

THURSTON BOUNTIFUL BYWAY MEMBERSHIP PROGRAM 2017

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.



JOIN THE THURSTON COUNTY TOURISM COMMUNITY

YOU'RE INVITED TO JOIN

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

- >> 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 and network with tourism professionals like you 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

HOW TO BECOME A THURSTON BOUNTIFUL BYWAY MEMBER

- Step 1.** Review the criteria for qualifying businesses (to the right)
- Step 2.** Complete the application on Page 3
- Step 3.** Submit the application to Shauna Stewart, shauna@experienceolympia.com
- Step 4.** The Agritourism Advisory Committee will review application and vote on every application
- Step 5.** If your application is successful with a majority vote, the OLTVCB will reach out for payment and details to get you plugged into member benefits

CONTACT US & LEARN MORE 360.704.7544

Shauna Stewart, Executive Director - shauna@experienceolympia.com
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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:

- i. Does the use or activity of the business promote locally grown and produced agricultural products, goods, and services; and
- ii. 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
- iii. 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

For official use only.
Date approved/denied: _____

TELL US ABOUT YOU

Date _____

Business _____

Full Name _____

Address _____

Phone Number _____

Email _____

Website _____

Hours Open to Public (days/times/seasons/etc.)

Are you open by appt. only? If so when and how often?

What is your average response time to customer inquiries?

Required Field. You must select at least one box. Participating businesses must be categorized as the following:

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



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. Please see online map - <http://www.co.thurston.wa.us/permitting/agriculture/docs/bountiful-byway-map.pdf>):

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.