



## Membership Application & Benefit Summary

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Williamsburg, VA 23187-3495  
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[www.williamsburgcc.com](http://www.williamsburgcc.com)



Established in 1938, the Greater Williamsburg Chamber & Tourism Alliance serves the Historic Triangle (City of Williamsburg and the counties of James City and York). The Alliance provides leadership for the area business community by creating an environment that enables businesses to develop and prosper.

According to a nationally conducted survey, consumers look to chamber of commerce members when seeking quality products and services. When shopping, dining, or using any of the personal services, be assured the firms displaying the Alliance logo offer “certainty in a time of uncertainty”.



## *Top 10 Reasons to Join:*

- 1. Networking to gain potential customers*
- 2. Establishing community relationships & connecting with peers*
- 3. Expanding market exposure & building your reference base*
- 4. Training & educational opportunities*
- 5. Keeping informed on the current business climate*
- 6. Enhancing your knowledge through publications & research services*
- 7. Letting your voice be heard through legislative participation*
- 8. Developing business opportunities & increasing your bottom line*
- 9. Obtaining confidential business counseling*
- 10. IT'S THE RIGHT THING TO DO!*

Membership is essential to the Alliance and the need to provide an array of benefits worthy of a business joining it and remaining a member is paramount to its existence. The following pages describe our member benefits.

# Member Benefits

**NETWORKING:** Members receive a variety of networking opportunities during the year including special events, monthly Business After Hours, business referral groups, and “speed networking” sessions.

**MEMBER RESOURCE DIRECTORY:** An annual publication listing all Chamber & Alliance members. Each member receives up to 3 free listings – by business category, alphabetically, and representative’s name. The Directory is published in February each year with a circulation of 17,000. Members only may purchase additional advertising to promote their business.

**WEBSITE ([www.williamsburgcc.com](http://www.williamsburgcc.com)):** All members are automatically listed on the Chamber & Alliance website with an opportunity to be viewed under a maximum of three different categories. A direct link to each member’s website is available to showcase their business.

**BROCHURES DISPLAY:** Members may display their brochure in our lobby at no charge. Visitors, area consumers, and new residents may be made aware of the services that each member offers.

**OUTLOOK NEWSLETTER:** The Chamber & Alliance monthly newsletter is mailed to the membership complimentary. This publication informs members of upcoming networking events and includes a special “Members in the News” column. Advertising for members only is available at a nominal cost.

**CONFERENCE ROOMS:** A Conference Room in the Chamber & Alliance building is available to members only at no cost on a first come, first serve basis. The room may be reserved Monday through Friday after 5pm and on Saturday or Sunday.

**SPONSORSHIP PACKAGES (ANNUAL):** Members receive beneficial exposure to the most influential leaders of the business community by participating in the annual sponsorship program. Sponsorship funds assist in offsetting operational expenses involved in presenting programs, activities and special events.

**MEMBERSHIP FEE:** Your annual membership investment is tax deductible as a business expense.

**HEALTH INSURANCE:** A competitive group health insurance program (ChamberSolutions) offered to members only. Contact Mark Riley at 229-2900 for a solution to your business needs. You must have two employees to qualify.

## **BUSINESS ASSISTANCE:**

- SCORE – Business Counseling: Confidential consultations at the Chamber & Alliance office with the Service Corp of Retired Executives. Call the Chamber & Alliance office at 229-6511 for an appointment.

- Small Business Development Center: SBC offers free and confidential business counseling to small business owners, both new and experienced. Call the Chamber & Alliance office at 229-6511 for an appointment.

## NETWORKING OPPORTUNITIES

**BUSINESS AFTER HOURS (BAH):** Monthly event for staff to develop business contacts and meet potential customers. A nominal admission fee is charged and these events are exclusive for Alliance members only.

**ANNUAL DINNER AND DANCE:** A themed semi-formal evening of entertainment including dinner and dancing.

**JOB FAIR:** An annual event for employers to seek employees in a trade show atmosphere.

**TASTE OF WILLIAMSBURG:** An annual premiere tasting event showcasing member food & beverage establishments.

**CHAMBER CHALLENGE (GOLF):** Members compete in a fun-filled round of golf.

**OKTOBERFEST:** An annual event providing members the opportunity to interact in a relaxed social setting at Busch Gardens.

**COMMITTEE VOLUNTEERS:** Establish business relationships by volunteering on committees.

**NETWORKING GROUPS:** Join one of these active groups to share ideas, make contacts, and receive referrals.

**SPEED NETWORKING SESSIONS:** Monthly opportunity to participate in a fast-paced one-on-one form of networking.

## EDUCATIONAL OPPORTUNITIES

**BUSINESS SEMINARS AND WORKSHOP PROGRAMS:** Programs covering components needed for good business.

**LEADERSHIP HISTORIC TRIANGLE:** A bi-annual education program for future community leaders.

**PREPARE CARE SHARE PROGRAM (Hospitality Training):** A program to provide excellent customer service to guests visiting our area.

