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
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 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...

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