



WHO WE ARE

OUR INDUSTRY

Tourism is a \$3.2 billion industry in the Pocono Mountains, attracting more than 26.6 million visitors annually. It supports more than 33,000 jobs, \$1.3 billion in labor income and generates more than \$321 million in state and local taxes.

OUR MISSION

The mission of the Pocono Mountains Visitors Bureau (PMVB) is to enhance the economic and environmental well-being of our region and members through the promotion of tourism and the comprehensive marketing of our destination.

OUR BRAND PROMISE

To our visitors, the Pocono Mountains offer convenient, easily accessible mountain, river, lake and place-in-the-country travel experiences that enable you to get the most out of your time here and result in a lifetime of cherished memories with friends, family and colleagues.

OUR VALUES

The Pocono Mountains Visitors Bureau is committed to:

- The conservation of the natural environment
- Preservation of small-town character
- Consumer centricity
- Genuine hospitality



CORE MEMBERSHIP BENEFITS

DIGITAL MARKETING

With more than 2.3 million visits annually, PoconoMountains.com showcases our members and highlights what our destination has to offer. Members are featured throughout the site with photos, videos and links to websites and social media feeds.

SOCIAL MEDIA

Our social media team regularly features our member properties in blogs, Facebook Live segments, Instagram content, YouTube stories and various other social media avenues.

SALES LEADS

Qualified sales leads are sent to our members after being vetted by our sales department. Sales leads from attended trade shows are also sent to our membership.

NETWORKING OPPORTUNITIES

PMVB members are invited to attend a variety of networking events throughout the calendar year.

COMMUNICATION

Members receive regular communication regarding important industry news, marketing, advertising and public relations opportunities.

ADVOCACY

With 225+ years of combined experience, the PMVB has a team to advocate for its members at the local, state and federal levels.

Contact us to discuss membership opportunities.
Phone: 570-421-5791 • Email: membership@poconos.org





ANNUAL COSTS — TOURIST FACILITIES

ACCOMMODATION PROPERTIES

- \$1,750** — Full-service resort with an attraction and/or restaurant
- \$1,500** — Full-service, stand-alone resort (without an attraction and/or restaurant)
- \$750** — Hotel
- \$500** — Motels, Inns and Cabins with more than 15 rooms
- \$225** — Bed & Breakfasts, Country Inns and other small properties with 7-15 rooms
- \$100** — Bed & Breakfasts, Country Inns and other small properties with 6 rooms or less
- \$800** — All vacation home rentals

ATTRACTION PROPERTIES

- \$1,100** — Class III Properties with gross revenues exceeding \$200,000 annually
- \$550** — Class II Properties with gross revenues greater than \$25,001 but less than \$200,000 annually
- \$245** — Class I Properties with gross revenues less than \$25,000 annually

DINING PROPERTIES

- \$250** — Facilities with more than 50 seats
- \$150** — Facilities with 50 seats or less

CAMPGROUND PROPERTIES

- \$350** — Any campground property



ANNUAL COSTS — SUPPORT SERVICES

TRADE

(Chambers of Commerce, Business Associations, Municipalities, etc.)

- \$200** — All trade members

PARTICIPATING

(Suppliers to the visitor, i.e. banks, gas stations, wedding services, etc.)

- \$300** — All participating memberships

ASSOCIATE

(Suppliers to the tourism industry, i.e. brochure distribution, creative agencies, etc.)

- \$300** — All associate memberships

THE POWER OF MEMBERSHIP

Let our team work for you. The Pocono Mountains Visitors Bureau can connect you with new customers, expand your marketing reach and access resources to help support growth. Members have exclusive access to a variety of programs to leverage marketing dollars, including cooperative advertising, industry contacts, educational workshops and more.

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1. NO OBLIGATION TO ACCEPT MEMBERS:

PMVB reserves the right to reject this agreement or terminate it for reasons described in paragraph 2, 3 or 4 at the PMVB's sole discretion.

2. CODE OF CONDUCT:

Member agrees to operate its establishment in a manner that reflects the high standards of ethical conduct, hospitality, and quality. These standards will include, but are not limited to: honest advertising, courteous and efficient service, fair treatment and respect for the PMVB and all of its members, and a clean and safe facility. The Member agrees to allow the PMVB to physically check Member's premises to ensure compliance with this agreement.

3. PAYMENT:

Member agrees to pay the amount listed on the reverse side of this agreement. All payments will be applied to the oldest outstanding balances first. If PMVB does not receive the full amount invoiced by September 30 of each year, a service charge of one and one half percent per month, or 18% per annum, shall be assessed on all outstanding invoices. If Member fails to pay any outstanding balance within thirty (30) days of the due date, PMVB may cancel Member's membership with the PMVB. If a membership is terminated for late or non-payment, it shall not relieve Member of its obligation to pay the outstanding dues for the current term. Additionally, a \$50 reinstatement fee may be added to a cancelled Member's account and must be paid before the Member can be reinstated.

4. COLLECTION EXPENSE:

In the event PMVB refers a Member's account to a collection agency or attorney due to non-payment, Member will be liable for all of PMVB's costs and expenses incurred in connection with Member's non-payments, including and without limitation, court costs and reasonable collection and/or attorney fees up to 33% of the amount of unpaid account balance, plus interest accrued thereon as set forth in paragraph 3.

