



Coastal Vision 3000 Initiatives

- Creating an internationally recognized branded destination to ensure the long-term economic growth of our region.
- Participating in a regional brand building campaign that serves as the foundation for localized and individual destination marketing campaigns.
- Being a catalyst for bridging the geographic, political and economic boundaries that have fractured marketing efforts in our region and limited our potential.
- Establishing a regional standard for collecting, organizing and sharing tourism and economic development data.
- Educating key regional stakeholders and persuading them to support regional brand-building efforts.
- Training a broad range of local audiences to communicate and support the regional brand.
- Supporting the work of our region's tourism and economic development professionals and working closely with them to grow our market for our individual and collective benefit.
- Working cooperatively to attract better, more competitive air service to our region.

4471 Legendary Drive
Suite 100
Destin, FL 32541



Northwest Florida's Gulf Coast
thebeachfla.com



Join Coastal Vision 3000
and help shape the
future of our region.



Northwest Florida's Gulf Coast
thebeachfla.com

Undiscovered white sand beaches, together with clear emerald waters, natural beauty, luxury accommodations, family oriented entertainment and a relaxed, welcoming atmosphere create wonderful experiences and lasting memories for all ages, luring people back year after year.

These attributes have attracted millions to our eclectic towns and welcoming shores. Yet, as a group, we have the power to leave a footprint far greater than any coastal area in the world. Business and community leaders established

Coastal Vision 3000 to create a consistent, branded identity for our region. Our goal is to increase national and international awareness, support our local tourism and economic development professionals and grow our market.





Become a part of this landmark effort and help our future soar.

Our region is on the verge of becoming an international destination, and the time has

come to spread THE word—to fulfill our potential and our dreams. In becoming

a part of this effort, you will help to strengthen our efforts while enhancing the

success for you, your business and our area as a whole. There are numerous

ways to become involved with this precedent-



setting effort that will propel our region to

unparalleled success.



Membership Levels

Membership levels can be changed at any time by the Founder Board of Directors.

Advocates \$100

- Commit to support THE Beach branding effort (including displaying of window decal)
- Subscription to e-newsletter
- One (1) listing on www.thebeachfla.com (does not include logo or link)
- Invitation to Signature Event

Champions \$500

- Commit to support THE Beach branding effort
- Utilize graphic standards and logo in advertising
- Provide training for on-site employees
- Subscription to e-newsletter
- One (1) listing with direct business link on www.thebeachfla.com (does not include logo)
- Invitation to Signature Event

Stewards \$2,500

- Commit to support THE Beach branding effort
- Utilize graphic standards and logo in advertising
- Invite to quarterly Founder & Trustee board meetings (non-voting participant)
- Up to a total of two (2) business entity listings with direct business link on www.thebeachfla.com (does not include logo)
- Inclusion in booking engine program through website
- Subscription to and listing in e-newsletter
- Access to strategic partnerships (as available with board approval)
- Invitation to Signature Event

*Chambers, TDCs and EDCs must join at this level or higher

Trustees \$5,000

- Commit to support THE Beach branding effort
- Utilize graphic standards and logo in advertising
- Attend Founder Board meetings (non-voting participant)
- Up to a total of four (4) business entity listings with direct business link on www.thebeachfla.com (includes business logo)
- One (1) banner ad on website
- Inclusion in booking engine program through website
- Ability to chair a committee (as available)
- Invite to exclusive events
- Subscription to and listing in e-newsletter
- Access to strategic partnerships (as available with board approval)
- Invitation to Signature Event

Founders \$15,000

(Until October 1, 2008 then is \$20,000)

- Commit to support THE Beach branding effort
- Utilize graphic standards and logo in advertising
- Board seat (voting rights), sets policy, budget, and organizational direction
- Principal holds board seat
- Access to strategic partnerships
- Priority listing on website
- Up to a total of ten (10) business entity listings with direct business links on www.thebeachfla.com (includes business logo)
- 25 word lead-in to website listing
- Inclusion in booking engine program through website
- Two (2) banner ads on website
- Minimum of at least one (1) banner ad on booking engine web page
- Featured Member on “Things to Do” section of website
- Access to confidential regional data
- Subscription to and listing in e-newsletter
- Access to database of e-newsletter customers (non-member requests)
- Invitation to Signature Event



Coastal Vision 3000 Application for Membership

4471 Legendary Drive • Suite 100 • Destin, FL 32541
Ph: 850-337-3469 Fax: 850-337-3418
www.thebeachfla.com

Please send application via fax or mail, see above for information.

Application

Please provide us with the following information:

Business Name _____

Physical Address _____

City _____ State _____ Zip _____

Mailing Address _____

City _____ State _____ Zip _____

Toll-Free _____ Phone _____ Fax _____

Main Email _____ Website/URL _____

Level of Membership Selected _____

Annual Dues/Fees (Associated with membership level selection) \$ _____

Referred By _____

Contact 1: CEO/President/Principal

Name _____ Title _____

Phone _____ Email _____

Main Contact Yes No

Contact 2: Marketing Director

Name _____ Title _____

Phone _____ Email _____

Main Contact Yes No

Membership Investment

Founders - \$15,000 | Trustees - \$5,000 | Stewards - \$2,500 | Champions - \$500 | Advocates - \$100

Note: After October 1, 2008 the Founder Membership cost will increase to \$20,000, unless locked in prior to this date.

*Check MasterCard Visa

**Credit Card# _____

Expiration Date _____ Name on Card _____

Authorized Signature _____ Date _____

**Please make all checks payable to Coastal Vision 3000. **Only MasterCard & Visa accepted.*