

Fact Sheet

Hosting One Day Events



WHY HOST ONE DAY EVENTS

Hosting one-day events on your agritourism operation will take time but can have many benefits and potential goals:

- Engaging with your community
- Educational opportunity
- Opportunity for sales

Events that you host should always have a purpose.

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PLANNING & LOGISTICS

Important questions to ask yourself:

- Do you have ample parking and a restroom for customers?
- If you're planning on food do you have an outside food vendor and are you aware of county Health Department regulations?



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LIABILITY CONSIDERATIONS

You will want to confirm with your current farm insurance carrier if one day events will be covered. Some considerations may include:

- Trip & Falls
- Food Safety
- Safety Around Animals
- Customers Visiting Areas of the Farm
- Social media/technology



FARM LAYOUT

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Look at how your farm is laid out. Where are the buildings that you either want the public to go into, or stay away from? Can you create a flow for customers that starts with parking and goes throughout your farm without causing "traffic jams"?



MANAGING EXPECTATIONS

How many activities are enough, or too many, for your event? Consider the type of customer you want to visit your event. Then do some research by asking folks in your community the types of activities they would want to see at an event on your farm. Take into consideration your own capacity and funds available. Once you've decided what you can do just be clear and upfront in all marketing materials of what customers can expect.



EXAMPLES OF ONE DAY EVENTS

- Maple Festival
- Open Farm Day
- Fall Festival
- Farmer Market
- etc...

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CHALLENGES

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- Parking - Do you have enough? If you get a weather event will it be washed out?
- Staffing -- Do you have trained staff equipped to handle larger crowds?
- Bathrooms -- Yes, you need one! And it needs a handwashing station
- Is your farm (and event) accessible to your target customers (i.e. elderly, handicapped, young children, etc..)



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SIGNAGE & PERMITS

Make sure your signs on the farm are clear. What are the hours of operation for this specific event? Prices? What will be provided as part of the experience?

If you will have food do you have the required Health Department permits?



MARKETING/PROMOTION

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Develop a robust marketing strategy to attract visitors. Utilize online platforms, social media, and local partnerships to promote your agritourism offerings and create a strong online presence.

- Consider joining buy local directories and tourism listings to widen your reach



ECONOMIC OPPORTUNITY

One day events are a great way to market your farm to your community and sell products. But it should be approached with the understanding that it needs dedicated time and marketing to make it successful.

Additional Resources:

- Cornell Cooperative Extension Agritourism Program Work Team: <https://cals.cornell.edu/cornell-cooperative-extension/work-teams/agritourism>
- Cornell Cooperative Extension Agritourism YouTube Channel: <https://www.youtube.com/@cceagritourism>