



Butler County

TOURISM & CONVENTION BUREAU

**Tourism
is Big
Business
in Butler
County!**

From hidden gem to local legend! Membership unlocks exposure to your business.



MEMBERSHIP PACKET

BUTLER COUNTY TOURISM FACTS & FIGURES

TOURISM EXPENDITURE

Out of all PA regions, Pittsburgh and Its Countryside had the third highest level of traveler spending among the state's 11 tourism regions.

TOTAL TRAVEL SPENDING **\$508M**

HOW DOES TOURISM AFFECT THE ECONOMY?



Butler County
TOURISM & CONVENTION BUREAU
VisitButlerCounty.com

VISITOR IMPACT

Tourism **generates revenue** every step of the way!



TRAVELERS



MOTORCYCLE



RV



CAR



AIR



MOTOR COACH



LODGING



FUEL



CAMPGROUNDS



MEETINGS



SPORTS



WEDDINGS



FESTIVALS & EVENTS



DINING



SHOPPING



OUTDOORS/RECREATION



HISTORY & HERITAGE



EDUCATION



AGRICULTURE



ARTS & CULTURE



BREWRIES & WINERIES

SERVICES, SALES, EMPLOYMENT, WAGES & LOWER TAXES



MEMBERSHIP BENEFITS

When you become a member of Butler County Tourism & Convention Bureau (BCTCB), you become part of a county-wide initiative that promotes your business. Funded by a 5% bed tax collected by hotels, motels, B&Bs and cabins, the Bureau works to make Butler County, PA an appealing destination for tourists, event planners and meeting planners.

OFFICIAL VISITORS GUIDE



An Official Visitors Guide (OVG) is produced annually by the Bureau staff. This 68-page full-color guide is distributed in response to requests for information. As a member, you receive a free listing in the OVG and can increase your exposure by advertising. We also produce a 120-page extended version of the guide with even more information including maps and stories. In addition to more than 13,000 impressions online, with an average of three minutes reading time, at least 80,000 copies of the OVG are distributed annually by the following means:

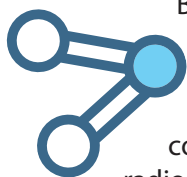
- » Toll-free call requests
- » 40+ county-wide brochure racks
- » Distribution services in PA, MD, D.C., VA, NY and OH
- » Leads from advertising
- » State Welcome Centers
- » Trade & travel shows
- » Fairs & festivals
- » BCTCB website requests
- » State website leads

WEB EXPOSURE



BCTCB members receive a listing with six photos and a description on the Butler County Tourism & Convention Bureau's website, VisitButlerCounty.com. In addition, members are linked from BCTCB's website and may make additions and changes to their listing. An online calendar of events provides each member an opportunity to publicize your Butler County events year round. Website advertising opportunities are also available for members. BCTCB's website is linked to the state tourism website, VisitPA.com, VisitPittsburgh.com, and other county and regional sites. Responsive design makes our website viewable on all types of electronic media. The Bureau staff also utilizes social media sites such as Facebook, Instagram and YouTube to further promote the county.

COOPERATIVE ADVERTISING



BCTCB members can participate in cooperative advertising which helps stretch your marketing dollars. In addition, the Bureau contracts with various publications, radio, TV, billboard and online media for advertising. Using budgeted Bureau funds allows individuals and groups to combine resources for ad placement.

COMMUNICATION



To keep members well-informed about what BCTCB is doing, a variety of communication tools exist. As a member, you will receive frequent emails, have access to a members-only section of the website, get a monthly e-newsletter, and have opportunities to attend monthly board meetings and quarterly membership meetings. We also offer educational workshops and programs throughout the year. BCTCB's toll free number, 866-856-8444, enables tourists throughout the United States and Canada to contact us free of charge. We have monthly public emails that going out to subscribers that includes information on upcoming events and information about our members.

MEMBERSHIP BENEFITS

PUBLIC RELATIONS



BCTCB has strong PR connections. The Bureau is represented in MATPRA, the Mid-Atlantic Tourism Public Relations Alliance. Monthly, events are sent to local media and information is submitted to VisitPA in accordance with their editorial calendar. The Bureau also conducts tours for writers, and other media outreach is conducted to support members when applicable.

