



Dear Prospective Member:

Thank you for your interest in becoming a member of Love Catalina Island Tourism Authority. In joining Love Catalina Island, you will be working with over 200 Catalina Island businesses and organizations to ensure a strong economic future for the community.

Love Catalina Island Tourism Authority is governed by a 19-member Board of Directors. Thirteen of these directors are elected by the membership from member businesses. The other directors represent major interests on the Island and the Island's major service clubs.

The primary focus of our organization is the promotion of tourism to Catalina Island. As tourism is the Island's only industry, a steady flow of visitors is necessary to keep our economy moving. Our current emphasis is in attracting visitors during the "off season" and mid-week. While the Love Catalina Island marketing budget sustains much of this effort, we also enter into cooperative ventures with our members to achieve our promotional goals.

The enclosed materials describe many of our activities, membership requirements and classifications, and our dues schedule. Should you require any further information, or would like to schedule a meeting to discuss membership, please contact Carmen Chavez, at [carmen@lovecatalina.com](mailto:carmen@lovecatalina.com) or (310) 510-1520.

Again, thank you for your interest. We sincerely hope we can include you on the membership roster of Love Catalina Island Island Tourism Authority!

Sincerely,

Jim Luttjohann,  
President and Chief Executive Officer

## **What Is Love Catalina Island Tourism Authority?**

Because tourism is Avalon's only industry, Island residents and businesses have a strong interest in promoting travel and tourism and improving the local economy. The City of Avalon, the only incorporated municipality on Catalina Island, is particularly interested in tourism promotion because taxes generated by tourism and related activities are the primary source of most city revenues.

Incorporated in 1949 as the Avalon Chamber of Commerce, Love Catalina Island has been promoting Avalon and Catalina Island for the past 74 years. A membership of over 200 businesses and individuals involved in the hospitality industry serve the needs of the island's visitors. While performing the functions of both a Chamber of Commerce and a Tourism Authority, the organization's primary role is that of the community's only private, non-profit destination marketing and management organization.

Funding for Love Catalina Island Tourism Authority is provided by both public and private sources. Overnight visitors to Avalon pay a transient occupancy tax collected by all hotels and other short term rental accommodations in the city. The City of Avalon allocates 22% of this tax for advertising and promotion through Love Catalina Island Tourism Authority. In a normal fiscal year, these public funds will account for approximately 70% of the Love Catalina Island's total budget. The remaining funds come from membership dues, member participation fees for various programs, and through fundraising. The private sector further leverages Love Catalina Island funding through in-kind contributions of transportation, hotel rooms, event tickets, meals, and other tours or services. Members also coordinate their advertising and sales programs in cooperation through joint participation in travel and trade shows, hosting site inspections, 'banner' advertising, and social media programs.

### **MISSION**

The mission of Love Catalina Island Tourism Authority is to attract visitors and advocate for commerce on Catalina Island.

### **STAFF**

Love Catalina Island is staffed by a team of sales and marketing professionals. Current staff includes a President/CEO & Film Liaison, Vice President of Marketing & Sales, Destination Marketing Manager, Executive Manager & Bookkeeper, Visitor & Member Services Manager, Events Manager, and Visitor Center Specialists.

## **BENEFITS OF MEMBERSHIP**

### **PROMOTING YOUR BUSINESS AND CATALINA ISLAND:**

#### **Each member is eligible to receive:**

- FREE listing in the Catalina Island Visitors Guide, published annually in January, and on the official Destination Management Organization website, LoveCatalina.com
- Opportunity to place a display advertisement in the Catalina Island Visitors Guide, the Catalina Island Pocket Map and/or a banner advertisement on the website
- FREE display of 4" x 9" materials in the brochure racks located at the Visitor Center on the Green Pleasure Pier
- Opportunity to display materials in mainland transportation terminals through an exclusive program with Certified Folder Display Company
- Referral of visitors seeking products and/or services offered by your business
- Cooperative advertising and program opportunities at specially negotiated reduced rates in various media
- Participation in the Love Catalina Island Gift Certificate Program at a special member rate
- Cooperative participation in travel trade shows targeting consumers, as well as niche market show opportunities
- Promotion of your business through public relations programs
- Opportunity to submit a featured advertisement or coupon in the monthly consumer email blast (small fee) to our database of prospective Catalina Island visitors (approximately 132,000 subscribers)
- Insert a digital flyer in the weekly Thursday Update for FREE
- Add Catalina specials and/or packages on the website for promotion for FREE
- Be included on This Week on Catalina page on the website
- Use of the photo and video library - [FREE](#)
- Opportunity to "host" a Mixer to showcase your business
- Discounts on Constant Contact e-marketing solutions
- Posts on social media outlets (500,000+ followers)

#### **REPRESENTING YOUR BUSINESS INTERESTS**

- Representation at all levels of government
- Opportunities to help shape the policies that affect your business
- Fixers - helpful gatherings to address a business need

#### **EDUCATION OPPORTUNITIES**

- Ability to attend sponsored seminars at member-only rates aka Fixers

#### **NETWORKING OPPORTUNITIES**

- Monthly Mixers, usually on the 3rd Thursday evening of each month
- Monthly Committee Meetings
- Annual Meeting & Installation Dinner
- Annual Marketing Conference

