



# MEMBERSHIP BENEFITS

**MEMBERSHIP HAS IT'S PRIVILEGES . . .**

***"TACVB has helped move our DMO forward In the travel and tourism Industry."***  
**John Rolfe, CAO of Houston First Corporation**

## JOIN TACVB TODAY

TACVB is committed to supporting the convention and tourism industry through education, networking & sharing, and providing useful tools and resources for CVB/DMO, Chamber professionals, and Industry partners.

### EDUCATION EVENTS

**TACVB Annual Conference:** A 3-day event helping communities by providing a wide range of informative and interactive general sessions, specialty tracks and roundtables. Topics addressed include: leadership, technology, marketing, public relations, group sales/servicing, sports, and much more. Come explore ways your community can be the . . .

#### **Competitive *EDGE* in Destination Marketing**

**Seminars:** Destination Marketing Principles (DMP) events provide tools and resources for tourism professionals. Community organizations can bid to host a customized DMP in their area and invite area partners. These seminars are 1-2 day events.

**Symposium Events:** 1-2 day educational events geared towards specific topics.

**Webinars:** 1-hour online education sessions with remote accessibility.

### PROFESSIONAL DEVELOPMENT

**Texas Destination Marketer Certification Program (TDM):** A certification program offering specific training in 8 disciplines with emphasis on best practices in the tourism and hospitality industry. Upon completion of the program, a professional **TDMC Designation** is awarded.

**Formal Specialized Training** through various TACVB events and networking sessions.

**Scholarship & Grant Opportunities:** Professionals can APPLY for scholarship to aid in attending TACVB events OR grant assistance to attend approved allied events.



### VALUE-ADDED MEMBERSHIP ADVANTAGES

**Peer To Peer Exchanges:** Gain access to 200 + DMOs and allied organization throughout Texas and Oklahoma through ongoing network connections, listserv, newsletters, shirtsleeves, and IDEA Fair.

**IDEA Fair:** Sharing excellence in destination marketing and bringing awareness of quality work completed by TACVB members. Members may enter their campaigns for recognition in 10 selected categories.

**E-Newsletter:** Receive e-news detailing upcoming events, breaking tourism news and other resources helpful to DMOs.

**FREE Job Posting Opportunities:** Ability to post job announcements on the TACVB website.

**Team Texas Participation:** A cooperative marketing program for Texas and Texas destinations.

**Reduced Event Registration Prices:** To participate in various TACVB events and programs.



**Annual Conference Education Session**

### RESOURCE TOOLS

**Membership Directory:** Gain access to 200 + DMOs and allied organization throughout Texas and Oklahoma.

**Resource Library:** Access to facts, data, and tools shared by industry leaders. These resources are available through electronic presentations, files, sample documents, etc. to assist tourism professionals and DMOs/CVBs.

**E-Newsletter:** Details upcoming events, news and other resources helpful to DMOs.

**Texas Meetings & Events Tracking (TxMET):** An electronic system of leads shared by Texas CVB subscribers for association/corporate meetings, sporting events, and tour operators that desire to meet in Texas.

**Membership Survey:** Membership surveys are FREE to participating TACVB members.

**TACVB Think Tank:** access to a private Facebook group as a way of sharing and receiving tips, tools, and resources.



**Texas Heritage/Cultural Tour**



**TEXAS ASSOCIATION OF CONVENTION & VISITOR BUREAUS  
MEMBERSHIP DUES INVESTMENT SCHEDULE**

**Investment Schedules A & B  
are based on the  
Annual Operating Budgets of the Organization**

TACVB membership is an annual investment, October—September. After April 1, membership investment dues are pro-rated at 60%. Please see schedules below to determine your organization’s current dues investment.

**Investment Schedule A — TEXAS CVB/DMO/CHAMBER Members**

Category	Annual Operating Budget	Annual Investment	Pro-Rated Investment
1	Under \$50,000	\$250	\$150
2	\$50,000 to \$199,999	\$375	\$225
3	\$200,000 to \$349,999	\$625	\$375
4	\$350,000 to \$499,999	\$750	\$450
5	\$500,000 to \$999,999	\$875	\$525
6	\$1M to \$4,999,999	\$1,075	\$645
7	\$5M and above	\$1,250	\$750

**Investment Schedule B — NON-TEXAS Members**

Category	Annual Operating Budget	Annual Investment	Pro-Rated Investment
1	\$0—\$49,999	\$200	\$120
2	\$50,000—\$199,000	\$325	\$195
3	\$200,000—\$349,000	\$575	\$345
4	\$350,000—\$499,000	\$700	\$420
5	\$500,000—\$999,999	\$825	\$495
6	\$1,000,000— \$4,999,999	\$1,025	\$615
7	\$5,000,000—up	\$1,200	\$720

**Investment Schedule C — AFFILIATE Members**

Category	Employee Count	Annual Investment	Pro-Rated Investment	Includes
1	1—5 employees	\$325	\$195	All Staff
2	6—20 employees	\$425	\$255	All Staff
3	21+ employees	\$525	\$315	All Staff

**Investment Schedule D — OTHER Members**

Membership Type	Annual Investment	Pro-Rated Investment
Legacy	\$100	\$60
Student	\$25	\$15



**MEMBERSHIP APPLICATION FOR TEXAS DMOS**

**Please submit application and payment via:**

**Credit Card Online at TACVB.org OR**

**PO Box 8665 | Round Rock, TX | 78683**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

DMO Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / State/ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Please select the membership category below that best fits your DMO based on your annual budget.

**Annual Dues Schedule**

<b>Organization Budget:</b>	<b>Annual TACVB Dues:</b>
<input type="checkbox"/> <b>Less than \$50,000</b>	<b>\$250</b>
<input type="checkbox"/> <b>\$50,000 - \$199,000</b>	<b>\$375</b>
<input type="checkbox"/> <b>\$200,000 - \$349,000</b>	<b>\$625</b>
<input type="checkbox"/> <b>\$350,000 - \$499,000</b>	<b>\$750</b>
<input type="checkbox"/> <b>\$500,000 - \$999,000</b>	<b>\$875</b>
<input type="checkbox"/> <b>\$1 million - \$4.9 million</b>	<b>\$1,075</b>
<input type="checkbox"/> <b>\$5 million and greater</b>	<b>\$1,250</b>

Signature authorizing purchase: \_\_\_\_\_