

MEMBERSHIP VISITMERCERCOUNTYPA

Promoting in-bound Travel and Tourism

VisitMercerCountyPA is the designated Tourism Promotion Agency for Mercer County, PA. Our target markets include, but are not limited to, Southern Ontario Canada, Up-state New York, Central and Northeast Ohio Regions and Western – Central Pennsylvania.

Joining VisitMercerCountyPA means becoming an active participant in a comprehensive county-wide initiative designed to promote in-bound travel and tourism. As a valued member, your partnership investment is poised to generate substantial returns, leveraging the extensive and dedicated marketing efforts undertaken by VisitMercerCountyPA.

Benefits of Membership

As a member, your investment contributes to a larger pool of resources, enabling robust marketing strategies that highlight the unique attractions and accommodations in the area. By partnering with VisitMercerCountyPA, you benefit from:

Marketing Support: Every year, we invest over half a million dollars in promoting our membership and Mercer County as a destination for visitors. This funding ensures a robust marketing campaign that includes digital marketing, social media promotions, print, attending regional travel expos, and more.

Print Publications: Our Visitors Guide, updated every 18 months, includes all our members, and is distributed through strategic locations in our target markets. We also produce brochures targeted at specific segments of the industry: Outdoor Adventure Guide, Golf Guide, Wine, Brew & Spirits Trail Guide, and a Coupon Book.

Online Advertising: Social Media, Search Engine Optimization (SEO), Target Marketing, Geo-Fencing, Blogs, Email Marketing.

Web Exposure: Partners receive a listing on www.VisitMercerCountyPA.com with a photo, description, driving directions link and an outbound link to your own website and/or social media accounts. Our website is comprehensive, with member listing, fulfillment requests, calendar of events, blog posts featuring local partners and interesting Mercer County facts.

Affiliations: Pennsylvania Restaurant & Lodging Association, PA Great Lakes Region, Pittsburgh & It's Countryside, Destination Greater Pittsburgh, Pennsylvania Bus Association, Ontario Motor Coach Association.

Travel Shows we attend: Pittsburgh, Cleveland and Toronto Golf Shows, Pennsylvania Bus Association Marketplace, Ontario Motorcoach Association Marketplace, AAA Shows, Pittsburgh Outdoor Sportsman Show.

Membership Programs:

- Cooperative Advertising – Available to Non and For Profits
- Tourism Attraction Development Grant – Available to Non and For Profits
- Fairs/Festivals and Large Event Grant – Available to Non-Profits
- Beautification Grant – Available to Non-Profits and Municipalities
- Local Billboard Program – Available to Non and For Profits
- Grove City Outlet Brochure Display (Paid Program – 1st Time Member 3 Free Months)

Details for each program can be found on our website under “Members Area”

Services: Familiarization Tours (FAM Tours) to prospective tour companies, Step-on-Guide Service, Suggested Itineraries.

Professional Networking: As a VMCPA member, you will have opportunities to meet and network with other members as well as travel and tourism leaders. You can accompany a staff member to a trade show to meet potential customers.

VisitMercerCountyPA hosts the following events:

- Annual Lake to Lake Paddle Challenge – Kayak and Canoe Race on Shenango River
- Annual Dinner Meeting – Award scholarship, two agency awards, and auction
- Annual Holiday Party

Annual Investment Schedule

Hotels/Motels/Resorts with limited service

50 rooms or less	\$95.00
51 rooms or more	\$125.00

Hotels/Motels/Resorts full service (restaurant, bar, meeting rooms)

50 rooms or less	\$125.00
51-100 rooms	\$155.00
Over 100 rooms	\$200.00

Banquet/Event Center	\$125.00
Bed & Breakfasts	\$95.00
Restaurant or catering without bar	\$95.00
Restaurant or catering with bar	\$125.00

Retail or Non-Retail Professional Business

Retail or business employing less than 10	\$95.00
Retail or business employing 10-25	\$125.00

Corporate	\$200.00
Campgrounds	\$95.00
Golf Course/Recreation	\$125.00
Wineries/Breweries/Distilleries	\$125.00
Non-Profit Corporation	\$95.00
***Historical Non-Profit	\$0.00
One Time Events	\$50.00
Community Partner: Non-Tourism Focused Business	\$125.00

\$40.00 Fee for Each Additional Category

For increased visibility, members may opt to list their business in categories besides their primary category. There is a \$40.00 fee for each additional listing, or you can pay the corporate rate of \$200.00 to be listed in all appropriate categories.

Individual Supporting (Personal, Non-business)	\$40.00
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***** Membership Exchange**

Membership Application VisitMercerCountyPA

Company Name: _____

Web site: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Physical Address: _____

Contact Person: _____ Title: _____

Contact Phone: _____ Contact E-Mail: _____

Owner(s) Name(s): _____

Owner(s) E-Mail(s): _____

Owner(s) phone number(s): _____

Today's Date: _____

Number of Hotel Rooms if applicable: _____

Primary Category: _____

Additional Categories under which you want to be listed:

Description of your business for use on VMCPA Website (please limit to 50 words): _____

Send checks payable to:

VisitMercerCountyPA
50 North Water Avenue
Sharon, PA 16146