



WHAT IS BBIM?

BBIM is a professional organization of Missouri innkeepers, both large and small, who are willing to work together for the overall betterment of the industry and to improve our own profitability. While BBIM allows inns ranging from 1 to 24 rooms, the majority have 4 or fewer rooms. To belong, you need to offer a quality B&B experience and have a sincere interest in furthering your business.

WHAT CAN BBIM DO FOR ME?

Simply put, BBIM can make you money by filling rooms. As a result of our internet presence and other promotional and quality assurance programs, many members report that BBIM is their top source of new guests. But that's not all. BBIM also provides valuable benefits in the areas of education, representation and combined buying power.

PROMOTION

Website – Your Inn will be listed on BBIM's website, www.bbim.org, with a strong search engine presence and aggressive Pay-Per-Click program. Your listing includes three photos and a detailed description, as well as inclusion on our regional map page, our "routes" page and in our searchable database. For an annual fee you may add a link to your own website; we also offer a special discount for Webervations on line availability & reservations.

Rack Card – Full color rack cards are available at all Missouri Welcome Centers guiding people to the BBIM website. These are distributed through member inns, tourism organizations and direct mail.

Gift Certificate Program – Take advantage of over \$100,000 in outstanding gift certificates, redeemable only at member inns.

QUALITY ASSURANCE

Inspected and Approved – BBIM’s inspection program enables you to give added assurance to your guests. Once a member, you can use BBIM’s trademarked “Inspected and Approved” logo on your own brochure and advertising, identifying you as one of Missouri’s best.

Comment Cards – Obtain valuable customer feedback through our on-line comment card.

Referrals - Many BBIM members will refer guests only to other member inns because of the assurance of quality that membership implies.

EDUCATION

Mentor Program – BBIM’s mentor program pairs a new inn with an experienced innkeeper so you have someone who can answer your questions and help you avoid “reinventing the wheel.”

Electronic Newsletter – Our BBIM publication keeps you updated on what’s happening in the organization and in the industry, gives you new ideas for inn operations and alerts you to impending government actions that could affect you.

Email Newsgroup – Have a question about innkeeping? A problem that you need to solve? Our email newsgroup gives you immediate access to the expertise of over 100 inns and innkeepers. Important announcements are also sent out through the newsgroup, providing immediate information on time-sensitive issues such as PR opportunities or scams aimed at innkeepers.

Annual Educational Conference - At our annual conference, held in a different part of the state each year, you can hear how successful inns got there, pick up ideas on finding a market niche, network with other innkeepers, and review innkeeping products. Our speakers include many nationally-known professionals in the B&B industry. The conference is open to all, but BBIM members attend at a discount.

REPRESENTATION

BBIM gives our industry a voice in Missouri. BBIM works with the Department of Health to impact new health and safety regulations affecting small inns. BBIM also works with the Missouri Division of Tourism to ensure that Bed and Breakfasts are adequately represented in tourism plans and policies.

BUYING POWER

As a group, BBIM has been able to negotiate special rates and discounts with merchants who sell innkeeping supplies and software services. We also can obtain discounts with some on-line B&B directories and special services.

CAN I MEET BBIM STANDARDS?

BBIM has adopted certain minimum standards of hospitality, cleanliness and safety for our member inns. An inspection program is in place to verify that those standards are being met. Rest assured that BBIM values the individuality of each inn; we're not trying to make all inns conform to a certain style. We simply want to be able to assure a positive experience for every guest. To see if you'd likely meet our standards, ask yourself the questions below. If you pass your own inspection then you'll probably pass ours.

- Do my website, brochure and advertising accurately describe my inn, services offered, and restrictions, without attempting to mislead?
- *Is my inn a true Bed & Breakfast, Country Inn, historic building or cottage, rather than a motel?*
- *Is my inn a serious business for at least six consecutive months of each year? (You can take a vacation, but weekend only inns aren't acceptable).*
- *Have I been open for at least one month since I accepted my first paying guest?*
- *Do I have a Missouri sales tax license (required by state law)?*
- *Do I have a county or city business license?*
- *If I have 5 or more rooms that are ever rented to separate parties, do I have a State Lodging Establishment License?*
- *Do I have other needed licenses as required locally (i.e. occupancy permit, food handler permit or health inspection)?*
- *Do I have appropriate business liability insurance?*
- *Do I provide breakfast on site? (We encourage full, home-made breakfasts, but various 'continental' or 'cook-your-own' breakfasts are acceptable – if you have questions, ask.)*
- *Is my inn clean (bathrooms, floors, etc.)?*
- *Is my inn safe? (proper exits, smoke alarms in each bedroom and common areas, fire extinguishers on each floor, GFCI outlets in bathrooms, handrails on steps, etc.)*
- *Am I friendly, hospitable and courteous to the guests?*
- *Is my inn well-maintained? (Steps and walks safe, paint and wallpaper problems fixed promptly, furnishings attractive and not worn out, etc.)*
- *Do I have adequate bathroom facilities (private en-suite baths preferred - 2 rooms sharing a bath is acceptable)?*
- *Do I ensure guest privacy?*
- *Do I have adequate signs and offer clear instructions to find my inn?*
- *Do I have adequate lighting for guest comfort and safety?*
- *Am I willing to link my website to BBIM's, give out BBIM brochures and guest comment cards and work with other BBIM inns to promote the Bed & Breakfast industry?*

WHAT WILL BBIM COST ME?

2012-13 dues are \$180 plus \$20.00 per guest room. There is a non-refundable \$100 application fee; you'll be billed for the full dues when you pass your review.

The dues cover your listing in our annual directory and a standard listing on the BBIM internet website. A link to your own website costs an additional \$75.

Attendance at the spring educational conference costs extra. Fees are announced along with the details of the conference in a separate mailing.

The latest application forms are always available at www.bbim.net

You begin the process by filling out an application and mailing it in to our Membership chairperson. Be sure to include all documentation specified on the application as well as the appropriate application fee. You may complete the application and pay the Application fee on-line at www.bbim.net.

After our Membership Chairperson reviews your application and the accompanying documentation, we'll schedule your inspections. There are two inspections for new applicants, an independent walk-through review and an overnight review. They may be done together or separately. For the overnight review, you furnish a complimentary room. For more information, see our separate review system guidelines and checklists.

After the inspection, BBIM's Quality Control Chairperson reviews them and summarizes the findings to the Board. The Board will then vote to accept you or to require changes or improvements before you're accepted. You'll be notified of the board's decision.

WHAT IF I DON'T QUALIFY?

If your inn is still under development (most of us have been there!) or if you do not operate on a full-time basis, BBIM still has a place for you. As an Associate Member, you can still get all of our publications, attend our conference at member rates, and have the opportunity to network with our other inns, but you won't be included in the joint brochure or other advertising and promotion. Current Associate Membership dues are \$50.

WHAT IF I WANT MORE INFORMATION?

Contact our Membership Chairperson:
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