SOCIAL MEDIA

From Facebook features to Instagram reels, we showcase the talents and achievements of our members across multiple platforms. Joining our community doesn't just grant access to resources, it also means getting featured on our social media platforms, boosting your visibility and connecting with a wider audience. We'll be your biggest cheerleaders!



PROMOTIONAL WEBPAGES



Special webpages are created to feature holiday sales, events and other promotions. This gives members more opportunities for additional exposure.

PROFESSIONAL NETWORKING

As a BCTCB member, you will have opportunities to meet and network with other members as well as travel and tourism leaders. You'll join a thriving community of passionate individuals and together, you'll learn, grow and make new connections.

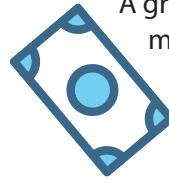


SALES REPRESENTATION AT TRADE SHOWS



BCTCB participates in regional Sales initiatives designed to meet with event planners from across the US and Canada. BCTCB promotes its members to the meeting, sports, wedding, group tour, and special event organizations for group and transient travelers.

GRANT PROGRAM



A grant program enables members to apply for monies to implement a project or improvement. Whether it's building an outdoor stage or launching a groundbreaking program, unlock your potential with a financial boost. Funds are awarded once a year and applications are available on the members-only section of the website. Grants require a 25% match and membership for at least one year before applying.

BROCHURE DISTRIBUTION

Tourism-based members are given the opportunity to include their materials in our office brochure rack. We ask for approximately 250 brochures so visitors may pick them up or request a mailing.

BCTCB also offers a Brochure Rack Program showcasing your brochure in our prime-positioned brochure racks. For \$100 per year, we'll add your brochures to a portion of our county-wide racks. To start, 2,500 brochures are needed. Contact us for availability and specific details.



GIFT CERTIFICATE PROGRAM

This program makes gift certificates available to the public through the BCTCB website and office. Gift Certificates are designed and provided by BCTCB. Members are given the opportunity to participate by being added to an advertised list of locations where the certificates may be redeemed. These members are then reimbursed for each gift certificate spent at their store. Participation is free.



MEMBERSHIP CRITERIA



BCTCB bylaws qualify tourism-based industries and each have a representative on the Board of Directors.

- » Agritourism
- » Arts & Culture
- » Breweries, Wineries & Distilleries
- » Campgrounds
- » Fairs, Festivals & Attractions/Family Entertainment
- » Great Outdoors
- » History & Heritage
- » Lodging
- » Conference, Meeting & Banquet Facilities
- » Restaurant, Catering & Concessions
- » Shopping
- » Sports & Sports Venues
- » Transportation

We also welcome businesses as **Supporting Members** who believe in our mission.

Members are asked to provide support through annual dues, voting, and participation in meetings and other relevant activities. In addition, professional conduct through good customer service, ethical business practices and clean, well-maintained facilities are expected. The Board of Directors is responsible for approving all memberships.

STANDARD MEMBERSHIP

\$235 per year

- » Name, address, phone number, website and 25-word description in the Official Visitors Guide
- » Listing on website (name, address, phone, description - unlimited length, web links and photos plus map system and tagging capabilities)
- » Brochure distribution at the BCTCB office
- » Networking and educational opportunities

MEMBERSHIP: NON-PROFIT

\$180 per year

Includes all Standard Membership benefits. A 501(c)(3) or equivalent form is required to document status. Please include it with your application.

CONTRIBUTING MEMBER

Beginning at \$500

Includes all Standard Membership benefits. Exclusive benefits as negotiated with BCTCB. A partnership package will be individually tailored to suit the needs and mission of your company or organization.

- Logo presence at networking and educational events
- Banner ad on website
- Enhanced presence in the Official Visitors Guide

ADDITIONAL OPTIONS

\$100 Brochure Rack Program

Based on availability, the Bureau will distribute standard tri-fold tourism-based brochures in racks throughout the county. At least 2,500 brochures are required to initiate the program.

\$110 Additional Location

Members having more than one location in the county can add additional listings for each location in the Official Visitors Guide and on the website. If a business has a different name it will be considered a separate member at the \$215 rate.

Membership dues are renewed January 1, of each year.



A Member's Comment

Becoming a member was one of the best things we ever did for our small business! They support local businesses in so many ways! THANK YOU!

- Eleven Eleven Gifts



Membership rates are subject to change every 2 years.

