



SOUTHERN ARIZONA
ATTRACTIONS ALLIANCE

2022
Prospective New
Member
Package

Presented to

Welcome!

The Board of Directors of the Southern Arizona Attractions Alliance (SAAA) welcomes _____ as a prospective and returning member of the SAAA.

Mission Statement

The mission of the Southern Arizona Attractions Alliance is to increase awareness of and drive visitation to the Alliance member attractions through marketing, education, and advocacy.

Categories of Membership

SAAA has three categories of membership:

1. Attraction
2. Affiliate
3. Reciprocal

Attraction Defined

An “Attraction” is defined as an established site, facility, or organization that offers cultural, historic, scientific, arts, entertainment and/or recreational activities with a formal or informal educational component year-round or seasonally or is part of a recognized tourism niche as defined by the Arizona Office of Tourism.

Examples: Arizona-Sonora Desert Museum; Arizona History Museum; Flandrau Science.

Affiliate Defined

An “Affiliate” is defined as:

- An umbrella organization, such as a Destination Marketing Organization or DMO, that represents multiple attractions. Examples: Tombstone Chamber of Commerce; (Discover Marana) - Town of Marana. *(Note: Individual organizations or properties represented by the umbrella organization may not be listed individually. However, one attraction may be featured in lieu of a group listing.)*
- A tourism related business or non-profit organization; or a tourism related individual that supplies products or provides services to the Southern Arizona tourism industry.
Example: Southern Arizona Guide, Diamond Transportation, Southern Arizona Arts & Cultural Alliance (SAACA).
- **Reciprocal Membership is allowed if the prospective organizations offer product or services that will mutually benefit each organization.*

Benefits of Membership

The benefits of membership are many. Selected benefits available include:

(Attraction Members) Inclusion in the Tucson Attractions Passport, a printed booklet of 2-for-1 admission offers to most Southern Arizona Attractions and other discounts. Inclusion in the new digital Tucson Attractions Passport app. **The 2022-Passport:** \$25 retail; \$13 -\$16 wholesale (depending on quantity).

(Attraction Members) Inclusion in the new digital marketing platform, a new "real-time" digital product of the Tucson Attractions Passport with the ability to feature special events and offers and other real time-related added value programs. This platform will also "a pass, within a pass". Tours, shopping and dining attractions who contribute to tourism may also benefit from this platform.

(Attraction Members) Inclusion in the SAAA brochure and map. 75,000 copies are distributed annually to over 1,000 locations throughout Arizona, including airports, hotels, resorts and visitor centers.

(Attraction Members) Creation or showing of a signature video about each Attraction Member for the SAAA website as well as the SAAA and Visit Tucson YouTube "Explore Tucson Attractions Channel. You may substitute your own video.

(Attraction & Affiliate Members) Detailed page or listing (respectively) on the SAAA website and social media postings throughout the year.

(Attraction & Affiliate Members) Opportunity to participate in the Showcase, Consumer & FAM (Familiarization Tours).

(Attraction & Affiliate Members) New in 2022. Inclusion in the new VisitWidget interactive map and app. Each member receives a enhanced listing with virtual tour capabilities. This app will be available on multiple tourism website in 2022.

(Attraction & Affiliate Members) Monthly general membership meetings with informative educational speakers and networking opportunities, a vote at the Board of Directors at Annual Meeting, and participation on any SAAA committees.

(Attraction & Affiliate Members) The SAAA organization provide advocacy with Visit Tucson and Arizona Office of Tourism to feature and promote Southern Arizona attractions in a prominent fashion including representation on the Visit Tucson and other travel and tourism organization Board of Directors.

Responsibilities of Membership

1. It is the responsibility of each member to maintain:
 - o the highest standards of safety, cleanliness and hospitality;
 - o professional quality in the entertainment and educational opportunities offered the public;
 - o truthfulness in advertising;
 - o professional approach to complaint resolution.
2. It is the responsibility of each member to pay annual dues on time.
3. It is the responsibility of each member to be as active in the work of the Alliance as possible. SAAA is an all-volunteer organization. To fully succeed in its mission, members must contribute their time and talents, in addition to their dues. All members are encouraged to (a) serve on at least one active committee; (b) share relevant information and best practices at the monthly general meetings; (c) provide appropriate content for social media communications and website calendar of events; and, (d) otherwise mutually promote each other's attractions, organizations, and businesses.

