

# TOURISM DEVELOPMENT

*Presentation by Bill Burrows  
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## How Do You Get Started?

- I. Establish your goal..
  - A. Determine the “quality of life” that you and the people you will be working with desire. Include all people affected, and be sure to include all decision-makers. Write a statement defining your “quality of life”.
  - B. Determine the types of enterprises from which you would like to make a profit that does not conflict with your “quality of life” statement.
  - C. Develop a vision of what your area needs to look like far into the future to maintain you and the people you will be working with’ “quality of life” and profit projections.
- II. Develop your Business Plan
  - A. Financial Plan (developing your budget)
    1. Select the enterprise or enterprises that have the best profit potential, and is consistent with your “quality of life”.
    2. Determine the profit that you want to have at the end of the year.
    3. Develop the gross income for your enterprise or enterprises.
    4. IMPORTANT STEP: Develop your expenses to meet your profit objective. This is a very critical step. The addition of your profit objective and expenses cannot exceed your gross income.
    5. Determine how you will finance your new business or businesses.
  - B. Biological and Operational Plan
    1. Put together the details of a one-year operation of your plan. Think through all the contingencies that may occur.
    2. Determine and take appropriate steps to limit your liability.
    3. Determine whether you will put your operational plan into action, or contract your plan to a qualified operator.
  - C. Marketing Plan
    1. How will you promote your new business? Remember, you are marketing YOUR quality of life. Be sure you emphasize the things that “turn you on!”
    2. Target your potential clients. Don’t waste time with general advertising. Know the type of people you want as your “clients”, and key in on them.
    3. THE MOST IMPORTANT FACTOR IS PROVIDING A QUALITY EXPERIENCE FOR YOUR CLIENT. IF YOU PROVIDE “QUALITY”, THE WORD WILL GET AROUND, AND YOU’LL HAVE MORE CLIENTS THAN YOU CAN HANDLE!

Make it happen! You can do it!!

NOTE: There are many resources people that can help you with your plan, ie., Cooperative Extensions, NRCS, RC&D, and private consultants, to name a few. If you have questions concerning this outline, contact: Bill Burrows at 530-529-1535 or email at [burrows@cwnet.com](mailto:burrows@cwnet.com). [sunflowercrmp@hughes.net](mailto:sunflowercrmp@hughes.net)