



2010 - BUSINESS New Membership Application Form

With COTA as the industry's champion, tourism will become an increasingly powerful, respected and sustainable economic generator for the province of BC.

Please complete form and return to:

Fax: (604) 685-5915 **Mail:** #1208 – 409 Granville Street, Vancouver, BC V6C 1T2 **Email:** kneyedli@cotabc.com

1. General Information:

Business Name: _____
Main Contacts: _____
Mailing Address: _____
City & Postal Code: _____
Phone: _____ Fax: _____
Email: _____ Web: _____

To provide better use of your membership, COTA extends formal benefits beyond your main contact (voting member) to all staff. Please use section 5 to list key staff you want to receive COTA information and invitations.

2. Opportunity/ Issue Areas Important to Your Business: *(If you require more space please submit an attachment with your application).*

Emerging Opportunity/ Issue Areas: Please list issues that are beginning to have a positive/ negative impact on your business and that you think would be of interest to a broader group of tourism-related businesses and associations.

-
-
-

Ongoing Issue Areas: Please highlight/ check off all that apply directly to your business.

- | | | |
|---|---|---|
| <input type="checkbox"/> Air Access | <input type="checkbox"/> Borders | <input type="checkbox"/> Human Resources |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Crime & Disorder | <input type="checkbox"/> Property Assessment |
| <input type="checkbox"/> Taxation | <input type="checkbox"/> Zoning/Land Use | <input type="checkbox"/> Non-Air Transportation i.e.: |
| <input type="checkbox"/> Other (please specify) : | | |

Industry Agreements: COTA has negotiated a range of cooperation agreements with key stakeholders. Please highlight/ check off boxes if your business interacts directly with these external stakeholder groups.

- | | |
|--|--|
| <input type="checkbox"/> First Nations | <input type="checkbox"/> Forestry |
| <input type="checkbox"/> Mining | <input type="checkbox"/> BC Assessment Authority |

3. Membership Investment:

Calculated based on number of Full Time Equivalent (FTE) employees.

FTEs	Investment Level
1 – 20	\$450
21 – 50	\$900
51 – 100	\$1,500
101 – 200	\$2,500
201 – 300	\$3,500
301 – 400	\$4,500
401 – 500	\$5,500
501 +	\$6,500

Please provide the number of Full Time Equivalent employees in your organization:

Office Use Only: 2010/2011 Membership Investment: \$ _____

HST: \$ _____

Total: \$ _____

Date of Application:

Business membership cycle is July 1 to June 30; after September 1 membership investments will be pro-rated.

4. Method of Payment:

Cheque VISA MasterCard

CC# _____

Expiry Date: _____

Signature _____

(Please make cheques payable to **Council of Tourism Associations**)

5. Key Staff Contacts: ← Please check box if you would like COTA to extend members benefits to your staff. (All Business contacts listed below will be entitled to full member benefits with the exception of voting privileges which are reserved for the main membership contact only.)

First Name	Last Name	Title	Email
First Name	Last Name	Title	Email
First Name	Last Name	Title	Email
First Name	Last Name	Title	Email
First Name	Last Name	Title	Email
First Name	Last Name	Title	Email
First Name	Last Name	Title	Email

By signing below, the applicant agrees that they have:

1. read and understood the Membership Agreement (below);
2. read and agree to follow the COTA's Code of Conduct (attached).

Membership Agreement

Upon acceptance of this application by authorized signatory and payment of the applicable membership investment, and subject to Board approval, the applicant shall become a member of the Council of Tourism Associations. Continued membership with COTA is subject to the terms and conditions set out in the bylaws of COTA, a copy can be requested by the applicant prior to signing this application. It is understood and agreed that should this application not be accepted, the investment will be returned in full.

Signature

Date

Thank you for your support!

COTA

WHO WE ARE

Founded in 1993, The Council of Tourism Associations (COTA) is a federation of associations and businesses that brings together the diverse interests of tourism and hospitality in BC. Collectively, we represent a cohesive, powerful and sustainable industry on par with other major industries in the province.

