

## Summary of Agritourism Workshop Evaluations 2008-2010 Events

### Participants' current involvement in agritourism

Role of agritourism currently	Steam boat	Akron	La Junta	Delta	Cortez	Cortez-tech	Byers	Steam boat	Walsenburg	Total	% of total
Just becoming aware as an option for my operation	21%	27%	17%	8%	19%	0%	3%	12%	38%	13	11%
Not currently involved, but have begun planning	21%	36%	25%	0%	52%	36%	12%	65%	15%	33	17%
Supplementary enterprise (minor activity)	16%	18%	17%	33%	5%	29%	44%	18%	23%	30	33%
Complementary enterprise (equally shares resources/management with other enterprises)	26%	18%	8%	25%	10%	14%	6%	6%	8%	11	8%
Primary (dominant activity)	11%	0%	8%	17%	5%	21%	32%	0%	15%	19	23%
None of the above	5%	0%	25%	17%	10%	0%	3%	0%	0%	5	7%
Total respondents	19	11	12	12	21	14	34	17	12	123	100%

Note: These responses are only from participants who filled out a workshop evaluation form, 123 of 264 total participants.

- 64% of all workshop participants were already involved in agritourism as a primary, supplementary or complementary enterprise, and 23% indicated it was their primary occupation;
- 11% were just learning about agritourism as an alternative enterprise; and
- 17% were in the planning stages of an agritourism enterprise (Steamboat had the greatest number at this stage, followed by Byers).

### Occupation of workshop participants

Occupation	Steam-boat	Akron	La Junta	Delta	Cortez	Cortez-tech	Byers	Steam boat	Walsen burg	Total	% of total
Farmer/rancher	17	14	13	22	23	14	39	10	13	165	63%
Educator	0	1	1	1	2	1	8	2	2	18	7%
Federal/state/local agency	1	5	9	5	3	0	10	2	1	36	14%
Tourism	0	0	3	3	6	2	6	0	0	20	8%
Media	1	1	2	0	1	1	1	0	0	7	3%
Other	4	0	0	0	0	1	6	5	2	18	7%
Total number	23	21	28	31	35	19	70	19	18	264	100%

Note: Data from all workshop participants, including those who didn't complete an evaluation form.

- 264 individuals trained to date, with the greatest number in Byers (70)
- Ag producers made up the greatest share of workshop participants at 63% of the total, followed by those from federal, state and local agencies (14%), educators (7%), and tourism professionals (8%).

### Mean values: participants' rating of their knowledge before and after workshops

		Steam boat	Akron	La Junta	Delta	Cortez	Byers	Steam boat	Walsen burg	Total
A. Understanding the potential of an agritourism or heritage tourism enterprise	<i>Before</i>	3.2	<b>3.2</b>	3.7	3.3	3.1	<b>2.8</b>	<b>2.9</b>	<b>2.6</b>	3.1
	<i>After</i>	3.9	<b>4.4</b>	4.5	4.0	4.0	<b>4.0</b>	<b>4.1</b>	<b>4.2</b>	4.1
B. Developing a clear message about your product or service	<i>Before</i>	<b>2.6</b>	<b>2.8</b>	3.3	3.0	3.0	<b>2.9</b>	<b>2.6</b>	<b>2.4</b>	2.8
	<i>After</i>	<b>3.8</b>	<b>4.2</b>	4.1	3.9	3.7	<b>3.9</b>	<b>3.9</b>	<b>3.8</b>	3.9
C. Assessing your potential for success by evaluating your resources	<i>Before</i>	<b>2.6</b>	<b>2.9</b>	3.6	3.0	<b>2.8</b>	<b>2.8</b>	<b>2.4</b>	<b>3.0</b>	2.9
	<i>After</i>	<b>3.7</b>	<b>3.9</b>	4.0	3.9	<b>3.8</b>	<b>3.9</b>	<b>3.7</b>	<b>4.3</b>	3.9

