



## **Attraction Membership Application**

Attached are the forms for you to submit required information for consideration of your businesses' membership in the Florida Attractions Association. If you have any questions, simply call (850) 222-2885 for assistance.

The membership process requires completion of two documents, the Application Form and the Code of Practices Commitment Form.

Once completed, you may return the forms by email, fax, or mail.

A \$250 non-refundable application fee is required with your application submission. Your attraction will receive a secret shop from a 3<sup>rd</sup>-party service as part of the application process. Applicants are also required to submit 15 brochures or press kits, by mail, to the Florida Attractions Association office.

Dues (and fee assessment for Primary Attractions) will be prorated from the date of acceptance.

If your application is accepted, you will have 30 days to complete financial arrangements and complete requisite information regarding contacts for your business.

For information on the definitions of the three attraction membership categories, or to view benefits and dues information, please visit our membership web site – [www.FloridaAttractions.org/JoinUs](http://www.FloridaAttractions.org/JoinUs)

Telephone: (850) 222-2885

Mail: Florida Attractions Association  
1114 North Gadsden Street  
Tallahassee FL 32303

Email: [info@FloridaAttractions.org](mailto:info@FloridaAttractions.org)

Fax: (850) 222-3970

## Attraction Membership Application

### ATTRACTION CATEGORY

(please see web site for definitions)

Primary Attraction       Affiliate Attraction       Partner Attraction

### MEMBERSHIP CRITERIA

Does your business operate in a manner consistent with the Florida Attractions Association Code of Practices?

Yes     No

Is your business an establishment, site, facility, landmark, institution, or service?

Yes     No

Is your business located in the state of Florida and in permanent headquarters?

Yes     No

Has your business been open for business for a period of 12 consecutive months?

Yes     No

Does your business have as its principal focus entertainment, cultural, educational, recreational, scientific or historical activities?

Yes     No

Is your business family-oriented allowing and encouraging the attendance and participation of both adults and minors in the majority of its activities and does not exclude minors from attendance and participation in its primarily advertised activities?

Yes     No

Does your business contribute to the attraction of tourists to the state of Florida?

Yes     No

Is your business open to the public with regular days of closing and with hours of operation prominently advertised and disseminated?

Yes     No

Does your business operate for a period of at least three consecutive months each year?

Yes     No

Does your business have an admission charge which is considered a fee for entry?

Yes     No

Is your attraction a 501(c)(3)?

Yes     No

Is your attraction owned by a Federal, State or Local government agency?

Yes     No

### CONTACT INFORMATION

Contact Name of Attraction Representative \_\_\_\_\_

Title \_\_\_\_\_

Name of the Attraction \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ - \_\_\_\_\_ County: \_\_\_\_\_

Administrative Telephone (\_\_\_\_\_) \_\_\_\_\_

Administrative Fax (\_\_\_\_\_) \_\_\_\_\_

Contact Name's Direct Line (\_\_\_\_\_) \_\_\_\_\_

Contact Name's E-mail Address \_\_\_\_\_@\_\_\_\_\_

Visitor Information Telephone (\_\_\_\_\_) \_\_\_\_\_

Attraction Web Address \_\_\_\_\_

### ADDITIONAL INFORMATION

Type of Ownership:         Individual         Partnership         Corporation

Name of Principals:

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Annual attendance (range is acceptable) \_\_\_\_\_

Please detail your general operating schedule:

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Please detail your standard admission pricing:

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### BUSINESS SUMMARY

Please submit a brief statement describing your attraction and its operation. Also, please describe why membership in the Florida Attractions Association would be of mutual benefit to your operation and the Association.

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How did you learn about membership in the Florida Attractions Association?

FAA Web Site

Contact from a Current FAA Member (who?) \_\_\_\_\_

Contact from FAA Staff

Other \_\_\_\_\_

Signature of person representing applicant business \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_ Title \_\_\_\_\_

## **Florida Attractions Association Code of Practices**

### **CLEANLINESS**

Functional, sanitary facilities including toilets, grounds, buildings, and transportation vehicles and vessels are important to the enjoyment of the experience by the public.

