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
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 Cultural Heritage/Off Hwy 84

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 - 2PM 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.
I moved to Tourism
ACCESS to Room Tax $s
Rhia
Attendance over 3,000
Apple Sales $2,300
Attendance 4,000
Apple Sales $7,700
& Hwy a little dangerous...
COME ENJOY SOME GOOD OLD, FREE, FAMILY FUN!

BIG
APPLE
FEST

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

$300
Best Apple Pie Contest
Horse and
Wagon Rides
Convenient Trolley
Rides To All Locations

Like Oneida Tourism
on Facebook

2014
Attendance 7,000
Apple Sales $11,000+
(work w/tech college – no show)
Attendance 8,000+
Apple Sales $15,000+
Started HWY Road Closure – missing wayfinding signs
Attendence 8,000+
Apple Sales $15,000+
Again 😊
Apple Sales $11,000+
It was 85 Degrees out
Attendance
Over 8,000
BEST PR EVER!

NBC
FOX
abc

Green Bay Press Gazette.
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!

COMING SOON! JOIN US FOR A GREAT OLD, FREE, FAMILY FUN AT ONEIDA APPLE ORCHARD & CULTURAL HERITAGE!

SATURDAY, SEPTEMBER 16

10 am – 4 pm

Oneida Apple Orchard & Cultural Heritage

1 mile west of Green Bay on Hwy. 54

Free Admission

www.exploreoneida.com
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!

BIG APPLE FEST
5 STAFF GONE

—to cry for the loss of our team!
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)
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

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Explore

ONEIDA

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

Oneida Pow Wow
July 3-5, 2020
NT210 Seminary Rd., Oneida, WI

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

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
Thank You!

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