



Oklahoma Agritourism Association

What is the Oklahoma Agritourism Association?

The Oklahoma Agritourism Association is a professional organization formed for the purpose of enhancing the agritourism industry in Oklahoma.

Objectives of the Association include:

- Developing an accreditation program
- Serving as an industry networking group
- Working together to influence legislation relevant to the agritourism industry as a whole
- Serving as an entity through which groups of agritourism businesses can take advantage of grant opportunities

The Association is governed by a five-member board of directors. The board seats represent five different categories of agritourism attractions. The Association is an industry-driven association, guided solely by its voting membership.

How does the Association differ from the state Agritourism Program?

All benefits from the Oklahoma Agritourism Program and services from the Oklahoma Department of Agriculture and Oklahoma Tourism & Recreation Department will remain available and open to all agritourism attractions. The development of the Agritourism Association is simply one more way for producers to network, market themselves and address issues at the legislative level. However, its development does not change the services and programs that will continue to be offered through the Oklahoma Agritourism program.

Those services include, but are not limited to:

- Inclusion on the agritourism website (travelok.com), maps, brochures and other marketing materials
- Access to resource development assistance from the Oklahoma Agritourism staff
- Opportunity to participate in cost-share advertising programs through the Oklahoma Agritourism program
- Invitation to activities, workshops, tours, conferences and events sponsored by the Oklahoma Agritourism program

What are the Benefits of Membership in the Oklahoma Agritourism Association?

- Vote in all matters that come before the Association, allowing you to have a voice in the direction of the state's only professional organization dedicated to the agritourism industry
- Eligible to participate in the OAA's Accreditation Program
- Reduced rates on Oklahoma Agritourism sponsored activities, workshops, tours, conferences and events
- Inclusion in creation of Association's Annual Legislative agenda
- Option to participate on Association's committees
- Increased networking opportunities
- Listing on www.travelok.com will include "Oklahoma Agritourism Association Membership logo"
- Access to a member's only portion of the website
- Option to participate in cost-share marketing and advertising opportunities
- Other benefits to be determined by the Association members



What is the Association's Accreditation Program?

General members of the Oklahoma Agritourism Association have the option to participate in the Association's Accreditation program.

Benefits of becoming an accredited agritourism site:

- Use of the "Accredited Agritourism Logo" in all marketing materials
- Listing on "travelok.com" will include "Accredited Agritourism Logo"
- Opportunity to participate in additional cost-share and marketing opportunities developed by the Association
- Participation in the cost-share Oklahoma State Highway TODS Signage Program (Association will pay ½ the cost of the first two road signs) - \$200
- Opportunity to have brochures or materials displayed at the agritourism booth at travel and trade shows nationally and internationally

Future Benefits for Accredited Members May Include:

- Risk Management Consultation for your agritourism operation
- Scholarship program to NAFDMA and other National Agritourism-related events & conferences
- "Agritourism Tool Kit" CD, including templates for liability waivers, risk management assessment forms, business plans, marketing plans, basic marketing materials, etc.
- Other benefits to be determined by the Association members

What is the cost of membership in the Association?

General Membership: \$100

General membership is open to individual agritourism business owners/operators. Each member is entitled to a vote in all Association matters, serve on Association committees, and run for a position on the Board of Directors.

Associate Member: \$250

Associate membership is open to any industry partner, organization, agency, or business with an interest in the Oklahoma agritourism industry. Associate members are non-voting members, but are invited to participate fully in all meetings and Association activities.

Friend of the Association: \$50

Friendship is open to any individual who is not affiliated with an agritourism business.

For More Information:

For more information about the Oklahoma Agritourism Association, contact any of the Association Board Members or the state agritourism office. Contact information for the Board, as well as a membership application, is available online at www.oklahomaagritourism.com.