



COLORADO AGRITOURISM ASSOCIATION eNEWSLETTER - March 2018

"an industry-recognized newsletter"

EMPOWERING COLORADO PRODUCERS TO BUILD AND DIVERSIFY
ECONOMIC STRENGTH THROUGH AGRITOURISM.

VISIT US ONLINE AT WWW.COLORADOAGRITOURISMASSOCIATION.ORG

Membership Registration is OPEN for 2018!

The CAA offers many benefits for the members of the community. These benefits include, but are not limited to:

- ~Annual conference with highly sought after keynote speakers
- ~Marketing on our consumer facing website
- ~Informational monthly eNewsletters
- ~Education Programs
- ~Workshops
- ~Website Listing
- ~Legislative Tracking
- ~Liability Signage
- ~Event Calendar
- ~Networking & Information Sharing
- ~COMING SOON~: Discounted insurance & liability waver services offered exclusively to CAA members.

[CLICK HERE TO SIGN UP / RENEW MEMBERSHIP](#)

CAA Spring Conference April 23, 2018

(In Conjunction with the Global Glamping Summit April 24-25)

April 23, 2018 @ The Renaissance Hotel Stapleton / Denver

Date: April 23, 2018

Time: 10 AM Through Social Hour & Dinner

Location: Renaissance Hotel~ Stapleton/Denver

Room Rates: \$159/night (reference the Global Glamping Summit Room Block)

Cost: **\$10/member** (\$100/non-member)

Includes: Lunch, Dinner and a full day of educational sessions.

Agenda will be online soon, but here's a sneak preview of speaker topics:

- * Agritourism Risk Management 101
- * Let's Talk Signage! The Good The Bad And The Ugly
- * Insurance Roundtable
- * Agritourism Research Update
- ** And much much more!

[Registration is open now! Click here to sign up.](#)

Global Glamping Summit: April 24-25 @ The Renaissance Hotel

This year the CAA has partnered with the Global Glamping Summit to bring you two great conferences back to back and in one location.

With 20+ speakers and day long agendas, there is so much to learn from this years summit—and as a member of the CAA we are proud to offer discounted rates!

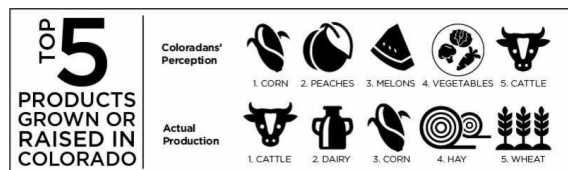
Room Rate @ Renaissance Hotel: \$159

Discounted CAA member rate: \$476/ includes ALL meals/sessions

[CLICK HERE TO REGISTER!](#)

Enter promotional code (**CAAVIP**) to receive CAA Member Exclusive discount.

Colorado Agriculture Facts...



Source: Colorado Department of Agriculture in collaboration with Colorado State University. For more information [CLICK HERE](#)

Colorado Agritourism Association Event Calendar

We have posted over **50** upcoming local, regional, and statewide events on the CAA web calendar and we also post informational and educational events for agritourism operators in the members only section. Be sure to login periodically and see what is happening. For the general calendar [CLICK HERE](#)

Also, here's a list of upcoming events in March and April:

March 9-11 [Rocky Mountain Horse Expo](#), Denver

March 16 [Garfield Healthy Communities Coalition Celebration](#), Rifle

March 22 [Ag Day at the Capitol](#), Denver

April 20 [AgriSummit](#), Salida

April 23 [CAA Spring Conference](#), Denver

April 24-25 [Global Glamping Summit](#), Denver

IRS Dues Deductibility Notice

As a membership organization recognized by the Internal Revenue Service as a 501-C-6 entity the Colorado Agritourism Association is required to notify members concerning the percentage of their dues that are NOT deductible as a business expense due to lobbying activity. In 2017 NONE of your dues were used for this purpose so potentially all of your dues are deductible as a business expense. Please provide this information to your tax advisor. CAA monitored relevant legislation in 2017 but did not retain a lobbyist during that period.

Agritourism Insurance Agent List

The Colorado Agritourism Association has updated the list of insurance agents and brokers who our members use for agritourism insurance (since July). This list is not an endorsement of any particular carrier or agent/broker but it is a useful resource. It is be posted in the members only section of the website, or members can request a copy by emailing director@coloradoagritourismassociation.org. This is only available to members who have renewed for 2018.