YOUR PERSONALIZED WEBPAGE

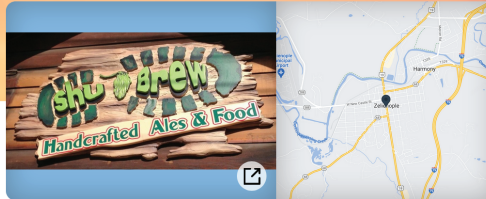
Web Statistics
Our website receives more than 650,000 pageviews annually!

Image slideshow
up to 6 images

Map to business

Web Description
unlimited space, so your description can be as long as you want!

Business information & website/social media links



< Back

ShuBrew

SHARE

205 S. Main St. | Zelenople, PA 16063
(724) 766-4426

WEBSITE

OVERVIEW

Located north of Pittsburgh in downtown Zelenople, PA, ShuBrew offers craft beer made on-site along with quality food in a relaxed, fun atmosphere. Quality does not mean fine dining; rather more simple, seasonal foods that are made fresh with flavorful ingredients that taste great with our beers. All of our beers are meticulously thought out and brewed on our small batch system, allowing us to experiment with different styles and ingredients on a weekly basis. If you prefer something other than beer, we offer locally made wine and hard cider or get a homemade root beer to enjoy alone or with a scoop of vanilla bean ice cream. Cheers! Untapped: <https://untapped.com/ShuBrew>

CUISINES -

- Brewery
- Tasty Trail
- Pizza
- Locally-sourced

AMENITIES +

RELATED



AUGUST 3

ShuBrew Thursday Night Rooftop Live Music

ShuBrew
205 S Main Street
Zelenople, PA
(724) 766-4426
[WEBSITE](#)

[LEARN MORE](#)



SEPTEMBER 6

Acoustic Music With Seth Verba

ShuBrew Brewery and Food
205 South Main St
Zelenople, PA 16063

[LEARN MORE](#)



2023 Summer Events Guide

Butler County is ready for a fun and eventful summer! From one of the biggest fairs in Western Pennsylvania to small town events, there will be something for everyone and every age!

[LEARN MORE](#)



Butler Beer Circuit Boasts 14 Great Craft Breweries

Reasonably Priced Lodging,
Attractions, History Add to
Appeal for Beer Trail Travelers

[LEARN MORE](#)

Upcoming events & related pages/blogs



Celebrating Veteran-Owned Businesses Of Butler County, PA

When you visit Butler County, you have the chance to discover and support many eclectic small businesses from bookstores to breweries.

[LEARN MORE](#)



Your Guide To Planning A Wellness Retreat In Butler County, PA

Plan a mindful wellness vacation, staycation, or retreat in Butler County, PA.

[LEARN MORE](#)

Don't Forget to add your events to the calendar. Your events will also show on your listing!

CO-OP ADVERTISING

Co-op Advertising Opportunities Exclusive to BCTCB Members

By partnering with Butler County Tourism & Convention Bureau for advertising, you save money, and we save money. The more we save, the more we have to spend promoting the county!

Opportunities start at just \$20 and include Facebook, the Butler Eagle and more.

Please contact us for more information.

724-234-4619 | Marketing@VisitButlerCounty.com

Co-op Advertising Example

In 2022, four members shared the cost of this full-page ad in the Pittsburgh visitors guide, making it affordable for everyone!

Butler County...EXPLORE MORE!

Hit the road and explore tasty trails, connect with the great outdoors and relax in our charming towns, just north of Pittsburgh. Visit Moraine State Park, try a unique hands-on experience, or shop local! Plus, you can enter our photo contest (just visit our website to enter).

Alpha Three Aviation

We're revolutionizing private aviation to make it more affordable and accessible for all. We're a small air taxi operation that offers on-demand air travel for personal and business needs. With the ability to fly in and out of more than 5,000 public airports in the U.S., Canada and the Caribbean, our charters provide safe, convenient and comfortable access to your destination.

724-321-6309
473 Airport Rd., Butler, PA 16002
AlphaThreeAviation.com

Hobby Express Inc.

Pittsburgh area's largest hobby store with something for everyone! You'll find everything from remote control cars, planes, boats and helis, model kits, puzzles, trains and so much more.

Toys for all ages.
Just off I-79 & I-76.
We sell fun!

