

The Business Side of Agritourism Workshop

April 27

Optional Agritourism Tours

5:00-6:00p **Registration / Check-in**

6:00-until **Opening- Meet & Greet**
Gary Bullen

April 28

8:00-9:00 **Registration / Check-in**

9:00-10:30 **Evaluate an Agritourism Enterprise**
Speaker

10:30-11:00 BREAK

11:00-12:30 **Market Evaluating**
Speaker

12:30-1:30 LUNCH

1:30-3:00 **Financial Analysis**
Speaker

3:00-3:30 BREAK

3:30-5:00 **Insurance / Risk Management**
Speaker

5:00-until Dinner at Taylor Ranch

April 29

8:30-9:00 **Check-in**

9:00-10:30 **Website**
Speaker

10:30-11:00 BREAK

11:00-12:30 **Why & How to Collaborate**
Speaker

12:30-until LUNCH / CLOSING / EVALUATION

Afternoon Session?



2009 Agritourism Workshop Series
“Expanding the Business Side of Agritourism thru Regionalism”
November 5-6, 2009

The Dillard House Conference Center

Wednesday - November 4th, 2009

5:30 to 9:00 Exhibitor Set up – Conference Center Lobby

Thursday Morning - November 5th, 2009

7:30 to 8:00 Exhibitor Set up – Conference Center Lobby

8:00 to 8:30 Registration – Conference Center Lobby

8:30 to 8:45 Welcome
Katheryn Granberg, Rabun County Board of Commissioners & Bruce Green, Director, Tourism Product Development Georgia Department of Economic Development

Moderator: Bob Waldorf, UGA Cooperative Extension

8:45 to 9:15 Georgia Agritourism Overview
Kent Wolfe, UGA Center for Agribusiness and Economic Development

An overview of Agritourism in Georgia, what others are doing and the economic impact of agritourism on GA.

9: 15 to 11:45 Building an Effective, Affordable Website
Kent Wolfe, UGA Center for Agribusiness and Economic Development

The website development class will use Microsoft office live to develop a website and secure their URL. Participants will develop their website during the class. They need to bring electronic pictures and text files if they would like to add them to their site during the class.

When the participants leave, they will have a functioning website, complete with URL and a web presence.

11:45 to 1:00

Working Lunch “Social Media Marketing”
Scott Cagle, Safe and Sound Solutions
Location: Conference Center Straiton Room

Discussion on website optimization techniques; will focus on what needs to be done to ensure that your website will rank high when people search Google.

Thursday Afternoon – November 5th, 2009

1:00 to 2:00

How to Register on MarketMaker and Georgia Made Georgia Grown Products Direct Marketing Websites
Kent Wolfe, UGA Center for Agribusiness and Economic Development and Leslie Breland, Georgia Department of Economic Development

This presentation will show participants how to register their businesses/farms on the two websites – MarketMaker and Georgia Made Georgia Grown. Participants will be able to register on both sites during the session.

2 to 2:15 pm

Break – Conference Center Lobby
Sponsored by Hillside Orchard Farms

2:15 pm to 6 pm

Optional Farm/Agritourism Tours – van tours of local farms and agritourism venues –

Tour #1

*Tiger Mountain Vineyards
Stack Farms at Tiger Mountain Orchards
Packing House at Tiger Mountain Orchards
Hillside Orchard Farms
Goats on the Roof*

Tour #2

*Sylvan Falls Mill
Persimmon Creek Vineyards*

*Hillside Orchard Farms
Goats on the Roof*

- 4:30 pm – 6 pm TDAG Legislative Update - *Join members of the Northeast Georgia Mountains Travel Association for an afternoon session with Joy Walstrum, Executive Director of the Tourism Development Alliance of Georgia (TDAG). Joy will provide a legislative update and solicit feedback from our Northeast Georgia Mountains travel region on TDAG's 2010 public policy platform.*
- 6:30 pm Reception and Wine Tasting, sponsored by the Winegrowers Association of Georgia - *Georgia may be the Peach state, but the clusters in our vineyards are producing award-winning wines and gaining national recognition, fueling the emergence of North Georgia as a prominent wine region. Taste our award-winning Georgia wines, compliments of the Winegrowers Association of Georgia.*
- 7:00 pm Legislative Dinner and Entertainment
Members of the Northeast Georgia Mountains Travel Association and delegates to the Georgia 2009 Agritourism Conference join for dinner with our Georgia legislators, and the Tourism Development Alliance of Georgia (TDAG).
- 8:00 – until After Dinner Georgia Wine Tasting Party
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Day 2

