

# APPLICATION FOR MEMBERSHIP

Business Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Type of Business: \_\_\_\_\_ Recommended By: \_\_\_\_\_

We apply for membership for an Annual Investment\* of: \$ \_\_\_\_\_

**Make check payable to VIA and mail to:**

Visitor Industry Alliance  
PO Box 1065  
Pierre, SD 57571-1065

Check Enclosed

Bill Us

*\*Investments in VIA are not tax deductible.*

Visitor Industry Alliance  
PO Box 1065  
Pierre, SD 57501-1065

*"Your statewide advocate for the visitor industry."*

## *South Dakota's Visitor Industry Advocate*



**VISITOR INDUSTRY  
ALLIANCE**

**P.O. Box 1065**

**Pierre, SD 57501**

**Phone: (605) 945-2846**

**Fax: (605) 224-7198**

**MEMBERSHIP APPLICATION**



## VIA FORMATION

The South Dakota Visitor Industry Alliance (VIA) was formed by the visitor industry to fill a void of representation before the legislature.

VIA was organized so the industry would have a united front and be recognized during the lawmaking process as "the statewide advocate for the visitor industry."

## VIA PURPOSES

1. To be the statewide advocate for the visitor industry.
2. To provide a coordinating alliance for the visitor industry in the state of South Dakota.
3. To propose and monitor legislation that is pro-visitor industry and to oppose legislation that is detrimental to the visitor industry.

## VIA HISTORY

In early 1994, a group of business owners met to discuss the ever-increasing legislative issues that were plaguing the visitor industry, especially the proposed cut in the state government budget which would have essentially eliminated what was then titled the Department of Tourism.

Since that time, VIA advocated the passage of South Dakota's first dedicated funding source for the visitor industry. The passage of this bill ensured the continued funding for marketing efforts by the South Dakota Department of Tourism and State Development.

## VIA FUTURE

VIA continues to be actively involved with the legislative process. VIA will continue to contract with a professional lobbyist to monitor committee meetings and for much of the behind the scenes legislative work.

In 2008, VIA ran a statewide "We Are South Dakota" image campaign, utilizing membership revenues and matching contributions from the South Dakota CVB Association and local CVB organizations. The goal of the campaign was to promote the many positive aspects of the industry and its impact on the state's economy.

The VIA Board communicates its positions to the members through newsletters and email messages.

## INVESTMENT SCHEDULE

The VIA Board of Directors would like to offer you the strength of our voice at the legislature. To become part of this voice, a yearly investment based on your business's annual taxable sales is requested.

Sales Under	Investment Amount
\$ 100,000	\$100
200,000	120
300,000	180
400,000	247.50
500,000	330
600,000	440
700,000	550
800,000	660
900,000	880
1,000,000	1,000

Investment rates for chambers of commerce are \$100, plus \$100 for communities with a population above 5,000.

Convention and visitor bureaus are \$200, plus \$100 for communities with a population above 5,000.

Other associations' investments are based on the organization's annual budget using the above sales scale.

*Membership investments in VIA are not tax deductible.*