

# How to Get Started with Entertainment

Activities like corn mazes, hayrides, and petting areas are considered entertainment. Entertainment allows farmers to educate visitors about agriculture in a fun, accessible format.

## Before starting an entertainment enterprise:

**Learn about the different forms of entertainment**, think about what is right for your farm, and research the startup costs.

**Consider what entertainment options** are not yet available in your area. Having a unique product or brand will help you succeed.

**Find out what specific permits**, insurance, and licenses you need for the activities you want to provide.

**Decide if you're comfortable** hosting large crowds while managing different activities.

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**Creativity is crucial to ensure that your operation stands out from other forms of local entertainment.**

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The objective of an entertainment operation is to deliver entertainment or services that cannot be found elsewhere. For instance, if your establishment is near a popular tourist destination, avoid duplicating the entertainment options available there. Your operation should strive to provide a distinct and specialized service to the public while simultaneously increasing your income and value to the community.



Photo courtesy of The Inn at East Hill Farm, NY

## What customers look for in an entertainment experience

Guests are looking for a blend of products and the immersive farm experience. The best agritourism entertainment offerings combine exceptional services with a welcoming and authentic local atmosphere. The goal should be to uniquely position your business and brand to potential customers.



### Helpful tips for improving your entertainment experience

- Add picnic tables, or designate dedicated picnic areas
- Create walking trails through interesting parts of your property
- Provide space to relax when the playful energy dies down
- Provide quality, well-marked, well-maintained parking areas
- Offer food and ready-to-eat farm products for sale
- Designate clean, accessible bathroom facilities
- Post a seasonal calendar of events at main gathering spots
- Ensure directions around the property are easy to understand
- Incorporate the property's natural and cultural heritage in exhibits

Direct sales, such as pick-your-own or farm stores, can be combined with entertainment options to maximize income sources and center the experience on your farm products.

**If you currently produce an item that can be sold directly to consumers, consider adding a farm stand or store.**

This provides a way to sell the products to guests while they are on your farm for activities. Products like fruits, vegetables, flowers, syrup or honey are great for this.

