



# 2024 VISIT SPOKANE COMMUNITY BENEFIT PARTNERSHIP PROGRAM

*The Community Benefit Partnership Program was adopted by Visit Spokane in 2021 and includes three categories of participation.*

## PAID MEMBERS | COMMUNITY PARTNERS | ADVERTISING PARTNERS

### 2024 PAID MEMBERS INCLUDE

- Hotel/Motel Members
- Service Referral Members
- Food & Drink, Retail, and Attractions Members Outside the TPA
- Strategic Regional Members
- Relocation Members

### COMMUNITY PARTNERS INCLUDE

Locally owned Food & Drink, Attraction, or Retail businesses inside the Spokane Tourism Promotion Area.\*

Visit Spokane reserves the right to approve businesses based on relevance to the tourism market. All Community Partners wishing referrals for group business (20+) from Convention Sales and Services must become a Paid Service Referral Member.

### ADVERTISING PARTNERS INCLUDE

Advertising Partners include businesses that participate in print and digital advertising regardless of Member/Partner status.

Visit Spokane reserves the right to qualify businesses for advertising eligibility based on audience. For example, a realtor may not be eligible to advertise on our general website pages, but they have opportunities in relocation publications or on supporting digital pages.

**What is the TPA and why are membership rates higher for some businesses located outside the TPA?**

Our local Tourism Promotion Area (TPA) fund is a Tourism Improvement District started in 2005 by local business community leaders and members of the lodging industry who signed a petition to establish the fund, pursuant to RCW 35.101. It is a pass-through assessment, \$5 per room night, to lodging customers. It is a funding mechanism for destination marketing programs for the Spokane Region. Funds are directed to Visit Spokane, Spokane Sports and other local events who apply for grants for marketing to attract visitors who book room nights at hotels and create economic impact through local spending. Use of the fund is directed by a commission of hoteliers.

\* In 2023, the inter-local agreement was modified such that TPA funds come only from properties in the City of Spokane and unincorporated Spokane County. The Visit Spokane Board revised the membership rate structure accordingly.





# 2024 VISIT SPOKANE MEMBERSHIP RATES AND BENEFITS

HOTEL MEMBERS IN THE TPA	HOTELS OUTSIDE TPA, SOVEREIGN NATIONS, IDAHO	COMMUNITY PARTNERS	SERVICE REFERRAL AND STRATEGIC REGIONAL MEMBERS	RELOCATION MEMBERS
<p><b>&lt; 120 rooms \$10/room</b>  <b>120+ rooms \$15/room</b>  <b>\$365 minimum</b></p>	<p><b>&lt; 120 rooms \$10/room</b>  <b>120+ rooms \$15/room</b>  <b>\$365 minimum</b></p>	<p><b>\$0</b></p>	<p><b>\$365</b></p>	<p><b>\$365</b></p>
<p>Eligibility for Convention Sales and Service Referrals</p> <p>Convention Calendar Access</p> <p>Listing on Visit Spokane's Commission Free Booking Engine powered by RootRez</p> <p>Listing on VisitSpokane.com</p> <p>Destination Marketing Materials: Unlimited Visitor Guides and Visitor Maps</p> <p>Visit Spokane Communications and Partner Events</p>	<p>Listing on VisitSpokane.com</p> <p>Destination Marketing Materials: Unlimited Visitor Guides and Visitor Maps</p> <p>Visit Spokane Communications and Partner Events</p> <p>OPTIONAL ADD-ONS*:  <b>\$4/room</b>            Listing on Visit Spokane's Commission Free Booking Engine powered by RootRez</p> <p><b>\$5/room</b>            Eligibility for Convention Sales and Service Referrals</p> <p>Convention Calendar Access</p> <p>*Optional Add-ons not available to Idaho properties.</p>	<p>Listing on VisitSpokane.com</p> <p>Convention and Event Alerts</p> <p>Visit Spokane Communications and Partner Events</p> <p><b>FOOD &amp; DRINK,            ATTRACTION &amp;            RETAIL MEMBERS            OUTSIDE TPA</b></p> <p><b>\$365</b></p> <p>Listing on VisitSpokane.com</p> <p>Convention and Event Alerts</p> <p>VisitSpokane Communications and Partner Events</p>	<p>Listing on applicable VisitSpokane.com page(s)</p> <p>Eligibility for Convention Sales and Services Referrals</p> <p>Convention Calendar Access</p> <p>Visit Spokane Communications and Partner Events</p> <p>Destination Marketing Materials: 75 Visitor Maps and Visitor Guides per year</p>	<p>Listing on relocation page on VisitSpokane.com</p> <p>First notice of relocation advertising opportunities</p> <p>Visit Spokane Communications and Partner Events</p> <p>Destination Marketing Materials:            • Unlimited Visitor Guides and Visitor Maps per year            • 100 Relocation Guides per year *</p> <p>*Additional quantities available for purchase.</p>

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