



Regional Circle Farm Tour
Annual Application

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Welcome

Thank you for your interest in participating in the Regional Circle Farm Tour program! This program was formed to help promote agritourism in the Fraser Valley. We want to help you share your story- whether that is through teaching where food comes from, showing the impact of shopping local, or experiencing the country lifestyle- as well as promote spending time in the Valley.

This kit will walk you through the Circle Farm Tour, help you determine if your business is a fit, and explain the value in what the Circle Farm Tour does.

Contact Information

Please contact your regional DMO representative if you have any questions, comments, or concerns.

Tourism Chilliwack

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Tourism Langley

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Erinn@tourism-langley.ca

Tourism Abbotsford

Connie Hackett

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Tourism Harrison River Valley

Marian Termeer | Stephanie Gallamore

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About the Program

History

The Circle Farm Tour program started in 2003. Formed by the District of Kent for Agassiz and Harrison Mills, the original intent of this program was to encourage the development of a strong and vibrant agritourism sector in the Fraser Valley- which still stands true today. In 2005, other communities started participating.

The original Circle Farm Tour program was run by the partners; however, it has moved to a Tourism Organization driven project, which now receives funding from Destination BC.

In 2020, the Circle Farm Tour program transitioned be part of the Fraser Valley Marketing Campaign initiative to revitalize the program and bring it to a new audience.

Mission Vision and Goals

Mission Statement

The Regional Circle Farm Tour Initiative is a marketing partnership promoting agritourism in the Fraser Valley.

Vision

The Circle Farm Tour Initiative assists in bringing additional visitors to local area farms and in turn to local businesses and attractions while enhancing the value of local and regional goods and services. Overall, it enhances tourism in the Fraser Valley and provides visitors with healthy, wholesome memorable country experiences.

Goals

- Strengthening the region by showcasing the diversity of agritourism attractions
- Increasing the viability of farms through expanded revenue opportunities
- Culinary connections with visitors, chefs and restaurants
- Partnership development between communities, stakeholder organizations, farm producers, and other agritourism related businesses
- Community development through tourism industry growth.

Current Objectives

In BC, tourism is a \$9.2 billion industry that is creating new and innovative experiences for the more sophisticated knowledgeable tourist who is looking for something more. The Circle Farm Tour Initiative provides an additional opportunity to experience rural, agricultural interactive experiences. Direct farm marketing, a flourishing wine industry in the Fraser Valley, food security and healthy food choices have done much to expand the success of agritourism and culinary tourism. Travelers and local visitors alike also want to experience life in a rural setting with all the amenities that the agricultural/farm settings provide.

The Regional Circle Farm Tour program hopes to connect visitors with farm partners, so that we can add value to their visit. We also hope to create more general awareness about the program, thus enticing visitors to our community who may not otherwise be here.

Regional Circle Farm Tour Committee and Regional Representative Roles and Responsibilities

- Uphold the consistency and quality of products represented under The Fraser Valley and Circle Farm Tour brand
- Designate categories to properties
- Collaboratively market agritourism in our region in a consistent way that represents all communities, partners, products, and experiences
- Uphold the contractual obligations and requirements agreed upon by all participating partners. (See contractual enforcement details below under “partner requirements, “legal”)
- Community Representatives may provide additional marketing support to businesses in their own community. These initiatives would be above and beyond the roles and responsibilities required of the Regional Circle Farm Tour Committee and would take place on a community-by- community basis.

PLEASE NOTE: The Regional Circle Farm Tour Committee and Regional Representatives maintain the right to accept or not accept applications into a community Circle Farm Tour if there are too many similar businesses or they don't meet the partnership requirements outlined below.

Circle Farm Tour Partnership benefits

The Regional Circle Farm Tour program provides a great value as a marketing tool. We provide 2 levels of opt in: Partnership and Sponsorship.

Community Farm Partner

- Leveraging of funds through Destination BC
- Detailed listing in Community and Regional brochures
- Detailed website listing for thefraservalley.ca
- 3-5 Social Media Posts of your business that fits in the Fraser Valley brand. Posts may be static posts, Facebook/Instagram Stories, DBC stories, Reels or TikTok videos; this may be individual or grouped with relevant partners.
- 1-2 blog posts highlighting your business where it fits into our blog strategy
- Video Shoots highlighting Circle Farm Tour as a region.
- Partner engagement opportunities (gift baskets, promotions, etc.)
- Marketing outside of your community- Vancouver market
 - Presence at consumer shows
 - Digital advertising
 - Features within the Fraser Valley marketing campaigns as seen fit by the Fraser Valley Group including Experience Guides, Food & Wine Guides, Fraser Valley Explorer, & more.
- Regional Guide insert in Spring Edible Vancouver magazine.

Corporate Community Sponsorship

- Leveraging of funds through Destination BC
- Ad in Community and Regional brochures
- Detailed website listing for thefraservalley.ca
- Social Media content of your business that fits in the Fraser Valley brand.
- Event listings placed on our event calendar and brochure.
- Marketing outside of your community- Vancouver market
 - Presence at consumer shows
 - Digital advertising
 - Features within the Fraser Valley marketing campaigns as seen fit by the Fraser Valley Group including Experience Guides, Food & Wine Guides, Fraser Valley Explorer, & more.
- Regional Guide insert in Spring Edible Vancouver magazine.

