



The Belleayre Region Lodging & Tourism Association

P.O. Box 443 Highmount, NY. 12441

*A Hospitality and Tourism Information Service
For the Catskill High Peaks and For
the Belleayre Mountain Region.*

www.BelleayreMountainLodging.com

November 16th, 2015

Dear Lodging and Business Owner, and Organization;

It is that time of the year where we invite you once again to become a member of the Belleayre Region Lodging & Tourism Association (BRLTA) or if you are already a member to continue supporting the organization through your renewal. The BRLTA has always had a working partnership with Belleayre Ski Center and ORDA to represent our lodging establishments, restaurants, retail shops and services for a 12 full months throughout the year. Our goals for the 2015/2016 season include increasing our social media presence and increasing revenue by selling advertising space on our 42" kiosk. Our kiosk is "mobile app" compatible to any smartphone which translates into reservations. Franz can put a call button on your page of the mobile app so potential guests can make an immediate reservation. Franz can also have your video uploaded for viewing on the kiosk. Eventually we would like to have a second kiosk for the lower lodge. Please check out the new kiosk, it is located at the upper lodge right in front of you as you pass through the double doors, great location.

Membership includes a full listing and reservation requests on our website:

www.BelleayreMountainLodging.com, posting on our Facebook page:

<https://www.facebook.com/belregion>, postings on Instagram and Twitter. By the way, Belleayre is making changes to their site that should hopefully help the visitors navigate the site better.

Visitors and skiers will be able to research local information on businesses and events (paid members only) in the area. Only paid members will be able to benefit from the kiosk and other services mentioned that the BRLTA provides with your paid membership. Also, the Marketing team this year worked over the spring and summer to place ads in journals and magazine with distributions throughout the area and a concentration in Brooklyn. We also hired a high school student to do postings on Facebook, Twitter and Instagram throughout the year. Your membership is working for you all year long! The economy is stronger now and we have new changes already in place with millions of dollars spent on creating a better place to ski, a better Belleayre for 2015/2016. We as a group have a voice and I say let's make this the best season yet!

Read on to find out how easy it is to become a member so that your business can begin reaping the many benefits of being a member of the Belleayre Region Lodging & Tourism Association.

BRLTA MISSION STATEMENT

THE BELLEAYRE REGION LODGING & TOURISM ASSOCIATION (BRLTA) EXISTS TO UNITE BUSINESSES AND ORGANIZATIONS THAT RELY HEAVILY ON THE SKIER AND SUMMER VISITOR TRAFFIC AT BELLEAYRE MT. SKI CENTER (BMSC)...FOR THEIR VERY OWN EXISTENCE AND SUCCESS.

THE BRLTA MISSION IS THEREFORE TWO-FOLD:

- A) TO MARKET, ADVERTISE AND PROMOTE BMSC AND EACH OTHER IN A MANNER THAT WILL CREATE AN EVER INCREASING NUMBER OF SKIER VISITS.
- B) TO SUPPORT AND PROMOTE SUCH PLANS, PROGRAMS AND PROMOTIONAL ACTIVITIES AT BMSC AS MAY BE HELPFUL IN ENCOURAGING THE SKI CENTER VISITORS TO PATRONIZE OUR LOCAL BUSINESSES AND SERVICES WHILE THEY ARE HERE.

If you have any questions, please don't hesitate to call or email any of the following officers:

Scott Fawaz, President and Treasurer 845-254-9851

Robert Konefal, Vice President 845-254-4012

Carol Molnar, Secretary 845-586-3933

Thank you.

CONTRACT AND RENEWAL INFORMATION FOLLOWS ON THE NEXT PAGES

BRLTA Contract for 2015~2016

This is a contract between the Belleayre Region Lodging & Tourism Association (BRLTA or Association) and you (The Member) signing this contract. Membership runs from November 16th 2015 through November 15th 2016.

