

Today's Date _____

Membership Application

The undersigned hereby makes an application for membership with the Mille Lacs Area Tourism Council



Return to: Mille Lacs Area Tourism Council, P.O. Box 286, Isle, MN 56342 (320) 676-9972

Member Information _____

Company Name _____

Business Phone _____ Toll Free Phone _____ Fax _____

Physical Address _____ City _____ State _____ Zip _____

General E-mail _____ Web Site _____

Mailing Address (if different from above) _____ City _____ State _____ Zip _____

Billing Address (if different from above) _____ City _____ State _____ Zip _____

Primary Business Category _____ 2nd Business Category _____
(see attached sheet for a complete list of business category options, additional categories are available at an additional cost)

Company Representatives _____

Primary

Secondary

Name _____

Name _____

Title _____

Title _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Work Phone _____ Cell Phone _____

Work Phone _____ Cell Phone _____

Email _____

Primary Contact Billing Contact

Email _____

Primary Contact Billing Contact

Web Information _____

Description (200 characters or less including spaces – count them)

Hours of Operation (100 characters or less including spaces)

Keywords or Phrases (enter 8 keywords or short phrases)

Business Location (ie 1 mile north of Isle on Highway 47) (200 characters or less including spaces)

OVER

Lodging Members Only

Facility Type: ___Resort/Lodge ___Hotel/Motel ___RV Park/Campground ___Private Home Rental

Room Type & Quantity of Each:

___Condo: 1 Bedroom ___Condo: 2 Bedroom ___Condo: 3 Bedroom ___Condo: 4 Bedroom ___Condo: 5 Bedroom

___Cabin: Studio ___Cabin: 1 Bedroom ___Cabin: 2 Bedroom ___Cabin: 3 Bedroom ___Cabin: 4 Bedroom

___Cabin: 5 Bedroom ___Cabin: ___Bedrooms

___Room: 1 Twin ___Room: 2 Twin ___Room: 1 Double ___Room: 2 Double ___Room: 1 Queen ___Room: 2 Queen

___Room: 1 King

___Suite: 1 Room ___Suite: 2 Room ___Suite: 3 Room

___Campsite: Tent ___Campsite: Primitive ___Campsite: Partial Hookup ___Campsite: Full Hookup

___Other _____

Room/Accommodation Amenities: (select all that apply whether in 1 or all room types)

() Air Conditioning () Balcony () Bath w/Shower () Bath w/Tub () Coffee Maker () Complete Kitchen () Deck

() Dishwasher () Fireplace () Grill () Handicapped Accessible () Hot Tub/Whirlpool () Microwave () Patio

() Pets in Room () Phone () Refrigerator () RV Hookups () Smoking Allowed () Sofa Sleeper () Television

Voluntary Lodging Surcharge Agreement & Deposit Form

Agreement must be signed by resort/lodge, hotel/motel & private home rental businesses.

Investment Information

Refer to the Investment Guidelines for more information.

Annual Investment: \$ _____

Web Link: \$ _____

Addl Category Listings \$ _____

Web Enhancements
& Sponsorships \$ _____

Total \$ _____

Investment Payment Method

___ Check # _____ Amount \$ _____

___ Cash Amount \$ _____

Member Intent

All of the information I have provided is true and correct to the best of my knowledge. I understand that I will be added to email group mailings and leadshare lists emails unless specified otherwise.

() Yes, I wish to receive Leadshare List emails () No, I do not wish to receive Leadshare List emails

You may do what you wish with the Leadshare List - mail your information to everyone, mail to some of them, send an Ebrochure, or do nothing at all, it's your choice. These lists are **for your exclusive use only**, you may NOT share these lists with anyone. *Failure to keep these lists to yourself will result in immediate termination of your membership benefits with no refund of fees paid.*

Authorized Signature _____ Date _____

2009 Membership Investment Guidelines

General Membership

\$150 per year

For all 'for-profit', non-lodging, non-campground, non-ice fishing rental businesses

Non-Profit & Civic Membership

\$100 per year

For all 'non-profit' and civic organizations

Ice Fishing Business (Rentals) Membership

\$250 per year

For all Fish House rental businesses

Lodging Memberships

Resort/Lodge, Hotel/Motel No Charge per year

For Resort/Lodge and Hotel/Motel properties collecting the 3% Lodging Tax/Surcharge on all gross lodging receipts

RV Park & Campground \$250 per year

For RV Park and Campground businesses

Private Rental Home \$150 per year

A vacation home, cabin or cottage which is rented to the public on a daily or weekly basis and is NOT part of a resort or hotel/motel facility. *Must also be collecting the 3% Lodging Tax/Surcharge on all gross rental receipts*

Membership Benefits

- Leadshare Lists sent by email only.
- Referrals and eligible to report lodging & fish house vacancies to MLAT office.
- Eligible to advertise in our full color tourism brochure.
- Web Link from your ad in online version of brochure.
- Free basic member information web page.
- 2 free business category listings in Business Directory.
- Eligible to purchase a Web Link to your own website.
- Eligible to purchase website listing Enhancements and Sponsorships.
- Eligible to display your own brochure at the tourism office.
- Receive newsletters and correspondence on tourism issues facing our area.
- We are your advocate to state government and tourism groups, working to promote our areas' economic development.

As part of our membership cooperative, your investment in Mille Lacs Area Tourism will be pooled with other members, allowing us to reach a broader market base more affordably.

Membership dues and fees are non-refundable.

www.millelacs.com Website Fees

Website Link \$100 per year

For businesses who want a link to their own website.

Business Directory Categories - Cost Per Year

First 2 categories – Free
1-3 addl categories - \$25
4-6 addl categories - \$40
7 + addl categories - \$60

FREE to all members:

Basic Member Information Web Page

– includes business directory listings. Promote your business & provide information like driving directions and business hours.

