



AIANTA

American Indian Alaska Native
Tourism Association



AIANTA Tribal Agritourism Resources

www.aianta.org/agritourism

Building a Native Agritourism Ecosystem

Presenter: Michelle M. Danforth-Anderson, Marketing and Tourism
Director, Oneida Nation of Wisconsin

Moderator: Bianca Mitchell (*Pueblo of Acoma*), AIANTA Education
Manager



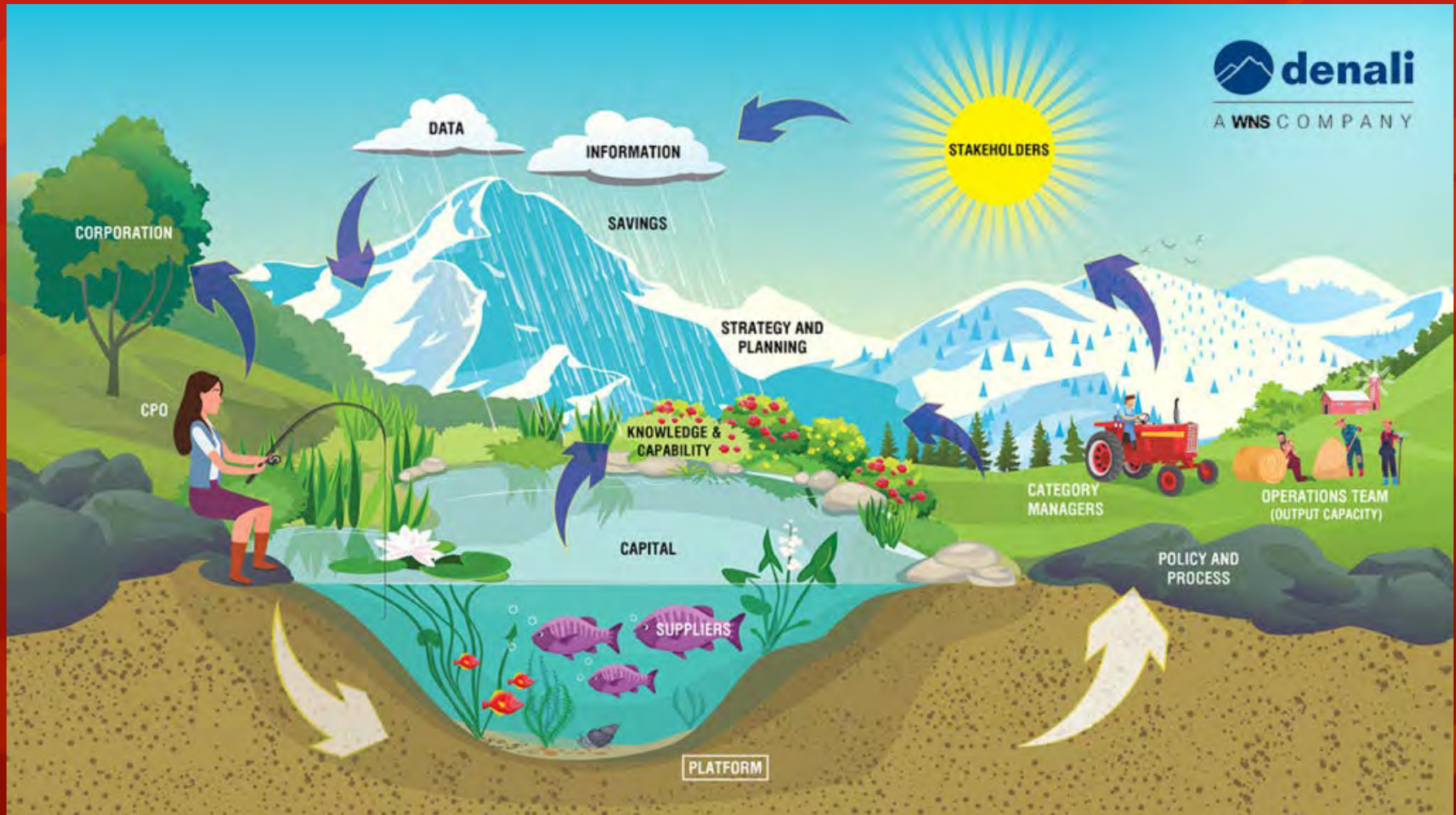
BIG APPLE & the Pandemic!



