

BRITISH COLUMBIA AGRITOURISM ALLIANCE (BCATA)

Membership Application Form 2008

A. Membership status (check one) ___ Current member ___ Past member ___ Non-member

B. Membership type (check one) ___ Individual (a person or farm/business) ___ Association (group)

C. Contact information (please print clearly)

Legal farm/organization name _____

"Doing Business As" name _____

Owners name(s) _____

Contact name(s) _____

Street Address _____

Mailing address (if different) _____

City/town _____ Province _____ Postal Code _____

Telephone _____ Fax _____

Email _____

D. Farm/company information (please print clearly or attach separate sheet)

Please describe your agritourism/farm business outlining the products, services and / or experiences you offer in 75 words or less. This information will be used on the BCATA website (www.agritourismbc.com) to promote your farm (editing may be required). If you have already provided this information, please state "no changes for 2008".

Website address: _____ Toll free phone: _____

Do you offer tours? Do you offer accommodation?

Days and hours of operation, if applicable ("By App't Only" acceptable): _____

E. Annual membership dues

Individual/Association: \$60 Please make cheques payable to "BCATA"

Mail this form with payment to: BC AgriTourism Alliance, 5955 Hector Road, Port Alberni BC V9Y 9E8

F. Authorization I hereby certify that the foregoing information is accurate and true to the best of my knowledge, and that I have the authority to make this certification on behalf of the applicant.

Signature of applicant _____

Name (please print) _____ Date _____

[PLEASE SEE REVERSE FOR MORE INFORMATION ABOUT BCATA AND MEMBERSHIP BENEFITS]



BRITISH COLUMBIA AGRITOURISM ALLIANCE (BCATA)

"Growing an industry where agriculture and tourism meet"

www.agritourismbc.com

Who is the British Columbia AgriTourism Alliance (BCATA)?

BCATA is made up of industry stakeholders and private sector organizations with long-term interest in the development of a sustainable agritourism sector in BC. BCATA was incorporated under the Society Act on January 9, 2002. It is managed by a Board of Directors with a wealth of agriculture and tourism related experience representing the various sectors of the agritourism industry, and regional diversity of the Province.

What is BCATA's Mission?

"To promote a sustainable industry by supporting quality standards, marketing and product development through education and awareness for British Columbia's agriculture and tourism sectors, thereby enabling them to deliver quality visitor experiences."

Benefits of membership

- Voting privileges – share in shaping the future of BC's agritourism industry
- Quarterly newsletter – free marketing opportunities for agritourism members
- Reduced rates on BCATA sponsored conferences and courses: 10% for Active members, 5% for all members belonging to an Association member
- Reduced rates on BC AgriTourism Accreditation package
- Free listing on BCATA website (www.agritourismbc.com): name, contact information, 75-word farm description. The BCATA website is linked to Tourism BC's consumer website (HelloBC.com) – over 6.4 million visitors a year!
- Book special "Cultivating Agritourism – Tools & Techniques for Building Success" - \$12 (reg. \$29)

Benefits of Accreditation through BCATA's Quality Assurance Program

The accreditation program signifies your operation as a quality agritourism experience and confirms your commitment to the development of a self-sustaining, vital agritourism industry.

- Accreditation consultation by an agritourism specialist to review your operation and provide recommendations to enhance your agritourism operation.
- Eligibility for cost-share savings through BCATA's Provincial Highway Sign Program. The sign program shares the costs equally with the agritourism operator for the provincial highway signs (operator pays 100% of the municipal signage costs).
- Use of BCATA's Accreditation logo for marketing purposes.
- BCATA's Mission Statement and Code of Ethics posters for display at your business.



For more information about BCATA and the Quality Assurance Program (accreditation), contact:

Agritourism / Accreditation

Heloise Dixon-Warren
Moose Meadows Farm (Quesnel)
Tel 250.249.5329
Email heloise@agritourismbc.com

Membership

Ann Collins
Collins Farm (Port Alberni)
Tel 250.723.7948
Email ann@agritourismbc.com

Communications / Website

Robert Thompson
Rambling Feats Communications
Tel 250.544.4847
Email feats@agritourismbc.com

Mailing address: BC AgriTourism Alliance, 5955 Hector Road, Port Alberni BC V9Y 9E8

[PLEASE SEE REVERSE FOR MEMBERSHIP APPLICATION]