Community Partner

- Leveraging of funds through Destination BC
- Listing Ad in Community and Regional brochures
- Marketing outside of your community- Vancouver market

Partner Requirements

Business Type

- Businesses must be agritourism based or related, located on agricultural land, or sell local products.
- Business hours must be clearly advertised and posted at the place of business, on brochures and other advertising materials, and must be adhered to for the term of the commitment.
- Businesses must demonstrate evidence of professional attitude to the operation of their facility which includes an attractive, presentable, and safe operation; and adheres to the rules, regulations and bylaws of the respective community.
- Businesses will do their part to set an example within their communities in providing environmentally sound business practices and operating in an environmentally sensitive manner.
- Business must participate in regular communication with their community Circle Farm Tour Representative. This includes responding to e-mail or telephone inquiries, communicating when guides are low, or other methods of communication set out by the community Circle Farm Tour Representative.
- **If your business does not adhere to the requirements outlined above, your community Circle Farm Tour Representative may discontinue your partnership for the following year.**
- Your business must fit in one or more of the categories below;
 - **Farm Experience:** To qualify as a 'Farm Experience' on the Circle Farm Tour, the establishment must be a working farm open to public interaction and provide a tour or farm related activity.
 - **Farm Store:** Store or market where tourists can purchase products grown or produced locally.
 - **Wine and Spirits:** Location which produces and serves local wine and Spirits
 - **Eatery:** To qualify as an “eatery”, a sizeable portion of the product served locally grown and produced.

PLEASE NOTE: The Regional Circle Farm Tour Committee and Community Representative will decide which category fits your business.

Costs

Partnership: \$550.00 Annually

Corporate Community Sponsorship: \$500.00 Annually

Community Partner: \$275.00 Annually

Local/Regional Brochures and Circle Farm Tour Signage & Logo

- Circle Farm Tour brochure rack, as well as all 4 community brochures, must be displayed at till
- Ensure that brochure racks are updated and replenished on a regular basis. Each partner is responsible to call your local representative and asking for more brochures if needed.
- Metal Circle Farm Tour sign must be displayed at drive/entrance to property or a prominent location.
- Place the Circle Farm tour Logo tile on your website and link back to the Circle Farm Tour page of the Fraser Valley website marketing & Community Collaboration
- Ensure that your community representative is aware if there are any changes in hours of operation or initiatives so that websites and advertising.
- Provide media information and story ideas to your local community representative so that they can assist you and ensure they receive regional exposure wherever possible.
- Be aware of the participants featured in the local community brochure so that you can work to promote each other.
- Make your staff aware of the local participants in the community brochure and the regional Circle Farm Tour initiative so that they can help support local and regional partnerships.

Property

- Designated parking area
- Property must be clean.
- Bathrooms available to customers

Legal

- Business Liability Insurance – minimum of \$2M
- Should a partner not meet the contractual requirements and agreements outlined in this renewal form the following will take place:
 - A letter outlining concerns on behalf of the regional circle farm tour committee will be given to the owner of the business with a suggested date of compliance.
- Enforcement
 - If the concerns have not been met by this date indicated by the Regional Circle Farm Tour representative the Regional Circle Farm Tour has the right to discontinue the partnership for the following year.

Application

PARTICIPANT CONTACT DETAILS:		
CONTACT NAME	TITLE	
CONTACT TELEPHONE		
CONTACT EMAIL		
DETAILS FOR LOCAL BROCHURE & REGIONAL WEBSITE LISTING:		
BUSINESS NAME		
ADDRESS	CITY	POSTAL CODE
TELEPHONE	WEBSITE	
HOURS OF OPERATION		
<i>Descriptive text for Farm & Agritourism Partner listings (25 words max):</i>		
<i>My business has up to 2 million in business liability insurance YES NO</i>		
BUSINESS OPERATIONS DETAILS (PLEASE CHECK AS APPLICABLE)		
<input type="checkbox"/> WHEELCHAIR ACCESSIBLE <input type="checkbox"/> GROUP TOUR-FRIENDLY (BUS PARKING AVAILABLE)		
<input type="checkbox"/> ADMISSION FEES APPLY (SPECIFY ALL FEES INCL. GROUP TOUR RATES): _____		
<input type="checkbox"/> SEASONAL OPERATION (SPECIFY DATES OF OPERATION): _____		
<input type="checkbox"/> HAS RESOURCES FOR HEARING & SIGHT IMPAIRED		
PLEASE CHOOSE ONE CATEGORY WHICH MOST CLOSELY FITS YOUR AGRITOURISM BUSINESS (SEE DESCRIPTIONS - PARTNER REQUIREMENTS/BUSINESS TYPE)		
FARM EXPERIENCE <input type="checkbox"/> FARM STORE <input type="checkbox"/> WINE & SPIRITS <input type="checkbox"/> Eatery <input type="checkbox"/>		
CIRCLE FARM TOUR MARKETING PACKAGE:		
PLEASE CHOOSE ONE:		
<input type="checkbox"/> \$550 + TAX Community Farm Partner <input type="checkbox"/> \$500 + TAX Corporate Community Sponsor <input type="checkbox"/> \$275 + TAX Community Partner		
METHOD OF PAYMENT:		
PLEASE CHOOSE ONE		
<input type="checkbox"/> CHEQUE <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> CASH		
NOTE AN INVOICE WILL BE SENT TO YOU DIRECTLY THROUGH THE MONERIS GET PAYD APP. PAYMENT CAN BE PROCESSED DIRECTLY THROUGH THE INVOICE.		

PARTICIPANT CONFIRMATION: Your signature verifies that all information provided is correct and will remain consistent throughout 2024/2025 Your signature also declares your commitment to participant in the current year’s Circle Farm Tour program and your adherence to the partner requirements listed in the application. The undersigned further recognizes that participation in the Circle Farm Tour program entitles the participant to use the Circle Farm Tour brochure rack, signage, logo and related promotional material for the current year only.

Name: _____ Title: _____ Signature: _____
 Date: _____ PLEASE COMPLETE AND SEND, ALONG WITH YOUR LOGO TO business@tourismharrison.com