5. INDEMNIFICATION:

Member agrees to indemnify, PMVB (and its employees, affiliates and agents) against, and hold PMVB (and its employees, affiliates and agents) harmless from, all liability, claims, demands, damages and expenses, suits or causes of action, including, without limitation any and all legal costs and expenses, whatsoever in connection with any personal injury or property damage arising out of or in any way connected with negligence, reckless, or intentional acts or omissions by a Member, its officers, directors, shareholders, agents, employees, consultants and subcontractors, whether said acts or omissions legally arise or are proven to be negligent, reckless, intentional or unintentional.

6. COMMENCEMENT AND RENEWAL:

This agreement shall commence on July 1 of each year. Membership dues are due by September 30 of each year. This agreement shall be deemed to be automatically renewed for consecutive one year periods unless written notice is given by either party to the other no later than March 1 of the previous fiscal year.

7. MISCELLANEOUS:

The individual signing this agreement on behalf of Member represents and warrants that he or she is authorized to sign as an owner, officer, partner, or employee of Member and that he or she is empowered to bind Member to the terms and conditions contained herein. The member shall notify PMVB of any changes in the ownership, management, trade name within 30 days of same. This agreement shall be governed by, and interpreted in accordance with, the laws of Pennsylvania. This agreement may be executed and delivered in any number of counterparts, and all such counterparts shall constitute the same instrument. This agreement contains the entire understanding between the parties and shall bind the original parties and their respective successors and assigns. This agreement may be modified by the approval of the Executive Committee of the PMVB or through a change in its bylaws. A Member shall not assign its rights hereunder without prior written consent of the PMVB, and no such assignment shall relieve the Member of its liability hereunder.

Please keep this document for your records.

**Contact us to discuss membership opportunities.
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POCONO MOUNTAINS VACATION BUREAU, INC. MEMBERSHIP AGREEMENT

This agreement made this _____ day of _____ in the year _____ by and between the Pocono Mountains Vacation Bureau, Inc. (PMVB) and the undersigned individual, sole proprietor, partnership, or corporation (member) witnessed:

That in consideration of _____ dollars payable to the PMVB as hereinafter provided, member is hereby granted full membership in the PMVB and is thereby accorded all rights and privileges of such membership as set forth in the bylaws of the PMVB for fiscal year July 1 - June 30, _____.

MEMBERSHIP DUES STRUCTURE (PLEASE CHECK ONLY ONE CATEGORY)

ACCOMMODATION

- _____ B&B/CI with 6 rooms or less – **\$100**
- _____ B&B/CI With 7 - 15 rooms – **\$225**
- _____ Motels/Cabins/Inns Over 15 rooms – **\$500**
- _____ Hotel (with or without a restaurant) – **\$750**
- _____ Full Service Property/Resort – **\$1,500**
- _____ Full Service Property/Resort with an attraction and/or restaurant – **\$1,750**

TRADE

- _____ Reciprocal memberships (Chambers of Commerce/Business Associations) – **\$200**

PARTICIPATING

- _____ All participating members (services to the visitor) – **\$300**

VACATION HOME RENTALS

- _____ All Vacation Home Rentals – **\$800**

ATTRACTION

- _____ **Class I** - Revenue of \$25,000 or less – **\$245**
- _____ **Class II** - Revenue between \$25,001 - \$200,000 – **\$550**
- _____ **Class III** - Revenue over \$200,000 – **\$1,100**
- _____ In conjunction with a Full Service Property/Resort in good standing – **N/C**

CAMPGROUND

- _____ All Campgrounds – **\$350**

RESTAURANT

- _____ 50 seats or less – **\$150**
- _____ over 50 seats – **\$250**
- _____ In conjunction with a Hotel, Resort or Attraction member in good standing – **N/C**

ASSOCIATE

- _____ All associate members (services to the tourism industry) – **\$300**

NOT-FOR-PROFIT

- _____ All non-profits – **\$185**

Registered Trade Name

Local Business Address

City

State

Zip

Business Telephone

Signature: *Owner (corporate officer, partnership, or individual)

Owner's Address

City

State

Zip

Owner's Telephone



POCONO MOUNTAINSSM

Pocono Mountains Vacation Bureau, Inc.

1004 W. Main Street Stroudsburg, PA 18360 • Phone: 570-421-5791 | Fax: 570-421-1647

PoconoMountains.com

Complete this form and return it to membership@poconos.org

NEW MEMBER INFORMATION SHEET

Welcome to the Pocono Mountains Visitors Bureau! Thank you for choosing the PMVB as a partner in promoting your business. In order to better serve you, please take a moment to provide us with some vital information. The information on this sheet will be used for our internal use, to let our Information Specialists know what you do and where you are located and to let our office staff know who to contact with questions.

Property Name

Physical Address

Mailing Address

Phone Number

Fax Number

Email

Website

Primary Contact

Email

Billing Contact

Email

Advertising Contact

Email

Website Contact

Email

Sales Contact

Email

Description of your business - Please provide us with a description of your business, which we can use in our monthly newsletter (for example: a quaint bed & breakfast, open year round, situated on 10 acres. Eight guestrooms with private baths overlooking Delaware Water Gap):

Name of Person Completing This Form

Title

Date

Thank you! We look forward to meeting you at one of the many PMVB events!



POCONO MOUNTAINSSM

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