



2012 Membership Campaign

Being a part of Ohio's Appalachian Country confirms your dedication to raising the awareness and impact of tourism in Ohio's Appalachian Region. Please join us as we prepare for an exciting 2012!

2012 Membership Fee

Membership is open to any person, organization, attraction or event, especially those within Ohio's 32 Appalachian Counties. Membership includes quarterly meetings, educational opportunities, legislative activities, a Biennial Appalachian Ohio Visitors Guide, and other great benefits. Membership is just \$50 per organization.

Tourism Economic Impact Report

With the assistance of the Governor's Office of Appalachia, who have partnered with the Ohio Tourism Division, we have once again entered into an agreement with Tourism Economics, an Oxford Economics Company based near Philadelphia, to produce an Appalachian Region Tourism Economic Impact Report. This study combines quantitative methods with industry knowledge, designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies. This study is extremely useful to your region and/or county when seeking additional funds to expand tourism-related businesses and other economic development projects. If contracted separately, this report would cost Ohio counties approximately \$2000. However, with a generous grant from the Governor's Office of Appalachia, the match required for each Appalachian county is \$200.

Participating counties will receive an individual county report along with a report for the entire Appalachian Region of Ohio. *All 32 counties MUST participate in order to produce the regional report. The regional report will only be free if ALL 32 counties participate.* The funding match should come from an official entity of the county – i.e. the CVB, Chamber, Economic Development Office or County government. If you are an organization or attraction, please make sure your county is signed up to participate in this important study.



2012 Registration Checklist

2012 Membership Fee (check appropriate level)

\$50 Membership \$ _____

Tourism Economic Impact Report

\$200 *County Match (Applicable only to CVB or other county organization)* \$ _____

Total Amount Paid:

\$ _____

Organization Name _____

Contact Name _____ Phone _____

Address _____

Email _____ Website _____

Confirmation and instructions for the Tourism Economic Impact Report will be mailed to you.

Please make checks payable to
"Ohio's Appalachian Country"
In Care of the Ross/Chillicothe CVB
PO Box 353
45 East Main Street
Chillicothe, OH 45601
800-413-4118

Please keep a copy of this form for your records.
Thank you for your support of Ohio's Appalachian Country!