Useful Information

The Attractions Alliance is governed by its Board of Directors. Officers of the Board are elected annually by the general membership. In 2022, they are:

President: Hillary Louarti, Diamond Transportation

Past President: Wendi Rountree, UA Marketing and Communication

Vice-President: Stan Martin, Tucson Rodeo Parade Museum

Treasurer: Laura Cortelyou, Tourism

Secretary: Nick Letson, Communication Manager, Flandrau Science Center

Director: Pat Traficani, Visit Tucson

Director: Debbie McKinion, Arizona History Museum

Director: Katie Bailey, Publisher, Tucson Guide

Director: Dennis Treadwell, Marketing Director, Sonoran Glass School

Director: Brenda Baca, Partner, Mid-Life Single

Executive Director: Thomas Moulton

Officers serve a two-year term. If an officer resigns during his or her term, a replacement is appointed by the President. Thus, these positions are subject to change. Contact the SAAA Administrative Office for the most current list.

The President appoints chairs of SAAA Standing Committee. In 2022, they are:

Marketing:

Membership:

Outreach/FAM:

Programs:

Sales & Fulfillment: Tom Moulton, Executive Director

New members are encouraged to serve on any committee in which they have an interest and/or expertise. Just contact the relevant chairperson via the SAAA Administration Office. All members are welcomed on all committees.

Meetings

The Board Officers and Directors (Executive Committee) meet monthly or as needed to govern and carry out the daily business of the Alliance. Board meetings are held on the first Wednesday of each month beginning at 8:30 AM at the SAAA offices at 64 E. Broadway Blvd, Tucson, AZ or virtually through ZOOM. Any member is welcomed to attend.

The General Membership meets monthly on the second Thursday of each month. Meetings are typically held at various member attractions from 8:30 - 10:00 AM. However, some meetings may be held at lunch or after work hours. Meetings often include:

- Updates on the activities and plans of the various committees
- Updates on the activities and upcoming events of the various member organizations
- Presentation of educational speakers at general meetings
- Presentation of Certificate of Membership to newest members

E-mail announcements, via Constant Contact, are sent out in advance of upcoming meetings and events. Watch for these and check your spam folders to ensure you receive notice of the meetings.

Annual Events

February/March: SAAA Awards/Election Breakfast. At this annual event achievements of the previous year are celebrated, new officers are elected, and the Board shares its vision for the coming year. Special guests, who have made extraordinary contributions to Southern Arizona tourism, are also often recognized.

Oct/November: Hospitality Industry Trade Show & FAM. Concierges, visitor center volunteers, travel industry professionals, and front desk staff from Tucson and Phoenix are invited to attend this showcase of members of the SAAA. The event includes lunch and a mini trade show at which SAAA members are invited to provide updated information on their facilities.

Dues

Annual dues invoices are emailed in mid-December each year. Payment in full is due by January 31st. Dues structure varies and is attached to this document. For new members coming in after January, the dues will be prorated based on a 12 month cycle.

SAAA Passport Sales

One of the primary sources of revenue for SAAA is the sale of Passports/Books of Fun. New books, digital and hard copies, are produced and introduced annually in October. All members are encouraged to participate in the sale and/or promotion of these books, but not mandatory. New in 2018/19 was a Flex Passport digital ticket program in partnership with Visit Tucson and the various lodging institutions, which offers either a 3-day, 7-day or annual passport. The primary marketing for the Digital is day-trip and get-away weekend visitors. While primarily digital or smart phone ready, a small amount of paper books will be available in October of each year.

SAAA Website: Tucson Attractions. com

SAAA Facebook: <https://www.facebook.com/TucsonAttractions>

If you wish to sell Passports at your Attraction/Business, please contact Tom Moulton at tmoulton@tucsonattractions.com or 520.499.2662

CONTACTS

All SAAA contact information for the Board, Executive Committee and General Membership resides on the Attractions Alliance website under the secure membership area.

