

### **Agritourism Intensive 2015-2016 – Plumas/Sierra Counties**

Offered by UC Cooperative Extension Plumas & Sierra Counties and the UC Small Farm Program in partnership with 20,000 Lives, Feather River Land Trust, Plumas County Tourism Council, Plumas Arts, Sierra Booster, and other local partners

#### **Course Curriculum**

##### **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:** Tuesdays, December 1, 2015, January 12 and February 23, 2016  
**Times:** 9:00 a.m. – 4:00 p.m. each session (lunches included)  
**Location:** Plumas County Fairgrounds- Mineral Building  
**Cost:** \$50 for 3-session course, \$20 for additional attendees from same business  
**Information:** Penny Leff, UC ANR Small Farm Program, [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu), 530-752-7779 OR Holly George, Plumas-Sierra Cooperative Extension [hageorge@ucanr.edu](mailto:hageorge@ucanr.edu), 283-6270

#### **Session 1: Introduction to agritourism possibilities & partners – Tuesday Dec 1, 2015**

- 9:00 - 9:30     **Registration/Continental Breakfast**
- 9:30 – 10:00   **Welcome /Overview of the workshop series, introductions, share class goals**
- 10:00 -11:00   **Successes in agritourism – Experienced operators tell their stories, discuss costs & benefits and start-up challenges, followed by Q&A**  
*Gary Romano, Sierra Valley Farms*  
*Dena Wemple, Wemple’s Pumpkin Patch*
- 11:00 - 11:15   **Break**
- 11:15 -12:15   **Assessing your farm or ranch and community for agritourism potential**  
*Overview of individual farm/ranch assessment process*  
*Discussion about community & market assessment, potential partners & target audience identification*
- 12:15-12:30   **Individual exercise – start on assessment worksheet or list of questions to investigate**
- 12:30 – 1:00    **Lunch**
- 1:00 - 2:00     **Navigating the permitting and regulatory process**  
*County Planners Brandon Pangman & Becky Herrin*  
*County Environmental Health Dept representative Debbie Anderson*  
*Q & A, Distribution of relevant materials from surrounding counties*

- 2:00 – 2:30     **Small group discussions to share preliminary ideas or talk with experts**  
*Share initial thoughts about directions for exploration*
- 2:30 - 2:45     **Break**
- 2:45 – 3:15     **Introduction to the tourism community, Q&A**  
*Karen Moritz, Plumas County Tourism Council*
- 3:15 – 3:30     **Art and Agriculture connections**  
*Kara Rockett-Arsenault, Plumas Artisan Made*
- 3:30 – 3:45     **Full Group discussion – volunteers share initial ideas/plans – group gives feedback?**
- 3:45 – 4:00     **Homework discussion, preview of next session, workshop evaluation**

**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, including who would be partners/collaborators.

**Session 2: Liability, risk management and business planning – Tuesday January 12, 2016**

- 9:00-9:30     **Sign in/Continental Breakfast**
- 9:30-9:40     **Welcome /Overview of the day**
- 9:40-10:00    **Small Group exercise** – share assessment of farm or ranch for agritourism potential and analysis of possible agritourism enterprises
- 10:00-11:00   **Legal liability and risk management strategies**  
                   Introduction to landowner liability issues  
                   Introduction to risk management strategies  
                   Insurance coverage for agritourism: *Valerie Flanigan & Amanda Hays, Flanigan-Leavitt Insurance Agency*
- 11:00 -11:15   **Hand out Checklists** *for assessing risk management on your farm or ranch – introduce Safe Agritourism website*
- 11:15-11:30   **Break**
- 11:30 -12:00   **Emergency planning for agritourism operations**  
*Penny Leff, UC Small Farm Program*
- 12:00 -12:30   **Full group discussion** – volunteer participants share business concepts and challenges with full group; group gives feedback, asks questions, etc.
- 12:30 – 1:00   **Lunch**
- 1:00 – 1:45     **Introduction to business planning** – *Kristin York, Small Business Development Center*  
                   Overview of planning process reasons, steps & resources  
                   Discussion of mission statement, business concept, goals, objectives
- 1:45 – 2:15     **Individual Exercise** – *Begin writing mission statement or business concept*
- 2:15 – 2:30     **Break**
- 2:30 – 3:15     **Budgeting & cash flow** – *Rick Leonhardt, Feather River College*  
                   Discussion of cash flow, budgeting, “one-page financial plan”  
                   Presentation of budgeting or cash flow projection exercise

3:15 - 3:30 Q & A about business planning - *Kristin York & Rick Leonhardt*

3:30 – 4:00 **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 risk assessment checklists for farm, ranch or agritourism operation
- ❖ Consult with insurance agent, county planning department, and/or experienced agritourism operator

**Lesson 3 – Marketing strategy, tools & resources – Tuesday, February 23**

9:00 - 9:30 **Sign in/Continental Breakfast**

9:30 - 9:40 **Welcome /Overview of the day**

9:40 - 10:00 **Small Group discussion** - share and discuss homework assignments, consultations

10:00 -11:00 **Effective websites and social media for agritourism**

*Katie Bagby, Katie Bagby Coaching & Quincy Collective*

11:00 -11:15 **Break**

11:15 – 12:00 **Marketing Resources Panel**

*Land Trust, Arts Commission, Sierra Valley Chamber, Sierra Butte Trail Stewardship, Plumas Grown, Plumas Visitor’s Bureau, Local Chambers, SNC, SBC, FRC, etc.*

12:00 – 12:30 **Top shelf hospitality – visitor expectations and taking care of people**

*Russell Reid, Reid Horse & Cattle Company*

12:30 – 1:00 **lunch**

1:00 – 1:30 **Creating a marketing strategy – How will you reach your target audience?**

*Danna Stroud, Sierra Nevada Conservancy*

1:30 – 1:45 **Individual exercise:** *draft outline of a marketing strategy*

1:45 – 2:00 **Small Group Exercise:** *Share individual marketing strategy drafts in small groups*

2:00 – 2:15 **Break**

2:15 - 2:30 **Report back to full group on interesting/innovative marketing strategies**

2:30 – 2:50 **Individual exercise:** *Complete 6 month action plan*

2:50 – 3:30 **Full group discussion** – Each individual shares plans, challenges and progress so far, group gives feedback

3:30 – 3:45 **Wrap-up and class evaluation**

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