

## Putting Your Group ON THE MAP

### *Creating a regional agritourism marketing map*

*by Vivien Straus, Sonoma Marin Cheese Trail*

#### The starting process

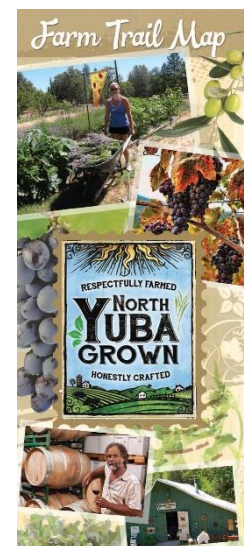
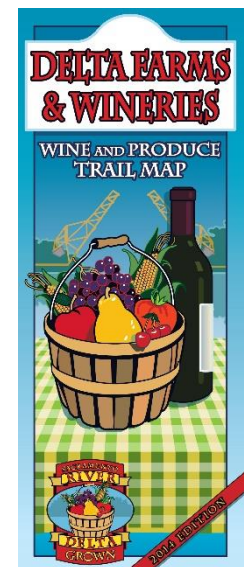
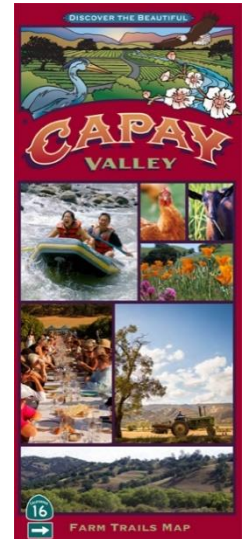
- Get together; send invitations to all
  - Farmers, producers, tourism professionals, agricultural organizations, local food advocates and other community partners
  - Have good food and drink to share
- Appoint a moderator
  - Moderator follows agenda and keeps discussion moving
- Get input from everyone; write it down
  - Take everyone's thoughts (go around room). No censoring allowed.

#### Questions for the group

- Who should be on the map?
- Who is the target audience?
- What do you want/not want on the map?
- What format? How big? Folded how? Basic layout ideas?
- How should farms be identified?
  - By crop, region, activities offered, hours open, sales locations?
  - Do you want map to show specific locations, approximate, or a combination?
- Text or story – What do you want to say?
  - What's great about your region?
- Who will write and edit the text?
- How will map be funded?
  - Advertising? Sponsors? Nonprofit funds?
- Who will design? Who will print?
  - Get suggestions from group for graphic designers and printers
- How will map be stored and distributed?

#### Next Steps

- Create a committee that will make decisions and keep rest of the group in the loop
- Identify Designers and send out an RFP (Request for Proposal) with a deadline



- Find a map whose paper and size you like. Get bids from printers for this style.
- Agree on a copy writer and editor.
- Set funding needs and levels.
- Identify and contact potential funders (sponsors, members, community partners)

### Budget for Initial Sonoma Marin Cheese Trail Map

Printing (50,000 maps)	\$6,785.00
Graphic Designer	\$2,500.00
Graphic Designer – edits, other versions	\$275.00
Copy Writer	\$750.00
<b>Total Budget – 1<sup>st</sup> Run</b>	<b>\$10,310.00</b>

### Some updates and results for Sonoma Marin Cheese Trail

- Sales increased 25 percent in first few months at Marin French
- Website, Facebook, Twitter, Pinterest, Instagram all helped build the buzz
- A press contact person got stories in the NY Times and LA Times
- 4000 monthly website views
- 3000 app downloads
- 50 daily app openings
- 260,000 maps printed to date
- \$60,000 raised (in 4 years)
- Map placement: B&Bs, Wineries, Farmers’ Markets, Visitor Centers, Chambers of Commerce
- A Contest generated more interest

**Advice:** Stay in touch with those on the map and those who have supported the project

### Contact

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