



## What is TCTAA?

**Twenty-five years** ago the Twin Cities Tourism Attractions Association (TCTAA) was formed by metro area attractions

***Today, our Mission Statement is:***

**The Twin Cities Tourism Attractions Association (TCTAA) is a co-operative marketing partnership comprised of the area's premier attractions, events, and local convention and visitors' bureaus.**

**TCTAA promotes tourism, serves as a resource to visitors and provides member organizations with promotional opportunities and industry representation.**

**Today TCTAA** continues to be committed to its mission. This organization is the only one created especially to promote Twin Cities attractions and one of only a few organizations dedicated to representing and promoting attractions in Minnesota.

**Today TCTAA** is a place to capitalize on opportunities and help members create partnerships and promotions between members. It's an organization that encourages members to share ideas and strategies on everything from public relations to marketing to capital campaigns.

**Today TCTAA** is a cooperative marketing partnership that leverages the funding of many members to create a larger impact in the marketplace. With the investment of all members, TCTAA is able to expand the marketing efforts of each individual member. "funminnesota.com" is recently redeveloped and includes expanded listings.

**Today TCTAA** provides a forum for networking between Twin Cities attractions by giving its members the time and place to make connections with other attraction representatives. The organization is a resource for member attractions, providing information and contacts to help achieve success in a competitive marketplace.

**Today TCTAA** knows there is still plenty of room for new ideas and action and that's where you come in. Join us and become a part of this exciting organization!



## **Twin Cities Tourism Attractions Association**

### **Membership Means. . .**

- **You will complement a network of the Twin Cities' premier attractions.**
- **Your organization, cooperatively, will be marketed throughout the Midwest and Canada through targeted advertising campaigns and trade shows which generate leads for your organization.**
- **Your organization is represented at the American Bus Association (ABA) Convention. A TCTAA representative has been a member and attended the National Tour Association (NTA) for the past 10 years and this year attended ABA for the second time. ABA and NTA are the most influential organizations in group tour marketing in North America.**
- **You will meet other attractions partners through meetings and networking events.**
- **You will stay up to date on industry news and trends through member updates and through representation by board members on various tourism committees at the local and state level. Currently we are represented on Explore Minnesota Tourism's (EMT) Metro Committee, the Tourism Center at the University of Minnesota, attendance at the annual EMT Tourism Conference, and work with all local convention and visitors' bureaus, often partnering on special projects.**
- **You will benefit from "intangibles" such as job postings to all members, a voice for the organization, advisories on tourism issues, information about special events, e-connections and special promotions.**
- **You will be featured in approximately 100,000 attractions guides, one of the most requested and visible Twin Cities tourism promotional brochures. It is distributed to individuals, groups, travel agents, and travel writers locally, throughout the Midwest and Canada and nationally.**
- **You have the opportunity to form partnerships with other attractions and associate members.**
- **You are included in TCTAA's web-site, funminnesota.com which received over 1.5 million hits in 2006. Leads, both individual and group, are shared with members. The web-site is updated quarterly.**

**Come Join Us. . .Tourism works for the Twin Cities**

**For more information, call Jane Riley-Koll, Administrator at 952-858-8493**



# New TCTAA Membership/ Organizational Structure

	Tier 1: Premier	Tier 2	Tier 3
Price Level	\$1,800	\$1,200	\$900
Brochure	Full panel ad with photo and logo	One-third panel ad with logo	No
Coupon in Brochure	Yes	No	No
Website Presence <i>Includes:</i>	Yes <i>Multiple Photos, logo, address, link &amp; 300 words</i>	Yes <i>One Photo, logo, address, link &amp; 200 words</i>	Yes <i>Photo or logo, address, link &amp; 100 words</i>
Presence on Web Map	Yes	Yes	No
Website Coupon	Yes	No	No
Lead Sharing	Yes	Yes	No
Discounted Rates for Fundraising Event(s)	Yes	No	No
No Meeting Fees	Yes	Yes	Yes
Networking	Yes	Yes	Yes
Representation at Trade Shows	Featured	Yes	Yes



## 2010 MEMBERSHIP CONTRACT

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail address \_\_\_\_\_ Web-site \_\_\_\_\_

Renews membership in the Twin Cities Tourism Attractions Association for the 2010 calendar year as

_____ Tier 1, Premier	\$1800
_____ Tier 2	\$1200
_____ Tier 3	\$900

Signed contracts and brochure copy are due to the TCTAA office by December 18, 2009

We agree to:

\_\_\_\_\_ pay dues in full by January 31, 2010

\_\_\_\_\_ make semi-annual payments, due January 31, 2010 or June 30, 2010

\_\_\_\_\_

Designated Representative

\_\_\_\_\_

Title

\_\_\_\_\_

Authorized Signature

\_\_\_\_\_

Today's date

Jane Riley-Koll

\_\_\_\_\_

TCTAA Representative

Administrator

\_\_\_\_\_

Title

\_\_\_\_\_

Authorized Signature

December 14, 2009

\_\_\_\_\_

Today's date

Please return one signed copy of the contract and brochure copy to the TCTAA office. Thank you.



## 2010 ASSOCIATE MEMBERSHIP CONTRACT

Name of Organization \_\_\_\_\_

Designated Representative \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail address \_\_\_\_\_ Web-site \_\_\_\_\_

Renews membership in the Twin Cities Tourism Attractions Association for the 2010 calendar year as

\_\_\_\_\_ An Associate Member (with annual dues of \$500)

Signed contracts are due to the TCTAA office by December 18, 2009

We agree to:

\_\_\_\_\_ pay dues in full by January 31, 2010

_____	<b>Jane Riley-Koll</b>
Designated Representative	TCTAA Representative
_____	Administrator
Title	Title
_____	_____
Authorized Signature	Authorized Signature
_____	December 14, 2009
Today's date	Today's date

Please return one signed copy of the contract and brochure copy to the TCTAA office. Thank you.

P.O. Box 11858 St. Paul, MN 55111 952-858-8493 Fax 952-858-8854 [www.funminnesota.com](http://www.funminnesota.com)  
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