

Miami County Farm Tour Participant Agreement

May 9-10, 2020



Janet McRae
Economic Development
Director

Hours: Saturday, May 9, and Sunday, May 10, 10 a.m. to 4 p.m.

The Miami County Farm Tour is a family event organized by the Miami County Economic Development office and volunteers who serve on the Farm Tour Executive Committee. The Marais des Cygnes Extension District is a planning partner; Crown Realty offers corporate sponsorship.

The tour will include at least six stops. Stops are evaluated by the Executive Committee based on their ability to meet the minimum requirements while also providing a unique educational experience for tour guests. New sites will be visited before being accepted as a part of the tour. Safety concerns will be a consideration for a site's selection.

This event is funded directly by the tour stops, Crown Realty and the taxpayers of Miami County. To the degree possible, it should be used as a way to strictly promote Miami County products. If you need help identifying a supplier, assistance can be provided by Janet McRae, director of economic development. Tour stop participants serve as ambassadors of goodwill for the county and its rural culture.

Minimum tour stop requirements:

- 1) Stops must focus on educating visitors about an agricultural product directly related to the location. Duplicate stops are not outright excluded, but it is the committee's intent to have stops that represent a balance of farming types. Sites offering similar experiences will be required to work together to reduce duplication and provide participants with the broadest educational experience possible.
- 2) Participants must complete an application for review by the Executive Committee. A phone number that can be used in promotional materials and by tour guests is also required.
- 3) The tour stop's educational component must be highly visible with adequate staff to respond to inquiries. The tour's fundamental purpose is educating visitors.
- 4) Staff must be wearing attire with the site's logo or name clearly visible. This allows visitors to know who the designated hosts are for each location.
- 5) Stops must be open and staffed for visitors during the tour's designated hours. If an emergency situation causes your stop to be closed or have modified hours, you must notify the Miami County Director of Economic Development immediately.
- 6) Each stop must have adequate personnel to greet visitors upon their arrival and provide adequate educational instruction to visitors during their visit.
- 7) **An off-street parking area must be designated for tour guests.** While the parking area may not be compliant with ADA Federal standards, it is suggested that a few parking slots near the entrance be marked and set aside for disabled visitors.

- 8) Each site must prove that they have \$1 million in liability insurance for the weekend of the tour. The tour stop application will not be considered complete until the verification is provided.
- 9) Tour stops must be willing to provide general sales amounts and collect visitation information from tour stop guests. This information will allow the department to estimate the tour's overall tourism impact on the county. Forms will be provided.
- 10) Each tour stop must provide a door prize with a minimum retail value of \$50. A gift certificate for the door prize will be sent to the winner. Winners will be drawn from the pool created by the visitation slips. The door prize must include items representative of the stop.
- 11) Tour stops must provide their own directional signage. A limited number of tour signs are available.
- 12) All new stops are required to attend a pre-tour meeting at 6:30 p.m. Tuesday, May 5 in the Extension Office, 104 S. Brayman in Paola, to pick up materials and hear a briefing about each of the participating stops. The meeting is also recommended for returning tour stops. Tour stop representatives failing to attend the meeting must contact the office to make arrangements for picking up their tour materials. A post tour meeting will take place at 6:30 p.m. Tuesday, May 12 in the Extension Office to turn in materials and discuss results of tour.
- 13) A purpose of the tour is to provide participants with as broad of an experience as possible. While visitors should not be rushed from a location, stop hosts should encourage visitors to attend as many other stops as possible.
- 14) Tour stop participants are solely responsible insuring compliance with all applicable regulations including zoning, product liability and sales tax collection. Inclusion on the tour in no way implies or conveys agricultural tax status.
- 15) All media contacts or interviews regarding the tour must be cleared in advance by the Miami County Director of Economic Development.
- 16) No outside vendors or entertainment shall be allowed to set up a display at a tour site, unless the site's zoning status currently allows those activities. This event is funded primarily by participating tour stops and Miami County taxpayers. It should be used as a way to maximize the visitor's exposure to the county and the stops that fund the event. If you intend to sell items at your location, please remember they should be produced by your operation unless you are a commercial location.
- 17) If the owner cannot be present for the entire tour, their designated representative will be allowed to operate the site provided the representative is there exclusively to promote the approved location.
- 18) Sites will be asked to display promotional information for other sites and for event sponsors.

Any stop that does not abide by the guidelines listed above will not be eligible to participate in future farm tours.

Miami County will provide:

- 1) Staff support for the Executive Committee.
- 2) Marketing assistance with both media outlets and creation of a promotional brochure.
- 3) Copies of the promotional brochure by March 1.
- 4) A save-the-date email to former attendees.
- 5) Postcards to previous attendees.
- 6) Copies of a map detailing the sites' locations including a wall-size version. Information regarding the time of travel between each site will be included.
- 7) A website promoting the event with an online map of the tour stops.
- 8) Registration slips to gather information on attendees.
- 9) A post-event summary and a survey of participants.
- 10) A summary report detailing information gathered from visitors.
- 11) Database of persons who participated in the farm tour.
- 12) A limited number of tally counters and directional signs.
- 13) A list of area restaurants for use during the tour.

Marais des Cygnes Extension District will provide:

- 1) Staff support with planning and implementing each stop's educational component. This includes troubleshooting possible delivery challenges and identifying necessary materials.
- 2) Assistance distributing promotional materials through their contact lists, Facebook pages and nearby Extension Agents.