Getting Started with Agritourism



The "Weekend in the Country" Model

Growing Agritourism Workshop January 19, 2011

Why "Weekend in the Country"?

- *Floods & wildfires devastated the local economy.
- *Businesses were struggling & needed to diversify.
- *Producers wanted to educate people about agriculture & natural resource issues.
- Opportunity to work together& leverage efforts.



How it began...

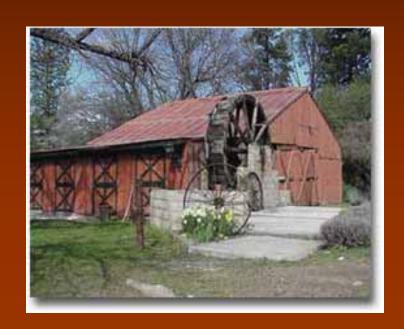
- * Established steering committee
- Outreach & community meetings



- Created Small Business Development Workshops
- Put the workshops on in Mariposa County
- Worked with Mariposa County to update General Plan
- Began hosting WITC events

Workshop Modules

- * Is It For Us?
- *Your Community's Potential
- *Assessing Your Resources
- Meeting Legal & Regulatory
 Challenges
- Managing Risk
- Marketing & The Enterprise Plan



What Happened...



- *Attendees began working together.
- *They established positive relationships with regulators.
- * They helped revise the County General Plan.
- They began planning and putting on WITC events.

Outcomes

- Over 30 businesses participate.
- Efforts are leveraged to put on larger events.
- Revenue has increased for participants.
- Revenue has increased for Mariposa County.
- Visitors have gained appreciation for what is uniquely Mariposa.



Recommendations



- *Do what you love.
- *Take advantage of available knowledge & materials.
- *Work with the regulators.
- ❖ Be real. Showcase what is unique about you, your family & your place.
- Work with each other. Share information, share the load & share the benefits.

To Learn More contact us at:

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