

# Hospitality Association of Rome & Floyd County

## Membership Information



*Georgia's Rome*

OFFICE OF TOURISM

## Who we are

The Georgia's Rome Office of Tourism and the Rome Sports is the official destination and sports marketing organization serving Rome & Floyd County, Georgia. Founded in 1975, our 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.

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

The tourism office 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 5:00 p.m., and Saturday 10 a.m. to 3 p.m. The Downtown Welcome Center located at 300 West First Street, is open Monday through Friday from 10 a.m. - 5:00 p.m. and Saturday 10 a.m. to 3 p.m.

## Statistics

**2016 total impact of travel & tourism in Rome & Floyd County:  
\$149,930,000**

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 **1,349** jobs throughout the service and hospitality industries. Travelers to Rome & Floyd County generated **\$6.08 million** in state tax revenue and **\$4.38 million** in local tax revenue \*Estimates according to a study by the US Travel Association.

*\*2017 estimates will be available from the US Travel Association in Fall 2018.*

## 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 [VenueDog.com/Rome](http://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 [RomeGeorgia.org/apps](http://RomeGeorgia.org/apps).

## 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	
Associations / Attractions / Retail	\$100
Pouring Only Establishments	\$150

## Questions?

Association Coordinators:

**Ann Hortman** - 706.266.4304

**Kendra Falcitelli** - 706.295.5576

**Nic Diaz** - 706.266.9621

**Office:** 706.295.5576 or 800.444.1834

**Fax:** 706.236.5029

**Mailing Address:** Georgia's Rome Office of Tourism  
402 Civic Center Drive  
Rome, GA 30161

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

# Membership Application

Business Name

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Street Address

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Mailing Address

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Business Phone

Business Fax

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Contact Name

Contact Title

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Email

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Website

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Facebook (if applicable)

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Additional contacts to place on our email list

**Name**

**Title**

**Email Address/Phone**

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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

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Total amount due

Received by GRCVB:

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# Marketing Our Membership

## *Information we need from you*

### Photos

Please e-mail 1 to 10 high resolution photos that feature your business for sharing to website, app, e-mail newsletters, travel writers and media.

**E-mail to: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

### Video

Please share 15 sec. to 2 minute videos of your business for website and media sharing.

**E-mail to: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

### Story Ideas

Do you have a story about your history, creative process or people that help make your business unique? Invite us to capture your story through word and video. We love to help promote you through blogs, video, social media and print. Please contact us whenever you have a story idea.

**Phone: 706-295-5576 E-mail: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

### Event Promotion

Remember to post all your business events to our calendar. Thanks to our partnership with VenueDog, we are able to pull from this calendar to share with media. Post events at a minimum of 3 months out for optimal exposure opportunities.

**Post events at: [RomeGeorgia.org/Events](http://RomeGeorgia.org/Events).**

### Explore Georgia's Rome Card

Promote your business with a special offer to visiting groups. Only visiting groups will receive the card as a way to incent them to visit your business.

**Fill out and send us the sign-up information is included in this packet.**

### Paws Permitted

Are you a pet-friendly business? Do you offer outdoor seating at your restaurant or bar? We would love to add you to the Paws Permitted program that promotes your business to travelers visiting with pets. **Pet-friendly: Yes \_\_\_ No\_\_\_**

### Flavor Tours (Restaurants, Bars, & Retail Locations with food/beverage)

Flavor Tours showcase the culinary opportunities in Downtown Rome in a progressive-style meal format; held on the second Saturday of each month. The Roman Chariot (downtown golf cart shuttle) transports participants to each location. Each restaurant will feature a specific dish corresponding to a meal course along the tour. The menu and restaurants featured in the tours will change monthly so that no two tours will be exactly alike. All food costs and gratuities are paid by participants.

**Would you like to have your location featured on a Flavor Tour? Yes \_\_\_ No\_\_\_**

**Best contact for tour arrangements: Name \_\_\_\_\_ Phone \_\_\_\_\_**

### Visitor Guide

The visitor guide is updated and printed annually. If you have any business changes or additions throughout the year, please contact us so we can add it to our updates for the next guide.

**Phone: 706-295-5576 E-mail: [media@romegeorgia.org](mailto:media@romegeorgia.org)**

# Explore Georgia's Rome Card for Visiting Groups



## Sample offers



## A Hospitality Association Benefit

- Promote your business with a special offer to visiting groups.
- Groups will receive the card upon arrival.
- Groups include tournaments, meetings, weddings and motorcoach.
- Pocket size card easily fits in a wallet for use during entire visit.
- Approximately 10,000 visitors will receive the card over the course of a year.

## Terms

- Participation in the Explore Georgia's Rome card is FREE, but is only open to Hospitality Association Members.
- Cards will be distributed only to groups visiting Georgia's Rome.
- Offer on card MUST be valid for one year expiring Dec. 31.

**Sign Up for FREE Today! Fill out the box below and return to Georgia's Rome Office of Tourism.**

- Yes! I would like to have my business offer included on the Explore Georgia's Rome Card for free as a benefit of Hospitality Association membership.
- No, I don't want to take advantage of this promotional opportunity to bring visiting groups to my business.

Business Name to appear on card: \_\_\_\_\_

Business Address to appear on card: \_\_\_\_\_

Offer on Card : (Remember, you want your offer to encourage visits to your business. See sample offers above for ideas.) \_\_\_\_\_

(Please note, wording may be edited to accommodate space restrictions on card.)

\_\_\_\_\_  
Print Name Here

\_\_\_\_\_  
Sign Here