

RETURN THIS FORM BY OCTOBER 15, 2016

2017 CALENDAR OF EVENTS*

Villages of Van Buren, Inc. reserves the right to edit any and all submissions.

PLEASE submit only one event per form.

Make additional copies as needed.

Type or Print Clearly **ALL** of the information requested below.

NAME OF EVENT _____

EVENT TIME & DATE(S) _____

PHYSICAL ADDRESS _____

CONTACT PHONE # _____

WEBSITE or EMAIL _____

COST - OR - DONATION _____

DETAILS OF THE EVENT: _____

Submitted by: _____ Date: _____

***To determine your eligibility to submit events for publishing, please review the 2017 Membership Benefits Summary.**

Events printed in the Visitor Guide (5 & 4 star levels only) must meet the following criteria:

- Held on the same date annually (i.e. 3rd Saturday, 2nd full weekend, etc.)
- Well established. Held for a minimum of 2 consecutive years on the same date.
- Goal of event is to attract visitors (out-of-county) to the community.

*****Please return this form by OCTOBER 15, 2016*****

Villages of Van Buren 2017 Membership Renewal

Check One:

\$1500 ★★★★★

\$325 ★★★★★

Second business category listing in Visitor Guide. **Add: \$200**

Second business category listing on Website Business Directory. **Add: \$50**

One (1) special event printed in Visitor Guide. **Add: \$50**

\$250 ★★★

\$150 Calendar of Events Only (does not include printed Visitor Guide)

Additional event submission **Add: \$50**

\$125 Supporting Business

On the reverse side is your 2016 Visitor Guide/Website Business Directory listing. Below is your contact/business information that we currently have on file. **PLEASE make any changes or corrections and return with this completed form.**

If this form is not returned with your payment, we will assume no changes are needed to your information.

Authorized Signature

Date

Please sign, date and return with your payment **NO LATER THAN OCTOBER 15, 2016**

MAIL TO: Villages of Van Buren
P.O. Box 9
Keosauqua, IA 52565

2017 Membership Benefits Summary

★★★★★ \$1500

Highlight indicates new benefit in 2017

- Visitor Guide and Website Directory listing. Largest ad listed first and alphabetically with **100 words, 2 photos in 2 business categories (if applicable.) 5-star icon included in Visitor Guide business listing.**
- Unlimited number of events listed on our website and other event-oriented websites such as traveliowa.com, wegoplaces.com, etc. promoted on 4 radio stations, **included in monthly press releases**, Facebook (4000+ friends), and featured on 150 table tents placed in member food & drink establishments.
- **Up to Six (6) events* printed in Visitors Guide.**
- **Coupon or recognition on 4 qtrly visitor e-newsletters (1,195 subscribers)**
- **Coupon distributed to walk-in visitors at Welcome Center (approx. 350+)**
- **Coupon inserted into Visitors Guides that are mailed from our office to visitor requests. (Approx. 3,000+)**
- Your brochure listed on our Visitor Information Request webpage and mailed to those who request it.
- **A "Request Your Brochure" hot link from your business directory listing(s).**
- **Monitor your tourism-focused business for any online activity. i.e. user-generated reviews, blogs, etc.**
- **Maintain your tourism-focused business listing on traveliowa.com**
- First Priority referrals to all visitor/business inquiries received by our office.
- Recognition certificate.

★★★★★ \$325 (Base Rate)

- Visitor Guide and website Directory listing beneath★★★★★ listings & alphabetically within one business category with 75 words, 1 photo.
- **Additional listing of same business tailored for a second category in the printed Visitors Guide- Add: \$200**
- **Additional listing of same business tailored for a second category on Website Business Directory -Add: \$50**
- ALL events featured on website, promoted on 4 radio stations, **included in monthly press releases**, Facebook (4000+ friends), and included on 150 table tents placed in member food & drink establishments.
- **1 Event* printed in Visitors Guide Add: \$50**
- Distribution of your brochure at Welcome Center, in-county brochure racks, travel/trade shows.
- Priority referrals to visitor/business inquiries received by our office.
- **Your coupon distributed to walk-in visitors at the Welcome Center (approx. 350+)**
- **Your tourism-focused business listing maintained on traveliowa.com**
- Recognition certificate.

