Ripple Effect Mapping Program Evaluation

MT AGRITOURISM PROGRAM

The Conference

Connection between 2 businesses, expanded sales (41 grains is now in western MT)
- Networking within the network
- Less of a competition network and more supportive network

Changed branding - connect people to place and community not just idea, after 2nd session changed where we focused our audience to people who were gonna stay.

Gained confidence, skill level with the Agritourism arena

Statewide Association (intendend outcome -built into grant)
- Be a conduit for building relationships with other state organizations, lobbying for agrotourism producers
- Identity creation
- Large scale participants (Dept Ag & Commerce, and other organizations)
- Commodity based groups/organizations, this may be more community based, therfore defined a little different
- Bridge between downtown business/community & farm/ag community
- Tell the story, promote what we do
- Validity for individuals on personal level, the organization with strengthen that

Yellowstone Effect
- AGRITOURISM IS THE GATEWAY TO REAL AG IN MONTANA
- Our clap back to the Yellowstone Effect

Diverse group come together united for Agrotourism.
- developed trust from relationships
- Better prepared to form organization
- Bigger marketing network for each other and community (for individual businesses)

Increased individual knowledge of how agrotourism works.
- Platform to educate others

Proud of leadership within organization and the fellows program, not worried about the future
- Motived to do more, because of the solid leadership.

Informational portal for producers interested in agrotourism.

First action item moving from talk to action.
- In 20 yrs people will look back at how this started.

Organziation that solidifies connections with other states

Central place to learn about resources
- Clear there is a need for help
- Realized I didn't know much about the resources available
- Connections to outside resources

Raising Profile
- Producers able to add value to operations
- Shift in what Ag looks like in Montana
- Completely different culture at the other end of the state, cross polinate ideas from other ends of the state
- Opportunities for new beginner producers, it's not like my dad did it because he didn't do it back then
- New legislation proposed as a result of the program
- New Funding opportunities because of the program