the name(s) and/or use photos of the package components if the business is a member and in good standing of the WDVCB. The mention must also adhere to the 10% maximum ad space limit mentioned in bullet ii.2.
  - (5) Photos and/or images used in all display and Picture & Copy (P&C) advertising must be a single image. (no composite/overlapping images)
    - (a) Photos for P&C ads must be a single image in a minimum of a 2" x 2" (4-square inch) format.
    - (b) Display ad photos must be a single image, with a minimum of a 2" x 2" (4-square inch) image area (excluding borders - see also bullet 5.c). (i.e. 2" x 2", 4" x 1" or any combination that equals the minimum of 4 square inches as calculated across the image center)
    - (c) Photo borders are not included as part of the 4-square inch minimum image area.
    - (d) Photo overlap is not counted as part of the 4-square inch minimum image area. Only visible portions of the photos are used to calculate the final image area; overlap is subtracted.
  - (6) All advertising must address annual dates of operation in ad copy. (i.e. open year-round or open May-Nov, etc.)
  - (7) Businesses are allowed a one-year publication cycle (i.e. October to October) to indicate a Travel Green Wisconsin "application in progress" designation.
  - (8) All ads, except designated bleed ads, must have a border.
  - (9) Enhanced grid listings are limited to 200 characters (punctuation and spaces included) and no more than 10% of the 200 characters may be uppercase.

### iii. Ad Page Limitations & Sizes

- (1) Ad Page limitations for every division, not including grids or the meeting facility section, are one page per member business contract. Exceptions to this rule are as follows:
  - (a) Attraction members with membership investment agreements greater than \$12,500 for 2021 per year may purchase up to two full ad pages. Premium locations, however, are not available as spreads. Eligible businesses that wish to purchase a premium position may also purchase one additional full page in another section of the Vacation Guide.
  - (b) Accommodation members with more than 300 rooms may purchase up to two full ad pages. Premium locations, however, are not available as spreads. Eligible businesses that wish to purchase a premium position may also purchase one additional full page in another section of the Vacation Guide.
- (2) Each member business ad will appear in the division for which they have a signed Membership Investment Agreement unless they have elected to purchase advertising in the advertorial section of the Vacation Guide.
- (3) Ads will be inserted in the respective sections based on the best layout relative to the advertorial copy and listing grids. The WDVCB retains full discretion as to layout of advertising.
- (4) Premium Pages
  - (a) Those pages designated by WDVCB as Premium Pages will be offered/sold on a "First Right of Refusal" basis.
  - (b) Premium pages not selected by the previous years' advertisers will be offered to Attraction members paying membership dues greater than \$12,500 in 2021 and Accommodation members with more than 300 rooms on a membership dues/room count basis.
  - (c) Premium pages still available after the above qualifiers have been exhausted will be available on a membership dues/room count basis.
  - (d) Limit of one premium page, if available, per qualifying member.

## d. Event Promotion on wisdells.com

## i. Selection Criteria

Criteria	Full Page Web Listing	Calendar of Events Web Listing	No Listing
Years In Existence	5+	< 5	
Member or Community Based Location	Yes	Yes	No
Attendance	2,500+	<2,500	
Media Coverage	National or Regional	Local	
Event theme and visitor appeal based on visitor demographics and research	Yes	Yes	
Event Sponsorship	Bureau, Member or Community-Wide	Member or Community-Wide	Non-Member
Length of Festival or Event	Multi- or Single Day	Single Day	
Admission	Free	Either Free or Admission \$	
Event Type	Annual	Annual	

## ii. Summary Overview &amp; Objectives

Wisconsin Dells' festivals and events continue to play an important role in our community as part of a specific and branded area experience. An integral part of the community's year-round appeal, festivals and events provide strategic opportunities for a multi-faceted experience. Key to the existence of a Wisconsin Dells festival or event are the following elements:

The festival or event should:

1. Generate traveler expenditures and result in overnight stays
2. Showcase a positive community brand and image to the media, business community and visitors
3. Create economic impact that translates into jobs, tax revenues and enhanced infrastructure improvements
4. Provide enhanced exposure opportunities for participation in sports, the arts, not-for-profit causes and other community programs and venues
5. Promote volunteerism and bond the many elements of the community, and surrounding communities, together
6. Add to the quality of life for residents
7. Encourage community investment, participation, creativity and vision
8. Build irreplaceable 'community capital' for the future

## iii. Promotional Criteria

The criteria below were designed and created as a way for the Wisconsin Dells Festivals, Inc. Board of Directors to openly encourage, support and recognize positive local environments for festivals and events area-wide. Festivals and events create tremendous community and economic capital in the markets that they serve. However, it is important to understand the partnership with and support from the community, at all levels, is critical to the success and sustainability of existing festivals and events, as well as the ability to attract and encourage new events.

As not all festivals and events are created equal, Wisconsin Dells Festivals, Inc. is proposing the following criteria be used to evaluate and rate area festivals and events for

market viability, return on investment to the community, media value and long-term strategic relevance.

iv. Results/Promotional Visibility

Should the following criteria be successfully met, Wisconsin Dells Festivals, Inc. looks forward to working with members of the Wisconsin Dells Visitor & Convention Bureau and community partners to recognize the quality efforts and to support those activities that have successfully developed over the years via a single page presence provided on [wisdells.com](http://wisdells.com). If the criteria are only partially met, the event may still qualify to be listed on the Calendar of Events section of [wisdells.com](http://wisdells.com).

