

Agritourism Intensive 2013-2014 – Monterey County

Offered by UC Cooperative Extension and the UC Small Farm Program in partnership with Monterey County Farm Bureau, CSU Monterey Bay Small Business Development Center and Monterey County Convention and Visitors Bureau

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: Friday, December 6, 2013, and Wednesdays January 8 and February 5, 2014
Times: 9:00 a.m. – 3:00 p.m. each session (lunches included)
Location: UC Cooperative Extension Monterey County, 1432 Abbott St, Salinas CA 93901
Cost: \$50 for 3-session course
Information: Penny Leff, UC ANR Small Farm Program, paleff@ucdavis.edu, 530-752-7779

Course Outline

Session 1: Exploring the opportunities and challenges – Friday December 6, 2013

8:30-9:00	Registration/Continental Breakfast
9:00-9:20	Welcome /Overview of the workshop series, introductions
9:20-9:30	Why agritourism?
9:30-10:30	Successes in agritourism – Experienced operators tell their stories, discuss costs & benefits and start-up challenges, followed by Q&A <i>Lori Fiorovich, Chrystal Bay Farms, Watsonville</i> <i>Chris Bunn, The Farm, Salinas</i> <i>Jessica Ridgeway, Live Earth Farms Education Program, Watsonville</i>
10:30 - 10:45	Break
10:45 -11:00	Assessing your farm or ranch for agritourism potential - Penny Overview of assessment process Introduction to individual exercise using worksheet

- 11:00 -12:00 **Navigating the permitting and regulatory process**
Ricardo Encarnacion, Monterey County Environmental Health Dept.
Carl Holm, Monterey County Planning Dept.
 Distribution of regulatory and permitting info from surrounding counties
- 12:00 – 12:30 **Lunch**
- 12:30 -1:30 **Legal liability and risk management strategies**
 Introduction to risk management
 Landowner liability presentation based on National Ag Law Center information
 Insurance for Agritourism: *Steve Duke, McSherry & Hudson Insurance*
- 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 – January 8, 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**
Andrea Nield, CSUMB Small Business Development Center
 Overview of planning process steps & resources
 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 **Conducting a market analysis: Who are your target customers?
 What are they looking for? Who else might you consider inviting?**
Evan Oakes, Ag Venture Tours
- 11:45 -12:15 **Small Group exercise** – Discuss individual ideas/plans for conducting a market analysis, report any interesting ideas back to full group
- 12:15 – 12:45 **Lunch**
- 12:45 -2:45 **Understanding hospitality:**
John Avella, Directory of Hospitality Management, CSUMB
- 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
- ❖ Consult with insurance agent, county planning department, and/or experienced agritourism operator

Session 3 – Market analysis and effective marketing - February 5, 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 **Budgeting & cash flow**
Andrea Nield, CSUMB Small Business Development Center
Discussion of cash flow, budgeting, “one-page financial plan”
Presentation of budgeting or cash flow projection exercise
- 10:10-10:25 **Break**
- 10:25-11:00 **Effective websites for agritourism**
Nick Pasculli, TMD Marketing
- 11:00 -12:00 **Email marketing and social media for agritourism**
Will Elkadi, eLab Communications, Constant Contact
- 12:00 – 12:30 **Lunch**
- 12:30 – 1:00 **Creating a marketing strategy**
Sylecia Johnston, Monterey County Convention & Visitors Bureau
- 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
Sylecia Johnston, Monterey County Convention & Visitors Bureau
- 2:45 – 3:00 **Wrap-up and class evaluation**

This material is based upon work supported by USDA/NIFA under Award Number 2012-49200-20030.



This cooperative agreement is partially funded by the U.S. Small Business Administration, the University of California, Merced and Humboldt State University. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis. This material is based on work supported by the U.S. Small Business Administration. Any opinions, findings, conclusions and recommendations expressed on this website are those of the author(s) and do not necessarily reflect the view of the U.S. Small Business Administration (SBA). Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.