Friday Morning - November 6th, 2009

- 8:00 to 8:15 Welcome
DVD of Governor Sonny Purdue's message on Agritourism given earlier this year at the annual Governor's Ag Day
- Moderator – Billy Skaggs, UGA Cooperative Extension*
- 8:15 to 9:45 Financial Analysis - The Business Side of Agritourism – presented by an agritourism business owner and an agritourism subject matter expert
Drew Echols, Jaemor Farms & Gary Bullen, North Carolina State University
- Discussion on the essentials for financially analyzing your agritourism project.*
- Mr. Echols has served as farm manager at his family's farm & roadside market for six years. His responsibilities include day-to-day farm operation; management of agritourism activities including corn maze, field trips, and tours; and long-range business planning. Mr. Echols is recognized as a community leader, has served as a director of the Greater Hall Chamber of Commerce, and currently serves as the Vice-President of Hall County Farm Bureau.*
- 9:45 to 10:00 Break – Conference Center Lobby
- 10:00 to 11:30 Examining Market Potential, Pricing and Marketing “The Value of Clustering & Co-marketing”
Ron Simmons, SBDC & Robert Mitcham, Hillside OrchardFarms
- The SBDC will discuss how to turn your farm into another stream of revenue. Find out what it takes to add another stream of revenue to your farm. Managing the*

customer experience can be rewarding and challenging – but done well, cost effective. Attend this workshop taught by experienced UGA Small Business Development Center staff. Topics include: managing the customer experience, agritourism uniqueness, customer expectations from restrooms to food and drink to traffic flow and feedback, outside tourism versus locals, leveraging partnerships, and what is your unique proposition.

Up to 80% of Hillside's business is private labeling and Robert will discuss Hillside's value added program and the benefits of clustering and co-marketing to the program. He will also discuss Hillside's newest endeavor, to co-op with local beekeepers to establish a "Honey House" at the farm.

11:30 to 12:15 Agritourism Promotional Signage – Georgia Department of Agriculture
Julie Akins, GA Dept of Agriculture

A presentation of what assistance the Dept of Agriculture can provide

Friday Afternoon - November 6th, 2009

12:15 to 1:30 Networking Lunch - "Benefits of Collaborative Marketing"
Linda Johnson - Georgia Mountains Food Ways Alliance
Location: Conference Center Straiton Room

Mrs. Johnson describes her experiences with the development and promotion of the local food culture and small businesses from field to table

1:30 to 2:15 Agritourism Trends
Bruce Green, Director of Tourism Product Development, GA Dept. of Economic Development

This session will focus on recent trends in tourism product development and statewide marketing strategies.

- 2:15 to 2:45 Insurance/risk management/safety
*Leanna W. Sherman, Commercial Underwriting
Manager, Georgia Farm Bureau*
- Discussion will be about the risk and liability associated
with Agritourism*
- 2:45 to 3:00 Break – Conference Center Lobby
Sponsored by the Dillard House Stables
- 3:00 to 3:45 Regulations and Zoning
*Martha Reimann, Community Development Coordinator,
Dept. Community Affairs*
- This session will cover a brief overview of zoning and
land use while exploring the opportunities of
conversation easements for environmental protection and
economic development purposes.*
- 3:45 to 4:30 Regional Resource Session – *an opportunity to network
and collaborate with entities that have resources to help
expand regional agritourism efforts*
- 4:30 pm Closing and Evaluations



2009 Agritourism Workshop Series
“Expanding the Business Side of Agritourism thru Regionalism”

AGENDA

Day 1 – December 2, 2009

- 8:00am - 8:30am Registration
- 8:30am - 8:45am Welcome
Lon Marlowe, Oakhurst Farm
- 8:45am - 9:15am Georgia Agritourism Overview
Kent Wolfe, UGA Center for Agribusiness and Economic Development
- An overview of Agri-tourism in Georgia, what others are doing and the economic impact of Agri-tourism on GA.*
- 9:15 – 9:30 Break
- 9:30am -11:45am Building an Effective, Affordable Website
Kent Wolfe, UGA Center for Agribusiness and Economic Development
- The website development class will use Microsoft office live to develop a website and secure their URL. Participants will develop their website during the class. They need to bring electronic pictures and text files if they would like to add them to their site during the class. When the participants leave, they will have a functioning website, complete with URL and a web presence.*
- 11:45 – 1:00 Working Lunch “Social Media Marketing”
Scott Cagle, Safe and Sound Solutions
- Discussion on website optimization techniques; will focus on what needs to be done to ensure that your website will rank high when people search Google*

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|----------------|---|
| 1:00 – 1:15 | Break |
| 1:15 – 2:30 pm | <p>How to Register on MarketMaker and Georgia Made Georgia Grown Products Direct Marketing Websites
 <i>Kent Wolfe, UGA Center for Agribusiness and Economic Development</i></p> <p><i>This presentation will show participants how to register their businesses/farms on the two websites – MarketMaker and Georgia Made Georgia Grown. Participants will be able to register on both sites during the session.</i></p> |
| 2:30 – 5:30pm | <p>Optional Farm/Agritourism Tours – van tours
 <i>Tour four different Agritourism operations that have diversified their lands over the years to welcome the public. The tour will include Meadowgate Farms, Big Red Oak Hunting Plantation, the Cotton Pickin’ Fair and QC Arena.</i></p> <p style="text-align: center;">OR</p> <p>Educational Sessions – Agri-Tourism Opportunities
 Farmer’s Markets; Family Reunions & Theme Parties; Farm Tours, Blueberries; Grass-fed Beef; Sheep, Goats & Pastured Poultry; Organic Vegetables</p> |
| 5:30 – 5:45pm | Evaluation |
| 6:00 – 7:00 pm | Reception – Wine & Cheese Social |
| 7:00 – Until | Legislative Dinner |