Microloans for Start-ups and Entrepreneurs

The Colorado Microloans Program provides small loans to start-ups and entrepreneurial small businesses that are underserved by traditional debt markets. This program is the creation of the Colorado Economic Development Commission (EDC), is administered by the Colorado Office of Economic Development and International Trade (OEDIT), and is implemented by the participating lenders. For more information [CLICK HERE](#)



Recipe of the Month: Fiery Fajitas

Colorado Proud's Farm Fresh recipe for February can be found in this month's *Colorado Proud* newsletter. [CLICK HERE](#)



Be sure to check out the newest edition of the Colorado Corn quarterly newsletter, highlighting the recent activities of the Colorado Corn Growers Association (CCGA) and the Colorado Corn Administrative Committee (CCAC). [CLICK HERE](#) for more information.

Previous UPDATES

Reminders and such ...

HB 14-1280 Liability Warning Signs

Get ready for your visitors by properly displaying your liability warning signs. Aluminum liability warning signs can be ordered from the Colorado Agritourism Association. [CLICK HERE](#) to download the order form.. Or you can email director@caatour.org or call Greg Williams at 303-748-0321. The member rate is \$60 per sign plus shipping and handling and tax, the nonmember rate is \$100 per sign plus shipping and handling and tax.

WARNING
UNDER COLORADO LAW,
THERE IS NO LIABILITY FOR
THE DEATH OF OR INJURY TO
A PARTICIPANT IN AN
AGRICULTURAL RECREATION
OR AGRITOURISM ACTIVITY
RESULTING FROM THE
INHERENT RISKS OF THE
AGRICULTURAL RECREATION
OR AGRITOURISM ACTIVITY,
PURSUANT TO SECTION
13-21-121, COLORADO
REVISED STATUTES.

CHAMP Program

Are you interested in improving or expanding your cultural, heritage or agritourism business to reach more visitors? The Cultural, Heritage & Agritourism Mentor Program (CHAMP) is a peer mentor program exists to stimulate the development of high-quality cultural, heritage and agricultural tourism experiences for travelers in Colorado. CHAMP is underwritten by the Colorado Tourism Office, making up to 50 hours of consulting assistance available at no cost to each selected project. A short application, including an attachment of a basic business plan for the attraction, is required.[CLICK HERE](#)

Useful Resources

This is a list of resources for agritourism providers regardless of where you are located. Eventually this listing will be moved to the members-only portion of the website. Listing a program or item does not imply CAA endorsement.

Handwashing Reminder Signs [Click Here](#)
Six Steps from Farming to Agritourism [Click Here](#)
Marketing Regional Farms and Wineries [Click Here](#)
Agritourism Safety [Click Here](#)
Colorado Proud (Colorado Dept Ag) [Click Here](#)
Colorado Tourism Office Public Relations [Click Here](#)
School Tours Planning Tool for Producers [Click Here](#)
Worldwide Farm-Stay Adventures [Click Here](#)

Colorado Farm Fresh Directory
Colorado Dept of Agriculture

The Colorado Department of Agriculture is pleased to present the 33rd edition of the Colorado Farm Fresh Directory, your complete guide to farmers' markets and roadside stands in the state. This year's directory lists more than 200 farms, roadside stands, Community Supported Agriculture (CSA) programs, u-picks, restaurants, and features more than 100 farmers' markets across Colorado. For more information [CLICK HERE](#)



CALENDAR OF UPCOMING EVENTS

Help Us Grow!



Forward this Weekly Update to a friend and help us grow.

Submit your NEWS...

The eNewsletter is published monthly on or about the 15th of the month. The deadline for news submittals is the last day of the previous month. If you have agritourism news or events, send to Kerik Stack at

kerik@coloradoagritourismassociation.org

Unfortunately not every submittal can be included but we will make every effort to keep our members informed and we need your help to do it!

Thanks to our Supporters



Special thanks to the Colorado Tourism Office for their generous financial support of the Colorado Agritourism Association and agritourism activities throughout the 7 travel regions of Colorado.

Visit the CTO website at: www.colorado.com

Meet Us

Board of Directors 2018


Dori DeJong, Platte River Fort, President
Courtney Frazier, Colorado Dude and Guest Ranch Association, Vice President

Brian Abe, Grande River Vineyards, Secretary-Treasurer
Gary May, May Farms, Past President & Current Board Member

Staff

Courtney Frazier, Interim Director and your Vice President
director@caatour.org // 303.859.7932

Kerik Stack, CAA Office Coordinator
Kerik@coloradoagritourismassociation.org // 720.755.0457



www.coloradoagritourismassociation.org

Connect with us



COLORADO AGRITOURISM ASSOCIATION

1566 Saint Paul Street, Denver, Colorado 80206

director@coloradoagritourismassociation.org // 303-748-0321

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"