## SERVICE OPPORTUNITIES

**MAPS:** Maps of Williamsburg, James City County, York County and a portion of Newport News are available for purchase. (Reduced price for members)

**MEMBERSHIP MAILING LABELS:** A complete list of members' business addresses is available for marketing products and services for a nominal fee.

**RELOCATION INFORMATION:** A special relocation package is available to members (in quantity for a small fee) to share with potential customers and employees. This package includes demographics, fact pamphlets, area maps, a calendar of events, visitor information, business information, etc.

**TRIANGLE TRANSFER:** A bi-weekly list of those requesting relocation information on our area. It is a great way to be one of the first to welcome newcomers and gain potential customers. Subscription is available to members only for a nominal fee.

**Greater Williamsburg Chamber & Tourism Alliance**  
**for Tourism-Related Businesses located within**  
**the City of Williamsburg and counties of James City and York.**

**TOURISM FAM TOURS:** Tour Operators & AAA travel professionals join us for touring area accommodations, attractions, amusements, restaurants, retail and factory outlet shopping. A mini-market breakfast where you can showcase your property to the travel professionals attending is included. **\*\*\*Separate fee**

**CONFERENCE PLANNER:** A meeting planner's guide to Williamsburg. This publication offers information on accommodations, dining, meeting facilities, attractions, golf, shopping, transportation and other business services. Full, half, and one-third page participation is available for an additional fee. Listings that include business name, address and phone number are provided free of charge to all members who offer meeting related services. **Conference Planner will be produced again in 2011.**  
**Note: Inclusion in the Conference Planner section of the website is based on participation in the Conference Planner.**

**GROUP TOUR PLANNER:** The one tool used most by group tour operators to plan their Historic Triangle programs. Everything they need to know about your business is included in your full page ad & listing. (An additional fee is required for participation). Copies are sent to 1,800 tour operators each year. **Must be a member by April 15, 2010 to be included in the 2011 Group Tour Planner.** **\*\*\*Separate fee.**  
**Note: Inclusion in the Group Tour Section of the website is based on participation in the Group Tour Planner.**

\* **MEDIA RELATIONS:** Annual Editorial Travel Missions take the Historic Triangle story directly to journalists in major markets. Press materials are used by travel journalists to develop Historic Triangle travel feature stories. Included in membership

\* **WEB SITES:**

[www.WilliamsburgCC.com](http://www.WilliamsburgCC.com) - All members are automatically listed and are encouraged to place a direct link to their own website page free.

[www.WilliamsburgWeekends.com](http://www.WilliamsburgWeekends.com) - All members are automatically listed with direct links to our member properties free. Weekly e-blasts are sent out each weekend to our database of consumers to promote the Williamsburg area as a destination.

\* **VACATION PLANNER:** This publication is a full-color magazine that is used to fulfill approximately 30,000 visitor inquiries each year and it is used as a fulfillment for all AAA offices requesting information on the Williamsburg area. It is distributed at the East Coast Gateway Welcome Center where peak visitation is over 5,000 cars per day and it is also available in a downloadable format on the web site. **Must be a member by October 1, 2010 to be included in the 2011 Vacation Planner.**

\* **HISTORIC TRIANGLE BROCHURE/MAP:** A free full-color publication with a printing of 100,000 listing Alliance member attractions, shopping, arts & artisans, golf, outdoor adventure, amusements & entertainment, dining and accommodations available in the Historic Triangle. A detailed map identifying the location of each business is included. It is distributed at Virginia Welcome Centers and is ***the*** most requested brochure/map in all of the Welcome Centers in Virginia. **Must be a member by September 1, 2010 to be included in the 2011 Historic Triangle Brochure/Map.**

\* **SPECIALTY BROCHURES:** A variety of special publications including golf, biking trails, ecotourism, and the Historic Triangle arts brochure. Members in these specific category listings are included for free.

**VISITOR INQUIRY LEADS:** Each year the Alliance fulfills numerous requests from families for Historic Triangle vacation planning information generated by our media relations campaigns.