Michelle Danforth-Anderson

Marketing & Tourism Director

ECOSYSTEM – Feed it



“Don’t be everything to everyone!”

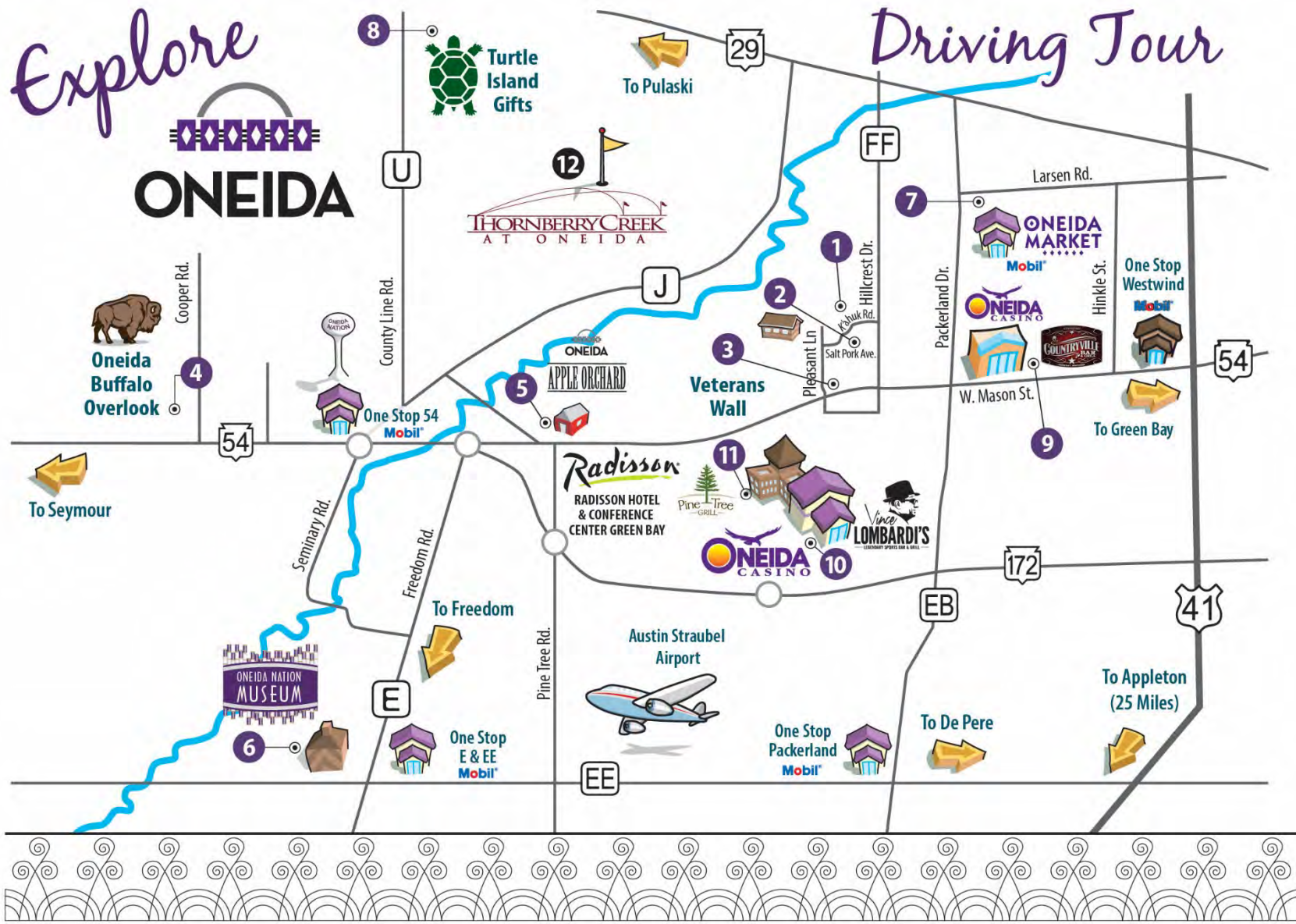
Roger Brooks Tourism & Branding Expert



Explore

ONEIDA

Driving Tour



THE YEAR WAS 2009

- 1lb of Bacon was \$3.19
- 1 Gallon of gas was \$2.73
- In-state tuition was \$6585
- We were in a recession
- I worked for the History Program







Oneida History Department had
to come up with an event...





We have log homes

How to make history
fun?

Kids like animals

Re-enactments?

I LOVE County Fairs!



Farm Animals + Indian Tacos!!!



2 Please!

Google has lots of ideas...



NO MONEY \$Now what???

We have an
orchard that
wasn't well
known....



NY = BIG APPLE



BIG APPLE FEST

We had to find something unique



Salt Pork Avenue
Log Home Restoration Project
Located behind Cultral Heritage/off Hwy 54

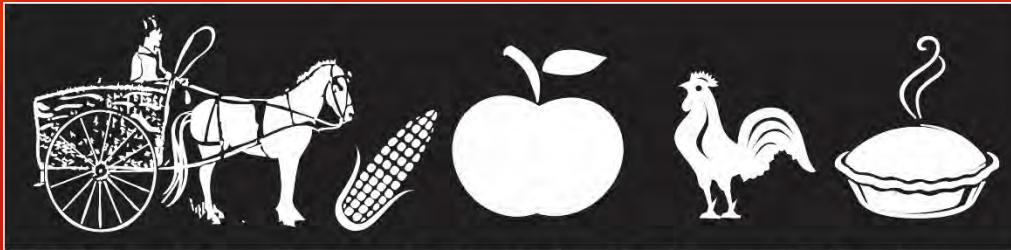
Open House
June 19, 2009
11am-1pm

Please join us for
lunch and see what's
been happening with
the log home project.



Please RSVP with Mercy
Metoxen at 496-5382
This will help us with our
food count for lunch.





Education Day at Oneida Cultural Heritage **September 18, 2009**

FREE 11 AM - 2 PM FREE
Come experience an early 1900's fall festival!

- 🍏 **Students will learn about how the Oneidas would prepare for winter in NY at our Long House**
- 🍏 **Students will tour log home restoration project. Each of the 5 Cabins are from the late 1800s to early 1900s. Subjects Covered: Land Loss & Removal to WI, Oneida Arts, 2 furnished cabins to tell what life was like**
- 🍏 **Horse drawn wagon rides**
- 🍏 **Old time fishing contest**
- 🍏 **Games for Kids!**

*** Located at Oneida Cultural Heritage**
3703 Hillcrest Dr. Green Bay (Hwy FF & 54)
Contact Nic Reynolds to reserve your spot 496-5389
Students should bring a bag lunch



Be creative with what we had.





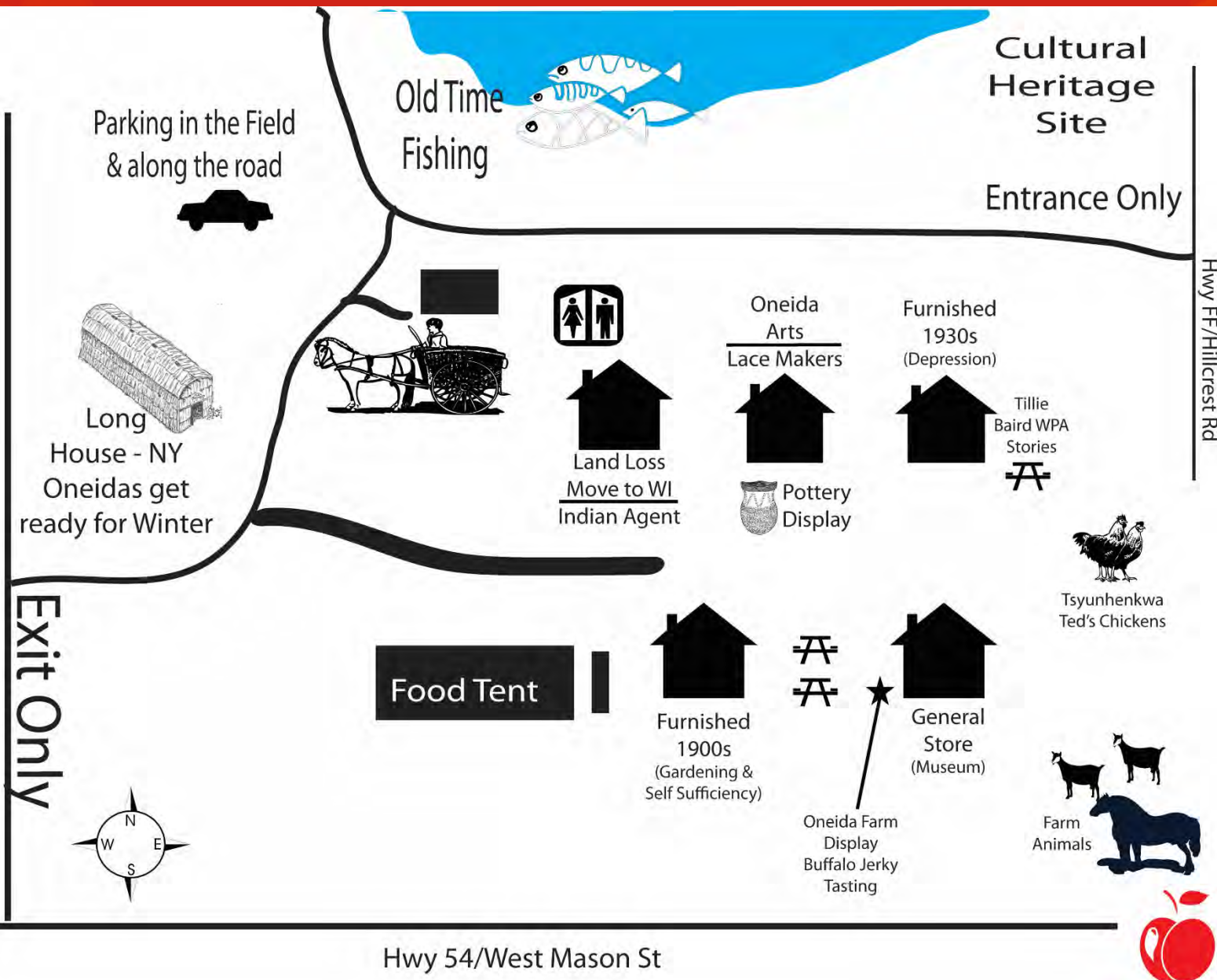
2010

I moved to Tourism
ACCESS to Room Tax \$s



Rhia





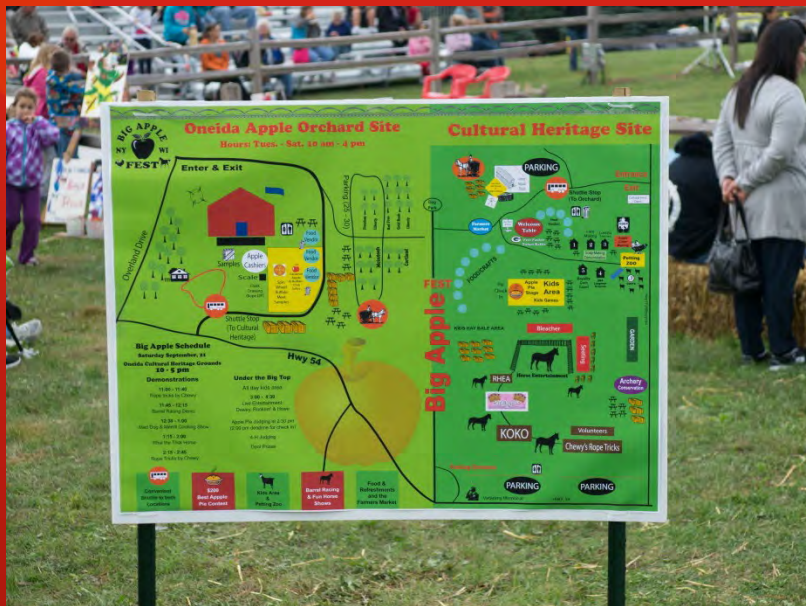
Attendance over 3,000
Apple Sales \$2,300



2012



KoKo 2012



2013

Attendance 4,000
Apple Sales \$7,700
& Hwy a little dangerous...



