



Affiliated with the National Association of RV Parks & Campgrounds
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The only state and national associations 100% dedicated to serving the RV park and campground industry's interests.

2019 VCA Explanation of Benefits

National arvc

- A VCA membership includes a full membership in the National Association of RV Parks & Campgrounds (arvc). arvc is the industry's dynamic national trade association offering numerous cost saving and income producing benefits as well as providing industry promotion and business education. Some of the many benefits of joining arvc include:
 - Significant savings through preferred pricing and special discounts from more than 125 leading suppliers in the industry.
 - Powerful legislative and regulatory advocacy programs that protect your business interests.
 - Opportunities for professional development such as arvc's self-paced Outdoor Hospitality Education Program (OHEP).
 - A nationwide network of fellow park owners, vendors and industry experts.
 - A listing on www.GoCampingAmerica.com, one of the highest rated and frequently used Internet campground directories.

For more information visit: www.arvc.org

Marketing

- **Virginia Campground Directory**
 - Only VCA member campgrounds receive a listing and the ability to advertise in the Virginia Campground Directory which distributes a minimum of 125,000 directories annually.
 - The VCA directory is distributed at every VCA member park, 32 RV, camping, sportsman's, outdoors and travel shows along the East Coast through Anderson's Brochure Distribution, at all Virginia Welcome Centers, to all state AAA offices, tourism and convention bureaus, local visitor centers, chambers of commerce, various state parks and regional parks, and attractions.
 - VCA will have a booth at 7 RV shows (8 weekends) in 2019. These shows include the Washington RV Expo, Tidewater RV Show, Richmond RV Expo, Maryland RV Show (2 weekends), Greater Philadelphia RV Show (4 days), Mid-Atlantic RV Expo, & Hershey Super Show (5 Days). The VCA booth is manned at all times by a well-informed, camping enthusiast who knows all about the campgrounds in Virginia! You can get your brochure at the VCA booth for a small fee of only \$150.
 - You can view the 2018 directory online at www.virginiacampgrounds.com or you can request a print copy through the website. This will be updated to the 2019 directory as soon as it is available.
- **Continuous online advertising to encourage camping in Virginia**
 - Only VCA member campgrounds receive a listing and the ability to update that listing as needed on the Virginia Campgrounds Website (www.virginiacampgrounds.com).

- The Virginia Campgrounds Facebook page with daily organic and shared posts regarding member parks and additional paid advertisements to drive traffic to the Virginia Campgrounds website.
- Bi-weekly emails to our Virginia Campgrounds Mailing List participants regarding various topics such as RV shows, Virginia's regions, Virginia attractions and events, camping topics such as big rig camping & tent camping, new amenities at member parks, holiday weekends, and much more!
- A Virginia Camping Blog on the website to assist with search engine optimization and increase website viewers.

VCA Convention and Trade Show

- The 2019 annual meeting will be held at the Chesapeake Bay KOA April 2 & 3, 2019.
- This is an important event (at a low price!) for all members to attend.
- Benefits include state and national updates, educational seminars, a vendor trade show, a silent auction, networking with other Virginia campground owners and operators, and great food.

Scholarships

- Scholarship opportunities for ARVC's Outdoor Hospitality Educational Program (OHEP) and convention and ARVC's school of management are available for VCA members.
- The school of management scholarship is open to all active VCA members.
- The OHEP scholarship is available to new members or parks in their first two years of membership.

Protecting your Business Interests

- VCA speaks on behalf of our industry to the Virginia state government.
- VCA works closely with state agencies on all regulations covering campgrounds, swimming pools, water sources, sewage disposal, highway signage, and environmental regulations.
- VCA is actively involved in promoting legislation to protect and help grow the campground business in Virginia.

2019 Membership Dues

- arvc:
 - Under 510 campsites: \$148 + \$1.37 per site
 - 510+ campsites: \$848
- VCA:
 - Under 411 campsites: \$215 + \$2.15 per site
 - 411+ campsites: \$1200

The VCA annual convention and trade show, frequent VCA Updates & Alerts, combined with the ARVC national convention, quarterly e-magazine, park management school and extensive education and publications program all provide VCA members with the information they need to stay abreast of trends and industry developments that can make a difference in the success of each park business.

Please email or call if you have any questions.

Brandon & Emily Peck

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