



40343 Highway 41 Oakhurst, CA 93644
Phone: 559-683-4636 Fax: 559-683-5697
www.YosemiteThisYear.com

For Office Use
Application
accepted by:

Partner Application

Business Name _____

Business Address _____

City _____ State _____ Zip _____ Business Phone _____

Business Email Address _____

Mailing Address (if different than above) _____

Web Site Address _____

Contact Person _____ Phone _____

Contact Email Address _____

Signature of Owner/Manager _____ Date _____

_____ Please initial that you have read and agree to abide by our Partner Code of Conduct attached to this application.

Membership Dues (check one)

_____ Non-Profit Service Organizations: No Charge

_____ Museums & Art Galleries: \$100 per year

_____ Restaurants: \$100 per year OR 4 - \$25 gift certificates

_____ Retail Stores: \$100 per year OR 4 - \$25 gift certificates

_____ Individual Wineries: Donation of 5 bottles of wine per year (Tax ID# 77-0394433)

_____ Attractions/Spa/Tours/Transportation/Other Services: \$250 per year

Please email your logo and up to five (5) **high resolution (800x600 pixels or higher) landscape** photos of your business, inside and outside, that we can use to represent your business on our website to **Lanie@YosemiteThisYear.com**.

Policies

- Membership period is from January 1st through December 31st.
- Membership dues are billed annually in December and due 30 days from the billing date.

- Gift Certificates will be used for (but not limited to) media tours, contests/promos, trade show baskets, in-house promotions, and more. Gift certificates must be valid for at least one year from issue date.

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Partner Code of Conduct

Mission

The mission of the Southern Yosemite Visitors Bureau, hereinafter referred to as SYVB, is to increase year-round tourism in Madera County through awareness of the county's commercial and natural resources, its entertainment, cultural, recreational and educational opportunities.

Vision

Our vision is to draw the millions of visitors of Yosemite National Park to the many businesses and attractions in its gateway. Madera County is the gateway to so much more and we look forward to building partnerships throughout the community. Working together, we can provide a stellar visitor experience while committing to honor, integrity, accuracy and impeccable customer service. To ensure a stellar visitor experience, we expect our partners to mirror our Core Values and Code of Conduct while sharing the same Objectives.

Objectives

To attract visitors to the area by promoting Madera County and Yosemite as a leisure and convention travel destination.

To drive tourism to local businesses to boost the economy.

To provide coordination and leadership for the community and the travel industry on matters relating to leisure and convention tourism.

To gather relevant tourism-related information and share with our partners, our leaders and the public.

Core Values

Integrity
Passion
Welcome
Knowledge
Accuracy
Helpfulness
Community Focus
Travel Ambassador

Code of Conduct Guidelines

SYVB, a California Non-Profit Corporation, does not have statutory members within the meaning of the California Corporations Code. Partners of SYVB do not gain membership in SYVB. This Code defines our ethical conduct expectations of our Tourism Partners. We are committed to treating these parties fairly and ethically, as set out in our Code of Conduct. Once a Tourism Partner accepts membership with SYVB, it is mandatory for Tourism Partners to adhere to this Code of Conduct.

Build Trust and Credibility

The success of our industry is dependent on the trust and confidence we earn from our travelers and tourism partners. We gain credibility by: Showing a friendly and warm welcome; Treating people with respect and honor; Being knowledgeable and providing accurate information. Always acting with integrity - the proof is in our actions. Ultimately, we will be judged on what we do, what we provide, how we react to people and a high-quality visitor experience.

Respect for the Visitor

Demonstrate respect for our visitors by providing a warm and welcoming environment, making them comfortable, ensuring you have done your best to inform them and treating each individual with honor and respect.

Uphold the Law

SYVB's commitment to integrity begins with complying with laws, rules and regulations where we do business. We expect our business partners to do the same. If we are unsure of whether a contemplated action is permitted by law or industry standard, we should seek advice from a resource expert. We are responsible for preventing violations of law and for speaking up if we see possible violations.