VALUES

Leadership, Unity and Collaboration

CHALLENGE

The tourism and hospitality industry is dominated by small and medium sized businesses with limited resources to apply to government relations. We are facing a period of unprecedented change when more than ever governments need to understand and value the role tourism businesses play in the economy.

VISION

Stronger Together

MISSION

To be a catalyst bringing industries together with governments to capitalize on opportunities and to remove barriers to tourism's success.

BENEFITS OF MEMBERSHIP

Strengthened Advocacy through Unified Voice

COTA members form a Tourism Leadership Council that identifies and analyzes issues of concern and facilitates communication with key government stakeholders.

Exclusive Government Relations Opportunities

COTA specializes in coordinating meetings with government officials on behalf of tourism. We create forums to advance collective actions to achieve specific results.

Research and Policy Development

Leveraging our network of associations and our strong government connections, COTA is ideally suited to assist in the coordination of policy-focused research.

Staying Connected

Timely, credible information helps you stay connected to what is important. COTA will provide Tourism News, COTA Alerts, and Monthly Member Updates.

Member Rate at Tourism Industry Conference

COTA members will receive a reduction in their conference registration fees.

PAST RESULTS

Creation of Tourism BC

Industry leaders in the very early days of COTA made a compelling case for the creation of Tourism British Columbia as a Crown Corporation with an industry board of directors and based on formula funding. In 2008, this funding formula was enhanced, again with the coordination of effort through COTA.

Enhanced Influence on Air Policy

The tourism industry in BC effectively came together to form the Air Industry Monitoring consortium (AIM) that played a role in airport rent reductions and the formation of policies like 'Blue Skies'.

Cooperative Agreements

COTA has agreements with First Nations, BC Assessment Authority as well as mining and forestry industries. These operate in the background to ensure tourism has a platform to resolve complex stakeholder to stakeholder issues.

Risk Management & Insurance Program

In 2005, this program was developed and implemented making insurance more accessible and affordable for adventure tourism operators.

Building Our Workforce

Destinations, a COTA and Grant Thornton partnership with government, placed more than 27,000 job-seekers in tourism employment over the past decade. With its partners, COTA was a founding member in the creation of go2 – the industry's lead organization on human resources.

Creating a Strong Industry Conference

There is strength in numbers. The Tourism Industry Conference attracts between 600 and 750 tourism industry delegates to network, learn and reinforce our place as a major economic industry within the province.

The more contact the more impact. All members are encouraged to budget time and money to attend the Tourism Industry Conference and at least one other Council meeting per year.



From the Foresight Project: Shaping a Sustainable Vision for Tourism in B.C. - COTA Members' Code of Conduct -

We, the members of the Council of Tourism Associations, representing the B.C. tourism industry, will honour the following Code of Conduct that balances the industry's economic objectives with the protection of, and respect for, the natural, cultural and social environments in which we work. Both collectively (as COTA) and individually, we will:

Contribute globally

Demonstrate positive leadership in sustainable tourism.

Conserve natural and cultural resources

Actively contribute to the conservation and restoration of British Columbia's natural and cultural resources.

Maximize positive benefits

Plan facilities, activities and services to levels that are in balance with the province's natural, social and cultural heritage.

Advance knowledge

Conduct and support research to expand the knowledge base upon which sound sustainable tourism decisions depend.

Support responsible appreciation and enjoyment

Influence traveler expectations through marketing, trip-planning materials and tourism activities that foster responsible use and enjoyment of our nature, culture and communities.

Respect and involve host communities

Respect the rights and values of host and local communities, property owners and Aboriginal peoples.

Values

In addition to a focus on sustainability as detailed in the Code of Conduct (above), the following values were identified in the Foresight Project to reinforce those elements most critical to collective action through COTA:

- **Leadership** - lead individually by example and collectively by taking actions alignment around a compelling vision for tourism in BC
- **Unity** - respect diverse opinions and perspectives; commit to understand and support each other
- **Collaboration** - engage in honest dialogue; seek wise collective decision-making