Oneida Apple Orchard Site

Hours: Tues. - Sat. 10 am - 4 pm



Cultural Heritage Site



Big Apple Schedule

Saturday September, 21

Oneida Cultural Heritage Grounds
10 - 4 pm

Demonstrations

- 11:00 - 11:40
Rope tricks by Chewy
- 11:45 - 12:15
Barrel Racing Demo
- 12:30 - 1:00
Mad Dog & Merrill Cooking Show
- 1:15 - 2:00
Rhia the Trick Horse
- 2:15 - 2:45
Rope Tricks by Chewy

Under the Big Top

- All day kids area
- 3:00 - 4:30
Live Entertainment:
Dewey, Rockem' & Howe
- Apple Pie Judging at 2:30 pm
(2:00 pm deadline for check in)
- 4-H Judging
- Door Prizes



Convenient
Shuttle to both
Locations



\$200
Best Apple
Pie Contest



Kids Area
&
Petting Zoo



Barrel Racing
& Fun Horse
Shows

WIN PACKER

Tickets
Orchard - Guess Squash Weight
Cultural Her. - Guess Pumpkin Weight

Big Apple



COME ENJOY SOME GOOD OLD, FREE, FAMILY FUN!



**SATURDAY,
SEPTEMBER 20
10 am – 4 pm**

**Oneida Apple Orchard and
Oneida Cultural Heritage**

1 mile west of Green Bay on Hwy. 54

Free Admission



INFORMATION:
920.496.5020 or
www.exploreoneida.com

Featuring:

Pick Your Own Apples • Horse and Wagon Rides
Oneida Longhouse • Historical Log Home Tours
Best Apple Pie Contest • Live Music
Barrel Racing Demo • Variety of Food Vendors
Oneida Farmer's Market • Chewy Rope Tricks
Face Painting • Petting Zoo • Caramel Apple
Apple Cider Press • Cider Tasting & More...

Pie Contest

**Grand Champion \$300 • 2nd Place \$200
3rd Place \$100 • Best in Show \$200**

Best Apple Dessert \$200

For more details call 496-5020

All entries must register by 1 PM day of the event



2014

Attendance 7,000
Apple Sales \$11,000+
(work w/tech college – no show)



2015



Attendance 8,000+
Apple Sales \$15,000+
Started HWY Road Closure –
missing wayfinding signs