Respect our Competitors

We are dedicated to ethical, fair and vigorous competition. We will sell tourism services based on their merit, superior quality, functionality and competitive pricing. We will make independent pricing and marketing decisions and will not improperly cooperate or coordinate our activities with our competitors. We will not offer or solicit improper payments or gratuities in connection with the purchase of tourism goods or services, nor will we engage or assist in unlawful boycotts of particular customers.

Proprietary Information

We will respect the property rights of others. We will not acquire or seek to acquire, by improper means, a competitor's trade secrets or other proprietary or confidential information. We will not engage in unauthorized use, copying, distribution or alteration of software or other intellectual property.

Selective Disclosure

We will not selectively disclose (whether in one-on-one or small discussions, meetings, presentations, proposals or otherwise) any material nonpublic information with respect to tourism partners, their securities, business operations, plans, financial condition, results of operations or any development plan. We should be particularly vigilant when making presentations or proposals to travelers to ensure that our presentations do not contain material nonpublic information.

Safety, Health and Environment

SYVB is dedicated to maintaining a safe and healthy environment. We follow all state and federal safety and health guidelines, and we expect our partners to do the same. Tourism Partners are required to abide by all applicable laws relating to health, safety and the environment in their work for SYVB. All tourism partners will ensure that adequate measures are put in place to protect the health and safety of their employees and visitors. Adequate steps shall be taken to minimize the causes of hazards inherent in the working environment and establish a hygienic work environment. Emergency response procedures will be established, maintained and visible to all employees.

Conflicts of Interest

We must avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when performing our jobs. At times, we may be faced with situations where the business actions we take on behalf of tourism may conflict with our own personal or family interests. We owe a duty to tourism to advance its legitimate interests when the opportunity to do so arises.

Bribery and Corruption

Tourism Partners shall not engage in any form of bribery or corruption to obtain an unfair or improper advantage, whether actual or perceived. Tourism Partners shall not participate in activities which could be seen as impeding competition. Tourism Partners are prohibited from offering gifts or hospitality above a nominal value to SYVB employees.

Human Rights, Harassment, Bullying and Discrimination

Tourism Partners will protect and promote the human rights of their employees and visitors. They will treat employees and travelers with respect and dignity. They must commit to a workforce free of harassment and unlawful discrimination. Tourism Partners shall be committed to ensuring a safe business environment for employees and visitors. We must treat each other with courtesy, honor and respect, be sensitive to the cultural backgrounds of others, and refrain from behavior that is, or could be construed to be harassment, be it sexual or otherwise. Unsafe and unacceptable behavior including harassment, discrimination and bullying will not be tolerated. Discrimination against others on the grounds of race, color, sex, sexual orientation, age, physical or mental disability, marital status, family responsibilities, pregnancy, religion, political opinion, ethnicity, social origin, or any other grounds is illegal.

Everything we do, we do for travelers. They are seeking a unique, authentic, safe and pleasant experience, and it is our duty to make our best efforts to deliver an experience that meets their every expectation. We must absolutely inspire the trust of travelers and do everything we can to make sure we deserve it. As a result, SYVB expects its partners to:

- Provide a safe, high-quality and professional product or service that complies with industry best practices
- Ensure that their product or service always meets or even exceeds industry standards
- Strive to ensure the sustainability of their product or service, by informing travelers about the key sustainability challenges at the destination
- Address complaints and claims in an expeditious and courteous manner, according to established procedures to cultivate customer loyalty

The Partner Code of Conduct assures that membership with SYVB is protected and enhanced so that all members may regard their membership with pride. SYVB retains the right, at its sole discretion to reject or discontinue membership due to unbecoming conduct by a member, non-payment of dues; or for reasons that may be detrimental to SYVB goodwill, reputation, and/or goals of the organization or who the Membership Committee deems do not meet the definition of accountability as outlined above.

Thank you for your interest in partnering with SYVB, we look forward to an honest and beneficial partnership.