#### *Toilet Facilities*

Attraction members shall provide the proper number of flush toilets for places of public assembly which are properly plumbed, connected and discharging to an approved sewage disposal system. Floors and plumbing fixtures shall be cleaned and sanitized as needed but not less than once a day. Plumbing fixtures and plumbing shall be kept in good repair and free from odor. Sanitary facilities shall be furnished at all times with soap, preferably liquid type and approved single service towels or other approved hand-drying devices. The use of a common towel is prohibited. Each sanitary facility shall be provided with toilet tissue at all times. (Source: "Sanitary Facilities for Building Serving the Public and Places of Employment," Chapter 10D-10, Florida Administrative Code, 1992)

#### *Trash*

All sweepings, solid or liquid wastes, refuse, and garbage shall be removed in such a manner as to avoid creating a menace to health and as often as necessary to maintain good sanitary conditions. (Source: General Industry Digest, U.S. Department of Labor, Occupational Safety and Health Administration, 1988)

#### *Housekeeping*

All places of employment, passageways, storerooms, and service rooms shall be kept clean and orderly and in sanitary condition. (Source: General Industry Digest, U.S. Department of Labor, Occupational Safety and Health Administration, 1988)

### **SAFETY**

Employees and consumers alike should be furnished with a place of employment and entertainment which is free from recognized hazards which may cause death or serious physical harm.

#### *Accident Recordkeeping and Reporting*

Each employer shall maintain in each establishment and enter each recordable event no later than six working days after receiving the information. Within 48 hours after an employment accident which is fatal to one or more employees or which results in the hospitalization of five or more employees shall be reported by the employer, either orally or in writing, to the nearest OSHA Area Office. (Source: General Industry Digest, U.S. Department of Labor, Occupational Safety and Health Administration, 1988)

#### *Aisles and Passageways*

Aisles and passageways shall be kept clear and in good repair with no obstruction across or in aisles that could create hazards. Permanent aisles and passageways shall be appropriately marked. Covers and or guardrails shall be provided to give protection from the hazards of open pits, tanks, ditches, and so forth. ((Source: General Industry Digest, U.S. Department of Labor, Occupational Safety and Health Administration, 1988)

### *Emergency Action Plans*

An emergency action plan to ensure safety in the event of fire and other emergencies shall be prepared, in writing, and reviewed with affected employees. The plan shall include the following elements: escape procedures and routes; critical operations; employee accounting following an emergency evacuation; rescue and medical duties; means of reporting emergencies; persons to be contacted for information or clarification. (Source: General Industry Digest, U.S. Department of Labor, Occupational Safety and Health Administration, 1988)

### **TRUTHFUL ADVERTISING**

The truthful and accurate representation about services, entertainment, and products available at an attraction is an integral part of the total entertainment operation for the business and is equally important to the consumer for information value.

#### The Advertising Principles of American Business

*Truth* - Advertising shall tell the truth, and shall reveal significant facts, the omission of which would mislead the public.

*Substantiation* - Advertising claims shall be substantiated by evidence in possession of the advertiser and advertising agency, prior to making such claims.

*Comparisons* - Advertising shall refrain from making false, misleading, or unsubstantiated statements or claims about a competitor or his or her products or services.

*Bait Advertising* - Advertising shall not offer products or services for sale unless such offer constitutes a bona fide effort to sell the advertised products or services and is not a device to switch consumers to other goods or services, usually higher priced.

*Guarantees and Warranties* - Advertising of guarantees and warranties shall be explicit, with sufficient information to apprise consumers of their principal terms and limitations or, when space or time restrictions preclude such disclosures, the advertisement should clearly reveal where the full text of the guarantee or warranty can be examined before purchase.

*Price Claims* - Advertising shall avoid price claims which are false or misleading, or savings claims which do not offer provable savings.

*Testimonials* - Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest opinion or experience.

*Taste and Decency* - Advertising shall be free of statements, illustrations or implications which are offensive to good taste or public decency.  
(Source: Adopted by the American Advertising Federation Board of Directors, 1984)

## **HOSPITALITY**

Courtesy, service, and professionalism are key components of hospitality. Hospitality is intangible, perishable, heterogeneous, and produced and consumed simultaneously. Some specific dimensions of hospitality are reliability or the consistency of performance and dependability; responsiveness or willingness of management and employees to provide service to the public; competence or the possession of skills, knowledge, and attitude; access or ease of approachability; and courtesy or politeness, respect, and consideration.

### *Training*

Hospitality training shall be provided to employees at all levels on a regular basis. A written policy on what hospitality/service expectations are for each job description shall be maintained and reviewed on a regular basis with the employee. (Source: "Maximizing Quality Service in the Tourism and Hospitality Industry," Mark A. Bonn, Ph.D., Quality Management Company, 1994)

## **COMPLAINT RESOLUTION**

In the event any consumer shall complain that an attraction member has engaged in any improper course of conduct pertaining to the presentation of its goods or services, the member attraction shall promptly investigate the complaint and shall take such steps as it may find appropriate and necessary under the circumstances to cause the redress of any wrongs which its investigation discloses to have been committed. (Source: Code of Ethics, Direct Selling Association, 1992)

### *Procedure*

Every attraction member shall have a written standard operating procedure for handling complaints. (Source: Director, Division of Consumer Services, Florida Department of Agriculture and Consumer Services)

## **Florida Attractions Association Code of Practices Commitment**

### INSTRUCTIONS

Your business must commit to this program by providing the signature of the Owner/CEO/President of the attraction at the bottom of this form. The form must be submitted along with your application for membership.

### YOUR COMMITMENT - PLEASE READ AND UNDERSTAND THE FOLLOWING

Through an on-going program, attraction members of the Florida Attractions Association are informed about the importance of adhering to a five-point code of practices. The Association monitors the adherence of attractions to the code of practices through a secret shopper contract.

Each attraction is secretly shopped once per year. Three of the five practices are checked. They are the practices that deal with cleanliness, hospitality, and truthful in advertising. The other two, safety and complaints, are handled through the Florida Attractions

Association office. The reports are sent to the Association office. Staff, in turn, sends a copy of the report to each attraction. If an attraction receives an unfavorable report from the secret shopping service, the Association office includes in a cover letter a request that the attraction rectify the situation right away and notes the attraction will be shopped again. If the situation is not rectified and another unfavorable report is received, staff forwards the report along with a letter requesting a written explanation about the situation and notice that the attraction will be shopped yet again. If the situation is still not rectified and the attraction receives a third unfavorable report, the Board of Directors is notified that there is a violation of the code of practices. The Board will invite the attraction to attend a meeting to discuss the situation.

Complaints about individual attractions received in writing at the Florida Attractions Association office will be forwarded to the offending attraction with a written request to notify the Association office how the situation was handled. All complaints are responded to by the Association staff notifying the person with the complaint that action is being taken. The attraction is expected to make a good-faith effort to resolve the complaint in accordance with the attraction's complaint resolution policy, to provide a written copy of that policy to the Association office, and to keep the Association informed of progress.

The Florida Attractions Association practice on safety tracks OSHA regulations in three areas: accident record keeping and reporting; aisles and passageways; emergency action plans. The practice dealing with safety will only be monitored through OSHA enforced closings of an unsafe facility.

#### COMMITTMENT

I have read and understand the Florida Attractions Association Code of Practices and agree that (name of attraction) \_\_\_\_\_ will comply.

Signature of Owner/CEO/President \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

Title \_\_\_\_\_

Please sign and return the original of this page and retain a copy for your records.