



Tips for Building Marketing and Community Partnerships

Excerpted with permission from the 2003 Agri-Tourism Workbook: Agri-Business Council of Oregon

Establishing relationships and cooperative alliances with your community is a key element of long-term success. So:

1. Speak about your project early on with neighbors, family and local businesses. Share your ideas. Listen to their concerns and feedback. Address any problems early in the development of the project.
2. Develop a comfortable level of public presentation. Speak at service clubs, association meetings and other gatherings.
3. See your shortcomings or weaknesses as future partnerships. Inventory your community and seek out those who have what you need to complete your goals. Return the favor.
4. Define who shares potential customers with you. Align yourself with other businesses and attractions, and openly discuss potential customers. Develop exchange promotions and track where your leads come from.
5. Comply with local ordinances - like your mother, government listens to commitments, not complaints. And so do your neighbors. Work through compliance issues as required by law and in the spirit of cooperation with surrounding properties and interests.
6. Engage adversaries. Most simply want to be heard or are afraid of the unknown impacts. Sit down one-on-one and listen. Address the concerns; don't whitewash over them.
7. Manage physical growth of your operation to ensure quality of life for all citizens affected.
8. Work to foster a sense of community.
9. The greatest achievements happen outside the "system." Don't break laws or burn bridges; just be creative!



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