



## 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 MISSION

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 the Department of Tourism.

Since that time, VIA advocated the passage of South Dakota's first dedicated funding source for the visitor industry, ensuring continued funding for marketing efforts by the South Dakota Department of Tourism.

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.

In 2013, VIA members lobbied heavily and worked closely with the Department of Tourism and other organizations to secure the passage of legislation that eliminated the sunset clause from the Tourism Tax.

VIA continues to be actively involved in the legislative process by contracting annually with a professional lobbyist to monitor committee meetings and for much of the behind the scenes legislative work.

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	\$110
200,000	132
300,000	198
400,000	272
500,000	363
600,000	484
700,000	605
800,000	726
900,000	968
1,000,000	1,110

Investment rates for chambers of commerce are \$110, plus \$100 for communities with a population above 5,000.

Convention and visitor bureaus are \$220, 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.

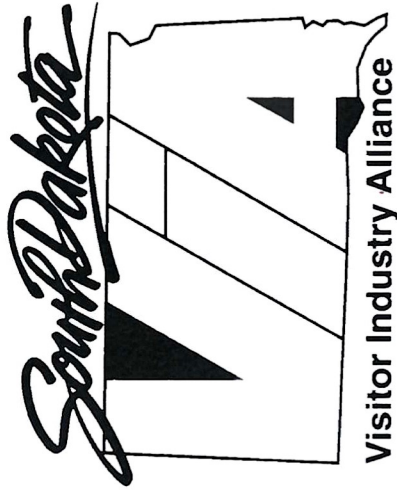
*Membership investments in VIA are not tax deductible.*

Contributions to the VIA Travel PAC are tax deductible.

**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

Visitor Industry Alliance  
PO Box 1065  
Pierre, SD 57501-1065  
"Your statewide advocate for the visitor industry."

**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.

**If you think the tourism industry is important, join VIA today and help keep it strong!**

The Visitor Industry Alliance has served as the industry's advocate at the legislative level since 1995. VIA's lobbyist has consistently championed pro-travel industry taxation and regulatory issues and is "at the table" when tough issues are discussed. We want you to be part of this valuable organization. Please consider how your membership could help keep VIA as the strongest industry voice on important issues AND how keeping the industry strong could help your business. Sign up during the Tourism Conference and receive a 50% first-year discount.

**ABOUT VIA**

VIA was created to unify tourism related industries in order to have a presence at the South Dakota Legislature. The initial concept of VIA grew out of the Destinations 2004 project that the South Dakota Dept. of Tourism announced in 1994. The Destinations group envisioned a vehicle that would be unrestricted in its policies and stances. VIA was incorporated in 1995 and since then VIA's success stories include working to establish the tourism tax and later removing the sunset clause to provide a permanent funding source for marketing South Dakota; lobbying for expanded Visa programs; halting fee increases for highway billboards; mitigating efforts to add arbitrary fees on tour buses; and much more.

**Join during the Conference for a 50% discount!**

**YEARLY DUES BASED ON ANNUAL TAXABLE SALES**

Sales Under	Dues Amount	Conference Only 1st Year Special Rate
\$100,000	\$110	\$55
\$200,000	\$132	\$66
\$300,000	\$198	\$99
\$400,000	\$272	\$136
\$500,000	\$363	\$181
\$600,000	\$484	\$242
\$700,000	\$605	\$302
\$800,000	\$726	\$363
\$900,000	\$968	\$484
\$1,000,000	\$1,110	\$555

See application brochure for additional dues information.