D. Understanding resources available for agritourism operations	<i>Before</i>	3.4	3.0	3.2	<b>2.7</b>	<b>2.5</b>	<b>2.4</b>	<b>2.4</b>	<b>2.0</b>	2.7
	<i>After</i>	3.9	3.9	3.7	<b>4.1</b>	<b>3.8</b>	<b>3.8</b>	<b>4.1</b>	<b>4.2</b>	3.9
E. Assessing your liability exposure and how you can mitigate risk	<i>Before</i>	<b>1.9</b>	2.9	2.9	3.0	<b>2.1</b>	<b>2.6</b>	<b>2.6</b>	<b>2.4</b>	2.6
	<i>After</i>	<b>3.8</b>	3.7	3.8	3.6	<b>3.6</b>	<b>3.9</b>	<b>3.9</b>	<b>3.8</b>	3.8
Total perceived change in knowledge	<i>Before</i>	<b>2.7</b>	<b>3.0</b>	3.3	3.0	<b>2.7</b>	<b>2.7</b>	<b>2.6</b>	<b>2.7</b>	2.8
	<i>After</i>	<b>3.8</b>	<b>4.0</b>	4.0	3.9	<b>3.8</b>	<b>3.9</b>	<b>4.0</b>	<b>4.1</b>	3.9

Notes: Rating where 1=limited understanding and 5=complete understanding. Bold-face type indicates perceived change in mean knowledge of 1.0 or greater.

- The participants in the second Steamboat Springs workshop and the Walsenburg workshop indicated that they felt they had gained the most knowledge through participation in an agritourism workshop, followed by the Byers workshop participants while participants in Delta noted the smallest amount of knowledge gained.
- Participants indicated they gained the most knowledge in the liability session and the agritourism resources session, relative to all others.

### Cortez Technical Workshop

		<b>Cortez</b>
A. Understanding how to develop a strategic plan for my agritourism enterprise	<i>Before</i>	2.29
	<i>After</i>	3.71
B. Understanding how to protect my business & personal assets using legal business structures	<i>Before</i>	2.50
	<i>After</i>	3.79
C. Assessing my liability exposure and understanding how I can mitigate risk	<i>Before</i>	2.21
	<i>After</i>	3.57
D. Understanding agritourism business promotion using	<i>Before</i>	2.29

existing, more cost-effective resources	<i>After</i>	3.71
Total perceived change in knowledge	<i>Before</i>	<b>2.32</b>
	<i>After</i>	<b>3.70</b>

Note: The structure and curriculum were different for this workshop than for the other 6.

**Number of roadblocks or problems encountered by workshop participants**

	Adver- -tising	Time	Finan- -cing	Legal	Permitting & regulations	Insurance	Location	Options for land	Partner- -ships	Family	Know- -ledge	Staf- -fing	Lack of creativity	Pric- -ing	Plan- -ning
<b>Steam boat</b>	5	2	2	3	3	1	1	1	0	3	2	2	1	0	0
<b>Akron</b>	2	4	2	0	0	1	2	2	2	0	0	0	0	0	0
<b>La Junta</b>	4	2	3	2	1	1	0	0	0	0	1	0	0	0	0
<b>Delta</b>	2	2	2	2	1	0	0	0	1	0	0	0	1	0	0
<b>Cortez</b>	3	3	3	4	1	1	1	0	0	0	0	0	0	0	0
<b>Cortez- tech</b>	0	3	3	1	1	0	0	0	0	0	1	3	0	1	2
<b>Byers</b>	1	1	4	0	6	2	2	0	3	0	0	1	0	0	4
<b>Steam boat</b>	1	2	1	0	0	0	0	0	0	0	1	1	2	0	3
<b>Walsen burg</b>	4	1	3	1	1	2	0	0	0	0	0	2	1	0	0
<b>Total</b>	22	20	23	13	14	6	6	3	6	3	5	9	5	1	12

- Participants noted that financing, advertising and having time for an agritourism presented the largest roadblocks they had encountered in planning or operating such an enterprise; followed by negotiating permitting and regulatory issues.
- Participants also mentioned their location and insurance as roadblocks.