#### **& OTHER BENEFITS**

- Opportunities to volunteer with committees
- "Thursday Update" weekly e-newsletter
- Weather Alerts
- Visitor Statistics and Demographic profiles

**MEMBERSHIP DUES SCHEDULE  
2023-2024**

**Dues Requirements:** Membership in Love Catalina Island Tourism Authority is renewed on an annual basis in July of each year. On application, the applicant must provide a copy of their City of Avalon Business License (if required) and the application must be accompanied by the full amount of the membership dues. Renewal memberships must provide a copy of their current business license as well. Memberships will be prorated for businesses becoming members during the fiscal year. **A one time administration fee of \$30 will be included with all new applications.** The membership year is from July 1 through June 30. The dues level for the various membership categories is as follows:

**Active Member** - The status of Active Member shall be conferred upon those persons, firms, corporations or associations who are engaged in a profession or business in the City of Avalon or are engaged in business on Catalina Island. Each Active Member has the right to one vote on matters coming for a vote before the membership. Active members are entitled to one free listing on LoveCatalina.com and in the annually published Visitors Guide, and may purchase advertising in the Visitors Guide at rates lower than those offered to non-members.

**Accommodations:** Hotels, rental units, condominiums, apartments & real estate offices.  
\$612.00 plus \$4.00 per rentable unit.

**Restaurants:** An establishment serving food with table service provided.  
\$612.00 plus \$1.00 per seat.

**Transportation:** Dues are based on number of passengers carried per year:

1 - 500	\$435.00	500 - 1,000	\$615.00
1,000 - 5,000	\$1,225.00	5,000 - 25,000	\$1,845.00
25,000 - 100,000	\$2,465.00	100,000 +	\$3,690.00

**Banks & Utilities:** \$1,210.00 per year.

**Business:** Any business entity not fitting one of the above classifications:  
\$435.00 plus \$2.00 per employee during peak season.

**Community Non-Profit Organization:** \$59.00 per year.

**Corporate Membership:** Multiple businesses owned by the same individual or entity may elect to apply for a "corporate" membership. The annual dues of Corporate Members shall be \$1,240.00, plus \$200.00 per individual business (DBA), plus the per seating, per employee, per passenger carried, or per unit charges applying to the categories listed above.

**Trade Services/Non-Retail Trades:** \$130.00 per year; examples include: plumber, electrician, handyman/maintenance worker.

**Non-Business Friend of Love Catalina Island:** Those persons who are not actively involved in business activities, but who share a common interest with the objectives of the organization may

apply for membership as a Non-Business Friend of Love Catalina Island. The dues required is \$105.00 per year. Non-Business Friends of Love Catalina Island are not entitled to vote on matters coming for a vote before the membership, nor do they receive a free listing in the Visitors Guide or on Love Catalina Island’s website.

IRS regulations require you be informed that contributions or gifts to Love Catalina Island Tourism Authority are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses. You may wish to consult your tax advisor regarding the deductibility of these contributions.

**Pro-Rating of Dues**

Dues will be prorated for businesses becoming members of Love Catalina Island Tourism Authority during the fiscal year. To figure the initial amount of dues to submit with your application, use the chart below. First, determine the month in which your membership will be considered by the Board of Directors. The Board generally meets the third Thursday of each month. Then, multiply the basic dues amount by the % shown for that month and add any per employee, per unit, per seat, or per passenger amount. Basic dues amounts can be found on the sheet entitled “Membership Dues Schedule.”

Month in which % of Membership is Yearly Considered	% of Yearly Dues
July	100%
August	92%
September	83%
October	75%
November	67%
December	58%
January	50%
February	42%
March	33%
April	25%
May	17%
June	8%

Thereafter, your membership will be renewable at the full annual rate. Membership renewal notices are sent in June, and are due by July 31 each year.

**MEMBERSHIP APPLICATION** (please attach a copy of City of Avalon Business License)

I, the undersigned, hereby apply for membership in the Love Catalina Island Tourism Authority.

I understand that dues, contributions or gifts to the Love Catalina Island Tourism Authority are not tax deductible as charitable contributions. I also understand they may be tax deductible as ordinary and necessary business expenses, and that I should seek the advice of a tax advisor regarding the deductibility of these contributions.

Name of Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

Street Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Accounting contact \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Web site: \_\_\_\_\_

No. of Employees/seats/units/passengers \_\_\_\_\_ Date of Establishment \_\_\_\_\_

Type of Business \_\_\_\_\_

Name of Owner \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Name of Manager \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address, if different from above:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**FEES ATTACHED:**

Dues: \$ \_\_\_\_\_  
Admin Fee \$ 30.00  
Total: \$ \_\_\_\_\_

Signature \_\_\_\_\_

**For Office Use Only:**

Accommodation      Restaurant      Transportation      Bank/Utility      Business  
Community      Friend of Love Catalina Island      Trade Services

Accepted at a Board of Directors Meeting held on: \_\_\_\_\_

Account No. \_\_\_\_\_ CRM      Billing      Welcome Letter

Yearly Dues: \_\_\_\_\_ Plague      Bus Lic      Constant Contact

Date Received: \_\_\_\_\_ Web listing & Image/Logo