



Central Sacramento Valley
Resource Conservation and Development Area Council
 P.O. Box 606, Orland, CA 95963
 Phone: (530) 865-5058 • Fax: (530) 865-8528
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Agriculture/Nature Tourism Operator Profile

(PLEASE PRINT)

Name of Operator/Owner: _____
 Name of respondent providing information (if different from above): _____ Today's Date: _____
 Name of Operation: _____
 Address: _____
 City: _____ State: _____ Zip: _____ County: _____
 Phone: _____ Fax: _____
 Web-site: _____ E-mail: _____
 Hours of Operation (include months and days of week): _____
 Directions to site/nearby attractions (include specifics - major highways, junctions, etc.): _____

Type of Operation: (For an Existing Operation - mark an **E** next to category; For a Planned Operation - mark a **P** next to category. Use a separate sheet of paper if necessary.)

Direct Sales

- Agriculture-related gifts/crafts*
- Farmers' market*
- Farm stand*
- U-pick operation*
- Baked goods and other value-added food products*
- Meals*
- *Type of product offered at each:

- Other _____

Educational Experience

- Farm tour
- Ag technical tour
- Garden/nursery tour
- Heritage/ag museum
- Lecture/presentation
- Historical exhibit
- School tour
- Winery tour
- Other _____

Outdoor Recreation

- Camping Fishing
- Bird watching
- Game/wildlife preserve
- Horseback riding
- Nature walks
- Hunting
- Trail rides
- Photography
- Other _____

Entertainment

- Special events
- Festivals and fairs
- Petting zoo
- Pumpkin patch
- Hay ride Train ride
- Picnic/play area
- Other _____

Accommodations

- Farm/ranch vacation
- Farm stay
- Guest ranch
- Conference facility/meeting room
- Other _____

Miscellaneous

- Guide/outfitter operation
- Horse pack team
- Other _____
- _____
- _____
- _____

Agriculture/Nature Tourism Operator Profile (Page 2)

Name of Operator/Owner _____

Please describe your existing operation:

Please tell us about your future vision for your operation (Optional):

Which populations are you interested in attracting to your operation:

- | | |
|---|--|
| <input type="checkbox"/> Schools/Children | <input type="checkbox"/> Researchers/Educators |
| <input type="checkbox"/> Bus/Tour groups | <input type="checkbox"/> International Travelers |
| <input type="checkbox"/> Business Conventions | <input type="checkbox"/> Trade/Business Groups |
| <input type="checkbox"/> Vacationing Families | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Senior Citizens | _____ |

Additional information that you might find beneficial and supportive of your efforts:

(Choose all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Evaluating Your Marketable Resources | <input type="checkbox"/> Developing a Risk Management Plan |
| <input type="checkbox"/> Creating a Business Plan | <input type="checkbox"/> Designing a Marketing Strategy |
| <input type="checkbox"/> Understanding and Navigating Legal Considerations | <input type="checkbox"/> Developing your Marketable Resources |
| <input type="checkbox"/> Working Effectively with Government Regulatory Agencies | <input type="checkbox"/> Giving your Customers a Quality Experience |
| | <input type="checkbox"/> Other _____ |
| | _____ |

PLEASE RETURN TO: Central Sacramento Valley RC&D, P.O. Box 606, Orland, CA 95963. Please make sure your name is on any additional pages you submit. *Thank you!*