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THE
HAPPY VALLEY
ADVENTURE BUREAU

THE OFFICIAL
DESTINATION
MARKETING
ORGANIZATION
FOR CENTRE
COUNTY



THE VALUE OF HVAB PARTNERSHIP

A partnership investment in the HVAB is a commitment to ensuring successful outcomes for your establishment, our community, resident quality of life, and of course, the visitors that we serve.

PROMOTION

- The ability to create and manage a robust profile listing on HappyValley.com, ensuring that potential visitors know about your establishment
- Referrals through Book Direct (lodging properties only)
- Event listings on HappyValley.com and the HVAB Facebook page
- Brochure exposure at The Happy Valley Store in downtown State College, plus additional visitor centers in Bellefonte and Philipsburg, as well as additional high-traffic locations, including University Park Airport, Penn State All-Sports Museum and Fullington bus station
- Through the HVAB's robust marketing channels, including website, social media, The Dispatch blog, and visitor guides/publications

INFORMATION AND ANALYTICS

- Access to HVAB research, visitor demographics and performance metrics to help you target and refine your own marketing activity
- Access to HVAB marketing expertise, and ability to facilitate connections with HVAB partners and community stakeholders
- Monthly updates about tourism trends, insightful metrics, HVAB activity and more



Keeping an open line of communication is essential to ensuring a successful partnership.

MAKE THE MOST OF AN HVAB PARTNERSHIP

The door is always open to meet, talk or discuss the value of HVAB partnership for your business, and issues of importance to the hospitality industry and the HVAB's mission of inspiring visitation to Happy Valley.

The HVAB values its partners' support, engagement, ideas and input.

ABOUT THE HVAB

The Happy Valley Adventure Bureau (HVAB) is the official destination marketing organization for all of Centre County, as certified by the Centre County Board of Commissioners. A 501(c)6 nonprofit partnership organization, the HVAB actively markets and promotes Happy Valley, PA as a premier Mid-Atlantic destination for leisure, sports, group tour and business visitation. The HVAB's multifaceted mission seeks to grow the local

economy through tourism, now approaching a \$1 billion industry in Centre County. In carrying out its tourism economic development mission, the HVAB works closely with multiple stakeholders, including Centre County Commissioners, Penn State University, Pennsylvania Tourism Office, local elected/municipal officials, economic development organizations and of course, our tourism and hospitality partners - you!

THE VALUE OF HVAB PARTNERSHIP



Robust business profile
on HappyValley.com



Digital and print promotions through the HVAB's marketing channels, including HappyValley.com, social media, blog posts, email marketing, visitor guides, and targeted ads



Post your events on HappyValley.com and on the HVAB Facebook page



Lodging properties receive direct referrals through Book Direct on HappyValley.com



Brochure distribution throughout the county in high-traffic locations



Access to HVAB research, visitor demographics and performance metrics, **to help you target and refine your own marketing activity**



Monthly updates about tourism trends, insightful metrics, HVAB activity and more



Access to HVAB marketing expertise, and ability to facilitate connections with the HVAB

HVAB SHORT-TERM RENTAL PARTNERSHIP POLICY



Short-term rental properties are an important part of Happy Valley's lodging mix, and are eligible for Happy Valley Adventure Bureau membership, with the following stipulations.

- Properties located in Bellefonte Borough, College Township and State College Borough **must show proof of short-term rental license.**
- Properties must be able to **provide documentation that they are collecting and remitting the Centre County Lodging Tax** if transacting on platforms other than Airbnb or VRBO.
- Apartment/condo properties **must be located in complexes that allow for short-term rental.**
- Operators with multiple short-term rental properties may include all properties under one website listing. However, individual membership for each property is required for separate property listings.



SPECIAL INITIATIVES

Tourism Grant program

Conducted in partnership with Centre County Commissioners, the annual tourism grant program provides marketing and tourism development support for events and projects that attract visitation.

Happy Valley Adventures

A joint initiative with the Chamber of Business & Industry of Centre County, Happy Valley Adventures promotes the county's agriculture and agritourism assets.



A 501(c)3 parallel organization, the Happy Valley Sports & Entertainment Alliance drives Happy Valley's overall sports and entertainment strategy, enriches the quality of life, creates economic impact and raises visibility for the region.



SIGNATURE EVENTS

Annual Marketing Summit

Helpful advice from marketing experts, and guidance for Tourism Grant applicants

State of Tourism Luncheon

Visitation trends, local economic impact and HVAB activity

Annual Hospitality Awards & Celebration

Honoring excellence in hospitality and celebrating HVAB partners



REACH MORE POTENTIAL CUSTOMERS



PRINTED HAPPY VALLEY GUIDES RETURN

The HVAB publishes a plethora of guidebooks for visitors to get an idea of what Happy Valley, PA has to offer before they even arrive! Locals are able to stay up-to-date on what's happening in their own backyard! **IT'S A WIN-WIN!**

Tag HVAB in your social media posts for a chance to be featured on HVAB's social media pages and on HappyValley.com

Remember to use the hashtag **#HappyValleyPA** whenever possible!

