Agricultural Tourism

Who, What, Where and When?
Do you really want to do this?
You must!
You really must!!
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Business planning helps you manage to keep long-term objectives in mind while at the same time frequently refreshing short-term activities. It's looking at the horizon while minding the details at your hands and feet.

Business planning manages change. For example, if sales should suddenly increase, the business plan is an immediate link to related marketing expenses to help you invest more in what's working. Regular monthly plan vs. actual analysis helps managers identify changing assumptions and develop changing plans to deal with changing assumptions.

Business Planning

The business planning explores the interdependencies between different business activities, such as sales, product development, marketing and administration. For example, business planning relates to spending on marketing to the expected sales that result from marketing. Business planning makes the difference between fixed costs and discretionary costs more visible. Business planning focuses on drivers of sales and traffic, and spending to generate sales and traffic.

The business plan sets down dates and deadlines and budgets for activities, which becomes an extremely useful tool for managing execution. It's the perfect format for watching performance compared to expectations.

http://www.sba.gov/community/blogs/how-dismissingbusiness-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"

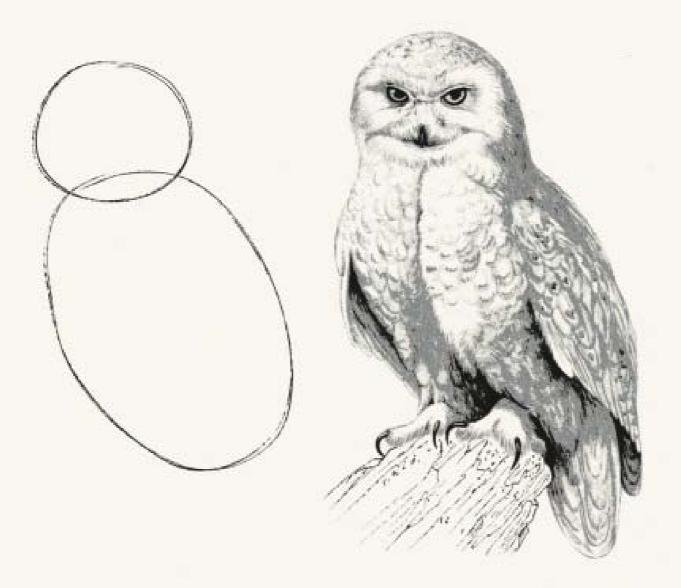


Fig 1. Draw two circles

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.

Potential Permitting Schemes in need of coordination for an individual project

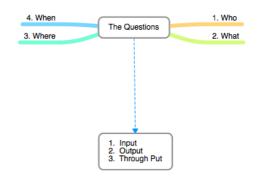
NEPA Environmental Health **Building and Safety** Planning Food and Drug Administration Agricultural Permissions Specific Plans Area Plan Overlays (Santa Monica Mountains, Hillside, Slope Density) Air Quality Management Fire Watershed Protection Public Works Police **Business License** Special material 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

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

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

Project Description Where are you doing this project? What are the physical constraints of the 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? 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?

