



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 overnight 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 Hernandez 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 Tourism Authority!

Sincerely,

A handwritten signature in dark ink, appearing to read "James R. Lüttjohann", written in a cursive style.

Jim Lüttjohann,
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 so as to improve 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 76 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 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 city hotels and other transient accommodations. 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 65% 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 boat tickets, hotel rooms, event tickets, meals, and other services. Members also coordinate their advertising and sales programs in cooperation through joint participation in travel and trade shows, hosting site inspections, web-banner advertising, and other programs.

MISSION

Businesses, Residents and Visitors Benefit from Catalina Island's Vitality as a Year-Round Tourism Destination.

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 Sales & Marketing, Destination Marketing Manager, Administrative Manager, Digital & Social Media, Events Manager, Visitor & Member Services 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 and the Catalina Island Pocket Map, and/or banner advertisements 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 boat 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 Catalina Island Gift Certificate Program
- 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 email blast (small fee) to our database of prospective Catalina Island visitors (130,000+ 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
- FREE display of 8" x 11" flyer in the window outside the Visitor Center announcing a special offer
- Use of the photo library - [FREE](#)
- Opportunity to "host" a Mixer to showcase your business
- Discounts on Constant Contact e-marketing solutions
- Posts on social media outlets (200,000+ followers)

REPRESENTING YOUR BUSINESS INTERESTS

- Representation at all levels of government
- Opportunities to help shape the policies that affect your business
- Candidate Forums and Questionnaires (local)
- Fixers- helpful gatherings to address a business need

EDUCATION OPPORTUNITIES

- Ability to attend sponsored seminars at member-only rates

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

MEMBERSHIP DUES SCHEDULE 2025-2026

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 \$35 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
\$632.00 plus \$4.00 per rentable unit

Restaurants: An establishment serving food with table service provided
\$632.00 plus \$1.00 per seat

Transportation: Dues is based on number of passengers carried per year

1 - 500	\$449.00	500 - 1,000	\$635.00
1,000 - 5,000	\$1,265.00	5,000 - 25,000	\$1,906.00
25,000 - 100,000	\$2,546.00	100,000 +	\$3,812.00

Banks & Utilities: \$1,250.00 per year

Business: Any business entity not fitting one of the above classifications:
\$449.00 plus \$2.00 per employee during peak season

Community Non-Profit Organization: \$62.00 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 \$1,280.00, 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.

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 corporation 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 that 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 then 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 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 mailed in June, and are due by July 31 each year.