

**Agritourism Intensive 2013-2014 – Riverside County**

Offered by UC Cooperative Extension and the UC Small Farm Program in partnership with Riverside County Farm Bureau and other local partners

**Course Syllabus**

**Course Overview**

This course will introduce the student to the range of opportunities for diversifying a working farm or ranch by providing enjoyment and education to visitors for profit. Local experts will guide participants as they assess their own farms or ranches for agritourism potential and start creating business, risk management and marketing plans for their own agritourism operations. Local experienced agritourism operators will share their own experiences and will be part of a supportive network of advisors as class participants plan and start new enterprises.

Students will participate in individual exercises and will share their work during class discussions, and will have homework assignments to complete between the class sessions. The homework will include completing several assessment worksheets in cooperation with family or business partners, as well as writing first drafts of parts of their own business plans. Class instructors will provide each participant with individual feedback on all assignments turned in. No educational credit will be given for this course.

The participants will be encouraged to (but not required to) participate in group online discussions about the classes, readings and individual planning work.

- Dates:** Mondays, December 9, 2013, January 13, 2014 and February 10, 2014  
**Times:** 9:00 a.m. – 3:00 p.m. each session (lunches included)  
**Location:** Western Municipal Water District, 14205 Meridian Parkway, Riverside, CA 92518  
**Cost:** \$40 for 3-session course  
**Information:** Penny Leff, UC ANR Small Farm Program, [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu), 530-752-7779

**Course Outline**

**Session 1: Introduction to agritourism possibilities & challenges – Monday Dec. 9, 2013**

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|---------------|---|
| 8:30-9:00     | <b>Registration/Continental Breakfast</b>   |
| 9:00-9:20     | <b>Welcome /Overview of the workshop series, introductions</b>  |
| 9:20-9:30     | <b>Why agritourism? Etaferahu Takele, UC Cooperative Extension Riverside County</b>   |
| 9:30-10:30    | <b>Successes in agritourism – Experienced operators tell their stories, discuss costs &amp; benefits and start-up challenges, followed by Q&amp;A</b><br><i>Marco Juarez, San Marcos Date Farm</i><br><i>Thom Curry, Temecula Olive Co.</i><br><i>Lauren Gagliano, Suzie's Farm</i>           |
| 10:30 - 10:45 | <b>Break</b>  |
| 10:45 -11:00  | <b>Assessing your farm or ranch for agritourism potential</b><br>Overview of assessment process<br>Guided individual exercise using worksheet to begin assessment   |
| 11:00-12:00   | <b>Navigating the permitting and regulatory process</b><br><i>Carolyn Syms Luna &amp; Wendell Bugtai, Riverside County Planning Dept.</i><br><i>Sandi Salas, Riverside County Environmental Health Department</i><br>Distribution of permitting and regulatory info from surrounding counties |

- 12:00 – 12:30 **Lunch**
- 12:30 -1:30 **Legal liability and risk management strategies**  
 Introduction to risk management  
 Introduction to landowner liability issues  
 Insurance coverage for agritourism: *Paula Muskey, Arlan Knutson Insurance Co.*
- 1:30 -1:45 **Checklists for assessing risk management on your farm or ranch**
- 1:45 -2:15 **Small group discussions to share preliminary ideas or talk with experts**
- 2:15 – 2:45 **Volunteers report to larger group on their plans/large group discusses & provides feedback**
- 2:45 – 3:00 **Homework discussion, wrap-up and evaluation of today's class**

**Homework** – due at beginning of next class:

- ❖ reading in text and supplemental reading
- ❖ Complete assessment worksheets of participant's own farm or ranch for agritourism potential, involving family members and partners in the process.
- ❖ Begin evaluation of the potential for several current or possible agritourism activities on participant's farm or ranch.
- ❖ Complete risk assessment checklists for farm, ranch or agritourism operation

**Session 2: Business Planning and understanding Hospitality – Monday January 13, 2014**

- 8:30-9:00 **Sign in/Continental Breakfast**
- 9:00-9:10 **Welcome /Overview of the day**
- 9:10-9:30 **Small Group exercise** – share assessment of farm or ranch for agritourism potential and analysis of possible agritourism enterprises
- 9:30-10:30 **Introduction to business planning**  
 Overview of planning process steps & resources  
 Introduction to “one-page business plan”  
 Discussion of mission statement, business concept, goals, objectives
- 10:30-10:45 **Break**
- 10:45-11:15 **Individual exercise** – Begin drafting mission statement, business concept, goals
- 11:15 -11:45 **Budgeting & cash flow**  
 Discussion of cash flow, budgeting, “one-page financial plan”  
 Presentation of budgeting or cash flow projection exercise
- 11:45 -12:15 **Individual exercise – begin budgeting exercise, listing unknowns, startup costs**
- 12:15 – 12:45 **Lunch**
- 12:45 -2:45 **Field trip to successful agritourism operation to see agritourism in action and discuss the hospitality business – what is most important in taking care of visitors**
- 2:45 – 3:00 **Discuss homework, complete class evaluation**

**Homework** – due at beginning of next class:

- ❖ Complete first draft of “one page business plan”: mission statement, business concept, goals and objectives; complete first draft of first year budget.
- ❖ Consult with insurance agent, county planning department, and/or experienced agritourism operator

### **Lesson 3 – Market analysis and effective marketing – Monday February 10, 2014**

- 8:30-9:00      **Sign in/Continental Breakfast**
- 9:00-9:10      **Welcome /Overview of the day**
- 9:10-9:40      **Group discussion** - share and discuss homework assignments
- 9:40-10:10     **Conducting a market analysis: Who are your target customers?  
What are they looking for? Who else might you consider inviting?**  
*Speaker TBD*
- 10:10-10:25   **Break**
- 10:25-11:25   **Email marketing and social media for agritourism**  
*Speaker TBD*
- 11:25 -12:00   **Effective websites for agritourism** - *Speaker TBD*
- 12:00 – 12:30   **Lunch**
- 12:30 – 1:00   **Creating a marketing strategy**  
*Speaker TBD*
- 1:00 – 1:15     **Individual exercise:** draft outline of a marketing strategy
- 1:15 – 1:35     **Small Group Exercise:** Share individual marketing strategy drafts in small groups
- 1:35 – 1:45     **Report back to full group on interesting/innovative marketing strategies**
- 1:45 -2:00      **Individual exercise:** Complete 6 month action plan
- 2:00 – 2:45     **The tourism network in your community** - working together for mutual success  
*Community development or tourism professional TBD*
- 2:45 – 3:00     **Wrap-up and class evaluation**



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