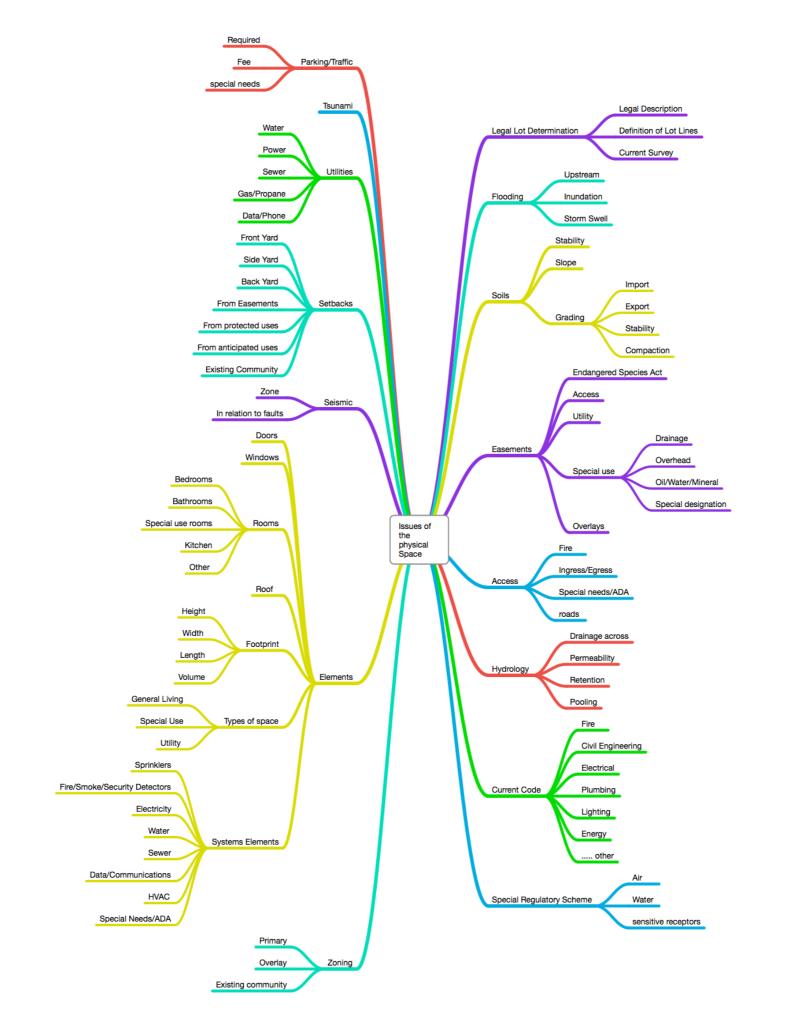


- How Will The Money Flow? What Is The Scale?
- 3. What Is The Value Added?

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.

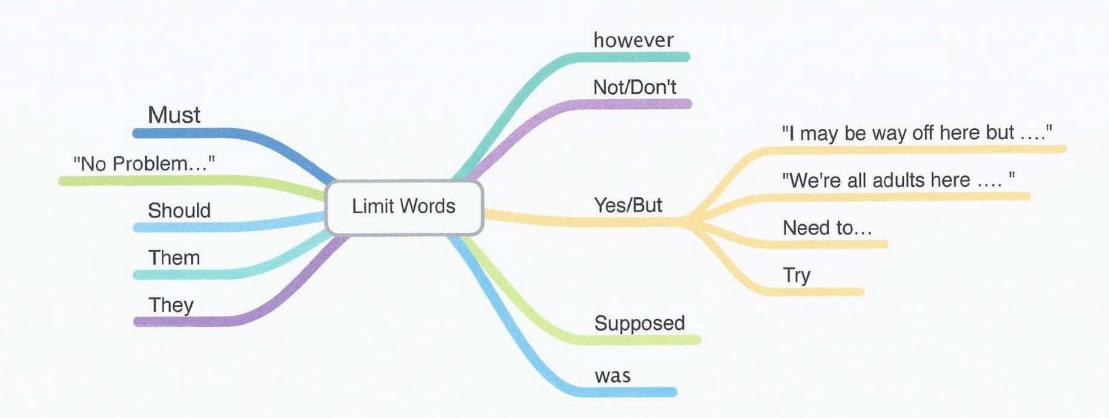
What is the primary?

- 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



Into this primary, what is the ancillary?

How do those two systems compliment each other?

What is the beginning scale?

How does the money work in that scale?

1. Discovery of process and organizational

This set of work engages how the players in the process that we are investigating do their work. This is illuminated through a set of exercises that are engaged in various different settings with the management team both individually and together.

- 2. Interview and issues coaching development: These interviews are conducted in various settings and through exercises including specific issues as detailed in item #1 discussions, agenda preparation, directed interaction and role work.
- 3. Interaction observation and coaching: The exercises that develop for this work are directly from issues revealed in the first two steps. This portion of the work involves all members of the management team to determine a direction for individual coaching, team coaching and organizational development in response to actual data.
- 4. Feedback coaching and organizational development practice:

This is the work where the team works though roles, individual issues, and efficiencies as developed in the first three steps. These included agenda preparation, policy discussion specific to agenda items, integration of all departments into those agenda items and review of the item in anticipation of questions from board members.

5. At each step, management coaching for the identified client subject is provided in team and individual settings. This comes through issues development specific to the agency or issue.

What is the primary?

Sets of an engagement

Engagement Elements and Process

Your Footprint?

The area that your footprint engages?

The footprint of the primary?

The footprint of the ancillary?

Systems work well when all roles are clearly defined and when the fundamentals of those roles are practiced with clarity. When those two things occur consistently, the system is efficient and effective.

When systems undergo change events, those roles and the fundamentals of those roles, can get off track, impacting the effectiveness and efficiency to deliver services

Primary

Ancillary

Scale

Income

Permitting

Words Greek

What is?

Process

Permit

Map of Process

Collaborative Regulatory Process

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?