

Chapter 9

Agritourism Resources



Chapter Overview

This chapter provides a sampling of useful programs and resources in table format, although not all of them will be applicable to your particular enterprise. As you continue to do research on your venture, you may discover additional resources beyond those listed in this chapter.

Resources for agritourism entrepreneurs can be classified into three major categories: technical, financial and marketing.

- *Technical resources* are available in the form of consultations and educational materials/publications on production practices, financial management, marketing planning and business planning.

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- *Financial resources* are available in the form of loans, grants and tax incentive programs.
- *Marketing resources* are available in the form of promotions and marketing programs.

The following table lists resources in each of these categories. Resource name, category of assistance, description of assistance and agency contact information are included.

Agritourism Resource Table

Program/Resource	Category of Assistance	Description of Agritourism Assistance Available	Agency Contact Information
Alternative Enterprises and Agritourism	Technical <ul style="list-style-type: none"> • Educational materials and publications 	<ul style="list-style-type: none"> • Provides educational resources such as case studies, information sheets and publications • An evaluation guide, <i>Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide</i>, is available to assess farm resources and the potential to start an alternative enterprise or agritourism venture 	National Alternative Enterprises and Agritourism Leader USDA Natural Resources Conservation Service P.O. Box 2890 Washington, D.C. 20013 Phone: (202) 720-0132 Fax: (202) 720-6473 http://www.nrcs.usda.gov/technical/RESS/altenterprise
Americans with Disabilities Act Tax Incentive Program	Financial <ul style="list-style-type: none"> • Tax credit • Tax deduction 	<ul style="list-style-type: none"> • Tax credit for architectural adaptations, equipment acquisitions and services such as sign language interpreters <ul style="list-style-type: none"> - Tax credit is equal to 50% of the eligible expenditures - Maximum tax credit is \$5,000 • Tax deduction for architectural or transportation adaptations <ul style="list-style-type: none"> - A business may use the deduction for the removal of architectural or transportation barriers - Maximum tax deduction is \$15,000 	Internal Revenue Service Office of the Chief Counsel CC:PSI:7 1111 Constitution Ave. NW, Room 5115 Washington, D.C. 20224 Phone: (202) 622-3120 http://www.irs.gov Refer to IRS Publications 535 and 334.

Program/ Resource	Category of Assistance	Description of Agritourism Assistance Available	Agency Contact Information
Building Better Rural Places	Technical <ul style="list-style-type: none"> • Educational publication 	<ul style="list-style-type: none"> • Resource guide that describes federal programs offering assistance in community development, sustainable land management, and value-added and diversified agriculture and forestry • Guide summarizes federal programs on technical and financial assistance in agriculture and forestry 	Appropriate Technology Transfer for Rural Areas (ATTRA) This publication is available online at http://attra.ncat.org/guide/resource.pdf
Center for Profitable Agriculture	Technical <ul style="list-style-type: none"> • Educational materials and publications • Consultations 	<ul style="list-style-type: none"> • Work one-on-one with agri-entrepreneurs and farmers through county Extension agents to evaluate the market potential or feasibility of a value-added venture • Aid in developing business or marketing plans • Perform market analysis for value-added enterprises • Explore regulations for value-added enterprises • Coordinate technical production assistance for value-added enterprises 	University of Tennessee Extension Center for Profitable Agriculture P.O. Box 1819 Spring Hill, TN 37174-1819 Phone: (931) 486-2777 Fax: (931) 486-0141 http://cpa.utk.edu cpa@utk.edu
Century Farm Program	Marketing <ul style="list-style-type: none"> • Promotions 	<ul style="list-style-type: none"> • Program identifies, documents and recognizes farms owned by the same family for at least 100 years • Farm is eligible if <ul style="list-style-type: none"> - It has been in the family continuously for over 100 years - At least one owner is a Tennessee resident - It is 10 acres or more of the original farm - It produces at least \$1,000 in farm income annually • Century Farms receive a certificate suitable for framing • Metal exterior sign from Tennessee Department of Agriculture • Recognition on the Century Farm Program Web site • Recognition in Tennessee Farm Bureau News 	Center for Historic Preservation Middle Tennessee State University 1416 East Main Street P.O. Box 80 Murfreesboro, TN 37132 Phone: (615) 898-2947 Fax: (615) 898-5614 http://histpres.mtsu.edu
Farm Service Agency (FSA)	Technical <ul style="list-style-type: none"> • Educational materials and publications • Consultations Financial <ul style="list-style-type: none"> • Direct loan • Guaranteed loan 	<ul style="list-style-type: none"> • Informational fact sheets are available online about marketing, business management, conservation and environmental compliance • Direct and guaranteed loan programs for farm ownership and operation are available for farmers and ranchers who cannot obtain commercial credit from a bank, Farm Credit System institution, or other lender 	Find your local FSA office online at http://www.fsa.usda.gov/TN The educational materials and publications are available online at http://www.fsa.usda.gov