Members Only Section

Membership contact information, meeting dates, minutes, and financial statements are all available to members via a Membership Login page, found here on the Membership page: <https://www.tucsonattractions.com/membership/>

- Once you are logged in, you will see buttons for *Financial Reports*, *Programming*, *Member Resources* and *Meeting Minutes*.
- Under *Member Resources*, you will see a button for the *Membership Directory*, which is searchable with various filters and allows members to update their contact information directly. This section also contains a downloadable SAAA Membership Contact List and Officers/Committees Chairs list. *Programming* is where you can find upcoming meeting information, and Financial Reports and Meetings Minutes contain the PDFs of these respective documents from past meetings.

SAAA MEMBERSHIP

| Southern Arizona Attractions Alliance Members | 2022 |
|--|--|
| <p> Ajo District Chamber and Visitor Center Amerind Museum Arizona Historical Society Arizona Lodging & Tourism Association Arizona Repertory Theatre (UA Film...) Arizona State Museum (UA) Arizona State Parks - Patagonia Lake State Park Arizona Theatre Company Arizona-Sonora Desert Museum ASARCO Min.Discovery Cntr. AZ History Museum AZ Zipline Adventure Benson Chamber of Commerce Biosphere 2 (UA) Bisbee Mining & Historical Museum* Bisbee Visitor Center Center for Creative Photography (UA) Cocoraque Ranch & Pavillion Colossal Cave Mountain Park Dark Horse Media DeGrazia Gallery in the Sun Diamond Transportation Arizona LLC Discover Marana Doubletree by Hilton Tucson Airport Flandrau Science Center & Planetarium (UA) Greater Oro Valley Chamber of Commerce Green Valley Recreation Inc. Green Valley/Sahuartia Chamber of Commerce and Visitor Center Hacienda Del Sol Resort Helen S. Schaefer Poetry Center (UA) Hilton El Conquistador Hotel Congress International Wildlife Museum Jewish History Museum Jim Click Hall of Champions (UA) Kino Sports Complex Kitt Peak, NAO La Encantada Laboratory of Tree-Ring Research (UA) Local First Arizona </p> | <p> Queen Mine Tour (City of Bisbee) Reid Park Zoo/Tucson Zoological Soc. SAAA Sabino Canyon Crawler Saguaro National Park Sonesta ES Suites Sonoran Glass School Southern Arizona Arts Guild Southern Arizona Guide Southern Arizona Heritage and Visitor Center Southern Arizona Transportation Museum Southern AZ Arts & Cultural Alliance SAACA St Pauls Episcopal Church Tanque Verde Guest Ranch Titan Missile Museum Titan Missile Museum Tohono Chul Park Tohono Chul Park Tombstone Chamber of Commerce Tombstone City of Tombstone Epitaph. Tombstone Forward Trail Dust Town Tubac Center for the Arts Tubac Chamber of Commerce Tucson Botanical Gardens Tucson Botanical Gardens Tucson Desert Art Museum Tucson Guide Magaziine Tucson Hispanic Chamber Tucson Improv Movement Tucson Metro Chamber Tucson Museum of Art Tucson Premium Outlets Tucson Rodeo Parade Museum Tucson Speedway Tucson Sugar Skulls Tumacacori Historical Park UA Allen Norville Gem and Mineral Museum UA Arizona Live </p> |

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|--|---|
| Localiq Madaras Gallery Madden Media Marana Chamber of Commerce Marshall Foundation - Main Gate Square Mescal Movie Set MidLife Single Mini-Time Machine Museum of Miniatures Mission San Xavier del Bac c/o Patronato San Xavier Mt. Lemmon SkyCenter - UA Museum of Contemporary Art Musselman Honda Circuit Nogales-Santa Cruz County Chamber of Commerce O.K. Corral Oro Valley Chamber of Commerce Pima Air and Space Postal History Foundation Presidio San Agustin del Tucson Museum | UA Arts UA Book Stores UA Libraries UA Marketing and Communications UA Museum of Art UA Museum of Optics UA Museum of Optics UA Pharmacy Museum UA Richard F. Caris Mirror Lab UA School of Dance UA School of Theatre, Film & Television UA Science UA Space Imagery Center UA Tumamoc Hill Visit Tucson Western National Parks White Stallion Ranch Wyndham Westward Look Grand Resort/Spa |
| | |



MEMBERSHIP

SAAA MEMBER RESPONSIBILITIES

The success of the SAAA is tied directly to the efforts of our members. We therefore strongly encourage all members to be as active as possible through regular attendance at monthly meetings, participation on committees, and adherence to the SAAA Pledge of Practice.