Day 2 – December 3, 2009

8am to 9am	Breakfast <i>Sponsored by Chick-Fil-A</i>
9:00 - 9:15	Welcome
9:15 - 10:15	The Business Side of Agritourism <i>Jeff Manley – Rock Ranch</i>
10:15 – 10:30	Break
10:30 – 12:00	Marketing: The Value of Clustering & Co-marketing <i>David Dyer & Fay Tripp</i>
12:00 – 1:00	Lunch Speaker –Resources Available for Signage <i>David Millen – GDOT & Julie Akins– Dept. of Agriculture</i>
1:00 pm to 2:30pm	Concurrent Sessions
1:00pm to 1:30pm	Evaluating Market Potential <i>Tammy Segura SBDC</i>
1:30pm to 2:00pm	Insurance/Risk Management <i>LeAnna Sherman, GA Farm Bureau</i> <i>Discussion will be about the risk and liability associated with Agri-tourism.</i>
2:00pm to 2:30pm	Financial Analysis -- Enterprise Budgets <i>Mike Best – Tennessee Technical University</i>
2:30pm to 2:45pm	Break

2:45pm to 4:15pm Concurrent Sessions (continue)

2:45pm to 3:15pm Regulations and Zoning
*Martha Reimann, Community Development
Coordinator, Georgia Department of
Community Affairs*

*This session will cover a brief overview of
zoning and land use while exploring the
opportunities of conservation easements for
environmental protection and economic
development purposes.*

3:15pm to 3:45pm Safety
Dr. Jim Woods, DVM

3:45pm to 4:15pm Financing – Loans & Grants
Bill Snapps

4:15 pm Closing/Evaluations

4:30 pm Adjourn for Home



**Agritourism Professional Agritourism Symposium Agenda
April 22-23, 2010, Savannah, GA**

1. The workshop will be organized as a “round table organized by states. Each state will have time to speak and elicit a discussion of issues involving the following::

- a. What are you currently working on in regards to agritourism?
- b. What initiatives are you planning for?
- c. What issues/roadblocks/successes have you had? (Lessons learned)

This will include regulation, zoning, liability, legal, marketing, financial and other topics that directly or indirectly impact agritourism.

The purpose of the state-by-state discussions or “information sharing” would then lead to a broader/regional discussion of pulling it all together, and where do we go from here to advance agritourism in our states and region. Ideas for discussion in this section might be:

- d. What are the common issues in our collective region (TN, NC, SC, GA)?
- e. What can we “borrow” from other states (learned from #1 above) to apply in our state/region? How do we facilitate this?
- f. What are the issues/topics/trends we can work on collectively to move agritourism forward in our collective region?
- g. Where do we go from here? How do we proceed?

Thursday (April 22)

9:00 – Pre Conference Grant Opportunity Discussion- Seeking funding to move agritourism forward

1:00 -- Welcome and introduction (Kent Wolfe and Gary Bullen)

1:15 – 2:00 -- Georgia Initiatives (Kent Wolfe, Georgia Farm Bureau, David Dyer, Maggie Potter)

2:15—3:00 – Tennessee Initiatives (Scott Cagle, Mike Best, Pamela Bartholomew)

3:15 – 4:00 – North Carolina Initiatives (Gary Bullen, Stacy Tomas, Samantha Rich)

4:15 – 5:00 – South Carolina Initiatives (David Lamie)

5:00 – Agritourism visit We will visit a local agritourism operation in the area. This is tentatively arranged. More details will follow.

7:30 Dinner on your own.

Friday (April 23)

Breakfast on your own

8:30-9:30 – USDA Funding Sources (Craig Scroggs and Al Burns)

9:30- 11:15 – Identification of collective issues, resources, themes, trends, etc. Plans for future collaborations/partnerships/projects. (Questions from #2 above)

11:15 – 12:30 – Wrap up and next steps: Where do we go from here?

1:30- Depart

Please Contact Carla Wood to register. There is no registration fee.

Carla's Contact Information:

email: carlam@uga.edu

Phone: **706-583-0347**

Hotel Information: Please make your own reservations. We have a block of rooms.

Hampton Inn

East Bay St., Savannah, GA 31401

912.629.4188 | Fx: 912.231.9940

Please reference the agritourism symposium when you register.