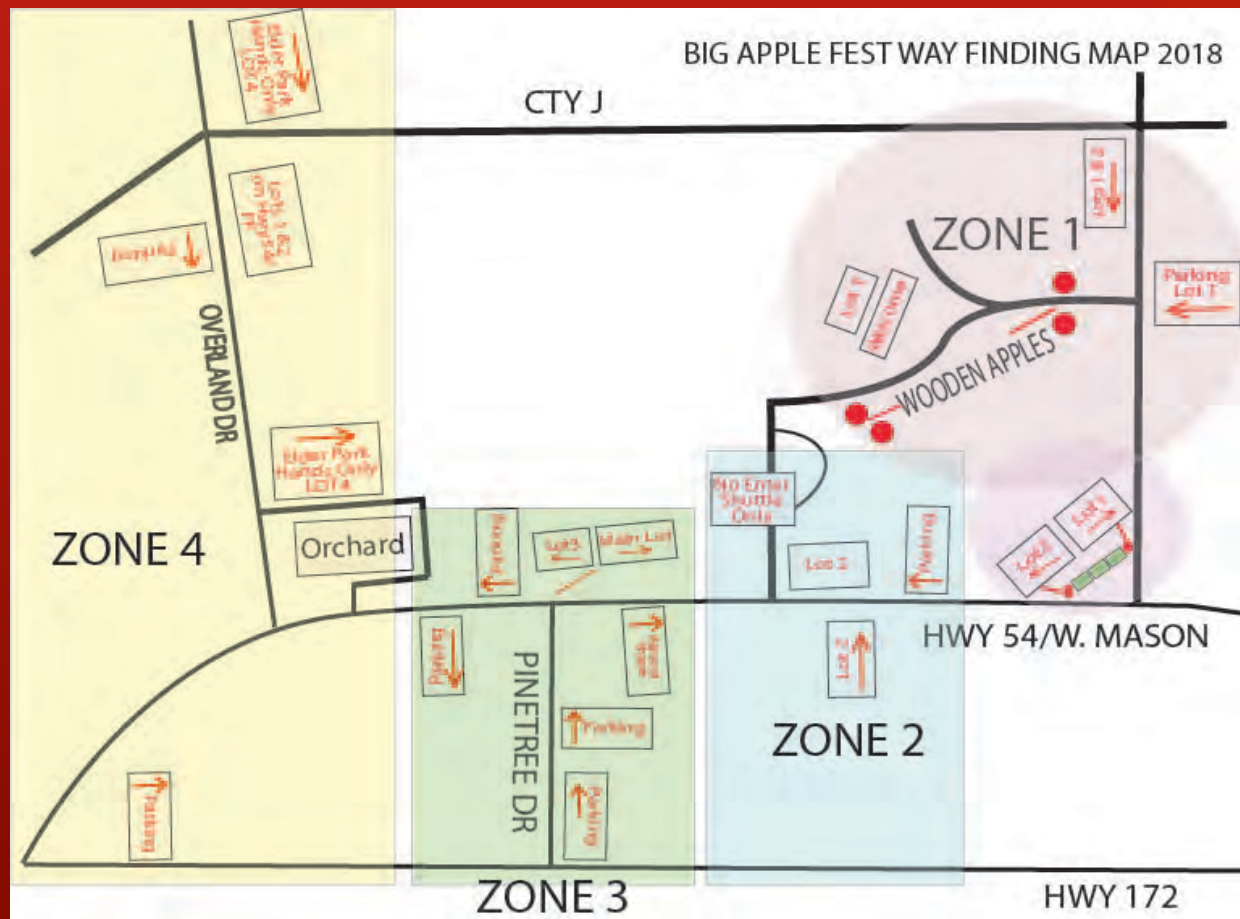


Attendance 8,000+
Apple Sales \$15,000+
Again 😊



2017 - 2018

Apple Sales \$11,000+
It was 85 Degrees out

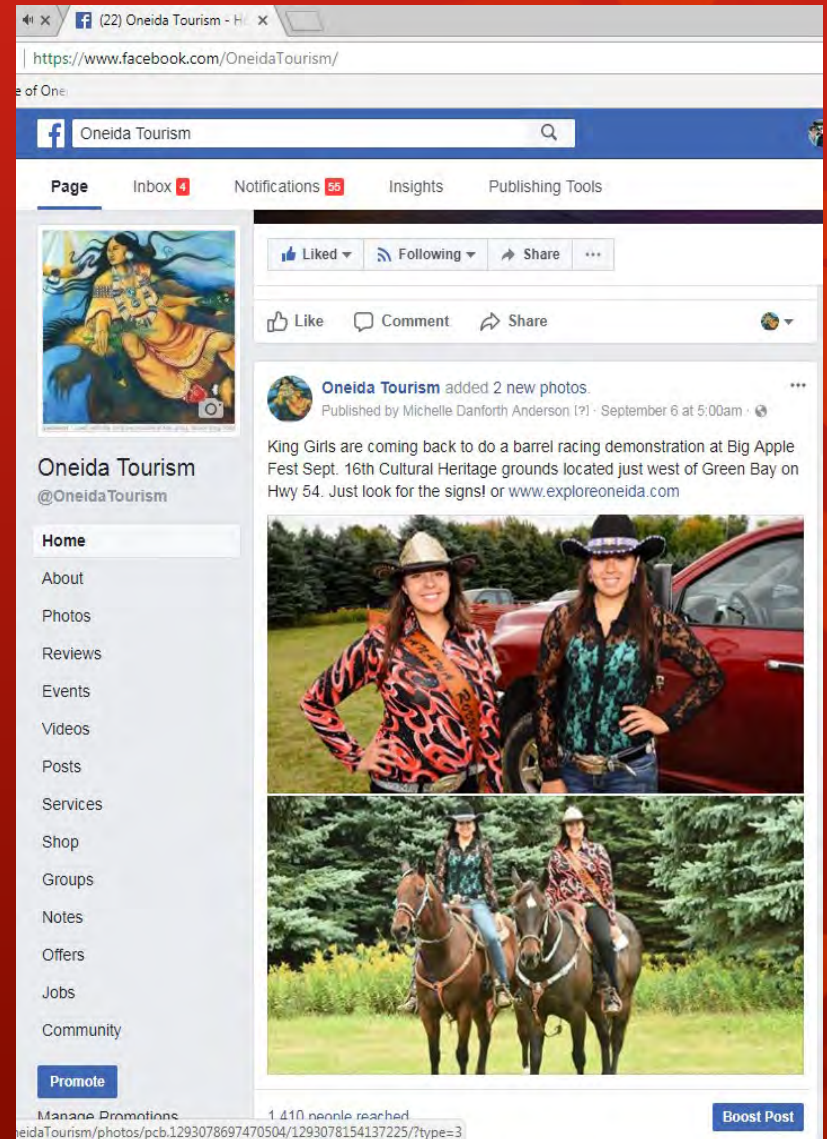




Attendance
Over 8,000

10th Anniversary 2019

BEST PR EVER!



