

## CRITERIA FOR INN MEMBERSHIP

- Inn's must be compliant with local and federal laws and be current with TOT payments annually.
- Inns must be properly licensed to operate annually.
- City or county business license if applicable.
- Must be licensed and inspected annually local jurisdiction.
- Must have satisfactory inspection by AAA, ABBA, CABBI, MOBILE or BBINV annually.
- Innkeepers deliver a consistent experience of excellence in service.
- Must have a website with a registered URL.
- Must have high resolution digital images of hotel and innkeeper if applicable.
- Must have high resolution digital image of logo if applicable.
- Membership to Webervations is included in annual membership fees. Inns must participate in Webervations reservation service and update guest room inventory every 48 hours, unless other reservation services is preferred, in which case a link to said service must be provided.
- Must grant reproductive and royalty free rights to use of photographs, logos and promotional verbiage on Inns for BBINV and the BBINV marketing and public relations agencies of record for marketing the BBINV association and independent Inns within the association - which include rack cards, brochures, newsletters, invitations, direct mail, display prints, print publications, online publications, consumer direct marketing, email marketing, website design, television and broadcast video and promotional advertising for the association.
- Must grant administrative access of the member's homepage to the BBINV webmaster for referring link maintenance.
- Innkeepers agree to refer associate member businesses to guests.
- Must comply with BBINV Bylaws.
- Application subject to Board Approval.
- Membership subject to Board quarterly review.

## APPLICATION FOR INN MEMBERSHIP

Name of Property: \_\_\_\_\_

Name of Owner(s): \_\_\_\_\_

Manager(s) Name \_\_\_\_\_

Address: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ FAX No.: \_\_\_\_\_

Website: \_\_\_\_\_ Email : \_\_\_\_\_

I hereby apply for membership in the Bed & Breakfast Inns of Napa Valley [BBINV] and certify that the above named inn has the following documents and copies of all documents will be provided to the membership committee.

**Please check appropriate documents:**

- Proper Use Permit for your particular jurisdiction
- City or County Business License if required
- Environmental Management Permit
- Transient Occupancy Tax (TOT) Collection Certificate and evidence of current payments
- State Board of Equalization Resale Permit (If applicable)
- Appropriate Alcohol Beverage License (if applicable)
- Proof of Inspection and approval by: (name one)  AAA  ABBA  CABBI  Mobil

If none of the above apply, an independent certification will be arranged through BBINV that will insure compliance with the requirement that your property has the necessary documentation (listed above) for doing business and that your property is maintained in a clean and safe manner.

Please check type of Inn:  B&B  Inn  Country Inn  Cottage  Other

Years in Business: \_\_\_\_\_ Have you been a member of the BBINV before? \_\_\_\_\_

### Fee Structure

Number of Rooms	Yearly Dues	Webervations Fee	New Member Set Up	Total Payment Due
1 to 5 rooms	\$350	Included in dues	\$100 one time only	\$450
6 + rooms	\$500	Included in dues	\$100 one time only	\$600

Further, I agree to:

- Comply with the BBINV bylaws and the marketing and promotion of BBINV.
- Support the BBINV telephone network to cross refer business member inns and associate members.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**NOTE:**

Please return signed application and marketing information form  
with check for \$350, \$450, \$500 or \$600 made payable to BBINV and mail it to:

Chairman, Inn Membership Committee  
Bed and Breakfast Inns of Napa Valley  
P.O. Box 3584  
Yountville, CA 94599

**NEW INN MEMBER – MARKETING WEBSITE PROFILE PAGE – PAGE 1**

Innkeeper: \_\_\_\_\_

Name of Inn: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

**3 Digital Images Accepted per Inn**

(Resolution: minimum of 300 dpi. - Acceptable File Format(s): jpg, .tif, or .eps)

Submitting # of \_\_\_ Images     Via email     On Disc

Marketing Description of Business / Services (word count - 60):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Specials/ Packages (word count - 40):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

—————IMPORTANT—————

I hereby authorize the BBINV webmaster\* to have FTP access to my website for the sole purpose of building and maintaining a BBINV link referral page and tracking information.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

FTP address (e.g., ftp.yourdomainname.com): \_\_\_\_\_

FTP username: \_\_\_\_\_ FTP password: \_\_\_\_\_

Technical Contact for Website Maintenance: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*Note: The BBINV will not make any changes to your existing site other than putting an inconspicuous link on your home page to above-mentioned referral page, adding a new or editing the current sitemap file and adding a new or editing the current robots.txt file*

\_\_\_\_\_  
\* See [http://www.bbinv.com/member/bbinv\\_caor.html](http://www.bbinv.com/member/bbinv_caor.html) for listing of the current webmaster

**NEW INN MEMBER – BBINV WEBSITE PROFILE PAGE – PAGE 2**

Total Quantity of Rooms at the Inn:

Quantity of Rooms: \_\_\_\_\_ Full-Size Bed

Quantity of Rooms: \_\_\_\_\_ Queen

Quantity of Rooms: \_\_\_\_\_ King

Quantity of Rooms: \_\_\_\_\_ Cal King

Private Bath (s):             Yes    No

Spa(s):                         Yes    No

Fireplace(s):                 Yes    No

Pool:                             Yes    No

CDjDVD:                       Yes    No

Television(s):                 Yes    No    In Lobby    In Room

Conference Facilities:       Yes    No

Air Conditioning:             Yes    No

Internet Access: :             Dial up    High Speed Network    Wi-Fi

Smoking                         Yes    No

Rates (lowest ot highest): \$ \_\_\_\_\_ to \$ \_\_\_\_\_

Payment:                       VISA    MC    AMEX    DISC    CHECK    CASH

Check In Time: \_\_\_\_\_ Check Out Time: \_\_\_\_\_

Cancellation Policy: \_\_\_\_\_

\_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## NEW INN MEMBER – BBINV MEDIA RELEASE FORM

I, the undersigned, hereby give BBINV the absolute right and permission to publish and/or use photographs, images and pictures in which my business or myself may be included in whole or in part, or to use reproductions thereof, for any media, marketing, art, advertising, internet exposure or trade promotions for the BBINV association.

I agree to grant reproductive and royalty free rights to the use of photographs, logos and promotional verbiage on the business for BBINV and the *agencies of record*\* for the marketing of the BBINV association and the independent Inns within the association - which include rack cards, brochures, newsletters, invitations, direct mail, display prints, print publications, travel books, online publications, consumer direct marketing, email marketing, website design, television and broadcast video and promotional advertising for the association.

I hereby waive any right that I may have to inspect or approve the finished product or the manner of use to which the same may be applied.

I hereby release, discharge and agree to save BBINV, it's affiliates and agents, officers, board members and assigns from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form whether intentional or otherwise that may occur or be produced in the production or receipt of said pictures or images in any processing tending towards completion of the finished product.

Business: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

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\* Current agencies of record for the BBINV can be viewed at anytime at [http://www.bbinv.com/member/bbinv\\_caor.html](http://www.bbinv.com/member/bbinv_caor.html)