Program/ Resource	Category of Assistance	Description of Agritourism Assistance Available	Agency Contact Information
Historic Preservation Federal Tax Incentive Program	Financial <ul style="list-style-type: none"> Tax credit 	<ul style="list-style-type: none"> Program reduces the cost of rehabilitating a historical, income-producing property Owners of certified historic structures who undertake a certified rehabilitation project may qualify for a federal income tax credit equal to 20% of the rehabilitation expenses A 10% federal income tax credit is available to qualifying property owners who rehabilitate non-historic buildings built before 1936 	Center for Historic Preservation Middle Tennessee State University 1416 East Main Street P.O. Box 80 Murfreesboro, TN 37132 Phone: (615) 898-2947 Fax: (615) 898-5614 http://www.cr.nps.gov/hps/tps/tax/incentives
University of Tennessee Extension, MANAGE Program	Technical <ul style="list-style-type: none"> Consultations Educational materials and publications 	<ul style="list-style-type: none"> Analyze total farming business using individualized information Review current financial situation Identify strengths and weaknesses in the farm business Develop individualized farm and financial plans Explore alternatives both on and off the farm Evaluate capital investment opportunities including land and/or machinery purchases Analyze likely consequences of changing the scope of enterprises Determine appropriate production practices 	Contact your county Extension office or call the toll-free MANAGEment information line at (800) 345-0561 or visit the MANAGE Web site at http://economics.ag.utk.edu/mang.html
Agritourism Coordinator, Tennessee Department of Agriculture	Marketing <ul style="list-style-type: none"> Promotions Technical <ul style="list-style-type: none"> Consultations 	<ul style="list-style-type: none"> Assists agritourism entrepreneurs in establishing and maintaining marketing plans and promotions Listing of your enterprise on the Pick Tennessee Products Web site Provides advice on marketing issues 	Agritourism Coordinator Market Development Division Tennessee Department of Agriculture P.O. Box 40627, Melrose Station Nashville, TN 37204 Phone: (615) 837-5160 Fax: (615) 837-5194 http://picktnproducts.org
National Registry of Historic Places	Marketing <ul style="list-style-type: none"> Promotions 	<ul style="list-style-type: none"> Program recognizes and documents historic buildings and other cultural resources worthy of preservation Listing provides recognition and a detailed statement of a property's history along with a metal exterior plaque from the United States Department of the Interior Listing encourages preservation of the property 	Tennessee Historical Commission 2941 Lebanon Road Nashville, TN 37243-0442 Phone: (615) 532-1550 Fax: (615) 532-1549 http://state.tn.us/environment/hist
Pick Tennessee Products (PTP)	Marketing <ul style="list-style-type: none"> Promotions Marketing program 	<ul style="list-style-type: none"> Ability to use Pick Tennessee Products logo on product packaging and in promotional materials for qualified product or services Pick Tennessee Products Web site listing for producers of qualified products or services Products bearing the Pick Tennessee Products logo must be high quality agricultural products produced or processed in Tennessee that meet or exceed U.S. government and/or State of Tennessee standards where applicable 	Market Development Division Tennessee Department of Agriculture P.O. Box 40627, Melrose Station Nashville, TN 37204 Phone: (615) 837-5160 Fax: (615) 837-5194 http://picktnproducts.org