(1) Market Viability

(a) Number of Years in Operation

- (i) Festival or event must be in existence a minimum of five (5) years for event to qualify for a [wisdells.com](http://wisdells.com) single page presence.
- (ii) If an event has existed less than five (5) years, it may qualify for a calendar of events listing on [wisdells.com](http://wisdells.com) (see following criteria)

(b) Festival Location

- (i) A member or community-based festival or event location would qualify for either a single page listing (5+ years in existence) or a calendar of events listing on [wisdells.com](http://wisdells.com) (less than 5 years.)
- (ii) A non-member, non-community-based festival or event would not receive listing privileges on [wisdells.com](http://wisdells.com).

(c) Attendance (if available)

- (i) Any event or festival under consideration for a single page [wisdells.com](http://wisdells.com) presence must draw a minimum of 2,500 people during the event. All other events may qualify for a calendar of events listing, when combined the full criteria.

(2) Media Value

- (a) To qualify for a full-page presence on [wisdells.com](http://wisdells.com), an event or festival must be able to achieve regional or national media coverage.

(3) Strategic Relevancy (Looks at consumer segmentation data/metrics and visitation research.

(a) Theme

- (i) Please list (i.e. seasonal, food-related, sports, ethnic, fund-raiser, etc.)

(b) Type of Activities/Events

- (i) Please list (i.e. contests, arts & crafts, music or entertainment, carnival rides, etc.)

(c) Owned/Operated/Organized/Funded By:

- (i) An event or festival that is owned, organized, operated and/or funded by the Bureau automatically receives a full, single event page on [wisdells.com](http://wisdells.com). An event or festival that is similarly owned, organized, operated, and funded by a bureau member or can be clearly identified as "community-wide in nature," plus it substantially meets the other defined criteria, may be eligible for either a single page on [wisdells.com](http://wisdells.com) or a calendar of events listing.
- (ii) A non-member event or festival that is not deemed "community-wide in nature" will not be listed on [wisdells.com](http://wisdells.com).

(4) Community Return on Investment

(a) Length of Festival

- (i) A multi-day festival or event is highly prized by the community as it generates overnight stays and room tax. A festival or event that is multi-day, and meets the other identified criteria including attendance, length of existence, etc. may qualify for a single page listing on [wisdells.com](http://wisdells.com).
- (ii) Single day events, when combined with the other criteria, may qualify for a calendar of events listing.

(b) Admission Charged

- (i) Yes or no. Events that charge an admission must benefit multiple businesses.
- (c) Area Businesses Involved
  - (i) Please list: # of Bureau members\_\_\_\_\_ # of non-members\_\_\_\_\_
- (d) Annual Event
  - (i) Yes\_\_\_\_\_ No\_\_\_\_\_ Other\_\_\_\_\_

Approved March 15, 2011

#### 4. FINANCIAL POLICIES

##### a. Certification

Any new business (i.e. with no sales history or a business new to WDVCB membership) or current member who has expanded their business, signing in the Attraction, Restaurant/Bar, Retail or Visitor Services Divisions may be required to certify their gross sales at the end of the first full year of operation or expansion year. Additionally, new Associate Division members may also be required to certify. A non-employee bookkeeper or CPA must complete certification forms. The Board/Executive Committee of the Bureau reserves the right to require certification from any member at any time.

Businesses failing to complete, and remit required certification forms by the deadline indicated will be referred to the Board of Directors for possible action including, but not limited to:

- ✓Suspension of web listing on wisdells.com
- ✓Removal of brochures from Bureau's welcome centers
- ✓Suspension of verbal/written referrals by Bureau's welcome center and sales staff
- ✓Suspension of participation in Bureau cooperative marketing programs
- ✓Immediate suspension of membership status

Approved February 16, 2016

##### b. New Members

New members of the WDVCB (as defined as not being a member within the past three (3) calendar years) signing in the Attraction, Accommodation, Campground, Restaurant/Bar, Retail or Visitor Services Divisions shall remit 50% of their membership investment with their Membership Investment Agreement. The remaining 50% will be billed on July 1 (25%) and August 1 (25%) of the membership contract year if the member dues are greater than \$500. If the member dues are \$500 or less, the remaining 50% will be billed on June 1.

New members of the WDVCB (as defined as not being a member within the past three (3) calendar years) signing in the Associate Division must remit 100% of their dues with their membership agreement.

See Membership Investment Agreements for more information.

Approved February 19, 2013

##### c. Restaurant/Bar Division - Franchise Definition

Restaurants and Bars are eligible for a 25% franchise discount on their membership dues if the restaurant/bar signing the WDVCB Membership Investment Agreement pays franchise fees to a franchise corporation. Proof of current franchise agreements will be required to be kept on file at the WDVCB to qualify for the franchise rate.

Approved August 20, 2013

#### 5. VISITOR EMAIL ADDRESS POLICY

##### a. Email Addresses

The WDVCB does not make visitor email addresses collected from visitors available for sale or use by anyone except the WDVCB.