**Participants' ideas for implementation following workshop:**

	Steam boat	Akron	La Junta	Delta	Cortez	Cortez-tech	Byers	Steam boat	Walsen burg
Evaluate new agritourism opportunities	✓	✓			✓		✓	✓	✓
Evaluate bird-watching	✓		✓						✓
Evaluate off-season activities	✓					✓			
Develop marketing analysis/plan	✓		✓	✓	✓	✓	✓		
Develop business plan		✓			✓	✓	✓	✓	✓
Investigate liability issues	✓				✓	✓	✓		✓
Investigate insurance					✓				✓
Investigate licenses (regulations)			✓		✓				
Collaborate with neighbors, networking	✓	✓	✓	✓	✓	✓	✓	✓	✓
Develop family-oriented activities, especially western & heritage experiences	✓								
Agritourism is not for me	✓				✓				
Add a new product or service	✓	✓	✓	✓	✓	✓		✓	
Produce a product for visitors to take home	✓								
Food labeling regulations	✓								
Pursue more education/training		✓				✓			
Try to attract pass-through travelers		✓					✓		
Investigate risk management strategies		✓			✓			✓	
Look into multi-state referrals			✓						
Look into Dept of Ag resources & Colorado			✓		✓		✓		

	Steam boat	Akron	La Junta	Delta	Cortez	Cortez-tech	Byers	Steam boat	Walsen burg
Proud									
Create a check-list and timeline		✓	✓			✓	✓		
Improve Web site, develop a blog			✓	✓	✓		✓	✓	
Train staff				✓					
Study the effect on my family and farm				✓					
Investigate grant opportunities					✓				
Improve customer contact, conduct satisfaction surveys					✓				
Develop social networking as part of marketing						✓		✓	
Analyze different business structures (LLC...)						✓	✓	✓	
Set realistic goals and implement them						✓			
Plan for passing on the business							✓		
Sell personal story, heritage							✓	✓	
Change promotional strategy							✓		
Develop/implement vision & mission statement							✓		
Investigate new resources							✓		
Assess regulatory environment							✓		
Have a workshop in my county									✓
Develop watchable wildlife enterprise									✓

- The most frequently cited ideas that participants gained from the workshops were: investing in collaboration and networking, adding a new product or service, and developing a marketing plan or conducting a market analysis for their proposed product or service.

**Workshop session ratings:**

Session:	Steam boat	Akron	La Junta	Delta	Cortez	Byers	Steam boat	Walsen burg
Framing the Issue: What can Agritourism do for you?	4.4	4.4	-	-	-	-		4.3
Engaging Your Family & Community: The Human Side of Agritourism	4.5	4.2	-	3.7	4.1	4.1		
Assessing Your Resource Base: Financial, Resource & Operational Needs	4.5	3.9	3.8	4.0	4.1	4.0		
A View From the Field: Panel Discussion with Agritourism Business Owners	4.5	4.3	4.2	4.1	4.4	4.3	4.4	4.4
Overview of Business Planning	-	3.9	-	-	-	-		
Understanding Legal Implications for Agritourism Operations	4.5	4.5	4.4	3.5	3.5	4.3	3.8	4.6
Regulatory Issues for Agritourism Operations	(inc w/legal)	(inc w/legal)	(inc w/legal)	(inc w/legal)	3.7	4.1		
Branding Your Product & Strategic Positioning: Creating an Image for Your Operation	4.3	3.9	4.1	-	4.3	4.3	3.9	4.5
Resources for Agritourism in Colorado	-	4.0	4.2	-	-	-		
Developing, Marketing and Hosting Events	-	-	3.4	-	-	-		
Developing a Birding Enterprise	-	-	4.0	4.0	-	-		4.0
Risk Management in Agritourism	-	-	4.4	-	-	-		
Food Focus: Manufacturing & Selling Products	-	-	-	4.1	-	-		
Food Focus: Developing a Wine Tasting Room	-	-	-	4.3	-	-		
Everyday Events: Promotion Through Experience	-	-	-	3.8	-	-		



Session:	Steam boat	Akron	La Junta	Delta	Cortez	Byers	Steam boat	Walsen burg
Developing Heritage Tourism/Update on Tourism in your Community	-	-	-	-	3.8	3.8	4.5	
Using Ag Business Structures to Limit Your Liability							3.7	
Marketing Your Agritourism Business: Pricing and Reaching New Customers							4.3	
Resources to Jump Start Your Agritourism Business							3.9	4.5
Working with the Routt County Planning Department							2.8	
Visitor Readiness: Providing a Meaningful, Authentic and Unforgettable Experience for Your Guests								4.5
<b>Overall workshop rating</b>	4.4	4.1	4.1	4.0	4.0	4.1	3.9	4.4

Note: Rating where 1=Not Useful and 5=Very Useful