

More than 400 local tourism businesses have invested their trust in Tourism Kelowna's destination marketing services, and in return have been admitted into Tourism Kelowna as Voting Members with full rights of membership.

A *Voting Member* is defined as a business, association, or government body, who has an active place of business located within the Kelowna Metropolitan Area, and has financially invested for a full year in a Tourism Kelowna marketing or advertising activity.

Tourism Kelowna's Constitution states the purposes of the Society are:

- a) to support and market the tourism destination of Kelowna and the Kelowna Metropolitan Area in a sustainable manner that strengthens the local economy and enriches the quality of life; and
- b) to seek funding opportunities and manage funding for the support and marketing of tourism in Kelowna and the Kelowna Metropolitan Area.

Tourism Kelowna Voting Members must uphold the Constitution, and so it becomes important that all Voting Members are aligned under a set of common service principles. In addition to the payment of any membership/marketing fees to Tourism Kelowna, the following principles must be met by a Voting Member to remain in good standing:

- **Compliance** – with all legally required business, operations, and safety licenses and permits.
- **Transparency** – ensuring all descriptions and promotional materials are an accurate reflection of the member's business and customer costs.
- **Alignment** – with Tourism Kelowna's mandate, mission, vision, and business practices.
- **Reputation** – maintaining a positive and professional brand within the tourism industry, demonstrated by respectful communications with other tourism businesses, competitors, operators, staff, and volunteers.
- **Ambassador** – for the Central Okanagan tourism industry demonstrated by extending world-class service to all customers and potential customers and communicating accurate, positive media messages for the region.

Voting Member status is a mutually beneficial agreement with Tourism Kelowna. By accepting a Voting Member's advertising investment, Tourism Kelowna agrees to loan its name and reputation to champion and endorse a Voting Member's business. By investing in Tourism Kelowna, a Voting Member has acknowledged and endorsed the value of Tourism Kelowna's destination marketing and advertising services.

A Member who fails to comply with these Principles may lose their good standing with the Society and have their voting status reviewed by Tourism Kelowna's Board of Directors. Tourism Kelowna's bylaws outlines this process. **Please sign below to indicate your support of Tourism Kelowna's Member Principles.**

Member Business Name(s)

Member Name – Please Type or Print

Member Signature Authorized Signatory

Date

Complete and submit electronically, or print, complete and email to:
Jacqui Dowling | 250-861-1515 ext 214 | jacqui@tourismkelowna.com

