



3620 American River Drive, Suite 230  
 Sacramento, CA 95864  
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 fax 916.932.2209  
 info@dmawest.org  
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## MEMBERSHIP APPLICATION AND DMO PROFILE

*(Please complete all portions—no abbreviations.)*

DMO Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP+4 \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ Website \_\_\_\_\_

Year DMO Formed \_\_\_\_\_ Membership DMO  Yes  No

### TYPE OF DMO *(Please check one.)*

- An independent, incorporated organization—501(c) \_\_\_\_\_ <<<(indicate #)
- A division of a Chamber of Commerce (separate Board of Directors)
- A division of a Chamber of Commerce (same Board of Directors)
- Division of city/county government
- Other (specify) \_\_\_\_\_

### CEO AND KEY STAFF *(Please list below—use additional sheet if needed.)*

<u>Name</u>	<u>Title</u>
_____	_____ (CEO)
_____	_____
_____	_____
_____	_____

STAFF *(Indicate number of full-time staff.)* \_\_\_\_\_

### DMO BUDGET *(Please check one – USD.)*

- \$0 to \$499,999       \$500,000 to \$999,999       \$1 Million to \$2.5 Million
- \$2.5 Million to \$5 Million       \$5 Million to \$10 Million       More than \$10 Million

#### DMO FUNDING SOURCES

\_\_\_\_\_ % By public sources  
 \_\_\_\_\_ % By private sources

#### DMO ALLOCATIONS

\_\_\_\_\_ % For convention marketing  
 \_\_\_\_\_ % For tourism marketing

#### ROOM TAX RATE

\_\_\_\_\_ % City  
 \_\_\_\_\_ % County  
 \_\_\_\_\_ % State/Province

#### TOURISM ASSESSMENT

Flat Fee \$ \_\_\_\_\_  
 Percentage Fee  
 City \_\_\_\_\_ %  
 County \_\_\_\_\_ %  
 State/Province \_\_\_\_\_ %

CONVENTION CENTER  Yes  No Total square footage \_\_\_\_\_ sq. ft.  
 CENTER EXPANSION  Yes  No Additional footage \_\_\_\_\_ sq. ft. Completion date \_\_\_\_\_

### CLASSIFICATIONS AND ANNUAL DUES

*The membership year of the Association is July 1 to June 30. Dues are pro-rated (50%) for those bureaus joining between January and June.*

Budget	Annual Dues
\$0 to \$499,999 .....	\$700
\$500,000 to \$999,999 .....	\$900
\$1 Million to \$2.5 Million .....	\$1,200
\$2.5 Million to \$5 Million .....	\$2,000
\$5 Million to \$10 Million .....	\$2,700
More than \$10 Million .....	\$3,500

Please return to:  
**Destination Marketing Association of the West (DMA West)**  
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- Remittance Enclosed
- Please Invoice