Staff/Workers/Volunteers Rock!



Event Success

Oneida gets great Goodwill in the community

Happy Families & Kids

Kids put down the electronics to hang out

Struggling families can not worry about money

Blended attendance (Native/Non-Native)

Attendance from 0-60 miles

Increase in single day sales at Apple Orchard

Increase in overall Pick Your Own apple sales for the season

History is fun!



Growing Pains

- Increased Budget
- Bigger Tents
- More Workers/Volunteers
- Transportation – 5 Trolleys & 4 Shuttles
- More Signage
- More Security & Police assistance
- Road Closures – work with Dept. of Transportation
- Pay workers with gas card/tribal employees get taxed
- And then issues with Town of Hobart
- More \$\$\$\$\$ - We were blessed – Support



.....And then 2020 - COVID HIT

CANCELLED!



5 STAFF GONE



All Events Cancelled



All Tours Cancelled



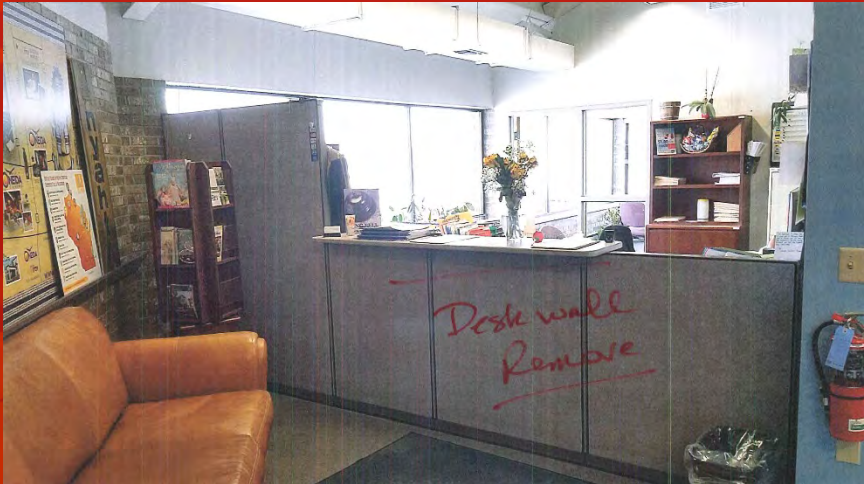


Covid is not going away + Social Distancing

It is time to get
CREATIVE!

What do you have left?

Sort of a make shift visitor center....



We have a long house....



We have log homes....



