

Agritourism Intensive 2019 – Calaveras County

offered by UC SAREP in partnership with UC Cooperative Extension, Calaveras Grown, Calaveras County Chamber of Commerce, Calaveras County Tourism, Calaveras County Economic Development, Calaveras County Fair, Calaveras Winegrape Alliance and other local partners

Course Overview

This course will introduce the student to a 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 online group discussions about the classes, readings and individual planning work.

Dates: Wednesdays, January 30, February 27 & March 27, 2019
Times: 8:30 a.m. – 3:00 p.m. each session (lunches included)
Location: Calaveras County Fairgrounds, 2465 Gunclub Road, Angels Camp, CA 95222
Cost: \$60 for 3-session course
Information: Penny Leff, UC SAREP, paleff@ucdavis.edu, 530-752-5208

Session 1: Introduction to agritourism possibilities & challenges – Wednesday Jan. 30

- 8:30-9:00 **Registration/Coffee, tea**
- 9:00-9:20 **Welcome /Overview of the workshop series, introductions**
- 9:20-10:30 **Successes in agritourism – Experienced local agritourism operators tell their stories, discuss costs & benefits and start-up challenges, followed by Q&A**
Sean Krilletich, Paloma Pollinators and Jay Watson, Indigeny Reserve
- 10:30 - 10:45 **Break**
- 10:45 -12:00 **Navigating the permitting and regulatory process and understanding costs**
Peter Maurer, Calaveras County Planner
Brad Banner, Calaveras County Environmental Management Agency
Q & A, Distribution of contacts & materials from surrounding counties
- 12:00 – 12:45 **Lunch**
- 12:45 – 1:15 **Assessing your farm or ranch and community for agritourism potential - Penny Leff**
- 1:15 – 1:30 **Individual or shared exercise – start on assessment worksheet or list of questions**

- 1:30 – 1:45 **Small group discussions to share preliminary ideas, assessments and challenges**
- 1:45 - 2:00 **Break**
- 2:00 – 2:45 **Introduction to business planning**
Trudy Lackey, San Joaquin Delta College Small Business Development Center
- 2:45 – 3:00 **Full Group discussion** – participants share goals, objectives
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 hospitality – Wednesday Feb. 27

- 8:30-9:00 **Sign in/Coffee, tea**
- 9:00-9:10 **Welcome /Overview of the day**
- 9:10-10:00 **Breakout discussion groups by agritourism activity planned, with experienced lead for each group** –categories for groups:
- U-Pick, farm stand, farm shop – *lead TBD*
 - Wineries, tasting rooms - *Shelby French, Calaveras Winegrape Alliance*
 - Farm stay, camping, glamping - *Alice Kaiser, Casa de la Pradera*
 - Events, festivals, dinners, weddings – *Stu Mast, Brice Station winery*
 - Nature Tourism – *Gordon Long, ED of CalFauna Foundation and ED for Calaveras County Resource Conservation District*
- 10:00-11:00 **Legal liability and risk management strategies**
Introduction to landowner liability issues and risk management strategies
Insurance for agritourism: *speaker TBD*
Resources and checklists for risk management and safety on your farm or ranch
- 11:00 -11:15 **Break**
- 11:15 -11:45 **Emergency preparedness for agritourism operations** – small group exercise, resources
- 11:45 -12:00 **Full group discussion** – volunteer participants share business concepts and challenges with full group; group gives feedback, asks questions, etc.
- 12:00 – 12:30 **Lunch**
- 12:30 -2:45 **Field trip** –car pool to Hurst Ranch
– tour of facilities and discussion of activities, infrastructure needs, staffing, challenges

2:45 – 3:00 **Discuss homework, review intro to business planning, complete class evaluation** (End class at Hurst Ranch – participants return to Fairgrounds for vehicles or head home)

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 about business concept

Session 3: Budgeting and marketing strategy – Thursday, March 27

8:30-9:00 **Sign in/Coffee, tea**

9:00-9:10 **Welcome /Overview of the day**

9:10-9:30 **Group discussion** - share and discuss homework assignments

9:30 – 10:15 **Budgeting & cash flow**

Nate McBride & Cory Fisk, San Joaquin Delta College Small Business Development Center

10:15-10:30 **Break**

10:30 - 11:00 **Overview of potential financing options** – *San Joaquin Delta SBDC*

11:00 -12:00 **Effective websites, social media and marketing strategies for agritourism**

Lisa Boulton & associate, Calaveras Visitors Bureau

12:00 – 12:30 **Lunch**

12:30 – 1:15 **Introduction to the tourism community, Q&A**

Calaveras Visitors Bureau

1:15 – 1:45 **Creating a marketing plan** - *speaker TBD*

1:45 - 2:15 **Individual exercise: Complete 6 month action plan**

2:15 – 2:45 **Marketing the community/agritourism associations and other collaborations**

Ann Wofford, Apple Hill Growers Association

2:45 – 3:00 **Wrap-up and class evaluation**



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