

# Hospitality Association of Rome & Floyd County

2014 Membership Information & Dues



## who we are

The Greater Rome Convention & Visitors Bureau (GRCVB) is the destination marketing organization serving Rome & Floyd County, Georgia. Founded in 1975, the GRCVB's mission is to strengthen the economic fabric of the community through tourism development.

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.

## statistics

**2012 total impact of travel & tourism in Rome & Floyd County:  
\$125,090,000**

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 a payroll of \$22.8 million and supported 1,190 jobs throughout the service and hospitality industries. Travelers to Rome & Floyd County generated \$4.4 million in state tax revenue and \$3.6 million in local tax revenue. Estimates according to a study by the US Travel Association.

*\*2013 estimates will be available from the US Travel Association in Fall 2014.*

## benefits

### COMMUNITY INVESTMENT

Association membership is an investment. Through the Hospitality Association, businesses with similar concerns can unite to get things done! Membership is a low-cost investment. The collective pool of money is matched by the GRCVB and used as an incentive to attract new events and tournaments to Rome that benefit the entire community. Additionally, Association-sponsored tournaments and events allow members to directly market and sell to attendees.

### CALENDAR OF EVENTS

Association membership gives you the inside track. An updated Calendar of Events is distributed each month to all members. Knowing that large tournaments, conferences and other events will be in town allows members to plan and forecast accordingly, making them better prepared.

### NETWORKING

Association membership makes contacts. The Hospitality Association is a business organization representing the hospitality industry. Networking is an integral part of our success as we develop successful partnerships to enhance the tourism industry in Rome & Floyd County.

## VISITOR GUIDE

Association membership puts your name out there. Members appear in a highlighted listing in the printed Georgia's Rome Visitor Guide. In addition, member hotels and bed & breakfast accommodations are listed prior to non-member properties. Member establishments are featured in our Georgia's Rome Mobile App as well, available at [www.RomeGeorgia.mobi](http://www.RomeGeorgia.mobi). For a printing schedule, please contact Luke Chaffin.

## MARKETING/SOCIAL MEDIA

Association membership helps stretch your marketing dollars. Have a deal or nightly special you want to broadcast to our 13,000+ followers? Membership allows you additional marketing opportunities through our social media platforms. Each week we highlight a different member property, assisting visitors who are planning a trip to Rome & Floyd County.

## community involvement

A sample of the many organizations our members support with their time and donations:

Exchange Club – Family Resource Center	Empty Bowls
Cancer Navigators	Open Door Home
Davies Homeless Shelter	A Night at the Movies
Soup Kitchens in Rome/Floyd County	Soccer Tournaments
Claws for Paws	US Handcycling Federation
Magnolia Foundation	Youth Baseball & Softball
Tennis Tournaments	YMCA

## investment

Restaurant Dues:	\$200
Hotel / Motel / B&B Dues:	\$0.50 per room, per month, per year
Associate / Service Dues:	Up to \$500 (evaluated upon application)

## questions?

Association Coordinators:  
Ann Hortman  
Debbie Galloway  
Luke Chaffin

**Telephone:** 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



[www.facebook.com/RomeFloydHospitalityAssociation](http://www.facebook.com/RomeFloydHospitalityAssociation)

## 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

*Hotel*

*Restaurant*

*Service*

*B&B*

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# Membership Application

Do you have meeting/banquet spaces available that we can market to groups? If yes, please provide brief breakdown:

Type of Room(s) (i.e. multi-purpose, dining room, auditorium, etc.)

Capacity:

**Banquet**

**Board**

**Classroom**

**Reception**

**Theatre**

Do you have a business sign/marquee that would be available to welcome certain groups and events to town?

*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.*

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

Advertiser Signature

Date

Total amount due

RECEIVED BY GRCVB:

DATE: