



MEMORANDUM

TO: Hospitality Industry Partners

FROM: Sarah Elizabeth Lagasse, Sports & Leisure Sales Manager

SUBJECT: Johnston County Hospitality Association

The Johnston County Visitors Bureau would like to invite you to join the ***Johnston County Hospitality Association***. The association consists of members involved in the hospitality industry such as hotels, attractions, retail stores, restaurants, meeting/sports/wedding facilities, transportation services, event and festival planners, and service providers. This is a great opportunity to connect with the Johnston County Visitors Bureau and hospitality partners throughout the year on issues related to our industry, networking, and to share ideas on how to advance tourism in the county.

The goals of this association are to assist tourism partners in promoting their business, develop tourism ambassadors, and establish educational topics of value to the membership. The Johnston County Hospitality Association serves as an advisory board to the Johnston County Tourism Authority to recommend or initiate county-wide tourism projects and marketing campaigns.

The fee to participate as a member starts at \$50 per year for each business with fees being used for hosting speakers and other meeting related costs. Membership enhancements are available for partners that are interested. Regular meetings will be held in the Visitors Bureau's meeting room. Meetings are scheduled quarterly and will be held on the 4th Tuesday in January, April, July and October at 2pm.

Please contact Sarah Elizabeth Lagasse at slagasse@johnstoncountync.org or 919-989-8687 with any questions.

We are excited to bring this opportunity to area businesses to build better relationships with each other -- and to work closely together to market the county.

JoCo Hospitality Association Membership Options

Annual Membership Fee of \$50 includes:

- Four Networking/Education Meetings on Fourth Tuesdays (Jan, April, July, Oct)
- Membership for the entire organization – multiple staff members may attend
- Membership includes organization and any satellite businesses
Example: Town of Benson includes museum, auditorium, as well as parks and recreation.
- One featured listing on the JCVB website (under one category)
- Partner with the JCVB on the annual Community Project (Johnston County Social Services Angel Tree)

Additional Featured Listings - \$50

Additional featured listings can be purchased for \$50 each (can purchase multiple)

Example: Simple Twist has multiple locations and under this option they can have two featured listings under two categories.

Membership Enhancements:

• **\$200 - Membership Enhancement A**

- One additional featured listing on the JCVB website (under one category)
- Header banner on two website pages with external links. Banners can be changed quarterly.

Example: Deep River may choose to provide a banner with an external link to their website. This could be on the Beer page and the Sip & Stay Package page.

• **\$450 - Membership Enhancement B** (limited to 4 partners each year)

- One additional featured listing on the JCVB website (under one category)
- Header banner on two website pages with external links. Banners can be changed quarterly.
- One blog post featuring your business or event
- Header banner on the blog page for one quarter
- Facebook live to further promote the blog post

Example: Preston Woodall House may choose this option to feature the B & B for weddings and drive interest from brides on the Weddings page. The JCVB blog is heavily promoted via all social media accounts with paid advertising.

Please note that the JCVB will continue to market all major festivals/events and programs that are associated with hotel packages such as the Girlfriends Getaway, Sip & Stay, and any special rate promotions with our partners.

The JCVB will work with individual businesses with data from Google Analytics to choose the top content pages whose content will benefit their business the most.

Artwork and banner design will be approved by the JCVB staff to fit the parameters of the website design. Banners can be provided in photo or video form.

JoCo Hospitality Association Membership Application

Organization: _____

Main Contact: _____

Email: _____

Hospitality Association Contacts:

Please list any additional employees who should receive hospitality Association updates and meeting reminders

Name	Email

Annual Membership Fee - \$50 -Four quarterly networking/education meetings -Membership for entire organization -One featured listing on JCVB website (under one category) -Partner with the JCVB on annual community project	\$50
Additional Featured Listings (can purchase multiple) - \$50 # _____	\$
Membership Enhancement A - \$200 -One additional featured listing on JCVB website (under one category) -Header banner on two website pages with external links	\$
Membership Enhancement B (limited to 4 partners) - \$450 -One additional featured listing on JCVB website (under one category) -Header banner on two website pages with external links -Blog Post -Header banner on Blog page for one quarter, -Facebook live (limited to 4 partners)	\$
Total	\$

Checks can be made out to "Johnston County Visitors Bureau" and mailed or delivered with your application to:

Johnston County Visitors Bureau
 Attn: JoCo Hospitality Association
 234 Venture Drive
 Smithfield, NC 27577