724-779-2000
1713 Rte. 228, Cranberry Twp., PA 16066
HobbyExpressInc.com

EXPLORE Tasty Trails...

Score points with the kids by taking them on the *Butler County Sweet Tooth Trail*, treat yourself to one of our many craft breweries along the *Butler County Beer Circuit*, or find a new favorite coffee shop on the *Butler County Coffee Connection*.

Create your own itinerary and fill up your passport with a special symbol from each participating location.

Once your passport is complete, bring it to Butler County Tourism & Convention Bureau to claim a commemorative prize.

To learn more, scan the code or go to:
VisitButlerCounty.com/TastyTrails

Playthings Etc.

Family Toys & Hobbies

Playthings Etc. is the World's Coolest Toy store experience! Inside this spaceship-shaped building are awesome toys for the entire family! While inside, you can play with toys and see cool demonstrations. Come see why everyone loves Playthings Etc.!

724-285-7529
2483 William Flynn Hwy.
Butler, PA 16001
Playthings-Etc.com

Tokens Arcade

We're an affordable night out or special occasion reservation facility. Open for walk-in play on Wed. & Fri. nights from 4-9pm (\$5 per hour), and available for private reservations any other day of the week (\$35 per hour - up to 15 people). Guests can bring food or beverage of their choice, and there are tables for seating. We are BYOB.

724-333-7446
18 Chesapeake St.
Lyndora, PA 16045
TokensArcade.com



Family fun is available year round in Butler County! Request a free Official Visitors Guide with itineraries, maps and more. Get yours by calling **866-856-8444** or online at VisitButlerCounty.com



MEMBERSHIP TIPS

Suggestions for Successful Membership

The key is **communication**. If you stay tuned in to what we're doing, you can participate. If you let us know what you're doing, we can promote it!

Join the conversation via social media

Connect with us so we know what's happening and can share your content!
(There are links at the bottom of VisitButlerCounty.com)



Facebook – if you only use one site, this should be it!



Instagram – pictures!



Pinterest – a digital bulletin board



LinkedIn – like Facebook for professionals. Be sure to join our members' only group!



YouTube – videos!

Get to know the staff

We all have different strengths and specialties. If you need help with something, we're here to support you!

Make an account on our website.

- This is how you can submit your events, and you can also update your listing. After all, you know your business better than we do!
- You can also access special information just for Bureau members.

Add us to your email and mailing lists

The easiest way to keep us up-to-speed is without even having to think about it!

Marketing@VisitButlerCounty.com



MEMBERSHIP APPLICATION

Today's Date: _____ Year Business/Organization Established: _____

Business Name: _____

Contact Person: _____ Title: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Website: _____ Business Phone: _____

Cell: _____ Email: _____

Facebook: _____ Twitter: _____ Instagram: _____

Business Type: _____

Additional Location (See membership criteria): _____

*25-word description for Official Visitors Guide: _____

Long description for website listing (Please let us know if you require assistance):

*Please submit up to three horizontal photos of your business. *May be emailed to Ryan@VisitButlerCounty.com*

Brochure Distribution: Tourism-based members are given the opportunity to include their materials in our office brochure rack. We ask for approximately 250 brochures so visitors may pick them up or request a mailing. BCTCB also offers a **Brochure Rack Program**. For \$100 per year, we'll add your brochures to a portion of our county-wide racks. To start, 2,500 brochures are needed. Contact us for availability and specific details.

Membership Options - Check all that apply

- ☐ Gift Certificate Program FREE
- ☐ *Beer Circuit FREE
- ☐ *Coffee Connection FREE
- ☐ *Sweet Tooth Trail FREE
- ☐ Membership: Standard \$235
- ☐ Membership: Non-Profit \$180
- ☐ Additional Location \$110
- ☐ Brochure Rack Program \$100
- ☐ Contributing Memberstarting at \$500

Payment Method:

- ☐ Check enclosed
- ☐ MasterCard
- ☐ VISA
- ☐ American Express
- ☐ Pay Online - visitbutlercounty.com/membership-renewal

Credit Card Number: _____

Card Expiration Date: _____

Security Code: _____

Name that appears on the Card:

Signature: _____

Date: _____

Total Amount Enclosed: \$ _____

Please make check payable to:

Butler County Tourism & Convention Bureau
310 East Grandview Avenue, Zelenople, PA 16063

*BCTCB approval needed for inclusion.