Unit 1: Agritourism

Lesson 7: Agritourism Fundraising Scenario

Your FFA chapter has been approached by a local farmer. He has ten acres with highway access and a pond that he would like to donate for your chapter’s fundraiser. You will have the plot of land for five years. In addition, a local business is donating $5,000 for your startup cost.

Among your group, you will need to research different agritourism ventures and decide on one. Once you have picked a venture, you will need to determine the following:

• What will you do with the land?

• Why did you decide to use the land in that particular way?

• How will the startup money be used?

• Will you need more than the startup money you were given? If so, how much and where will you obtain it?

• How will you set up managing this fundraising?

• What type of workforce will you need? How will you go about filling this need?

• How will you market your new fundraiser?

• How will you continue to run this throughout the year? The next five years?