

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
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