

**GENEVA LAKE AREA CHAMBER OF COMMERCE
INVESTMENT SCHEDULE
ADOPTED 5-15-08**

The investment category for membership purposes shall be that category which best suits the type of business engaged in and those services, which are provided by the Chamber of Commerce.

Acceptance of membership is subject to the approval of the Geneva Lake Area Chamber of Commerce Board of Directors.

A chamber member with a second business at the same location as the member business may purchase a second set of membership services for \$155.

For purposes of determining the correct investment level the following guidelines shall be used:

CATEGORY 1 PROFESSIONAL

Professionals, Lawyers, Accountants, Morticians, Builders, Real Estate, Management, Photographers, Insurance, Brokers, etc. with a tangible physical presence in Walworth County.

For purposes of this investment schedule, an employee is defined as all individuals engaged in the operation of the business including employees, active owners, partners, sales associates, and non-salaried commissioned individuals engaged in the business in Walworth County.

Number of Employees	Investment Level
1-3	295.00
4-6	325.00
7-10	375.00
11-15	465.00
16-21	595.00
over 21 employees	\$620 base plus \$24 per associate

CATEGORY 2 INDUSTRIAL

For the purpose of this investment schedule, an employee is defined as all individuals engaged in the operation of the business including employees, active owners, partners, sales associates, and non-salaried commissioned individuals engaged in the business in Walworth County.

Industrial is defined as primary or value adding manufacturing.

Number of Employees	Investment Level
1-15	310.00
16-30	360.00
31-55	440.00
56-90	540.00
91-135	620.00
136-190	700.00
191-255	775.00

256-330	880.00
331 & over	915.00

CATEGORY 3 FINANCIAL

Banks, Savings & Loans, and Financial Institutions.

Investment Level - \$450.00 Base plus \$32.50 per million of Lake Geneva Area generated assets.

CATEGORY 4 RETAIL BUSINESSES

For purposes of this investment schedule, an employee is defined as all individuals engaged in the operation of the business including employees, active owners, partners, sales associates, and non-salaried commissioned individuals engaged in the business in Walworth County.

A retail business is defined as engaging in the sale of tangible goods to the public. In the case of multiple area locations, individual memberships are required due to the level of Chamber services provided.

Number of Employees	Investment Level
1-3	350.00
4-6	415.00
7-10	490.00
11-15	620.00
16-21	760.00
22-29	880.00
30-50	1,010.00
51 & up	\$1,030.00 plus \$21 per employee over 51

CATEGORY 5 UTILITIES

Utility investment level \$980.00

CATEGORY 6 LODGING PROPERTIES

A lodging property is defined as a facility engaged in offering to the public transient lodging.

Seasonal and year-round operations are subject to the same investment level. A participating lodging property is defined as being located in a municipality which invests accommodations taxes collected in the promotion of the travel industry. In the case of a municipality with no accommodation tax, the non-room tax collection area shall apply.

Participating - \$310.00 Base, plus \$6.75 per room.

Non-Participating Municipalities - \$560.00 Base plus 16% of room taxes collected the previous calendar year.

Non-Room Tax Collection Areas - \$560.00 base plus 1.6% of total gross room sales the previous calendar year.

CATEGORY 7 RESTAURANTS AND DRINKING ESTABLISHMENTS

Investment level shall be determined by the total gross sales during the previous fiscal year. In the case of a new business, investment level shall be based on a good faith estimate.

In the case of multiple, area locations individual memberships are required due to the level of Chamber services provided.

Total Gross Sales	Investment Level
0 -.25 million	415.00
.25 - .5 million	545.00
.5 - .75 million	715.00
.75 - 1 million	880.00
1 - 1.5 million	1,075.00
1.5 – 2 million	1,300.00
2 million and up	1,300 base plus \$335 per ¼ million of gross sales

CATEGORY 8 COTTAGES/CABINS/RENTAL REFERRAL

Rental Referral membership shall be available to those facilities which offer lodging to the traveling public for a minimum of (1) one week. Seasonal and year-round operations are subject to the same investment level. A participating lodging property is defined as being located in a municipality which invests accommodations taxes collected in the promotion of the travel industry. In the case of a municipality with no accommodation tax, the non-room tax collection area shall apply.

Participating - \$310.00 Base, plus \$11.50 per unit offered for rent.

Non-Participating - \$560 base plus 16% of room taxes collected the previous calendar year.

Non-Room Tax Collection Areas - \$560 base plus 1.6% of total gross room tax sales the previous calendar year.

CATEGORY 9 ATTRACTIONS

An attraction business is defined as a business engaged in activities, which are primarily appealing to the travelling public and would include such facilities as boat rentals, horse stables, golf courses, and racetracks, etc.

Investment level shall be determined by the total gross sales during the previous fiscal year. In the case of a new business, investment level shall be based on a good faith estimate.

Total Gross Sales	Investment Level
0 -.25 million	490.00
.25 - .5 million	660.00
.5 - .75 million	960.00

.75 - 1 million	1,275.00
1 – 1.5 million	1,675.00
1.5 - 2 million & over	1,675 base plus \$415 per ¼ million of gross

CATEGORY 10 ASSOCIATE MEMBER

An associate membership shall be used by those businesses with no tangible physical presence in Walworth County.

Investment Level - Associate membership \$465.00

CATEGORY 11 SPECIAL EVENTS

A special event membership shall be for a specific period of time and investment level shall be determined by assessing the level of services required.

Investment level to be determined upon application.

CATEGORY 12 NON-PROFIT/CHARITABLE

A non-profit/charitable membership shall require an investment level equal to the costs associated with the services provided.

Investment Level - Non-profit/charitable membership \$260.00.

CATEGORY 13 INDIVIDUAL

An individual membership shall require an investment level equal to the costs associated with the level of services required. Individual memberships shall in no way be construed having a business application.

Investment Level - Individual membership \$210.00

CATEGORY 14 MALL

A mall is defined as a place with multiple shops that have no direct frontage and entrance. All mall merchants must join. Collection of and remittance of membership to be done by all mall merchants at one time. Membership benefits are limited and include name and phone number listing under Mall heading on website and in Travel Guide. Brochure displayed in Visitor’s Center must be that of the Mall. (one piece of literature for the mall).

A member of the mall may choose to purchase a membership on their own in which case they shall pay the difference between the mall membership and the current rate for their business type according to the Investment Schedule. In addition to all of their individual membership benefits, they will also receive a listing under the mall.

Investment Level- \$155.00 per shop in the mall

CATEGORY 15 CONTRACTUAL RELATIONSHIP

This category shall be used by chambers, councils, tourism promotion organizations (entities) which would like to participate in the Chamber and CVB promotional efforts. Fee schedule shall be \$560 plus 16% of room tax collections in the municipality or in the absence of a local room tax 1.6 % of total gross room revenue in the municipality.

In consideration of these dues the entity shall receive:

1. Chamber Newsletter.
2. Event Attendance.
3. A web link from the Chamber to the entity.
4. The entity shall be on the CVB map and mentioned in the official area travel guide.
5. A generic promotion piece, subject to approval by the Geneva Lake Area Chamber of Commerce, shall be displayed and distributed by the Chamber of Commerce.
6. Lodging facilities shall be permitted to join the Geneva Lake Area Chamber of Commerce at the participating rate.

It is the expressed intent of these efforts to increase the amount of funding available for promoting the Geneva Lake Area.