SAAA PLEDGE OF PRACTICE

As a member of the Southern Arizona Attractions Alliance you have pledged to provide the highest level of guest satisfaction and a secure working environment for your employees. The SAAA Pledge of Practice ensures excellence in the following areas:

- Safety
- Cleanliness
- Hospitality
- Entertaining and Educational
- Truthful Advertising
- Complaint Resolution

LEVELS OF MEMBERSHIP

Attractions

An established site, facility, or organization that offers cultural/heritage, natural history, scientific/technical, arts, entertainment, or recreational activities with a formal or informal educational component year-round or seasonally or is part of a recognized tourism niche as defined by the Arizona Office of Tourism.

Annual attendance 50,000 +

For-Profit Organizations: \$825

Non-Profit Organizations: \$600

Annual attendance < 50,000

For-Profit Organizations: \$600

Non-Profit Organizations: \$400

Attractions Membership Benefits

- Listing in SAAA's:
 - Tucson Attractions Passport (Full Page)
 - Tucson Attractions Map Brochure
 - Tucson Attractions Website
- Social Media Postings
- One vote at membership meetings
- Eligibility to participate on SAAA committees
- Eligibility to participate in all SAAA marketing initiatives

Affiliate

An organization or individual that supplies products or services primarily to the tourism industry as its principal source of income.

Umbrella Organization/DMO/Chamber: \$400

Tourism Related Business or Organization: \$400

Tourism Related Individual: \$250

Affiliate Membership Benefits:

Reciprocal: No charge

- Listing in SAAA's:
 - Tucson Attractions Passport (1/3 Page)
 - Tucson Attractions Website
- Social Media Postings
- One vote at membership meetings
- Eligibility to participate on SAAA Committees

SAAA Membership Application Form



Contact Name _____
Organization _____
Address _____
City _____ State _____
E-mail _____
Phone _____ Fax _____

Annual Membership Dues by Category

Please select one:

Attraction / 50,000+ Annual Attendance

☐

Non-Profit: \$600

☐

For-Profit \$825



Attraction / Less Than 50,000 Annual Attendance

☐

For-Profit: \$600

☐

Non-Profit: \$400

Affiliate

☐

DMO: \$400

☐

Tourism Organization: \$400

☐

If Applicable (Reciprocal)

Individual Member (*Principal employment in the tourism industry*)
\$250 (Circle)

**PLEASE FILL OUT THE FOLLOWING AS YOU WOULD LIKE IT TO BE
PUBLISHED IN APPROPRIATE MARKETING MATERIALS/MEMBER REGISTRY**

Organization or Individual Name: _____

Address: _____

Phone: _____

Website: _____

Short description about attraction/organization (50 words max):

For businesses other than attractions, please describe what your business does and explain your organization's rationale for wanting to join SAAA:

Offer or Discount for Passport (Please briefly describe your buy-one-get-one free admission. If your facility does not charge admission, please briefly describe your discount):

The SAAA has the following committees. Please indicate any you are interested in:

- ☐ Marketing
- ☐ Social Media
- ☐ Membership
- ☐ Programs
- ☐ Outreach/FAM
- ☐ Passport

*Please complete the form, **along with logo and two (2) photos** and submit via email: tmoulton@tucsonattractions.com or print and mail:*

Membership Chair, Southern Arizona Attractions Alliance
64 E. Broadway Blvd., Ste 1
Tucson, AZ 85701

Your membership is subject to the approval of the SAAA Executive Committee.

Thank you! ☺ Tom Moulton, Executive Director