



Assessment: What Connections Are Important to Your Success?

By its very nature, successful agritourism depends on successful partnerships — because it crosses so many interests. It encompasses your family and employees; your neighbors and community leaders; your local and regional economic development and tourism advocates; a wide range of related businesses; planning and regulatory professionals and public lands managers; your elected

officials; your banker and your insurance agent — and even your competition. There are many relationships to build and nurture! Begin thinking now about who to talk with, about what, and when. And then start talking, to seek input and build support for your venture. See [Tips for Building Marketing and Community Partnerships](#) in Section VI of the handbook for more advice.

WHO? (Note specific people)	WHAT? (Add to these suggestions as needed)	WHEN?
Your family and employees	Be sure everyone is on board, and has an opportunity to get involved according to their skills and interests.	
Your banker	If you need to borrow as part of your venture, what might you qualify for, and what information do you need?	
Your insurance agent	What safety practices and insurance coverages are needed to minimize risk?	
Your lawyer/accountant	What is the best legal structure for operating your agritourism business?	
Your neighbors	Brief them on your ideas, and seek input and support. Identify issues to be addressed, including activities near property lines, access, etc.	
Your local or county planning department	Ensure that specific activities are legal, what permits are needed, the timing and fees for permits, and any issues to address.	
Your local or county health, public works or public safety departments, as appropriate	Ensure that specific activities are legal, what permits are needed, the timing and fees for permits, and any issues to address.	

WHO? (Note specific people)	WHAT? (Add to these suggestions as needed)	WHEN?
Your local elected officials and other community leaders	Do they understand and support your proposal? Do they have any advice? Do they see any concerns or barriers?	
Your local and regional tourism promotion and development organization (see Section VI – Marketing Your Agritourism Venture)	What resources are available for marketing and promotion? What opportunities exist to connect with complementary businesses and events?	
Your economic development organization and chamber of commerce	What small businesses development programs support entrepreneurs? What are appropriate networking opportunities?	
Other farms/ranches with agritourism	Do they understand and support proposal? Do they have any advice? Do they see any concerns or barriers? Are they interested in collaborating (e.g., cross-promoting)?	
Other non-farm businesses with related services (e.g., outfitters, event planners, chefs, lodging facilities and restaurants, tour guides, educators, etc.)	Are they interested in collaborating? Do they have any advice?	
Community event and festival sponsors related to farms and ranches	Are there mutually beneficial opportunities to support each other?	
Oregon Agritourism Network and other associations (see Section VIII)	Who can you learn from? Who can you help? What are the big issues you need to address together?	