FOLLOW US!

	social pages	followers
f	/HappyValleyAdventureBureau	40,000+
	/TheBureauHVAB (corporate page)	310
in	The Happy Valley Adventure Bureau	1,000+
	@HappyValleyPA	6,265
	@HappyValleyPA	503
	@HappyValleyPA	225
	@HappyValleyPA	35

Viewership and engagement on HappyValley.com, Dispatch.HappyValley.com and social media platforms have never been higher!

HOW THE HVAB REACHES POTENTIAL VISITORS

All HVAB guidebooks are published on HappyValley.com, which is averaging 134,000 unique views per month, and are promoted throughout the surrounding region.

Each publication has:

- Paid promotion on Facebook and Instagram, and will be featured on HVAB social media pages, with a reach of 1.8 million+ on Facebook and 260,898+ on Instagram
- Every article is individually featured on Dispatch.HappyValley.com, which averages 60,000+ unique views per month.
- Promotions in digital ad campaigns on major travel websites, reaching travelers as they make plans.
- Printed guidebooks are distributed in high-traffic traveler locations throughout Pennsylvania and surrounding states.

Ask about our ad packages and marketing opportunities!

MAKE A STATEMENT

HAPPYVALLEY.COM

TIPS FOR CREATING A MEMORABLE WEBSITE PROFILE

The newly redesigned HappyValley.com utilizes a state-of-the-art platform, and contains visually appealing and informative content designed to inspire visitation to Happy Valley, PA.

TAKE CONTROL OF YOUR WEBSITE LISTING

HVAB partners have the ability to create and manage their website listing. The process is quick and easy. Just select the “sign up” icon at the top right of the navigation bar and follow the prompts. While the HVAB is always willing to help partners with their listings, we encourage partners to create their profile, and keep their listing up to date with fresh content and photos that reflect new products, seasonal specials, changes in operating hours, etc.



HAPPYVALLEY.COM

Business Profile Example



HappyValley.com contains enhanced partner profile pages designed to elevate your establishment in the eyes of potential visitors.

Please take the following steps to take advantage of these improved capabilities:

SIGN UP:

as a destination on HappyValley.com

UPLOAD PHOTOS TO PROFILE:

Header photo
Main photo
Gallery photos

ADD CONTENT:

Please provide up to a 500-word description of your business in the "custom content" section. Remember to check the "amenities" available from the list provided, and select your category listing.

(Category listings on HappyValley.com are listed on the partner investment page)

QUESTIONS?

Please contact Judy Maurer with any questions regarding membership at The Happy Valley Adventure Bureau.

Judy Maurer
judym@happyvalley.com
814-231-1401



HVAB PARTNERSHIP APPLICATION



Contact Information

(Company) Name _____

Phone _____

Email _____

Physical Address _____

City, State, Zip _____

Billing Address _____

(if different from physical address)

Primary Contact

Name _____

Title _____

Phone _____

Email _____

Sign up for Stakeholder Newsletter

Sign up for Consumer Newsletter

Secondary Contact

Name _____

Title _____

Phone _____

Email _____

Sign up for Stakeholder Newsletter

Sign up for Consumer Newsletter

Marketing Contact

Name _____

Title _____

Phone _____

Email _____

Sign up for Stakeholder Newsletter

Sign up for Consumer Newsletter

Social Media Accounts

Facebook _____

Instagram _____

YouTube _____

Partnership Investment

\$200

\$550 (Video & Photography Assets)

You get (1) 30 sec promo video in vertical and horizontal format AND (10) high-res photos

**Please make checks payable to
The Happy Valley Adventure Bureau;
and return this form with payment.**



Signature _____

Date _____

Partnership dues are non-refundable. By providing the contact information listed on this form, you agree to receive communication via mail, email and/or phone, sent by or on behalf of The Happy Valley Adventure Bureau.

Partner Description Please provide a brief description of your business

Category Listing(s) Please **check main and sub categories** that best fit your business

EAT

- American/Steakhouse
- Breweries, Wineries, Cideries, Distilleries
- Central PA Tasting Trail
- Coffee Shops, Bakeries & Delis
- Family Dining
- Fine Dining
- Italian Restaurants
- Pizza, Subs & Sandwiches

EXPLORE

- Agriculture & Nature
- Attractions
- Fishing & Boating
- Hiking & Biking
- Happy Valley Adventures
- Historic Sites
- Nightlife
- Salons & Spas
- Sports & Recreation
- State & Local Parks

SHOP

- Antiques, Gifts & Furnishings
- Apparel & Accessories
- Books/Bookstores
- Grocery & Convenience Stores
- Farm Markets
- Florists
- Shopping Centers
- Gifts & Specialities

STAY

- Bed & Breakfasts
- Campgrounds
- Hotels, Motels & Inns
- Vacation Rental

ARTS

- Arts & Entertainment

COMMUNITY

- Associations/Organizations
- Banks
- Banquet & Catering
- Churches
- Communications/Media/Public Relations
- Education
- Employment
- Executive Office Space
- Graphic Designers
- Health & Human Services
- Meeting & Convention Space
- Pet Kennels
- Printers/Signs
- Real Estate/Apartment Rentals/Development
- Retirement Communities
- Service/Agency
- Sports Facilities
- Transportation
- Event venues
- Wedding venues