Program/ Resource	Category of Assistance	Description of Agritourism Assistance Available	Agency Contact Information
Regional Tourism Organizations	Marketing <ul style="list-style-type: none"> Promotions 	<ul style="list-style-type: none"> Eight organizations located across the state promote agritourism enterprises in their regions 	<p>Tennessee Department of Tourist Development 312 8th Avenue North, 25th Floor Nashville, TN 37243 Phone: (615) 741-9001 http://tnvacation.com</p> <p>Contact information for each regional director is located on page 135 of the Appendix along with a map showing the coverage area of each region.</p>
Service Corps of Retired Executives (SCORE)	Technical <ul style="list-style-type: none"> Consultations Educational materials 	<ul style="list-style-type: none"> Provide small business counseling and training through professional guidance Mentor entrepreneurs through confidential one-on-one business advising sessions or group workshops Templates for business plans and financial plans Online educational resources on business planning and management 	<p>Nashville SCORE Vantage Way, Suite 201 Nashville, TN 37228-1500 Phone: (615) 736-7621 http://www.scorenashville.org</p> <p>The educational materials are available online at http://www.score.org</p>
Small Business Administration (SBA)	Technical <ul style="list-style-type: none"> Educational publications Financial <ul style="list-style-type: none"> Loan guarantee program 	<ul style="list-style-type: none"> Offers educational publications on financial planning and management Entrepreneurs may work through a bank to obtain SBA guaranteed loans to start, grow and expand a business Loan Guarantee Program proceeds may be used to purchase machinery, land, equipment, buildings or for working capital with varying terms and interest rates 	<p>Tennessee SBA District Office 50 Vantage Way, Suite 201 Nashville, TN 37228 Phone: (615) 736-5881 Fax: (615) 736-7232 http://www.sba.gov/tn</p>
Sustainable Agriculture Research and Education (SARE) Producer Grant Program	Financial <ul style="list-style-type: none"> Competitive grant program Technical <ul style="list-style-type: none"> Educational publications 	<ul style="list-style-type: none"> Grant available to promote research and education about sustainable agriculture Farmers may apply for producer grants on a competitive basis Educational publications on sustainable agriculture, developing business plans and alternative marketing are available online 	<p>Southern Region SARE Director 1109 Experiment St. Room 206, Stuckey Building University of Georgia Agricultural Experiment Station Griffin, GA 30223-1797 Ph: (770) 412-4787 Fax: (770) 412-4789 http://sare.org</p>
Tennessee Landowner's Incentive Program	Financial <ul style="list-style-type: none"> Cost share Technical <ul style="list-style-type: none"> Consultations 	<ul style="list-style-type: none"> Program designed to protect, enhance or restore rare species habitats on private lands in Tennessee Program provides 75% cost-share assistance to land-owners making improvements to enhance and restore land Agritourism entrepreneurs may implement best management practices on their property to enhance habitats of game species like deer, turkey, quail and aquatic species 	<p>Tennessee Wildlife Resources Agency P.O. Box 40747 Nashville, TN 37204 Phone: (615) 781-6610 Fax: (615) 781-6654 http://www.state.tn.us/twra/wildlife/tnlip.html</p>

Program/ Resource	Category of Assistance	Description of Agritourism Assistance Available	Agency Contact Information
Tennessee Small Business Development Center (TSBDC)	Technical <ul style="list-style-type: none"> Educational materials and publications 	<ul style="list-style-type: none"> Provide business advice to all types of businesses including retail, manufacturing, service provider or professional Provide one-on-one consulting to small business entrepreneurs Training available in e-commerce, marketing, preparing financial statements, starting and managing a small business and writing a business plan 	TSBDC Lead Center Middle Tennessee State University P.O. Box 98 Murfreesboro, TN 37132 Phone: (615) 849-9999 http://tsbdc.org
Tennessee Travel News	Marketing <ul style="list-style-type: none"> Promotions 	<ul style="list-style-type: none"> Registered partners can submit a story idea or press release online <ul style="list-style-type: none"> Agritourism entrepreneurs can register online by providing name, name of business or organization, address, phone number, and e-mail address Submitted ideas or press releases are evaluated to meet specified criteria, organized for distribution to appropriate media outlets and then distributed to the outlets 	Tennessee Travel News Tennessee Department of Tourist Development http://tenntravelnews.com
Tennessee Vacation Guide	Marketing <ul style="list-style-type: none"> Promotions 	<ul style="list-style-type: none"> List agritourism enterprise in the guide 	Data Coordinator Miles Media Group 6751 Professional Parkway West Sarasota, FL 34240-8443 Phone: (941) 342-2331 http://milesmedia.com
Tourist-Oriented Directional Signage	Marketing <ul style="list-style-type: none"> Promotions 	<ul style="list-style-type: none"> Tennessee program for signage along state highways to direct tourists to local attractions, services and businesses Signs have business name, distance to business and a directional arrow Qualified businesses must pay required application, permit and sign fees 	Tourist-Oriented Directional Sign Program Tennessee Department of Transportation Suite 400 James K. Polk Building Nashville, TN 37243 Phone: (615) 532-3452 Fax: (615) 532-5995 http://www.tdot.state.tn.us
Value-Added Producer Grant Program	Financial <ul style="list-style-type: none"> Competitive grant program 	<ul style="list-style-type: none"> A competitive grants program which provides funding for planning activities or as working capital to start a value-added agricultural business Cash or in-kind match funds are required Planning activities include legal services, feasibility analysis, market study, and business or marketing planning Working capital activities include payment of salaries, utilities and office space rents; purchase of inventory, office equipment and supplies; or conducting a marketing campaign 	USDA, Rural Development 3322 West End Ave., Suite 300 Nashville, TN 37203 Phone: (615) 783-1300 Fax: (615) 783-1301 http://www.rurdev.usda.gov/rbs/coops/vadg.htm

Chapter Review

Many resources are available to assist agritourism entrepreneurs. Technical resources through consultations and educational materials/publications on production practices, business and financial management, and marketing planning; financial resources in the form of loans, grants and tax incentive programs; and marketing resources are all available through a variety of programs and agencies. It is important for agritourism entrepreneurs to become familiar with applicable programs.

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