

Agritourism: Extreme Farm Makeover

Planning and Design

1. Business Team Members:
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2. What roles and careers are necessary for a business to be successful?
3. Please assign each team member a role (from the list above) to perform as you develop and design an agritourism business.

Product Development

Business Plan

This portion of the final product and presentation will clearly explain the entire agritourism business plan and provide an overview of potential successes and challenges.

1. Which team member(s) and roles will be assigned this project? Why?
2. Please provide an introduction (in paragraph form) to your team's agritourism business below. Please include the following information:
 - a. The name of your new agritourism business
 - b. Describe the events or attractions will be held at the farm (What crops and livestock will need to be grown/produced for this business?)
 - c. The time of the year/season it will take place
 - d. How will this business increase **agricultural literacy** among guests?
 - e. What agricultural products will be used to educate visitors?
 - f. Who will educate the guests about the agriculture?
 - g. How will the geography/location of this farm positively affect your business?
 - h. How will the geography/location of this farm negatively affect your business?

- i. What local agritourism businesses are already in your area? (Within 60 miles)
- j. How will your business differ from other agritourism businesses in the area?
- k. What potential risks and liabilities are there with this business?

3. How will you present your business plan to the rest of the class and farmer? (Poster, Prezi/PowerPoint, etc.)

Financial Plan

This portion of the final product and presentation will include all financial information for the new agritourism business.

1. Which team member(s) and roles will be assigned this project? Why?
2. How will this business benefit the farmer financially?
3. What start-up costs will the farmer need to consider when starting this agritourism business?
4. How many employees will you need to hire in order to run this business?
5. What will the role of each employee be?
6. What will the admission fee for visitors be?
7. How do your admission fees compare to other agritourism businesses in the area?
8. Are there other opportunities for guests to spend money and purchase goods? (souvenirs, additional events, classes, etc.)
9. How will you present your financial plan to the rest of the class and farmer? (Poster, spreadsheet, etc.)

Farm Map

This portion of the final product and presentation will include an aerial view of the entire farm. It can be completed using an online program or graph paper.

1. Which team member(s) and roles will be assigned this project? Why?
2. Consider the following concerns when creating your farm map:
 - a. Where will each event take place?
 - b. What crops and/or livestock will be used for agritourism purposes?
 - c. Where will guests park vehicles?
 - d. Where will guests enter the facilities and pay?
 - e. How will you direct vehicle and foot traffic?
3. Please attach a copy of your completed farm map. Make sure your map addresses each of the concerns listed above.

Visual Aid - Promotion and Advertising

This portion of the final product and presentation will be used to advertise the newly formed business and attract customers.

1. Which team member(s) and roles will be assigned this project? Why?
2. Consider using one of the following programs to promote your business:
 - a. A video recording, commercial, etc.
 - b. Infographic ([Piktochart](#), [Canva](#), etc.)
 - c. [360 Videos--Virtual Reality](#)
 - d. [Prezi](#)
 - e. Design a website
3. How will your team advertise this new business?
4. What will attract initial and repeating customers?
5. Please attach a copy of your completed visual aid product.