\* INCLUDED IN ANNUAL MEMBERSHIP FEE



# MEMBERSHIP INVESTMENT FEES SCHEDULE

Revised October, 2006

## STANDARD CLASSIFICATIONS BY EMPLOYEES INVESTMENT SCHEDULE

Apartments, Condos, Mobile Homes, Industrial & Manufacturing, Professional, Public Utilities, Restaurants, Retail Stores, Other Services

### The following businesses are eligible for tourism related promotional materials:

Arts & Artisans, Destination Management Companies, Non-Hotel Banquet/Meeting Venues, Sightseeing, Transportation, Tourism Services

# of full-time employees or 2 part-time employees = 1 full-time	Investment Fees
1 -5	\$300
6 -10	\$350
11 - 17	\$400
18 - 25	\$450
26 - 35	\$500
36 - 45	\$550
46 - 55	\$600
56 - 64	\$650
65 - 75	\$700
76 - 100	\$750
101 - 150	\$800
150+	Negotiable

## SPECIFIC CLASSIFICATIONS INVESTMENT SCHEDULE

Financial Institutions	\$520 + \$260 each additional location
Government, Education, Non-Profit Groups	\$300
Hospitals/Nursing Homes	\$300 + \$10 per bed
Real Estate Agents	\$200**
Retiree or Non-Business Membership	\$165

\*\*Real Estate Office must be a member

The following tourism related business classifications are eligible for Additional Promotional Opportunities (located within the City of Williamsburg and counties of James City and York).

<b>Accommodations</b> Hotels, Motels, Bed & Breakfasts, Vacation Rentals, Guest Homes	\$410 + \$5.15 per room (1-42 rooms) or \$85 + \$12.35 per room (43+)
<b>Campgrounds</b>	\$410 + \$2.05 per site over 100
<b>Amusements/Entertainment</b>	\$520 plus \$8.25 per full-time employee*
<b>Attractions</b>	a. \$520 = up to 250,000 admissions or \$500,000 in ticket sales  b. \$955 = 250,001-500,000 admissions or \$500,001-\$1,000,000 in ticket sales  c. Negotiable = Over the above figures
<b>Restaurants</b>	a. \$300 + \$2.05 per seat (\$875 max)  b. \$410 = Carry-out  c. \$300 = Located in member facility
<b>Retail Stores</b>	a. \$410 + \$8.25 per full-time employee* (located in member Shopping Center)  b. \$520 + \$8.25 per full-time employee*
<b>Shopping Center Management Companies</b>	\$1,000

\* 2 part time employees = 1 full time employee



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The investment is deductible from income tax as a business expense, not as a charity.

## Application for Membership

The information on this application will be used in the promotion of your business. Please be sure it is listed accurately. It is important to notify the Chamber immediately of any changes in staff, titles, address, telephone numbers, etc.

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ County/City \_\_\_\_\_

Phone (1) \_\_\_\_\_ Phone (2) \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web Site \_\_\_\_\_

Firm's Representative \_\_\_\_\_ Title \_\_\_\_\_

Brief Description of Business \_\_\_\_\_

Select 1 to 3 Business Categories to list your business (*Categories are listed on [www.williamsburgcc.com](http://www.williamsburgcc.com) "Member Online Search"*):

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

How did you find out about the Chamber? \_\_\_\_\_

<p style="text-align: center;"><u>Complete where applicable</u></p> <p><b>Investment Base Fee</b> = \$ _____</p> <p># of Employees _____ @ _____ = \$ _____</p> <p># of Rooms _____ @ _____ = \$ _____</p> <p># of Seats _____ @ _____ = \$ _____</p> <p><b>Total Investment Fee:</b> \$ _____  <i>(Round total to the nearest dollar)</i></p> <p><b>Processing fee:</b> <i>(the application fee is a one-time cost, which will not be applied to timely renewals)</i> \$ <b>30.00</b></p> <p><b>Total Amount Paid</b> \$ _____</p>	<p><b><u>PAYMENT</u></b></p> <p>Check # _____ Payable to Greater Williamsburg Chamber &amp; Tourism Alliance</p> <p><input type="checkbox"/> <b>Visa</b>    <input type="checkbox"/> <b>Master Card</b>    <input type="checkbox"/> <b>American Express</b></p> <p># _____</p> <p>Expiration Date _____</p> <p style="text-align: center;">Print name as it appears on the card</p> <p>Card Holder's Signature _____</p>
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The signature below signifies support of the Greater Williamsburg Chamber & Tourism Alliance, and hereby agrees to pay annual investments as specified on the investment schedule. This membership investment is for one year from the date it is accepted, with payment, by the Greater Williamsburg Chamber & Tourism Alliance Board of Directors. Note that travel related businesses outside the defined service area (City of Williamsburg and the counties of James City and York) may join The Chamber; however, they will not be promoted in the Tourism publications.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**-----FOR OFFICE USE ONLY-----**

Name of Sponsor: \_\_\_\_\_ Date Received \_\_\_\_\_

Membership Classification \_\_\_\_\_  Alliance  Alliance/Tourism

**Original:** Tiffany    **Copies:** Debbie, Linda, Tiffany, & Beth (Tourism – Jodie, Joanna & Vivian)