



A Statewide Agritourism Association

Lessons Learned

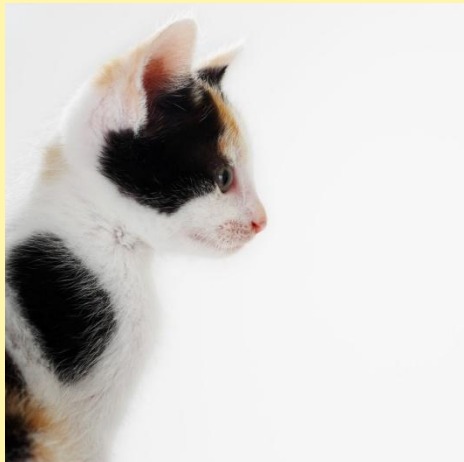
Bringing People Together.....





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





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...

Ross Ament MA, CAE

President, Ament Associates Inc.

630-466-8024

rament1@aol.com

www.amentassociates.com