

THURSTON BOUNTIFUL BYWAY MEMBERSHIP PROGRAM



Welcome

The Olympia-Lacey-Tumwater Visitor & Convention Bureau (VCB) works with one-of-a-kind professionals, passionate about serving up the best of what they have to offer. These are the people who work day in and day out to create memorable and meaningful experiences for our visitors. From the coffee shop baristas and hotel managers to local artists, farmers and brewers, Thurston County is rich with people and stories that bring our destination to life and make this a remarkable place to visit.

Our role as zealous destination marketers is to share these stories with the world — to showcase the businesses and organizations that make this place what it is.

Because of this, we offer a robust marketing package designed to promote local businesses in the form of VCB Membership. VCB Membership gives businesses access to over a hundred thousand visitors planning their trips to the region. It connects them to the lucrative visitor market known for spending more per party per day than residents. It gives them the chance to share their story beyond the boundaries of Thurston County with potential to expand their brand in big ways. It gives them opportunity.

We are partnering with the Thurston County Agritourism Committee and agritourism related businesses to share the story of Thurston Bountiful Byway with visitors hungry for the authentic agricultural experiences our region has to offer.



You're Invited . . .

JOIN THE THURSTON COUNTY TOURISM COMMUNITY

For only \$200 annually VCB Membership includes:
(\$100 for non-profits, <\$100K revenue)

- Web listing, photos and social media links on ExperienceOlympia.com
- Ability to offer special discounts or deals on ExperienceOlympia.com
- Display of rack card at the Visitor Information Center
- Event listings on ExperienceOlympia.com
- Promotion through social media, blogs and newsletters
- Opportunity to share booth space at tradeshow where applicable
- Connect & network with other tourism professionals at Tourism Together events
- Inclusion in Familiarization (FAM) Tours when applicable
- Ability to advertise in the Official Visitor Guide for Thurston County

Special Thurston Bountiful Byway Membership benefits include:

- Listing on Thurston Bountiful Byway Map/Brochure
- Listing on Thurston Bountiful Byway website, ThurstonBountifulByway.com

Bountiful Byway Member Criteria

The Agritourism Advisory Committee will recommend to the OLTVCB, by majority vote, qualifying businesses for membership in the Byway Marketing Plan based on the criteria below:

- Does the use or activity of the business promote locally grown and produced agricultural products, goods, and services; and
- Does the use or activity of the business emphasize local rural and agricultural attributes such as local specialty crops, farming and rural culture, native and natural resources, local history, local food networks, and relationships, and other elements which highlight the importance of local agriculture; or
- Does the use or activity of the business entice visitors who could see and experience the value of local agricultural lands to the culture and economy of rural Thurston County and who may purchase locally grown and produced agricultural products, goods and services. These uses are not necessarily directly related to agriculture but could help support the rural and agricultural economy by drawing visitors.



MEMBERSHIP APPLICATION

Business Name _____ Full Name _____ Date _____

Address _____ City _____ State _____ ZIP _____

Phone (____) _____ Email _____ Website _____

Hours Open to the Public (Days/Times/Seasons/etc.) _____

Are you open by appointment only? If so, when and how often? _____

What is your average response time to customer inquiries? _____

Using the criteria outlined on Page 2, please describe how your business meets the qualifications for Thurston Bountiful Byway Membership. Please also include distance from your business to the Byway (As the crow flies – See online map – www.co.thurston.wa.us/permitting/agriculture/docs/bountiful-byway-map.pdf):



Business Category *Required*

- ☐ Agritourism
- ☐ Nature Tourism
- ☐ Geo-Tourism
- ☐ Culinary Tourism
- ☐ Art Tourism
- ☐ Eco-Tourism
- ☐ Other _____

Annual Membership Dues*:

- ☐ Business – \$200
- ☐ Non-Profit – \$100 (<\$100K revenue)
- ☐ Multiple Locations – \$100 each

Don't let money be a barrier.
Ask us about trade opportunities.

For official use only.
Date approved/denied: _____

Contact us for more information

360.704.7544

info@experienceolympia.com



The Olympia-Lacey-Tumwater Visitor & Convention Bureau reserves the right to use any photos sent with your application in marketing materials, ads, websites and social media.