★★★ \$250

- Visitor Guide and website directory listing after★★★★★ members & alphabetically within one business category with 25 words, 1 photo.
- **Up to Four (4) events** featured on website, promoted on 4 radio stations, **included in monthly press releases**, Facebook (4000+ friends) and included on 150 table tents placed in member food & drink establishments.
- Distribution of your brochure at Welcome Center, in-county brochure racks, travel/trade shows.
- Recognition certificate.

Calendar of Events Only \$150 (Base Rate)

- **Calendar of Events Only: Up to two (2) events** featured on website, promoted on 4 radio stations, **included in monthly press releases**, Facebook (4000+ friends), and included on 150 table tents placed in member food & drink establishments. **Additional events \$50 each.**

Supporting Business Member \$125

- Business name & contact information on website directory.
- Recognition certificate.

* Events must meet standard criteria, listed on Event Submission form.

2017 Villages of Van Buren Membership

We have experienced a fantastic 8 months! All of our measurable data is UP and continuing to rise! We are anxious to see what the remaining 4 months of 2016 have in store for us! We are hopeful our business members are enjoying the “fruits of our labor” by seeing an increase in visitor traffic.

While comparing data from **January 1- August 31, 2016** to the same time frame in 2015, we discovered some pretty significant increases that we are pleased to share with our members!

Website Unique Users (# of people/IP addresses): **33,582 up 13%**

Website Sessions (# of times the site was accessed): **44,940 up 13%**

Page Views (# of web pages that were viewed): **150,968 up 20%**

Social Media Referrals (# of people coming to the website from Facebook, Twitter, etc.): **3,984 up 88%**

Facebook Fans (# of people who follow our posts): **4,076 up 48%**

Welcome Center Visitors (# of visitors into Welcome Center seeking information): **384+ up 35%**

Visitor Guide Requests (# of visitor guides that have been mailed from our office): **1,436**

***These statistics show the results of a very successful marketing plan...
the marketing plan that your membership dollars help fund!***

We have revised the 2017 membership benefits to reflect the changing market of reaching today’s traveler as well as to accommodate recommendations from some of our multi-faceted business members. We have also added a NEW opportunity for us to distribute your coupon to visitors, another way to help encourage traffic through your doors.

We have added a ‘Calendar of Events Only’ option to better serve event coordinators. In 2015, we provided exposure for your event on our Calendar of Events web page to 18,000+ viewers, on over 1,500 table tents in local establishments, and on 171+ radio programs. In 2016, we implemented monthly press releases to 40 primary regional media outlets which we will continue in 2017. We are now offering an opportunity for well-established events to be included in 35,000 printed 2017 Visitor Guides which we will distribute throughout the state and beyond. Compare this cost/exposure to a single newspaper or radio ad!

We have eliminated the “\$200 Silver” level due to low participation. We are hopeful that past Silver members can enjoy the benefits of our 3-star level or perhaps the Calendar of Events would better suit your needs. And of course, we always welcome Supporting Business members as well! All other membership levels have not increased in cost!

We are excited to get underway with the New Year to continue our momentum of introducing Van Buren County and all of our wonderful member businesses to thousands of new visitors!

We are hoping to have the 2017 Visitors Guide available in racks before the end of the year. **Please be mindful of our deadline and return the enclosed form(s) no later than OCTOBER 15, 2016.**

Please don’t hesitate to contact us should you have any questions about the 2017 Membership options!

Email: info@villagesofvanburen.com

Phone: 319-293-7111 / 800-868/7822

Stop in: 809 First St., Keosauqua