Post Job Opening – post & maintain job openings yourself using the "Members Only" login. Postings run on a weekly basis.

Post Hot Deals – Advertise specials or coupons on millelacs.com Hot Deals page. Listing is marked with red icon if you have a deal.

Calendar of Events – Post customer appreciation, grand opening or other public events on tourism's community calendar.



P.O. Box 286
Isle, MN 56342
(320) 676-9972
www.millelacs.com

Web Enhancements & Sponsorships

Enhanced Listing \$19 per month

*6 month minimum contract
1 free month w/1 year commitment*

- Priority Placement in all business categories chosen (*rotates with other Enhanced Listings*)
- Enhanced Listing includes
 - 1500 character description
 - 8 photos
 - 5 bullet points
 - logo
 - map link
 - 20 keywords
- Directory Logo – your logo next to your listing in the Business Directory or any search result
- Additional Website Link – above phone # in your listing in the Business Directory or any search result

Category Leader Sponsorship \$39 per month

*6 month minimum contract
15% off on 1 year commitment*

- Includes ALL the above plus
- TOP Priority Placement in *Primary* Business Category – highlighted in blue (*rotates with other sponsorships*)
- *Primary* Business Category Ad, Quick-Link Results Ad and Alpha/Keyword Listing Ad
- We design your ad for you
- Ad display tracking

Premium Visibility Sponsorship \$49 per month

*6 month minimum contract
15% off on 1 year commitment*

- Includes ALL the above plus
- Additional Banner Page Ads on Events, Hot Deals, Jobs & Travel Guide Request Pages

Limited availability of Web Enhancements and Sponsorships. **Only 4 Sponsorships and 3 Enhanced Listings per category will be allowed.**

Membership investment in the Mille Lacs Area Tourism Council may be tax deductible as an ordinary and necessary business expense, but not as a charitable tax deduction for federal income tax purposes.

Membership Dues and/or Lodging Tax Deposits must be kept current for Enhancements to remain active. Failure to stay current with membership will result in suspension of all membership benefits and website enhancements.

Membership Directory Categories

Please select your free PRIMARY business category and one additional category. Additional category listings for the website and membership directory may be purchased – see Investment Guidelines for additional cost details. Category selections must represent your business offerings.

Advertising & Media

- Newspaper
- Printers/Pre-press
- Signs/Displays

Agriculture, Forestry & Land

- Environmental
- Food Plots

Arts, Culture & Entertainment

- Activities/Family Fun
- Bowling
- Casino
- Horseback Riding
- Live Entertainment
- Movie Theatre
- Museums

Automotive, Marine,

Snowmobile/ATV

- Auto Sales
- Auto Parts & Service
- Marine Sales &/or Service
- Snowmobile/ATV Sales
- Snowmobile/ATV Service
- Towing

Building Contractors &

Construction Equipment

- Builders/Contractors
- Building Materials & Supplies
- Concrete/Masonry Products
- Electrical Contractors
- Excavating & Road Construction
- Floor Coverings
- Heating & Cooling
- Plumbing
- Painting
- Well Drilling

Clothing

- Retail & Wholesale
- Silk Screen & Embroidery

Finance/Insurance

- Financial Institutions
- Insurance
- Investments
- Mortgages
- Title Insurance

Golf

Government, Community & Civic

- Government
- Libraries & Community Centers
- Non-Profit & Service Clubs

Guide & Launch Service

- Guide Service
- Launch Service

Health Care & Pharmacy

- Health Care Facilities
- Massage Therapy
- Pharmacy
- Rehabilitation Services

Home & Garden

- Hardware/House ware
- Home Improvements
- Interior Decorating & Design
- Nursery, Lawn & Garden
- Paint, Wallpaper & Supplies
- Small Equipment Rental

Hunting, Shooting & Archery

Ice Fishing

- Fish House Rental/Service
- Ice Fishing Guide Service

Lodging

- Hotel/Motel
- Resort/Lodge
- RV Park/Campground
- Private Home Rental

Meetings & Conventions

- Meeting Facilities/Services

Other Services

- Other Businesses & Services

Personal Services

- Beauty Shop
- Child Care
- Coaching: Life/Business
- Funeral
- Tanning
- Weddings

Professional Services

- Accountants
- Attorneys
- Bookkeeping
- Cleaning Services & Supplies
- Consultants
- Framing
- Sewer Services & Cleaning
- Surveyors

Real Estate/Rentals/Moving/Storage

- Assisted Living/Senior Housing
- Real Estate Services
- Rental Property Management
- Storage Solutions

Religious Organizations

- Church

Restaurant, Food & Beverage

- Candy & Ice Cream Sales
- Catering
- Coffee Bar
- Restaurants

Schools & Education

- Community Education
- Schools
- Training Programs

Shopping & Specialty Retail

- Antiques
- Convenience Store
- Florist
- Grocery, Bakery & Deli
- Health Food & Wellness
- Liquor
- Specialty Items & Gifts
- Video Rental & Sales

Sports & Recreation

- Bait & Tackle
- Sporting Goods

State Parks

- State Parks & Wildlife Management

Summer Rentals

- ATV Rental
- Boat Rental
- Personal Watercraft Rental

Telephone/Internet

- Cellular & Wireless
- Internet Services
- Telephone Local & Long Distance

Tourism & Travel

- Tourism Information
- Travel Agencies

Utilities

- Electric Utilities
- Gas/Propane/Fuel Oil
- Recycling
- Waste Disposal

Winter Rentals

- Snowmobile Rental
- Ski Rental

Make a Suggestion



P.O. Box 286
Isle, MN 56342
(320) 676-9972
www.millelacs.com
vacation@millelacs.com