



MEMBERSHIP APPLICATION

MEMBERSHIP BENEFITS

- Networking & educational opportunities with other CVB's from around the State.
- WVACVB Website Listing for your CVB
- Participation in WVACVB Legislative activities & functions.
- Participation in WVACVB Marketing efforts.
- Attendance of WVACVB Board Meetings with Full Members having voting rights at these meetings.

MEMBERSHIP STANDARDS

Basic Standards for a WVACVB Member – Full Membership Status:

- CVB must be in compliance with WV State Code §7-18-13 definition of a Convention and Visitors Bureau and §7-18-14.
- CVB must be registered with the West Virginia Secretary of State as a nonprofit West Virginia corporation.
- CVB must have a 501(c)(3) or 501(c)(6) designation from the Internal Revenue Service.
- CVB must provide an Annual Report to your local Hotel/Motel Taxing Authority as well as the State Auditor and the Joint Committee on Government & Finance on a yearly basis as defined in the WV State Code.
- CVB must employ a full-time Executive Director/Chief Executive Officer. If Executive Director/Chief Executive Officer is part-time, then the CVB must have other staff working exclusively to promote tourism and to attract conventions and visitors to the city, county or region in which the bureau is operating during normal business hours.
- CVB must have established an office on its own or in conjunction with another organization. This includes having a dedicated telephone number and address for the CVB in order to respond to written or telephone requests for information or assistance from the general public, the travel industry, and the media.
- CVB must be responsive (i.e., able to receive & return phone or email inquiries in a timely manner).
- CVB must have a website and social media account(s).
- CVB must produce evidence of a marketing plan that includes target markets outside of 50 miles from their destination.
- CVB must be in good standing with the WV Department of Tourism.
- CVB must provide a copy of their board minutes approving their application for WVACVB membership.
- CVB must complete a WVACVB Code of Conduct.
- CVB must provide a statement that they UNDERSTAND the WV State Code and the CVB Oversight requirements.
- CVB must be accredited by an established authority on Convention and Visitors Bureaus.
- Full Members of the WVACVB will be subject to yearly dues ranging from \$250 - \$3000.

Definition and Standards for Provisional Membership with WVACVB – Provisional Membership Status:

- A CVB applicant who don't meet WVACVB accreditation standards.
- The purpose of a Provisional Membership is to provide a pathway for members to meet accreditation standards.
- A Provisional Membership is for a term of 12 months with a possible 6-month extension if substantial progress toward accreditation is being made.
- The annual fee is \$500, not prorated.
- Provisional member benefits would be
 - a) OBSERVERS ONLY at board or committee meetings,
 - b) Listed on the WVACVB website
 - c) Have access to WVACVB educational materials & mentorship.



Application for Membership
(Please Print or Type)

Bureau making application: _____

Bureau address: _____

Telephone: _____ Fax: _____

Website: _____ E-Mail _____

Name of Bureau's Chief Executive Officer: _____

Is your bureau operated on a nonprofit basis? Yes No

Has your bureau received a 501(c)(3) or 501(c)(6) designation from the IRS? Yes No

Does your bureau have its own board of directors? Yes No

Does your bureau have a full-time staff working exclusively to promote your areas as a destination for tourists, meetings, etc.? Yes No

Do you meet the requirements for full or provisional membership? Full Provisional
(See attached description)

What geographic area does your bureau serve (i.e. cities or counties)? _____

What is your annual operating budget? _____

If accepted as a member of the WVACVB, I agree to abide by the WVACVB Bylaws and to sign and abide by the rules and regulations outlined in the WVACVB Code of Ethics form.

Signature of Applicant: _____ **Date** ____/____/____

To be considered, this application must be accompanied by a copy of the following documents:

- _____ CVB's Articles of Incorporation
- _____ CVB Certificate of Existence
- _____ CVB's By-laws
- _____ 501(c)(3) or 501(c)(6) Designation from the IRS
- _____ Signed Copy of WVACVB Code of Conduct
- _____ BOD Minutes Approving Application for Membership
- _____ A statement confirming the CVB Executive Director/Chief Executive Officer UNDERSTANDS the WV State Code and the CVB Oversight requirements

If accepted, the bureau will be invoiced for the first year's dues and membership benefits will be granted upon payment of dues. Membership continues on a year-to-year basis contingent upon the payment of the annual dues. Annual dues are half of one percent (.5%) of your annual operating budget.

E-mail or Mail membership application and attachments to: **WVACVB**
Attn: Jordan Nuzum
P. O. Box 1386
Charleston, WV 25325
info@wvacvb.org



West Virginia Association of Convention & Visitors Bureaus (WVACVB) requires that each Association member adhere to the WVACVB Code of Ethics as presented by the WVACVB Board of Directors.

All members will adhere to the following:

- Provide exceptional customer service and detailed information on destination products and services.
- Treat all stakeholders and members of the tourism industry including staff of the WV Office of Tourism, courteously, ethically, and professionally.
- Actively encourage the integration of ethics into all aspects of management of the destination organizations' activities.
- Build collaborative relationships with other CVB professionals and others for the advancement of the profession of destination marketing.
- Handle all inquiries, requests, transactions, correspondence, and complaints promptly, courteously, and fairly.
- Provide clean and well-maintained facilities and equipment for the enjoyment of their customers (members and clients).
- Exercise truth in all promotional materials concerning facilities, services, and amenities provided and advise the public in a reasonable manner if and when unable to provide the level of services or facilities as advertised. Promotional material supplied by the member must be appropriate for all audiences.
- Provide customers with complete details on prices, cancellations policies and services and ensure customers receive fair exchange for their foreign currency where appropriate.
- Promote responsible and sustainable use of environmental resource base when providing services and products to customers.
- Abide by all applicable federal, provincial and municipal laws.

Note: All WVACVB members are required to read and abide by this code of ethics as a condition for initial and continuing membership to the Association.

Signature _____

Organization _____

Date _____

WV State Code Acknowledgement
Pertaining to Hotel Occupancy Tax & CVB Oversight – June 2022
<https://code.wvlegislature.gov/7-18/>

Please complete the following acknowledgment and return it to the WVACVB at 3422 Pennsylvania Avenue, Charleston, WV 25302 or sgill@fulksandassociates.com.

I represent that I serve as the Executive Director, or appropriate officer as described in the WVACVB bylaws, for the Convention and Visitors Bureau that is listed below. I hereby acknowledge that I have received a copy of the WV State Code that pertains to the Hotel Occupancy Tax, CVB Oversight and Marketplace Facilitators collection of Hotel Occupancy Tax. I further acknowledge that I have reviewed this information and have a working knowledge and understanding of the provided.

Name	Title	CVB/Organization Name	Date
------	-------	-----------------------	------