



Agritourism Learning Retreat 2021

Maize Valley on Wednesday, July 21st, 2021

Presented by NAFDMA

6:00 am - 8:15 am – Hotel Breakfast

7:30 am – 8:15 am - Registration, Hotel Lobby

8:15 am – Leave Hotel

8:30 am - 8:45 am – Arrival

9:00 am - 10:00 am – General Session –
Pavilion

Welcome, History & Business Overview
Key Staff Intros

10:15 am - 11:45 am – Breakout #1

Growing to a Year Round Business & Building a
Loyal Customer Base – *ALR Tent*
Ideas On A Budget

- Customer Clubs (Locker, Mug, Family Dinners)
- Extending the season
- Labor & Costs of staying open

Marketing & Branding – *Family Room*

- Defining & Promoting Who You Are
- Telling Your Story
- Social Media and other Marketing Avenues

Adding Booze to the Business – *Maize Valley Tent*

- Pros & Cons
- Best Practices
- Mixing family fun and alcohol

Adding a Winery/Brewery – *Winery/Brewery*

- Maize Valley History (Why and How, Pros/Cons)
- Costs
- Distribution
- Winery/Brewery Tour

12:00 pm - 1:00 pm – Lunch – *ALR Tent*

1:15 pm - 2:45 pm – Breakout #2

Food and Retail – *Family Room*

- Retail/Kitchen/Pantry Tour
- Retail Decisions and Vendors
- Food efficiencies and ordering method vs. full service

Labor & HR – *ALR Tent*

- Hiring/Firing Processes
- Year Round vs. Seasonal
- Scheduling Platform
- Hierarchy System and Responsibilities
- Managers Best Practices
- Cash Handling
- Best Practices
- Theft Prevention
- POS Systems

Adding a Winery/Brewery – *Winery/Brewery*

- Maize Valley History (Why and How, Pros/Cons)
- Costs
- Distribution
- Winery/Brewery Tour

3:00 pm - 4:00 pm – General Session:
Family Dynamics – *ALR Tent*

4:00 pm - 5:30 pm – Tractor Ride
Farm, Crops and Agritainment Overview

5:30 pm - 8:00 pm – Happy Hour/Dinner –
ALR Tent



Agritourism Learning Retreat 2021

Maize Valley on Thursday July 22nd, 2021

Presented by NAFDMA

6:00 am - 8:15 am – Hotel Breakfast

8:15 am – Leave Hotel

8:30 am - 8:45am - Arrival

9:00 am - 10:00 am - General Session –
Pavilion

Competitive Advantage

- Establishing vital relationships with community
- What sets us apart from similar businesses in our area

10:15 am - 11:45 am – Breakout Session #1
Fall Agritainment, Get the lowdown on how we manage, price and market - *ALR Tent*

- Fall Activities
- Corporate Outings
- Birthday Parties/Campfires
- Fall Events:
 - Dogz Pawz for a Cause
 - Hot Air Balloon Lift Off
 - Oktoberfest
 - Super Heroes Weekend
 - Heart and Home Marketplace
 - Megasaurus
 - Sunset Sip in the Maze

Sunflowers & Lavender – *Maize Valley Tent*

- Production
- Selling
- Events

11:45 am - 12:45 pm - Lunch – *ALR Tent*

12:45 pm - 2:00 pm – General Session –
ALR Tent

Event Management

Overview of Events –

- Ideas to Implementation
- Planning & Software
- Pricing – Ticketed or Free
- Labor
- Contracts

2:15 pm - 3:00 pm – No Question Left
Unanswered – *ALR Tent*

3:00 pm – Conclude

- May depart for airport or drive home
- May stay at Maize Valley to participate in Cruise-In that night (5-8pm) - Dinner at your own expense