

Community Agritourism Associations

Developing, organizing and marketing your brand



About the Oak Glen Applegrowers Association

- Established in 1914 as a way to market and manage the apple crop from the Oak Glen and Yucaipa valley area.
- Celebrating 100 years this year
- Membership fluctuates from 22-33 members (since the 1980's)
- Of all the members, currently 8 are active “apple growers”. The rest are shop, restaurant, lodging, camp, and entertainment facility owners.

Reasons for forming an association—

- *Joint marketing

 - Make a bigger impact than can be made by “going it alone”

- *Information sharing. Encourage farm to farm (biz to biz) research, issues affecting everyone.

 - Example: local disease or pest control problems.

- *Community Promotion (applies if you have potential members in the same vicinity)

 - Develop relationships with local residents (non business owners)

 - Sometimes the only local representative body

- *Have a voice in local government control of your location, industry

Reasons not to form an association

- *Time

 - No one has enough time in their day

- *Lack of support. No one else interested

- *Your business is a “stand alone”

- *You don't like people

Consider your purpose

Purpose of Oak Glen Applegrowers Association

1. To promote the area known as Oak Glen in the production and marketing of Oak Glen apples and apple products, together with restaurants shops and other agricultural support services in the area.
2. The general purposes and powers are to establish and maintain advertising and improve the physical and cultural area commonly known as oak Glen, to encourage growth, beautification, rural atmosphere and public services to better serve residents, property owners, merchants, farmers, church camps and their general welfare

Organizational set-up

What type?

Accounting

Board of Directors

Adopting By-Laws

Meeting structure

VOTING:

Adapting and change.

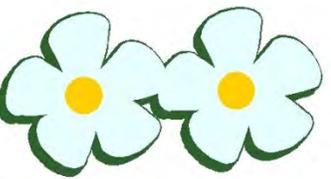
Primary Activity of Applegrowers

listed in order of effectiveness in generating greater public visitation

- **Website**
We maintain a website for up-to-date information on what is available from members for both public and private visitors. www.oakglen.net
- **Brochure**
Including all members, map and information on our offerings generally
- **Press releases, email-generated updates**
We send minimum of 1 per quarter, up to weekly during our season and 3 for each event we promote.
- **Community-wide events**
We do 2 per year, 1 in the off-season and 1 at the end of our season
- **Local (outside Oak Glen) event presence.**
promotional booths at fairs or presentations to local service clubs



Oak Glen

APPLE 

BLOSSOM 

Festival

FACTS ABOUT ORGANIZING AND MANAGING A GROUP ASSOCIATION

1. You must be “thick skinned”

members do not always like the ideas you develop and are usually unwilling to offer productive alternatives.

2. There will rarely be more than 15% of members who are active in promotions

Members will make to 3 out of 10 meetings. Up to 60 %will participate in events

3. It will benefit you more than individual promotions will

The same effort put into a community wide event will provide more than twice the amount of return than personal events or promotions.

4. Work overtime to be impartial and fair

5. Recognize the “old-timer” factor.

6. Develop close working relationships with those who have passion.