

Annual Membership Investment

Oregon Coast Visitors Association

Membership Categories

Government & Other Memberships

- [] \$100 **Network Affiliate** -
Info Only: newsletter, announcements, etc.
- [] \$500 **Visitors Bureaus / Centers**
- [] \$500 **Resource Management Agencies**
(City, County, Port)
- [] \$1,000 **Resource Management Agencies & Strategic Partners** (State, Federal, etc.)

Non-Profit Memberships

Chambers of Commerce, Business Associations, etc.

- [] \$200 **Social Benefit** 501 C 3
- [] \$300 **Mutual Benefit** 501 C 6
0 Employees
- [] \$400 **Mutual Benefit** 501 C 6
1+ Employee/s

Business Memberships

Attractions, restaurants, retail stores, hotels, etc

- [] \$250 **Small/Ma & Pa/Family** - \$25 add listing
1 – 4 Employees, incl owner/s
- [] \$375 **Mid-Sized / Established** - \$50 add listing
5 – 19 Employees, incl owners/s
- [] \$500 **Large / Corporate** - \$100 add listing
20 + Employees

Your New Benefits

- ✓ **1-888-OCVA101**, a toll-free, in-bound visitor information phone service.
- ✓ **15% discount** on web and visitors guide advertising; The Official Oregon Coast Visitors Guide.
- ✓ **Direct referrals** of timely visitor and travel writer inquiries.
- ✓ Receive weekly list of **visitor leads** with contact information for those requesting information [over 29,000 leads in 2012].
- ✓ **130 word website listing** with a photo and a hot-link to your website. Note: OCVA's website is hot-linked to TravelOregon.com and hundreds of other travel sites.
- ✓ **Your own supply** of The Official Oregon Coast Visitors Guide to offer your customers.
- ✓ Optional participation in **regional co-op advertising** and travel shows with access to travel writers and media coverage.
- ✓ **Stay in the loop** about industry-wide happenings, trends, news, etc. through the OCVA network.
- ✓ **More benefits** are in the works, such as website and IT services. Details soon!

Contact Information: Oregon Coast Visitors Association, PO Box 940 Tillamook, Oregon 97141
MARCUS HINZ, Executive Director 541 264 0543 / Director@ThePeoplesCoast.com

New Member Information Sheet

Step #1. Send completed information sheet & membership check to:
OCVA c/o Hinz PO Box 940 Tillamook, Oregon 97141

Step #2. Send 130 word description & 1 high-quality image/logo to:
director@thepeoplescoast.com

Example/s: <http://visittheoregoncoast.com/cities/garibaldi/accommodations/>

Organization Name: _____

Website Address: _____

Main Business Contact: _____ **Title:** _____

Phone: _____ Other Phone: _____

E-mail: _____ Fax: _____

Mailing Address: _____

City: _____ Zip: _____

Physical Address: _____ Zip: _____

Alternate Business Contact: _____ **Title:** _____

Phone: _____ Other Phone: _____

E-mail: _____ Fax: _____

Mailing Address: _____

City: _____ Zip: _____

Physical Address: _____ Zip: _____

Office Only:

◇ Zoho CRM Entry	◇ Weekly Leads Entry	◇ Special Notes: _____
◇ Weekly Leads Key	◇ Excel Roster Entry	_____
◇ Welcome Letter	◇ E-Mail Leads Guidance	_____

Oregon Coast Visitors Association

Membership Program

Who We Are

The Oregon Coast Visitors Association (**OCVA**) is digital and internet marketing powerhouse which serves coastal tourism businesses along Oregon's 363 mile coastline from Brookings-Harbor to Astoria. In 2013 visitation by "unique" visitors to OCVA's website grew by 23% over it's 2012 visitation, inspiring over 2 Million page views. All one needs to do is spend a little time with Google to see these results, just type in "Oregon Coast," and see what you get.

Powerful Memberships Testimonials:

According to our website stats for the past year, the only name on the referrers list that sends more visitors to our site is Google...seriously. You are not only the most prolific referrer, your site visitors are the least expensive by a ridiculous figure, and the people that come from you spend more time on our site by about 20% than from other referrers. And, more people choose you from our online reservation tick list when asked where they found us. This all shakes down to make you the most cost-effective promotional channel we have.

- Michelle Duarte, WildSpring Guest Habitat - 2013

The Lincoln City Visitor & Convention Bureaus gets visitor leads, media opportunities, and other promotion ideas and opportunities from OCVA. The partnership and the effort significantly improves the services we can offer to our constituents.

- Sandy Pfaff, Executive Director, LCVCB - 2013

Since joining the OCVA more than a year ago, it has grown to be the best marketing decision I've made, especially online. When it comes to direct referrals to my website, they consistently rank in the top 2, often with more than twice the number of referrals as the #3 referring site. It is really rare to find this kind of value for your marketing dollar

- Jeff Hunter, Harborview Inn & RV Park - 2013

Members benefit from these marketing & media & assets:

- **The Official Oregon Coast Visitors Guide** distributing 100,000 copies regionally, targeting visitors who are planning trips to our coast; "The People's Coast!" View the guide on-line at: <http://ocvg.journalgraphicsdigital.com/current/>
- **VisitTheOregonCoast.com** with 2012 website visitation of 480,000 (370,000 unique visitors), inspiring 2 million page views. Our web visitation is **growing at about 23% in 2013!**
- **Facebook Page** of **87,000 followers** (and growing) wishing to stay engaged with coastal happenings. You can 'Like' us too at: <http://www.facebook.com/ThePeoplesCoast>
- **Electronic Newsletter** of **35,000 subscribers** (and growing) who have requested to receive the latest and greatest coastal travel news.
- **Travel Writers** who routinely seek OCVA's advice for travel story leads; resulting in regional and national stories in magazines, newspapers, web blogs, travel websites, and other outlets.
- **1-888-OCVA101** directs visitors and others seeking information about our coast to respective OCVA members offering the requested services.

Note: OCVA Members receive the personal attention of our staff to ensure they get the most value possible from their annual membership investment. We are always just a phone call or e-mail away.