



# **A Statewide Agritourism Association**

Lessons Learned

# Bringing People Together.....





**Or.....**

## Herding Cats!!!





# Purpose

- What is the need?
- What is the sustainability of this effort?
- What are the options to achieve the same goals?

# ATPI

- Agriculture Tourism Partners of Illinois





# **ATPI**

## **Mission:**

**To encourage, foster, support and stimulate tourism development, especially Agritourism, in Illinois through support of existing businesses and development of new businesses.**

# Agritourism

## Definition:

“The act of visiting a working farm or an agricultural, horticultural, or agri-business operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.”



# Developing the Association

- Who
- What
- Where
- When
- Why





# Who

- Who are the partners of Agritourism?
  - Producers
  - Dept of Agriculture
  - Bureau of Tourism
  - Cooperative Extension
  - Universities
  - Regional Tourism Offices
  - Associations
  - IL Institute for Rural Affairs



# Who

- Office of Lt Governor
- IL Dept of Natural Resources
- USDA
- Corporate
- Convention & Visitor Bureaus
- Chambers of Commerce



# Who

- Associations
  - Farm Bureau
  - Grape Growers & Vintners Assoc
  - IL Specialty Growers
  - State CVB Associations



# How to Get Started

- Convene a brainstorming session
- Look to the stakeholders for a facilitator
- Strategic Planning





# Membership

- Categories
  - Individuals
  - Organizations or corporations
  - Student
  - Honorary



# Membership

- One membership – One vote
- Consider carefully the amount



# What: Structure

- 501 c-6
- Keep bylaws simple
- Board of Directors
- File necessary annual returns
- Policy Manual



# Bylaws

- Officers
- Terms for members
  - Stagger the terms
- Elections
- Committees
- Quorum
- Indemnification



# Structure

- Errors and Omissions or Officers' Liability Insurance



# Structure

- Committees
  - Executive (Organizational)
  - Marketing, PR, Brand Development
  - Membership
  - Education/Information
- Task Forces
- Ad hoc committees



# Where....

- Need an official site
- Dedicated phone
- Website

# Communication

- Newsletters
- E-newsletters
- Website
- Twitter





# Website

- [www.agfun.com](http://www.agfun.com)





# When..

- Waiting for paint to dry...
- How often to meet
- Balancing producer and tourism schedules
  - Conference calls
  - Planning Meeting
- Annual Meeting
- Educational Opportunities



# Why.....

- Why go to all this effort?
  - Means to bring together tourism & agriculture
  - Marketing
  - Education
  - Voice for agritourism
  - Awareness
  - Portal or clearinghouse
- Mergers and partnerships



# What are you doing?

- Do you have an agritourism association?
- Can your state gov't manage it?
- What about other associations?
- Are there universities capable of this effort?



# Issues...

- Involving Producers
- Leadership Development
- Duplication
- Communication
- Finance
- The devil is in the details

**So....**





**Where Do You Go...**

**Next?**





# Thank You...

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