

Agritourism Budgeting

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**Inland Empire Small
Business Development Center**

Budget Based Upon Activity

- Single Event (recurring or not)
- New Business
- New Product or Service

Start with Goals and Objectives

- Start with a clearly defined set of goals and objectives
- What behaviors do you want to encourage of customers and employees?
- Monitor performance and make adjustments

Single Event

- Produce a profit or loss statement for the event.
- Look at it separate from other activity
- Use results to make decisions about future events.



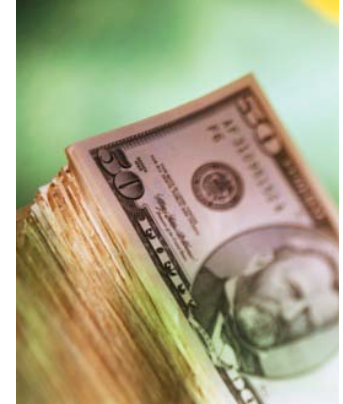
New Business Venture

- Project start-up costs
- Expect higher marketing costs
- Plan for different scenarios
- Consider same or different company
- Set of different goals



New Product or Service

- Track sales and costs**
 - Do existing margins apply?
 - Impact on cash flow
 - Leverage existing resources
- Affect on existing products and services**
 - Cannabilization
 - Positive impact
 - New customers or more sales to existing customers?



Capital Requirements

- Financing requirement**
 - Existing cash flow**
 - Outside financing**
 - May require a separate business plan**
- Other considerations**
 - Labor**
 - Equipment**
 - Insurance**

How SBDC Helps You

- Confidential, long-term counseling at no cost.
- Training – workshops for existing and startup
- Resource connections: private and public sector organizations that help you succeed

Our Focus for 20 Years

- ❑ Access to capital – finding money
- ❑ Business growth – increasing sales in new and existing markets
- ❑ Creating jobs through expansion and new business starts.

Access SBDC Services

- **Offices and outreach locations**
 - San Bernardino, Riverside, Victorville
 - Twelve (12) part-time locations
- **Online: www.iesmallbusiness.com**
- **Appointments: 951-781-2345**