



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. One membership for three associations!

## 2021 VCA Explanation of Benefits

### Marketing

- **Virginia Campground Directory**

- Only VCA member campgrounds receive a listing and the ability to advertise in the Virginia Campground Directory. In 2021, VCA is producing three digital editions of the directory: spring, summer, & fall. The digital directory will be advertised through Facebook, Virginia Campgrounds Website, email blasts, Mid-Atlantic AAA, Virginia Tourism's "Virginia is for Lovers" website, Blue Ridge Outdoors, RV Shows, and enhanced Google Search Engine options.
- The 2020 printed directory will continue to be distributed until gone. Once all 2020 directories are distributed, the VCA Board will discuss printing the 2021 directory. This will depend on time of year and distribution costs.
- VCA normally attends a minimum of 6 RV shows, however, these shows have been cancelled for 2021.
- You can currently view the 2020 directory online at [www.virginiacampgrounds.com](http://www.virginiacampgrounds.com). The first edition of the 2021 directory will be released in early March.

- **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](http://www.virginiacampgrounds.com)).
- The Virginia Campgrounds Facebook page with organic and shared posts regarding member parks and additional paid advertisements to drive traffic to the Virginia Campgrounds website.
- Monthly 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!

### VCA Convention and Trade Show

- The 2021 annual meeting is September 27-29 at the Wilderness Presidential Resort in Spotsylvania, Virginia.
- 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 has partnered with the Virginia Restaurant, Lodging, and Travel Association (VRLTA) for assistance with government relations and lobbying efforts.
- VCA speaks on behalf of our industry to the Virginia state government.
- VCA works closely with VRLTA and state agencies on all regulations covering campgrounds, swimming pools, water sources, sewage disposal, highway signage, and environmental regulations.
- Your VCA Executive Director sits on the VRLTA Government Affairs Committee.
- VCA is actively involved in promoting legislation to protect and help grow the campground business in Virginia.

## 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:

### Valuable Resources for Business Development:

- As an ARVC member you'll have access to their online and print marketplace with over 100 suppliers and 25 Member Benefit Providers (MBPs) ready to help you. With their MBPs, you can save on items including propane, music licensing, John Deere equipment, Constant Contact and more!
- You'll receive a member-only magazine, The Voice, distributed three times a year along with bi-weekly e-newsletter ARVCNews right to your inbox.
- With your membership other resources are available for free including our 2020 Trends and Insights Report and a complimentary listing on our consumer-facing website GoCampingAmerica.com

### Education & Professional Development:

ARVC provides members with practical, outcome-based educational opportunities focusing on hands-on experience. Sign up today for their annual conference, The National School of RV Parks and Campground Management, or online education.

### Advocacy:

ARVC has our back as they monitor thousands of local and national legislative bills that impact our industry and provide daily updates on hundreds of ongoing issues that could affect your business directly. They can also provide guidance on local codes, ordinances, planning and zoning, just give them a call.

## Virginia Restaurant, Lodging, and Travel Association (VRLTA)

- A VCA membership includes a full membership in VRLTA. Some of the many benefits include:
  - Cost savings discounts on items such as credit card processing and payroll, insurance and legal needs, foodservice distribution, office supplies, marketing tools, finding employees, and more.
  - Advocacy: VRLTA is the leading advocate for the hospitality and tourism industry in Virginia.
  - Networking opportunities and events.
  - Marketing and promotional support through the Virginia Travel Guide.

For more information visit: [www.vrlta.org](http://www.vrlta.org)

## Membership Dues for 2021

- arvc: Under 510 campsites: \$152 + \$1.41 per site **OR** 510+ campsites: \$823
- VCA (includes VRLTA): Under 411 campsites: \$230 + \$2.30 per site **OR** 411+ campsites: \$1275

**The VCA annual convention and trade show, frequent VCA Updates & Alerts, VRLTA Membership, 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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