

## **Benefits of Membership**

- Leadshare lists.
- Referrals and eligible to report vacancies to MLAT office.
- Eligible for discounts when advertising in our full color tourism brochure.
- 2 Free Website Business Category Listings.
- Eligible to purchase a Web Link or Web Ad.
- Eligible to participate in the Internet "Check Vacancy" program.
- Eligible to display your own brochure at the tourism office.
- Receive our newsletter and correspondence on tourism issues facing our area.
- MLATC is your advocate to state government and tourism groups, working to promote our areas' economic development.

## *2007 Membership Information*



[www.millelacs.com](http://www.millelacs.com)  
[vacation@millelacs.com](mailto:vacation@millelacs.com)  
(320) 532-5626  
(320) 532-5630 (fax)

We promote tourism throughout the Mille Lacs area to benefit our businesses, services and attractions.

As part of a membership cooperative, your investment in the MLATC will be pooled with other members, allowing us to reach a broader market base more affordably. In other words, with MLATC you get more bang for your buck!

### Yearly Membership Fees

For businesses who want to take advantage of our active promotion of the Mille Lacs area.

**Lodging Property (Resort/Lodge, Hotel/Motel)** \$0.00

For Resort/Lodge, Hotel/Motel properties collecting the 3% Lodging Tax/Surcharge on all gross lodging receipts

**RV Park/Campgrounds** \$250.00  
RV Park/Campground businesses

**Ice Fishing Business (Rentals)** \$250.00  
Fish House rental businesses

**Private Rental Home** \$150.00  
A vacation home, cabin or cottage, which is rented to the public on a daily or weekly basis and is NOT part of a resort or hotel/motel facility. Must be collecting 3% Lodging Tax/Surcharge on all gross rental fees

**General Business Membership** \$150.00  
For all 'for-profit', non-lodging, non-campground, non-ice fishing rental businesses

**Non-Profit/Civic** \$100.00  
For all 'non-profit' and civic organizations

### Yearly Website Program Fees

**Website Link** \$100.00  
For businesses who want to link to their own website.

**WebAd** \$150.00  
MLATC will create a web page for your business on our website.

**Web Event Postings** \$0.00  
Posted by You  
**Posted by MLAT (per event)** \$5.00  
MLAT reserves the right to accept or reject an event posting for any reason.

**Internet Business Category Listings**  
(choose categories below)  
Primary + 1 Category Listing No Charge  
1-3 Additional Category Listings \$25.00  
4-6 Additional Category Listings \$40.00  
7+ Additional Category Listings \$50.00

Choose Your Categories:

- ▶ **Accommodations**
  - ( ) Resort/Lodge ( ) Hotel/Motel
  - ( ) Private Rental Home ( ) RV Park/Campground
  - ( ) Ice Fish Business (Rentals)

- ▶ **Dining**
- ▶ **Retail & Services**
  - ( ) Activities/Family Fun ( ) ATV Rental
  - ( ) Antiques & Home Furnishings ( ) Boat Rental
  - ( ) Bait & Tackle, Sporting Goods & Services
  - ( ) Clothing-Retail & Wholesale ( ) Bike Rental
  - ( ) Casino ( ) Grocery, Bakery & Deli
  - ( ) Golf ( ) Meetings/Conventions
  - ( ) Hunting & Shooting ( ) Guide Service
  - ( ) Health Care & Pharmacy
  - ( ) Ice Fishing Guide Service
  - ( ) Launch Service
  - ( ) Real Estate, Builders & Services
  - ( ) Personal Watercraft Rental
  - ( ) Professional Services
  - ( ) Specialty Items & Gifts
  - ( ) Snowmobile Rental
  - ( ) Other Businesses & Services

▶ **Designate Primary Category**  
\*Lodging properties should choose one lodging type as your primary category.

### Yearly Membership Registration

Check All that Apply		Price
<input type="checkbox"/>	Lodging Property—Collecting 3%	\$0.00
<input type="checkbox"/>	RV Park/Campground	\$250.00
<input type="checkbox"/>	Ice Fishing Business (Rentals)	\$250.00
<input type="checkbox"/>	Private Rental Home + Collecting 3%	\$150.00
<input type="checkbox"/>	General Business Membership	\$150.00
<input type="checkbox"/>	Non-Profit/Civic	\$100.00
<input type="checkbox"/>	Website Link	\$100.00
<input type="checkbox"/>	WebAd	\$150.00
<input type="checkbox"/>	Primary + 1 Business Category Listing	\$0.00
<input type="checkbox"/>	1-3 Additional Business Categories	\$25.00
<input type="checkbox"/>	4-6 Additional Business Categories	\$40.00
<input type="checkbox"/>	7+ Additional Business Categories	\$50.00
<b>TOTAL AMOUNT DUE:</b>		<b>\$</b>

Business Name

Contact Name

Address

City, State, Zip

Business Phone and/or Toll Free

Fax Number

Home Phone

Email

Website Address