The BRLTA, in conjunction with Belleayre Mountain, will provide the following to its Lodging Members:

1. Establishment listing, description with photos and a link to your web site from the BRLTA web site: www.BelleayreMountainLodging.com. BRLTA's web site is linked to and prominently displayed on www.belleayre.com. These web sites are regularly updated and modified as necessary. Each individual member's listing is easily updateable at the will of the member. This also allows you to blast e-mail all other members of the association, and to announce your specials in our e-newsletter to 6000 subscribing visitors.
2. Generated from our web site via the "Lodging Request Form", Tier One Members (lodging establishments) will receive lodging requests from potential customers looking for accommodations in our area.
3. In addition to our web site, the BRLTA spends 100% of all membership dues and other income received to promote the Belleayre Region throughout the Northeast. Methods may include, but are not limited to: Co-Op Advertising with Belleayre on radio, magazine and newspaper advertising, as well as the printing of promo pieces, and new this season; Social Media Networking such as Facebook, Instagram and Twitter.
4. Members will have visibility and accessibility of their establishment/organization through our touch screen kiosk system located at the upper lodge of Belleayre ski center.
5. Receive discount lift ticket vouchers and other great specials for your guests who ski Belleayre Mtn.
6. Voting privileges at meetings of the BRLTA (Tier One Members).

Member Responsibilities

1. All Tier One Members are subject to inspection by the Standards Committee. A copy of these standards is available to members from our web site.
2. Tier One Members must uphold the current standards throughout their membership. There is a system in place to accept written and verbal complaints from guests about an offending establishment. These complaints are forwarded to the establishment management for comment. If three complaints are received in a one year time period, the Standards Committee will review the complaints. If the complaints warrant action, the complaints will be brought to the attention of the general membership at the next meeting of the general members. If serious enough, the members may vote to suspend the membership of the member for a period of 6 months, after which, the member may be reinstated but only if there have been no further written complaints and that the current standards are being followed. A re-inspection may be required depending on the nature of the complaints.
3. All members are responsible for confirming and maintaining the accuracy of their information on the www.BelleayreMountainLodging.com web site.

Membership Types and Dues Payment Schedule are listed below. Failure to pay dues according to this schedule (unless otherwise discussed with BRLTA officers) can result in removal of your business information from all websites and print ads.

Tier One Membership Fees

Lodging establishments up to 10 guest rooms or units
\$175.00 dues total.....Due by Dec. 1, 2015

Independent restaurant
\$100.00 dues total.....Due by Dec. 1, 2015

Retail and Business establishments
\$100.00 dues total.....Due by Dec. 1, 2015

Lodging establishments with 11 or more guest rooms or units with or without restaurants
\$275.00 dues total.....Due by Dec. 1, 2015

Failure to pay dues according to this schedule can result in removal of your business information from all websites and print ads.

BELLEAYRE REGION LODGING AND TOURISM ASSOCIATION CONTRACT- 2015-2016

MEMBERSHIP DUES PAYMENTS.....DUE BY DECEMBER 01, 2015****

ENCLOSED WITH THIS CONTRACT IS MY CHECK IN THE AMOUNT OF: _____ CK. #: _____

Please make checks payable to Belleayre Region Lodging and Tourism Association (BRLTA).

Mail to: BRLTA POB 443, Highmount, NY 12441

I agree to comply with all rules and standards set forth by the Belleayre Region Lodging & Tourism Association. I understand that all payments are non-refundable. I also understand that if I fail to comply with all rules and standards of this association, my privileges and representation may be suspended or revoked and I will forfeit all dues paid.

Business/DBA Name: _____

Corporate Name: _____

Contact Person/Owner: (print) _____ Phone: _____

Authorized Signature: _____ Date: _____

Mailing Address: _____ City: _____

State: _____ Zip: _____

Physical Address: _____ City: _____ Zip: _____

Bus. Phone: _____ Fax: _____ Email: _____

Website Address: _____

Please write a short description of your business below:

Once you become a member of the BRLTA you will be able to add your business information to our website www.BelleayreMountainLodging.com. You will contact our web-master Franz Edlinger at 845-254-4305 or via email: eone@eonemedia.com to receive your password. This allows you to add specials or do needed changes as you wish.

Before mailing this original contract, please make a copy for your records.