



Circle Michigan, Inc.

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PURPOSE

Circle Michigan - an association of Michigan businesses and organizations who promote packaged travel to Michigan.

Membership Requirements, all categories: Any business or organization as defined under Circle Michigan bylaws, Article III, shall be eligible for membership. Each business shall be designated as a voting or non-voting member as described in this Member Procedural Manual and are subject to board approval after a complete application is received.

Voting Member:

Businesses and organizations are to be located in the State of Michigan. Members will designate one employee who will act as a primary contact on behalf of their company for all Circle Michigan matters. Members agree to assist Circle Michigan with "In Kind Donations", such as complimentary admission passes, refreshments or meals, lodging, entertainment, and/or other goods and services as needed or requested to implement authorized statewide promotional efforts. Voting members receive a listing in the membership directory, web-site page and link, weekly CircLetters; annual tour operator list, sales leads, and may attend all Circle Michigan functions at the member registration fee.

Voting Member Definition

Destination Marketing Organization

State or regional tourism office, convention & visitor's bureau, or chamber of commerce who promote a city, county, or region of Michigan as a travel destination.

DMO	
Budget up to \$50,000	\$ 375
\$ 50,001 - \$125,000	\$ 575
125,001 - \$200,000	\$ 955
200,001 - 1,500,000	\$1,265
1,500,000 - 5,000,000	\$1,475
5,000,001 +	\$1,750

Restaurant - \$875

Restaurant members are those whose principal business is to provide food and beverage services but may provide other services.

Hotel / Motel - \$1,275

Principal business is to provide accommodations but may offer other services such as entertainment and food and beverage.

Casino – w. Hotel \$1,275 w/o Hotel \$1,025

Business is to provide gaming but may offer other services such as accommodations, entertainment, and food and beverage.

Attraction

Primarily those provide entertainment, cultural enrichment, or education. Examples are: theaters, museums, shopping complexes (malls & centers), shopping districts, state and national parks as well as theme parks.

Attraction	
\$250,000 & Under	\$ 750
\$250,001 - \$500,000	\$ 850
\$500,001 - \$ 750,000	\$ 950
\$750,001 & Above	\$1,050

Transportation Company - \$1,275

Business is to provide transportation by air, rail, land or water but may offer other services as well.

Receptive Operator - \$725

Principal business is to provide custom tours and packaged travel to Michigan destinations and may also provide step-on guide and/or escort services.

Corporate Company – Corporate \$1,775 Affiliate \$500

Corporate Company members are eligible for this category if they are 51% owned by a single owner or solely owned by a corporation, with affiliates. Corporate members must designate one individual to act as the representative for Circle Michigan matters for the whole of the corporation (refer to Corporate Affiliate Member). Management companies who do not own 51% of corporate and affiliate properties are ineligible for this category.

Festivals/Events - \$1,025

Festivals & Events whose primary function is an annual event or celebration in Michigan.

Associate Memberships

Transportation	\$525
Non Profit Attraction	\$525
Allied Partners	\$525

Non-Voting Member Description

Businesses and Organizations are to be located in the state of Michigan with the exception of Allied Partners. Members will designate one employee who will act as a primary contact on behalf of their company for all Circle Michigan matters. Members agree to assist Circle Michigan with “In Kind Donations”, such as complimentary admission passes, refreshments or meals, lodging, entertainment, and/or other goods and services as needed or requested to implement authorized statewide promotional efforts. Non-voting members receive weekly CircLetters and may attend all Circle Michigan functions at the member registration fee. Non-voting members are eligible to purchase a listing in the membership directory, a web-site page and link, and the annual tour operator list.

Corporate Affiliate – non voting member

Corporate Affiliate members are those members who are 51% owned by the initial Corporate Company member. Corporate Affiliate members are subject to Board approval, and must comply with Circle Michigan membership requirements. Corporate Affiliate members do not receive full member benefits.

Golf Course – non voting member

Golf Courses eligible for this category are seasonal properties whose primary business is to provide golf. These courses do not have resorts, hotels or casinos attached, however, a clubhouse or grill may be attached. Golf Course members will receive only those tour planner sales leads pertaining to an interest in golf outings. Golf Course members may elect to purchase a full Attraction membership and receive full member benefits.

Associate Membership – non voting member

Associate members are businesses and organizations who provide goods and services, and amongst their objectives promote travel to Michigan. Associate members do not receive full member benefits.

Associate Transportation Company - non voting member

Transportation Companies whose principal business is to provide transportation by air, land, rail, or water to destinations in Michigan. Only Transportation Companies whose principal business is located in Michigan may elect to purchase a full Transportation Company Membership and receive full member benefits.

Associate Non-Profit Attractions - non voting member

Non-Profit Attractions whose principal business is located in Michigan, and are licensed as a 501C non-profit business that provides *primarily* entertainment, cultural or educational enrichment (examples: museums, historical buildings, educational institutions). Non-Profit attractions may elect to purchase a full Attraction Membership fee and receive full member benefits.

Allied Partners – non voting member

Allied Partners are defined as businesses or organizations that provide goods and services to Circle Michigan members; examples: Media Sources, Apparel Suppliers, Benefit Suppliers, Service Stations, etc. These companies whose principal business may or may not be located in Michigan do not receive full member benefits and are not eligible for full membership status.

Associate Festivals/Events – non voting member

Associate Festivals/Events members are those whose primary function is an annual event or celebration within Michigan. Members in this category will receive all sales leads. Privately owned festivals and events are not eligible for this category. Festivals/Events may elect to purchase a full Festival/Events Membership and receive full member benefits.