

November 1, 2016

To: Businesses and Organizations represented in the Breckenridge Welcome Center

From: Breckenridge Tourism Office Business Services Committee

RE: Representation in the Breckenridge Welcome Center

The Breckenridge Tourism Office and the Breckenridge Welcome Center receive numerous requests from a wide variety of businesses to be represented in the Breckenridge Welcome Center. Our goal is to simplify the process for inclusion and to ensure residents and visitors of Breckenridge have the best opportunity to gain information on the variety of experiences available in Breckenridge.

Effective **January 4, 2017** the criteria listed below will be used to determine what organizations will be represented in the Breckenridge Welcome Center.

- 1) A Breckenridge business license is required for representation in the Breckenridge Welcome Center.
 - a. Lodging organizations wishing to be represented in Breckenridge Central Reservations must have available inventory located between the boundary of Farmer's Corner to the North and Hoosier Pass to the South of Breckenridge.
- 2) If your business or organization does not own a Breckenridge business license and your organization desires to be represented in the Breckenridge Welcome Center; your organization must contact the Town of Breckenridge for a Breckenridge business license.
 - a. Town of Breckenridge business license information
 - i. 970.453.3182 or <http://www.townofbreckenridge.com/index.aspx?page=474>
- 3) If your business or organization has not been approved for a Breckenridge business license by the Town of Breckenridge, your business may request to be represented by presenting your business to the Breckenridge Business Services Committee.
 - a. The Breckenridge Tourism Office Business Services Committee will review all businesses requesting representation and will respect the competitive balances of Breckenridge business license holders.
 - b. The review process may take 15 – 45 days
 - c. All businesses; that are not eligible for a Breckenridge business license and are approved by the Breckenridge Business Services Committee will be required to pay an annual participation fee of:
 - i. \$500 for year round representation in the Breckenridge Welcome Center.
 - ii. \$250 for seasonal representation in the Breckenridge Welcome Center
 1. Winter Season = Nov 1 – April 30
 2. Summer Season = May 1 – October 31
- 4) This policy is in effect **January 4, 2017**.
 - a. Businesses or organizations represented in the Breckenridge Welcome Center prior to **January 4, 2017**, and who do not own a Breckenridge business license will be expected to obtain a Breckenridge business license.

- b. Businesses not able to obtain a Breckenridge business license, may present their business for review by the Breckenridge Tourism Office Business Services Committee.
- 5) Nonprofit organizations who do not own a Breckenridge business license and wish to be represented in the Breckenridge Welcome Center may request representation through the Breckenridge Tourism Office Business Services Committee.
- 6) Printed materials must meet brochure guidelines established by the Breckenridge Welcome Center.

Thank you for your cooperation