

IS AGRITOURISM A SUSTAINABLE OPTION FOR YOU?

WHAT ARE THE NEEDS OF THE EXISTING RANCH/FARM BUSINESS?

WHAT ROLE DOES AN AGRITOURISM ENTERPRISE PLAY IN ACHIEVING THESE GOALS?

SHORT TERM GOALS OF EXISTING AG BUSINESS

WHAT ARE THE SPECIFIC GOALS OF THE AGRITOURISM ENTERPRISE?

LONGTERM GOALS OF EXISTING AG BUSINESS

ENJOY THE PROCESS! IT'S EXCITING TO GROW INTO AGRITOURISM!

WHO IS YOUR TARGET AUDIENCE AND CLIENTELE?

THINGS TO CONSIDER - FACTORS TO WEIGH, RISKS

WHAT ARE YOUR INSURANCE AND LIABILITY NEEDS?

WHAT ARE YOUR LIMITING FACTORS?

WHAT'S YOUR EMERGENCY PROTOCOL?

IF THE WEATHER TURNS BAD, HOW WILL YOU HANDLE RESCHEDULING, REFUNDING, OR WORKING THROUGH THE WEATHER?

TIME - DO YOU HAVE ENOUGH TIME AND ENERGY TO COMMIT TO THE ENTERPRISE?

WHAT ARE YOUR FINANCIAL RESOURCES FOR THE NEW AGRITOURISM ENTERPRISE?

HOW WILL YOU ADVERTISE AND MARKET YOUR OFFERINGS?

STRENGTHS AND BACKGROUNDS OF YOUR TEAM

WHAT ARE THE COMPETITIVE ADVANTAGES OF YOUR POTENTIAL AGRITOURISM ENTERPRISE?

ARE THERE ANY OTHER ADDITIONAL OPPORTUNITIES AGRITOURISM COULD OPEN UP FOR YOU AS AN INDIVIDUAL OR A BUSINESS?

NOTES:
