



## Thank you for your interest in the Yamhill Valley Visitors Association

Since 1999, the Yamhill Valley Visitors Association has led the effort to develop tourism as an economic generator for the entire community. More than 100 businesses from throughout the valley have joined forces with the association to make both their individual businesses and the local tourism industry stronger.

### Why we're here

Our mission is to increase visitor spending in the Yamhill Valley. We do this by developing and implementing marketing and promotion strategies that fit our unique experience for visitors.

### Our tourism is growing

Oregon Tourism generated \$8.3 billion in 2007 with direct travel spending. Locally, Yamhill County tourism generated \$9.2 million in 2007, a \$34.1 million increase over 2000. Tourism is a growth industry throughout the Yamhill Valley. Our goal is to help our members and the community at large benefit from the popularity of our valley.

### Our history

The Yamhill Valley Visitors Association (YVVA) grew from a task force formed by the McMinnville Area Chamber of Commerce. The Association was formed in 1999 and now is a private 501(c)6. Our members include the McMinnville and Newberg Chambers, the McMinnville Downtown Association, county tourist oriented businesses and many other professionals with an interest in our developing a tourist economy.

### Our funding

YVVA got its start through the generosity of four area businesses - Evergreen Aviation Museum, West Coast Bank, the Willamette Valley Medical Center and Spirit Mountain Casino - and various state and county grants. Today, the association is primarily supported by membership dues. In 2004 we joined the Willamette Valley Visitors Association, a consortium of area visitor associations. This membership allows us to use a small portion of the State of Oregon room tax revenue to market the Yamhill Valley.

### Why you should join

Membership is a practical and inexpensive investment in your business and in the future of our area. As you select your membership level, you will have to opportunity to take advantage of these benefits:

***Yamhill Valley Visitors Guide*** - Members share a two-page spread, full-color directory page in the guide produced by the News-Register. More than 40,000 copies are distributed at valley businesses, tourism centers throughout the state and in mailings to individuals across the United States who request information. Members are also given an early bird discount on advertising.

You will receive copies of the Visitors Guide for your use and distribution to your clients.

***Our Web Site*** - You will have an individual business page and a business directory listing on our web site - [www.yamhillvalley.org](http://www.yamhillvalley.org). Business and sustaining members receive links to their own web sites and e-mail addresses. The site attracts more than 17,000 visitors each month.

***Business Referrals*** - Our members receive priority referrals to requests from visitors, event planners and tour operators.

***Networking Events*** - You have the opportunity to attend networking events throughout the year, which can lead to increased marketing for your business.

***Keyword Advertising*** - We enlist the power of Google and other search engines to promote local tourism.

*Cooperative Advertising* - We provide opportunities for greater visibility through group ad purchases.

## Here's How You Join

Please look at the membership benefits below to determine the right level of membership for your business and complete the application. It's that simple. If you'd like to discuss your options, please contact Dan Shryock at the YVVA office at 503-883-7770.

## Member Benefits

**Active Members are Successful Members...** Getting the most out of your membership is easy. Learn how to leverage tools to bring tourism to the Yamhill Valley and your business. Explore the marketing opportunities that are available to Yamhill Valley Visitors Association members.

Supporting Member level supports our mission.

Business Member and Sustaining Member Levels provide you with additional exposure beyond your basic membership. Business and Sustaining Level benefits can be added as individual ala carte options at the cost listed below.

### Supporting Member Benefits \$100

- Name on Supporting Member page

### Business Member Benefits \$300

- **Advertising Opportunities**  
Key publications or campaigns utilized to market the Yamhill Valley as a visitor and meeting destination.
  - **Visitor Guide** - Listing on YVVA Member Page with distribution of 40,000+.
  - **Cooperative Advertising Opportunities**
  - **Member Ad Discount in Yamhill Valley Visitors Guide**
  - **YVVA advertising outreach to drive visitors to our website & yours**
- **Ongoing Opportunities**  
There are a variety of opportunities that can provide additional exposure for your business either at no cost or discounted rates.
  - **Online Calendar of Events** - The first step in getting on the online calendar is to submit your information at [info@yamhillvalley.org](mailto:info@yamhillvalley.org) .
  - **E-Newsletter** - The YVVA sends out a bi weekly E-newsletter that promotes special offers and events. You can participate at no additional cost by just providing us with your special offers.
  - **Individualized business page on the YVVA website** - Keep your listings current and creative. Be sure to inform us of any contact changes that arise to ensure that you do not miss out on rewarding membership opportunities.
  - **Sidestreet Interactive Map** - Business name and detail listing on interactive road map. We tell visitors about you and show the how to find you.

- **Link** from your YVVA website member page and directory listing to your business site.
- **E-mail Link** from YVVA web site member page and directory listing to your e-mail address.
- **Membership Events & Meetings**
  - **Member Showcase**  
Present your organization, products and services to membership and guests. We want to know more about you and your business so that we can better market it. Showcases are held 4-5 times a year. Contact us to learn how to be part of a showcase.
  - **Committee Meetings** - Check YVVA Website meeting schedule for dates, locations and times.
- **Networking**  
Attend our valuable member events & committee meetings to connect and collaborate with other members.
- **Trade Shows** - YVVA participates annually in **BRAVO! Live**, a one-day interactive experience showcasing Portland and Yamhill Valley businesses in the event & hospitality industries. Brochures can be displayed at the Bravo! Live event.

### Sustaining Level Member Benefits \$1200

All Business Level Member Benefits plus:

**Trade Shows** - YVVA participates annually in **BRAVO! Live**, a one-day interactive experience showcasing Portland and Yamhill Valley businesses in the event & hospitality industries. In addition to displaying brochures, food and/or wine samples can be showcased at the Bravo! Live event.

- **Lead List & Mailing Services**
  - **Mailings** - YVVA mails 2,000 packets to individual travelers each year. Your business brochures is included in each mailing.
  - **Member Contacts** - Receive spreadsheet of YVVA members via e-mail each quarter.
- **Name and Link on YVVA web site home page**
- **Two Tickets to the Annual Meeting**
- **Rotating advertising on YVVA home page**

### Ala Carte Options

**Trade Show** - **BRAVO! Live**, Brochures, food and/or wine samples can be showcased at the Bravo!Live event. (\$100)

**Mailings** - Business brochures included in visitor mailings, approximately 2000 annually (.15 per piece, \$300 value)

**Name and Link on YVVA web site home page** (\$200 yr)

\*Rotating advertising on home page only available with Sustaining Membership

# YVVA Membership Application

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web site \_\_\_\_\_

**Type of Membership**

Supporting - \$100/year

Business - \$300/year

Sustaining - \$1,200/year

Mail Membership Application to:

**Yamhill Valley Visitors Association**

**PO Box 774**

**McMinnville, OR 97128**

Total enclosed: \$\_\_\_\_\_

For information, call 503-883-7770 or visit our web site at [www.yamhillvalley.org](http://www.yamhillvalley.org)