

Hospitality Association of Rome & Floyd County

2016 Membership Information



**Hospitality
Association**
of Rome & Floyd County

GreaterRome
— convention & visitors bureau —

Who we are

The Greater Rome Convention & Visitors Bureau (GRCVB) and the Rome Sports Commission is the official destination and sports marketing organization serving Rome & Floyd County, Georgia. Founded in 1975, the GRCVB's mission is to strengthen the economic prosperity of the community through tourism development while delivering unrivaled southern hospitality and providing the visitor a memorable experience.

GRCVB markets Rome & Floyd County to leisure travelers, conventions, meetings, family reunions, tour groups, sports events and other groups.

The GRCVB operates the Rome-Floyd Visitor Center and Last Stop Gift Shop located at 402 Civic Center Drive. The visitor center and gift shop are open Monday through Friday 9:30 a.m. to 5 p.m., and Saturday 10 a.m. to 3 p.m. The Downtown Welcome Center located at 300 West First Street, is open Wednesday & Friday from 11 a.m. - 4:00 p.m. and seasonally on Saturdays.

Statistics

**2014 total impact of travel & tourism in Rome & Floyd County:
\$138,760,000**

Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for state and local government. In Floyd County, the tourism industry supported 1,210 jobs throughout the service and hospitality industries. Travelers to Rome & Floyd County generated \$4.97 million in state tax revenue and \$4.09 million in local tax revenue *Estimates according to a study by the US Travel Association.

**2015 estimates will be available from the US Travel Association in Fall 2016.*

Benefits of Membership

COMMUNITY INVESTMENT

Association membership is an investment. Membership is a low-cost investment with a big return! The collective pool of money is matched by the GRCVB and used as an incentive to attract new tourism business to Rome that benefits the entire community. Additionally, Association-sponsored tournaments and events allow members to market directly to attendees.

CALENDAR OF EVENTS

Association membership gives you the inside track. Current events are posted on our website and www.VenueDog.com/Rome. An updated Calendar of Events is distributed to all members quarterly and upon request. Sports, events, tournaments and conferences that the GRCVB is working with directly, are posted on this calendar. Knowing that large tournaments, conferences and special events will be in town allows members to plan accordingly.

VISITOR GUIDE

Association membership puts your name out there. All members are listed in the printed Georgia's Rome Visitor Guide (15,000+ copies printed yearly) as well as in our digital version available on ExploreGeorgia.org and on our website. All accommodations are listed, however Hospitality Association members have an expanded listing including links to their respective websites. All member establishments are featured in our *Georgia's Rome Mobile App*, available at www.romegeorgia.org.

MARKETING/SOCIAL MEDIA

Association membership helps stretch your marketing dollars. Have a deal or nightly special you want to broadcast to our 25,000+ followers across our platforms? Membership allows you additional marketing opportunities through our social media, website, blogs and monthly email newsletters – all to assist visitors who are planning a trip to Rome & Floyd County. Additionally we utilize the member list to offer recommendations to travel writers and to inspire new content creation to motivate visitation. We will even give you a cool sticker for your door to identify you as a Hospitality Association member!

Investment

Restaurant	\$250
Food Truck	\$150
Hotel / Motel (21+ rooms)	\$0.50 per room, per month, per year
Hotel / Motel (up to 20 rooms)	\$100
B&B	\$50 (10 rooms & under)
*Lodging members must remit hotel/motel tax	
Other: Associations / Attractions / Retail	\$100

Questions?

Association Coordinators:

Ann Hortman - cell 706.266.4304

Debbie Galloway - cell 706.767.2755

Nic Diaz - cell 706.266.9621

Office: 706.295.5576 or 800.444.1834

Fax: 706.236.5029

Mailing Address: Greater Rome Convention & Visitors Bureau
402 Civic Center Drive
Rome, GA 30161

Ask us about our pet-friendly program!



**Membership renewals are billed annually in early January for the calendar year.*

Membership Application

Business Name

Street Address

Mailing Address

Business Phone

Business Fax

Contact Name

Contact Title

Email

Website

Facebook (if applicable)

Additional contacts to place on our email list

Name

Title

Email Address/Phone

Type of Business

Restaurant

Hotel/Motel - 21+ rooms

B&B

Food Truck

Hotel/Motel - up to 20 rooms

Other _____

I HEREBY CERTIFY that I/we operate the above business ethically, and with integrity, striving to the best of our ability to provide excellence in the services and quality in accommodations and/or facilities we provide.

I/we also agree to serve the hospitality/tourism industry by supporting the goals and mission of the Hospitality Association of Rome & Floyd County, its projects and programs. I/we will project a positive image for our industry and the Hospitality Association.

This membership will apply only to the present owner(s) and applicant(s). In the event of a change of ownership, the Association should be notified and new ownership will be required to reapply, should they desire membership.

Signature

Date

Total amount due

Received by GRCVB:
