

Agricultural Tourism

Who, What, Where and When?

Do you really want to do this?

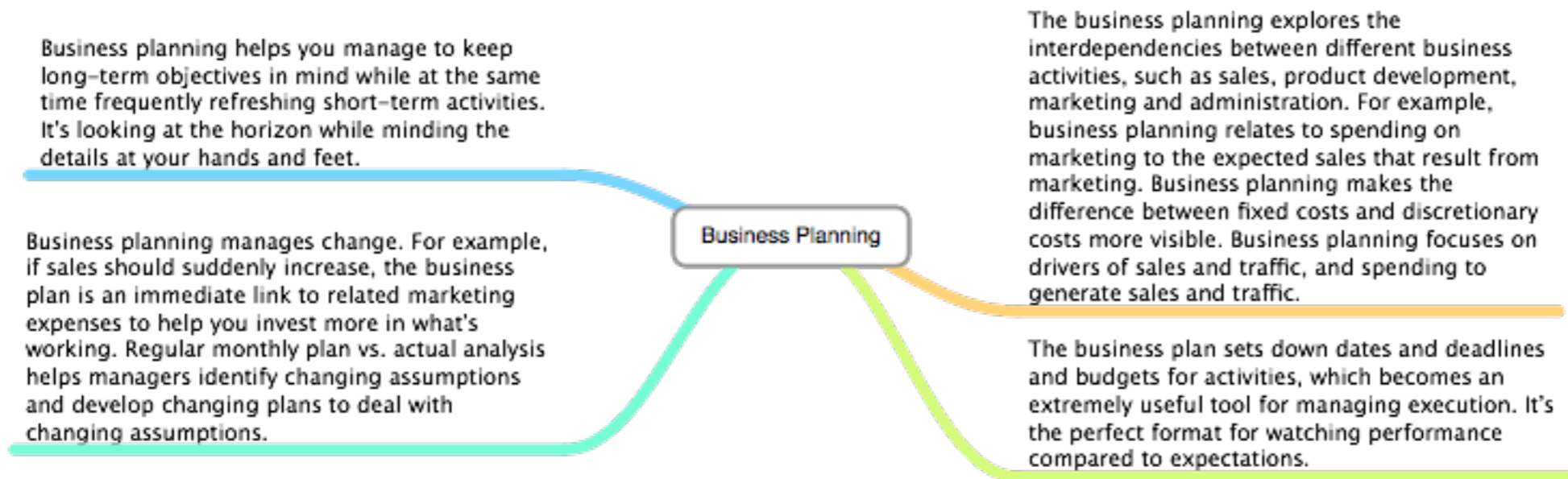
You must!

You really must!!

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Small Business Development Center



<http://www.sba.gov/community/blogs/how-dismissing-business-planning-can-hurt-your-business>
By Tim Berry

What Have I done?

- Every so often host the Ag Prefect and delegation from Dalian China (2 years)
- LA County Law Enforcement... (in process)
- All of the curb side green waste from Fillmore 1993 to 2003 (4 years prep, 1 year negotiation, 10 years)

Questions

- Who
- What
- Where
- When

How to draw an Owl.

"A fun and creative guide for beginners"

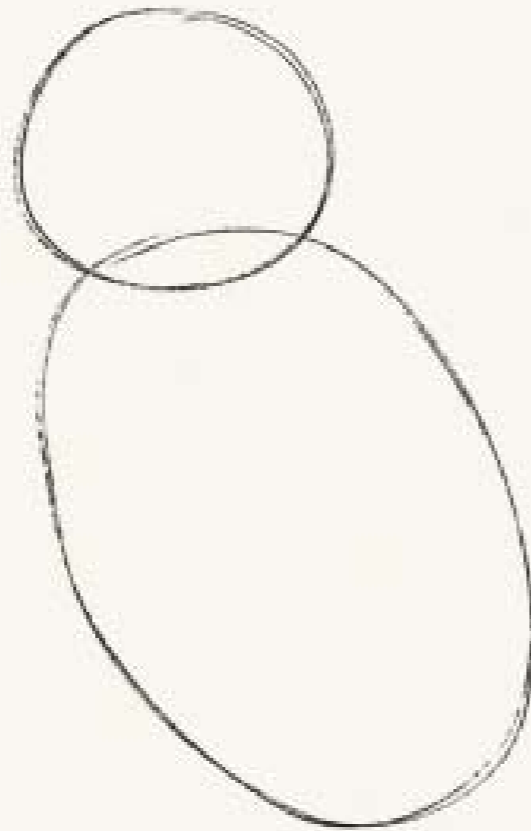


Fig 1. Draw two circles



Fig 2. Draw the rest of the damn Owl

What is it?

- Your footprint?
- The area that your footprint engages?
- The footprint of the primary?
- The footprint of the ancillary?

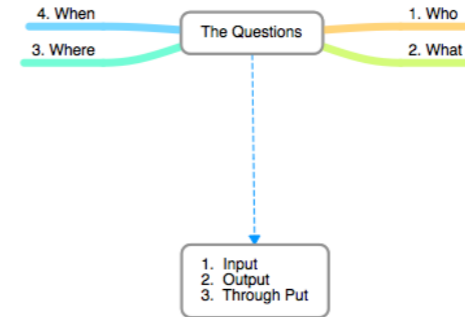
Project/Business Permitting Flow and Questions

Each project that moves from beginning to end begins with a description. The process is step by step. The following flow boxes are created to help the applicant through the permissions from beginning to end. In order to do a Project/Business in Ventura County one must engage the regulatory schemes that exist in all jurisdictions. Those schemes may not be coordinated but, with a good project description, one can anticipate some of the challenges and navigate the processes with a clear vision of what your Project/Business is and how it will interact with the permitting processes.

Land Use Zoning: In every jurisdiction in land use activities are regulated by a zoning ordinance. These documents identify the kinds of activities which will be acceptable on a specific piece of property.

As a result, every Project/Business needs to develop a description of its activity, its behaviors, in order to interact with the zoning code. This description will also help the Project/Business navigate all of the other regulatory schemes that impact Project/Business activities.

The purpose of working through the questions is to allow a Project/Business to identify those regulatory schemes which apply and to have a coordinated method for navigating the various schemes. If the process begins with a clear project description then the impacts of the Project/Business activity, where it can occur and how the permissions can be coordinated, all fall into place.



- Potential Permitting Schemes in need of coordination for an individual project
- CEQA
 - NEPA
 - Environmental Health
 - Building and Safety
 - Planning
 - Food and Drug Administration
 - Agricultural Permissions
 - Specific Plans
 - Area Plan Overlays (Santa Monica Mountains, Hillside, Slope Density)
 - Air Quality Management
 - Fire
 - Watershed Protection
 - Public Works
 - Police
 - Business License
 - Special material permits
 - Regional Water Quality Control Board
 - Storm Water/Discharge (MS 4)
 - Coastal Commission
 - Americans With Disabilities (ADA)
 - State Regulations
 - Federal Regulations
 - Local, County, State, and Federal Taxing Authorities

Project Description

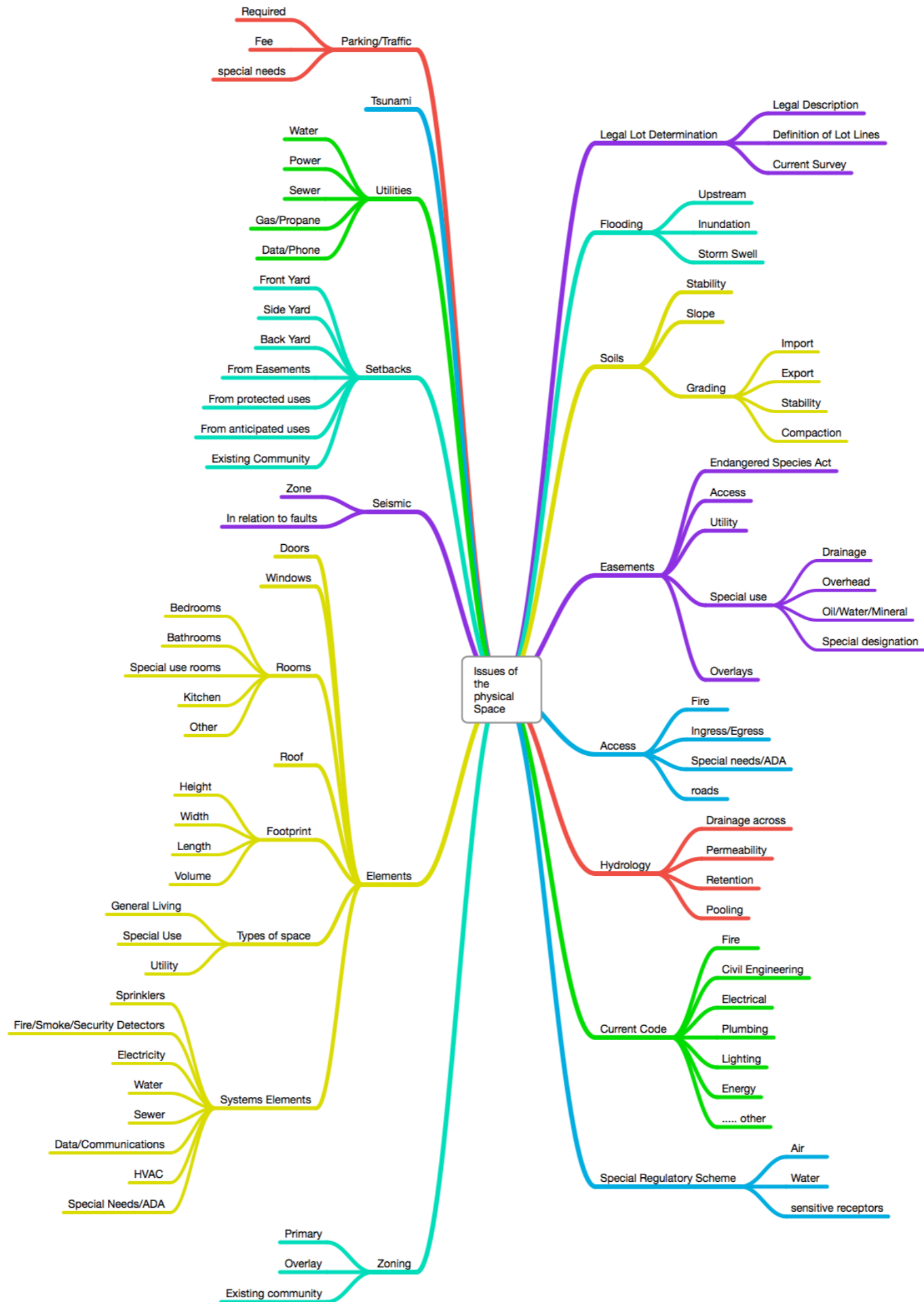
Where are you doing this project?
 What are the physical constraints of the site?
 How does the water flow on the site?
 What are the interface constraints? (Wild Land Fire, Animals, Traffic)
 What is it that you are going to do?
 Parking?
 What impacts will you have?
 Number of cars coming and going?
 How much power?
 Water needs?
 Gas?
 Will you make noise?
 Will you put out smoke?
 Do you need a buffer from your neighbors? Do they need a buffer from you?
 Food Prep?
 Is it hazardous?
 Pervious surface/impervious surface?
 Soils?
 Where are you going to do this?
 Is it allowed?
 What is the zoning?
 What is the process to start doing it?
 How is it allowed?
 Who do you have to ask permission?
 Business License?
 Building and Safety?
 Planning?
 Environmental Health?
 Fire?
 Public Works?
 Schools?
 Neighbors?
 Police?
 Who do you have to tell? Local Folks? County Folks? State Folks? Federal Folks?
 Who is the business? Just you? A company?
 Traffic?
 When are you going to do this?
 What are your hours?
 Are those hours flexible?

- 1. How Will The Money Flow?
- 2. What Is The Scale?
- 3. What Is The Value Added?

What and who, are the permitting and regulating agents in the place which you choose to do a project of business? Using the project description and researching the location of your project will illuminate the regulatory permissions that you need to engage.

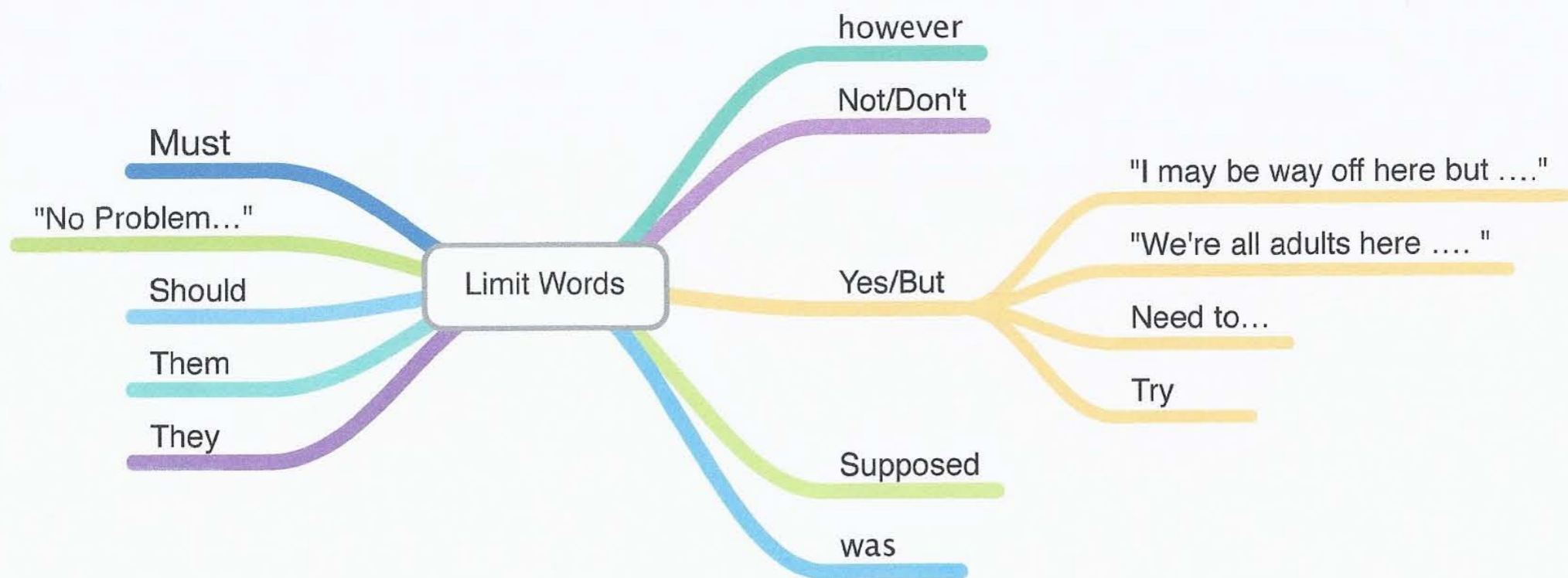
What is the primary?

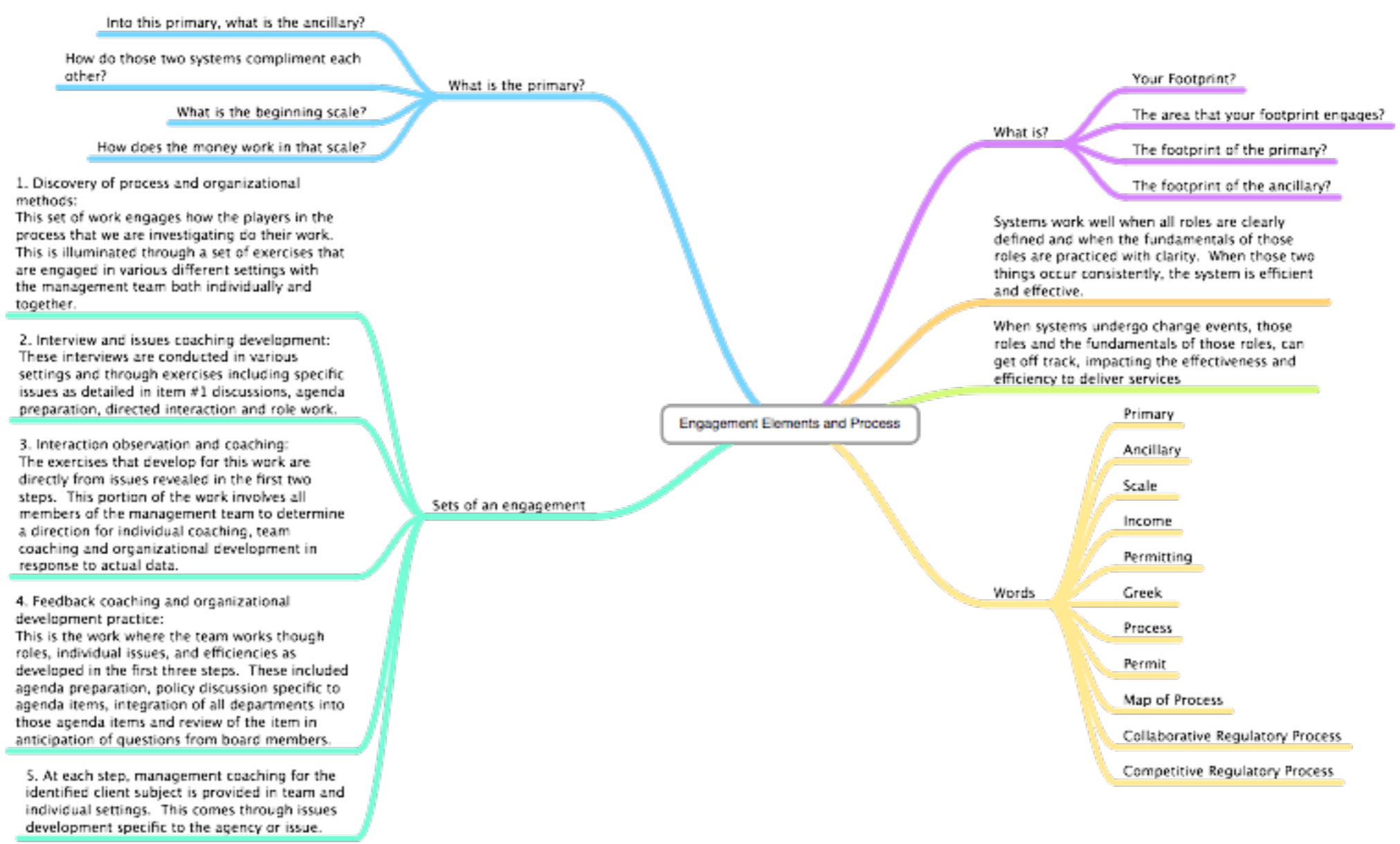
- Into this primary, what is the ancillary?
- How to those two systems compliment each other?
- What is the beginning scale?
- How does the money work in that scale?



Words

- Primary
- Ancillary
- Scale
- Income
- Permitting
- Greek
- Process
- Permit
- Map of Process
- Collaborative
- Competitive
- Regulatory Process





Primary Use

- What is the primary use?

Ancillary Use

- What is the ancillary use?

How

- How does the tourism part work with the primary part?
- How does the primary income get enhanced by the secondary part?
- How can you collect money for showing people around?
- How does this work?

Links

- Show the link between the primary and the ancillary?
- Know how it works for you?
- How do you describe it in your own language?

Long way to

- It is a long way to
- What is the path for a customer to engage?
- Who is the customer?
- What am I buying?

The More....

- The more I learn the less I know.
- You are the expert at your business.
- What is your vision?
- Who is going to be your partner?

Cool!

- Now what?
- “They” are going to....
- “Marketing”
- First sale!

First Sale

- ... Questions?