

Individual Enterprise Agritourism Asset Evaluation Worksheet

While not exhaustive, this worksheet will help jump-start your evaluation of the assets you might bring to an agritourism enterprise. In some parts of this worksheet, a particular answer will prompt you to think about how you might plan to address this issue because this has been identified as critical to the success of agritourism enterprises.

Asset	Check if yes or available	Comments/Plan
Land Resources		
Acreage of owned land		How much used by new enterprise?
Acreage of rented/leased land		Will rental agreement allow use for this purpose?
Acreage of forested land		Evaluate the flora and fauna of the woodlands. Will visitors have access to woodlands? For what purposes?
Acreage of crop land		Will visitors have access to crop land? In what season?
Acreage of pasture land		Will visitors have access to pasture land? Will livestock be in pastures at same time? How will visitors be kept safe?
There are wetlands on my property		Will visitors have access to wetlands area? How will their safety be assured?
There are farm ponds on my property		Number and Size. What is the water quality of these ponds? Will visitors have access to the ponds? How will visitors be kept safe?
There is access to creeks/streams/rivers on my property		What is the quality of these water resources? Will visitors have access to these water resources? How will visitors be kept safe?
There are unique natural geological formations on my property		Are these ecologically sensitive? Will visitors have access to these? How will the natural formations be protected from damage by visitors?
There are unique vistas from my property		Will visitors have access to places where they can see these views?
Wildlife (may want to do an inventory) Is hunting or observation/nature walks or bike/horse trails a possibility for your enterprise?		
Deer		
Rabbits		
Squirrels		
Turkey		
Quail		
Waterfowl		
Songbirds		

Development and Improvements		
There are barns on my property		What is the condition of the barns? Will visitors have access to them? How will visitors be kept safe?
There are silos on my property		What is the condition of the silos? Will visitors have access to them? How will visitors be kept safe?
There are visitor sleeping accommodations on my property		What is the condition of the sleeping accommodations? Are improvements necessary to use these? How many can stay?
Tractor(s) (Number)		Are all safety shields in place? What is the condition of the tractors? Will visitors have access to them? How will visitors be kept safe?
Hay wagon(s) (Number)		What is the condition of the hay wagons? Will visitors have access to them? How will visitors be kept safe?
Other equipment you own		List other equipment and note the condition of the equipment. Will visitors have access to them? How will visitors be kept safe?
Will you need additional equipment for this enterprise?		Identify needed equipment and cost if you intend to buy, or where you will rent/lease it
Boundary fences		What is the condition of the boundary fences?
Internal fences		What is the condition of the internal fences?
Internal roads		No. of miles?
Internal trails		No. of miles?
Parking area for X number of vehicles		If absent, how will public parking be provided?
Turn around area for buses, RVs		If absent, how will you accommodate large vehicles?
Management and Operations		
My operation is unique or different		If not, what will set your farm apart from others?
The activities of the new enterprise will correspond with my lightest work loads on my current operations		If not, who will devote time to this enterprise?
I am effective at supervising people		If not, who will supervise any workers?
I can explain my methods of production		If not, who will answer visitors' questions?
I have knowledge of the functioning of the natural systems on this farm		If not, who will answer visitors' questions
I am able to operate and maintain the equipment required for this enterprise		If not, who will operate and maintain this equipment?
I am skilled at marketing my products		If not, who will market the enterprise?

People Resources		
The amount of labor this enterprise will require		List number of workers required, work responsibilities of each worker and whether full-time, part-time or seasonal
How will I find this labor and what will the labor cost?		State your strategy for finding labor and what you can afford to pay for the work
Are my neighbors likely to support my enterprise?		Describe how you will explain the enterprise to your neighbors
Am I willing to make changes in my enterprise plan to make it more acceptable to my neighbors?		Rank what you might be willing to change
I have ready access to an accountant/business advisor		If not, how will you access business or financial advice relevant to the operation?
I have ready access to legal counsel		If not, how will you obtain the legal information you will require to start up and run the new operation
My spouse supports me in developing this enterprise		
My spouse will help me operate this enterprise		Will spouse be paid for work? How much time will spouse put into the enterprise?
My children support me in developing this enterprise		
My children will help me operate this enterprise		Will children be paid for work? How much time will the children put into the enterprise?
I could find other advisors if I needed to		Identify any other information resource person you might need and how you would find them
Community Assets		
Lodging is available for visitors who want to stay overnight		List locations of overnight lodging
There are places for visitors to eat		List locations of eating establishments
There are museums and historical sites in this area		List locations
There are local activities and special events in this community		List activities/special events by month
There is a tourist information office in this community		List location
There are local parks		List locations
There are local tours available		List of what and when offered
There are retail shops in this area		List retail stores and what they sell

Goals and Attitudes		
My goal in starting this enterprise is:		
In 5 years I want this enterprise to be:		
The benefits of this enterprise for me and my family will be:		
The quality of the experience visitors have while at my farm is important to me		How will you assess the quality of the experience?
I enjoy the challenge of new activities and change		
I enjoy having people visit my farm		
I enjoy working with people		
I enjoy change and surprises in my day		
I am willing to spend the time required to make this new enterprise a success		What do you estimate to be the time you will be required to put into setting up and operating this enterprise?
Safety and Liability Assessment		
I have adequate liability insurance as confirmed by agent		Have a written confirmation of liability coverage
Persons with limited mobility will be able to visit my farm safely		If not, what accommodations will you make? How much will these cost?
I have a list of potential hazards on my farm		Identify all hazards (animals, physical, mechanical, chemical) and explain your plan for controlling access to or mitigating these hazards
Visitors will not have access to potential hazards		How will you prevent visitors' access to potential hazards? How have you clearly marked areas where visitors are not permitted?
The boundaries of my property are clearly marked and adjacent properties are posted		If not true, what is the plan for keeping visitors on your property and from trespassing on neighbors' property
Visitors will always be in the line of vision of an employee of the enterprise		If not, how will you have knowledge of the whereabouts of visitors
Restroom facilities will be available to visitors		If not, what will visitors do?

I have identified rules for visitors and have them posted		Check your rules with your insurer
I have a "hold harmless agreement" that visitors will sign		Identify the situations in which you want visitors to sign the hold harmless agreement
I have well stocked first aid kits available throughout the area where visitors will be		Post signs indicating presence of kits and check periodically to assure stocked
Someone on the farm will have CPR and first aid training whenever visitors are here		How will this person be contacted in the event of an emergency
Emergency medical services, police and fire phone numbers are posted in visible locations		
I have a plan for what visitors will do in the event of bad weather		Plan is posted in various locations where visitors will be
All ladders are stored away from trees and public spaces to prevent climbing and falls		
My family's pets will not be permitted in areas where visitors are		Are pets comfortable with strangers or being handled?
Regulatory Issues		
The activities of the enterprise are permitted in this area under county ordinances		Have letter from local government representative confirming permitted activities
Food preparation will be done according to health department regulations		Post list of health department requirements, post health department certificate
I have acquired any required business licensing fees		Post business license
I have determined that the activities of the enterprise will not violate any local nuisance or noise ordinances		Record of the relevant ordinances on file Copy of letter to local law enforcement informing them of the enterprise and its activities
I have a method for collecting and recording all information required if I am collecting state sales taxes		Record of state sales tax requirements
I have consulted with representatives of relevant federal agencies to insure that the enterprise and its activities meet federal regulatory requirements		List those consulted and seek written confirmation of discussions

This Agricultural Tourism Asset Evaluation Worksheet was developed by Lori Garkovich, Professor, Department of Community and Leadership Development, College of Agriculture at the University of Kentucky.

Contact information: lgarkov@uky.edu or 859-257-7581
Posted on the web: January 2013