



## We Welcome You to Become a Member Today

Oregonians enjoy *Pure Adventure* and appreciate Oregon for the diversity of environment and terrain throughout the state. The seven major regions statewide represent everything from cities to coastal communities to mountain towns, and then some. Ski Oregon brings together and provides a statewide-unified body and voice for the snowsports industry and 12 member ski resorts. Total economic impact associated with the Oregon ski industry for the 2010-2011 season topped \$481.6 million, including direct expenditures, indirect spending (such as retail or equipment purchases), and induced economic impacts (including personal income). The Oregon ski industry provides an estimated 6,772 jobs and over \$194.4 million in personal income.

We welcome you and your business to become a Ski Oregon member and support this vital industry within our state.

### **What is Ski Oregon?**

Ski Oregon is a non-profit organization whose members are leaders in Oregon's snowsport industries. Ski Oregon's purpose is to provide a forum to exchange ideas and concerns facing the industry and to promote skiing and snowboarding in Oregon. The Ski Oregon board of directors is made up of 8 ski area directors and 8 non-ski area directors that meet six times a year. The annual meeting is held in May/June and offers a free ski day for members.

### **Members Include, But Not Limited To:**

Ski Areas

Retailers

Manufacturers

Food & Beverage Establishments

Lodging Properties

Transportation

Convention and Visitor Bureaus

Personal Memberships

## Member Benefits – WHY Join?

Being a Ski Oregon member holds many measurable and non-measurable benefits. Engaging the broader community supporting the local snowsports industry is critical to the ongoing success of seasonal businesses within our state. Your support allows Ski Oregon to further our mission of creating awareness and demand for Oregon's snowsports services and products, while exposing your business to new audiences. We are fortunate to have a thriving body of resorts that work collaboratively on statewide initiatives and programs.

Member benefits for joining Ski Oregon, additional details below:

- Listing in the annual [Ski Oregon Adventure Planner](#) (40,000 copies produced)
- Access to Economic Impact Study conducted in 2012
- Member listing with live links within [Member Director](#) on [Ski Oregon website](#)
- Ski Oregon's presence at Portland Ski Fever and Snowboard Show
- Social Media Inclusion. Ongoing postings on Facebook, Twitter, Instagram
- Opportunity to participate in broader programs with Travel Oregon [i.e. Wintercation](#)
- Powder Alerts from Matt Zaffino, KGW's Chief Meteorologists
- Newsletter inclusion, when appropriate, to Ski Oregon's e-list
- FREE Ski Day for member + guest at annual Ski Oregon meeting

Additional Details:

All members are listed in our annual **Ski Oregon Adventure Planner**. 40,000 copies are printed and distributed by Ski Oregon and Travel Oregon. Ski Oregon members receive a discount on ad space in the magazine.

Access to the **Economic Impact Study** reported in December 2012. This project was funded through Ski Oregon, Travel Oregon, and a grant from the U.S. Department of Commerce, Economic Development Administration (EDA) to establish a University Center(EDAUC) for economic development at the University of Oregon. A report of this kind has not been conducted since 1989.

Our new **Website** [www.skioregon.org](http://www.skioregon.org) is designed specifically to serve the consumer and help them plan their trips to Oregon ski areas. The site is built around an interactive map that highlights our members based upon which region the user is planning on visiting. For example, if you're a ski shop in Bend and someone is planning a trip to Mt. Bachelor, the map will show them all retailers, lodging and restaurants (members only) around that region. The listings will have links to members' websites.

Ski Oregon is a sponsor of the **Portland Ski Fever and Snowboard Show**. We encourage our members to support and participate in the show. The proceeds we receive from the show go directly back into marketing programs to promote skiing and snowboarding in Oregon.

Ski Oregon develops **Marketing Programs** to increase skiing and snowboard visits. Examples include ongoing social media communication (Facebook, Twitter, Instagram); promoting learn to ski & snowboard programs; annual Wintercation program in partnership with Travel Oregon; retail partnerships offering discounted lift tickets with purchase; presence at regional ski shows.

Ski Oregon provides timely **Powder Alerts** by Matt Zaffino promoting the latest snow conditions. The Alerts are posted on the Ski Oregon website and sent to members and email subscribers.

**Newsletter** inclusion, when appropriate, sent to Ski Oregon email list. E-list is currently over 10K subscribers and growing.

**Free Ski Day** for members and a guest at annual board meeting.



2013-14 Membership Form to be [Submitted Online](http://www.skioregon.org) at [www.skioregon.org](http://www.skioregon.org)

**Membership Pricing**

Ski/Snowboard Manufacturer.....	\$150
Clothing/Accessories Manufacturer.....	\$150
Media, Transportation, Food & Beverage, Clubs, Associations, Travel.....	\$150
Retailer or Lodging:	
1 Location.....	\$150
2 Locations.....	\$200
3 Locations.....	\$250
4+ Locations.....	\$300
Reps, Individuals.....	\$100

Please remit payment and application online at [www.skioregon.org](http://www.skioregon.org). Please contact Leigh Capozzi at [leigh.capozzi@skioregon.org](mailto:leigh.capozzi@skioregon.org) with any questions or technical issues.