



CalARVC & ARVC . . .



Connecting RV Parks with Campers

✓ **Camp-California! The Camper's Guide to California**

Members receive a free listing that includes a map, contact info & basic description. Display ads are available at discounted rates. 250,000 guides are distributed annually throughout the west. Guides are also distributed to RV rental agencies, bringing new customers to your park.

✓ **Camp-California.com – The Camper's Guide to California**

Consumer website that uses blogs, visitor info and an extensive searchable calendar of events to engage campers. Campers can dream of where they would like to go, and once they return, can review the parks where they stayed. Over 500,000 visitor sessions are anticipated for 2011. Promotional efforts are in place, increasing the number of visitors to the site each day. A variety of listing options are available including real-time online reservations through CalARVC's website host, Leisure Interactive, Inc.



✓ **GoCampingAmerica.com**

Your CalARVC membership includes membership in the National Association of RV Parks and Campgrounds. ARVC members receive a free listing on GoCampingAmerica.com - a national consumer website.



✓ **State & National PR Program**

Both CalARVC and National ARVC have launched PR programs utilizing Jeffrey Crider. He sends press releases of interest to a wide variety of media outlets including newspapers, magazines, television and radio. In 2010/2011 there have been numerous camping-related stories run in prestigious publications - partly as a result of this PR program. CalARVC members are encouraged to supply information to him that he will compile into newsworthy stories.



✓ **California Campin' e-news**

An electronic newsletter sent to more than 30,000 consumers twelve times a year encouraging RVers to hop in their RV and visit your park! Participating is simple; supply your email address so you can receive the *Coffee Talk* enews with our info requests, and then provide event information of interest to RVers. Get additional exposure for your park and help create a stronger association website!

✓ **RVing REWARDS!**

Gain additional promotion by offering discounts to consumers through *RVing REWARDS!* With this optional program, each park establishes their own offer and any restrictions which are posted on Camp-California.com and included in the camping guide. The *RVing REWARDS!* Card is included free in the Camp-California camping guide. In addition, you can choose to become a distribution location or offer prizes for the *RVing REWARDS!* Points loyalty program!



✓ **Additional Marketing**

Other marketing opportunities are available through brochure distribution at consumer shows and a discounted listing in the California Visitor's Guide.

Protect Your Interests at the State & National Levels!

◆ National Issues

ARVC's National Issues Bulletin keep members abreast of important legislative and regulatory issues that affect our industry. ARVC also conducts an annual National Issues Conference in Washington, DC.

◆ State & Local Issues

CalARVC monitors all bills and inform members about key bills introduced in the California legislature. Individual assistance is also available.

RECIPAC



◆ REC PAC

CalARVC sponsors a political action committee that makes contributions to legislators that have similar pro-business philosophies. Supporting REC PAC impacts the political climate in Sacramento.

◆ Agencies

Maintains contact with key government agencies (Dept. of Housing and Community Development, etc.) to help members comply with laws and regulations.

Save You Money!

Member discounts are available on a variety of products from a variety of vendors – saving you money.

- ◆ Propane discounts through Suburban and Ferrell Gas
- ◆ Paint & paint supplies discounts with Sherwin-Williams
- ◆ Swimming pool supplies discounts through Leslie Pool Supplies
- ◆ Music & Video licensing discounts with BMI, ASCAP, and Seasc
- ◆ Tractor discounts with John Deere
- ◆ Nestle/Dryer Ice Cream freezers for free with Dryer Ice Cream Distributors

- ◆ Workers' Comp & Liability insurance discounts offered by CalARVC Supplier Members
- ◆ Credit Card savings with ARVC Supplier Members
- ◆ Tenant and Employee Screening discounts with Tenant Guarantors
- ◆ Building & janitorial supplies discounts through HD Supply (excludes lumber)
- ◆ Save on headaches by purchasing necessary eviction forms from CalARVC that help California RV parks and campgrounds conduct a proper eviction

Discounts for Small Parks - CalARVC offers parks with fewer than 50 spaces a 10% discount on products & supplies. ARVC offers parks with less than 75 sites a 5% discount on ARVC publications and In-Sites registration.

Your One-Stop Resource!

◆ WEBSITE - calarvc.com

This resource for park operators is available 24 hours a day! It features info about CalARVC member programs, industry news, CalARVC's leadership, newsletter articles and an extensive list of links to important information.

◆ EDUCATION

- ◆ **CalARVC** - Opportunities are available throughout the year. Watch CalARVC.com for dates and details.
- ◆ **ARVC Conference and Expo**
Professional education and credits toward the Certified Park Operator status are available through the convention held in fall each year, and webinars throughout the year. The 2011 Conference & Expo will be held Nov. 28 - Dec. 2 in Savannah, GA.

◆ PUBLICATIONS

- ◆ **CalARVC News**
Newsletter featuring park management tips, legislative matters, industry trends, changes in laws & regulations, occupancy statistics, and CalARVC activities.

◆ Weekly CalARVC e-News (*Coffee Talk*)

Focuses on timely news, urgent calls for information for the media, as well as grass-roots lobbying.

◆ ARVC Report

ARVC's monthly newsletter keeps you abreast of industry happenings, association news and events.

◆ Statistics

Regional occupancy data published by month in the *CalARVC News* to use in gauging your own park's performance. CalARVC gathers rate information on an annual basis. ARVC also gathers occupancy statistics for use on a national basis.

◆ Other ARVC Publications

40+ publications, hundred of audiotapes available for operations information, management strategies, park design, marketing, statistical surveys and reports.

◆ AND MORE!

Call (530) 885-1624 if you have questions about these benefits!