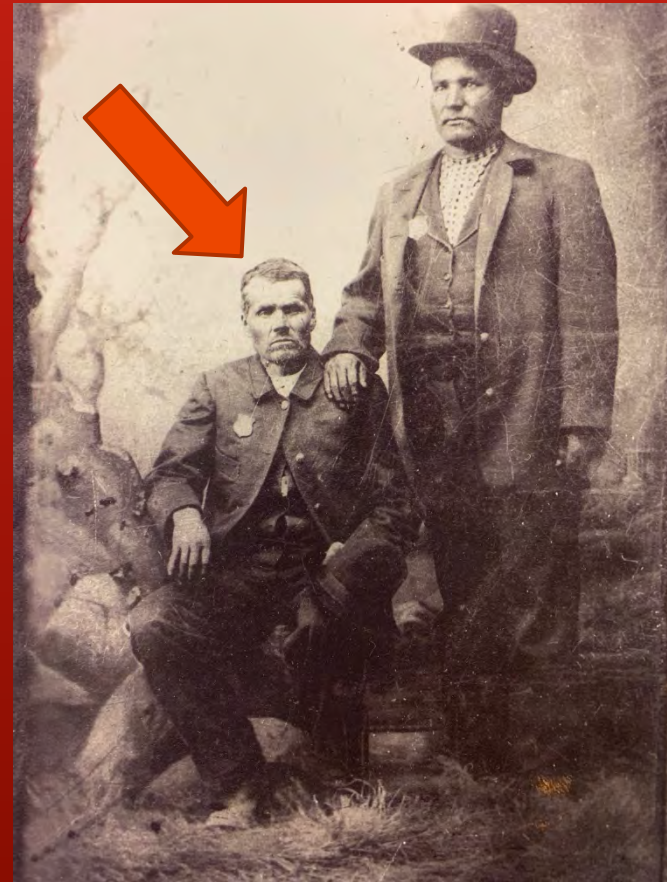
Harry Potter Creative



Talking Oneida panels that look like paintings.....



Chief Daniel Bread



John Archiquette

NO MONEY \$Now what???

I looked for Grants...

- State of WI Tourism CARES Travel Stimulus Grant (Nope)
- Tribe has CARES Act \$ (YES)

The background of the slide is a solid orange color, decorated with various silhouettes of autumn leaves in a lighter shade of orange, scattered across the surface.

I looked for Grants...

- State of WI Tourism CARES Travel Stimulus Grant (Nope)
- Tribe has CARES Act \$ (YES)

SPEND THE MONEY BEFORE DECEMBER 31ST!

The Future...

- Keeping the dream of Tourism Alive – DON'T Give Up!
- Keep a small presence in advertisements
 - Out of sight out of Mind

Explore
ONEIDA

Woodland Art Show
June 5-7, 2020
Radisson Hotel, Green Bay, WI

Oneida Pow Wow
July 3-5, 2020
N7210 Seminary Rd., Oneida, WI

Big Apple Fest
September 19, 2020
3703 Hillcrest Dr., Green Bay, WI

Oneida Pow Wow
4th of July

Big Apple Fest

Reservation Tours

Woodland Art Show

www.exploreoneida.com

The Future...

- Oneida Events – unlikely for 2021 – maybe fall
- Can we develop something outdoors with Agritourism?

3 Sisters Garden

Tsy Farm – White Corn

Aquaponics

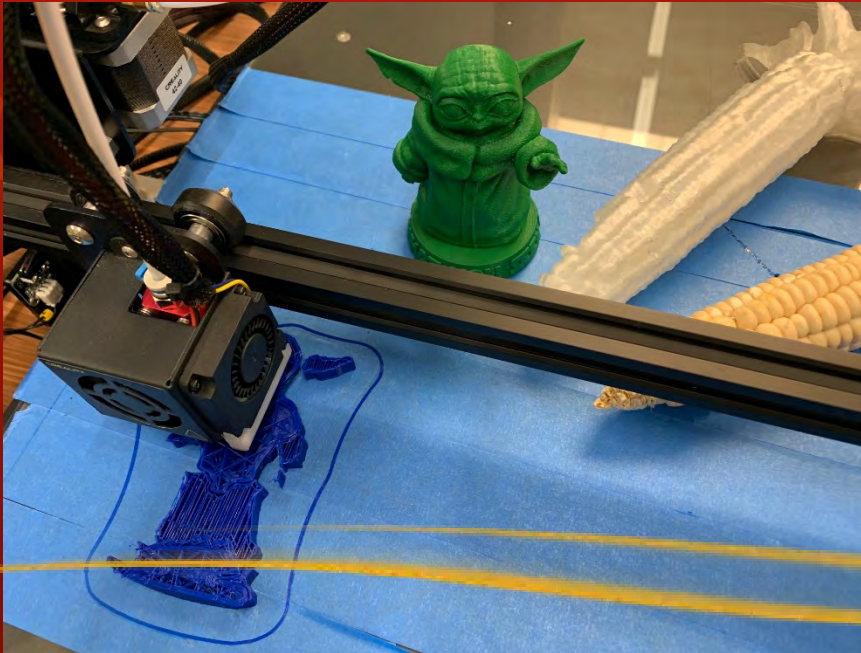
Buffalo Overlook

Cooking Classes



The Future...Technology

- Work on creating the Oneida Talking paintings
- MEDIA (Videos / Website / Books)
- Learning 3D – Printer cost \$359 – white corn
- Social Media – Mainly FB





???





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Thank You!

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