

## Ag Tourism



### Goal Setting & Evaluation

## YOU SURVIVED YOUR CLUSTER PROJECT...NOW IT'S TIME TO REFLECT!

If you hosted a **media launch**, **driving tour**, **operator FAM tour** or **food event**, thankfully the hard work is done and you can relax for a moment. But not till after you have taken the time to **reflect** on the day, **debrief** as a group and **celebrate** your success.

How do you know if the event you were involved with was an effective use of your allocated time and money spent? Your Return on Investment (ROI) matters to you.

Measuring your ROI by evaluating whether you accomplished your goals will help you know if participating in your cluster project added up.

*To make recording easier, we have produced a **Goal Reporting Template** in Appendix I for you to fill out as you read along the following steps.*

### 1. Reflect on your original goals:

(individual and group).

- a. What did you want to accomplish in your business as a result of participation in the ag tourism project?
  - “Last fall when you were planning for this event – what did success look like for you”
- b. What did success mean for the ag tourism project group as a whole?

### Successful Goals fall into the following Categories:

- **Promotional Coverage/Exposure**
- **Sponsorships and Partnerships**
- **Sales/Bookings**
- **Operator Involvement & Retention**
- **Provide an Educational &/or Entertaining Experience**
- **New Customers/Return Visitation**
- **Awareness/Enhanced Profile**
- **Budget projection and allocation**

### Meeting your individual and group goals:

Goals should be tailored to the *specific type* of project your cluster plans (Operator FAM tour, Food Event, Driving Route, Media Launch, etc).

Successful goals will apply to ALL three stages (pre, during and post) of your event. Consider how you will maximize both your time and money spent when laying out your goals and what is a realistic return for your effort.

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RENEWAL.

The following **Examples of Project Goals** capture pre, during and post event goals for four different project areas.

*Please note the numbers included in the sample below are not recommendations*

*Examples of Project Goals: Fig.1.1*

<p><b><i>Example of Operator FAM tour Goals:</i></b></p> <ul style="list-style-type: none"> <li>• Determine how many market ready operators are in the area</li> <li>• Define criteria for operator involvement</li> <li>• Plot out a ‘driving map’ route and identify directions/distances related</li> <li>• Determine if there is enough interest and support to develop a project</li> <li>• Build rapport between operators and partners</li> <li>• Learn if “I” want to host visitors onto my site</li> <li>• Evaluate my product/activity mix, site facilities, signage and pricing</li> <li>• Raise awareness of the operators through FAM tour</li> <li>• Etc.</li> </ul>	<p><b><i>Example of Food Event Goals:</i></b></p> <ul style="list-style-type: none"> <li>• Build a customer database</li> <li>• Attract 25% new customers</li> <li>• Enhance 2 partnerships between producers and community businesses</li> <li>• Find 2 new sponsors to donate \$X amount</li> <li>• Enhance web presence (drive people to website and count ‘visits’)</li> <li>• Track number of visitors and how they hear about you</li> <li>• Generate post-event media stories</li> <li>• Create a festive atmosphere and a strong entrance image</li> <li>• Drive media to event through news releases</li> <li>• Etc.</li> </ul>
<p><b><i>Examples of Driving Route Goals:</i></b></p> <ul style="list-style-type: none"> <li>• Establish levels of participation and committee involvement for all operators</li> <li>• Build event name recognition</li> <li>• Expand operator numbers (recruit 5 more participants)</li> <li>• Educate youth about where their food comes from and build agriculture awareness</li> <li>• Increase operator revenue by a minimum of 25%</li> <li>• Generate an increase in community/municipal support</li> <li>• Increase spin-off sales post event (and track)</li> <li>• Ensure 80% repeat operator involvement for next year</li> <li>• Develop a corporate sponsor program</li> <li>• Etc.</li> </ul>	<p><b><i>Examples of Media Launch Goals:</i></b></p> <ul style="list-style-type: none"> <li>• Create a detailed and professional media kit</li> <li>• Attract X number of radio, television and print personnel to event</li> <li>• Generate X number of media stories post media launch</li> <li>• Build rapport with local media</li> <li>• Increase event profile by generating future media sponsorship leads</li> <li>• Generate X number of media stories post ag tourism event</li> <li>• Involve 10+ operators at media launch to showcase product and create demonstrations</li> <li>• Use media event to help recruit new operators</li> <li>• Etc.</li> </ul>



## 2. Debrief the Event - GOAL ACCOMPLISHMENT

Set aside time after the event so involved operators, volunteers and other participants can each list answers to the following questions and then discuss them.

**Be prepared to answer and discuss the following questions with the group:**

- a. What are the event's current strengths?
- b. What major areas can the event improve on? *Gather the Host Evaluation Reports and compile the answers to Q10 (which asks about improvements) for all to read as part of this discussion\**
- c. What would we like the event to look like in 5 years?

**\*Visit [www.agtourism.ca](http://www.agtourism.ca) to download:\***

- **Host Evaluation Report Template** designed to help operators and ag tourism cluster projects debrief their event
- **Tracking Tools & Templates** on:
  - Promotion
  - Sponsors
  - Donations
  - Admission
  - Visitor Survey
- For an example of Guidelines to Conduct **On-Site Spending & Tourism Economic Impact Surveys** at Festivals & Events visit: [www.alberta-canada.com/statpub/tourismResearch/economicImpacts.cfm](http://www.alberta-canada.com/statpub/tourismResearch/economicImpacts.cfm)

## 3. Revisit Your Goals - COMMENTS/ CHANGES FOR NEXT YEAR

Do we need to revisit add and amend any previous goals that were not included or realistic?

**Refer to your answers from question 3, 4 & 11 in the Host Evaluation Report template to learn where you may make changes to your event.**

**Consider these questions when re-visiting your goals:**

- Was this the right season / time?
- Should we involve more people in our project?
  - *Ex. What types of people – protein operators, operators from another County, stakeholders.*
- Should we spread our message to a wider audience or a more targeted audience?
- Should we create planning committees and delegate tasks?
  - *Ex. Logistics, communication, coordinator roles, etc.*



#### 4. Building the Future Foundation

To help lay the foundation for next year's planning stage evaluate:

a. What worked the <b>day of the event</b> ?	b. The planning <b>process leading up</b> to the event?	c. Your <b>post event</b> strategy.
<p><i>Consider adding or compiling response from Question 8 from your Host Evaluation Report</i></p> <ul style="list-style-type: none"> <li>▪ Effectiveness of Signage/brochure/Map</li> <li>▪ Adequate and organized parking</li> <li>▪ Value added activities and demonstrations</li> <li>▪ Staff interaction with visitors</li> <li>▪ Layout of the event</li> <li>▪ Product pricing and meal options</li> <li>▪ Media “uptake”/support</li> <li>▪ Hand washing stations and safety check</li> <li>▪ Etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify goals, objectives and target market?</li> <li>▪ Meet routinely and communicate via email?</li> <li>▪ Create planning committees such as an advisory committee to work with the coordinator?</li> <li>▪ Have initial planning meetings where the majority of operators and stakeholders were involved</li> <li>▪ Create a list of criteria for involvement (i.e. attending X number of meetings and having your operation meet X type of standards)?</li> <li>▪ Etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collect and analyze evaluation forms from:               <ul style="list-style-type: none"> <li>✓ Host operators?</li> <li>✓ FAM participants?</li> <li>✓ Visitor surveys?</li> </ul> </li> <li>▪ Compile and distribute a final report to operators, event sponsors/ stakeholders and collect their feedback?</li> <li>▪ It is important to analyze the event's key results from a funders' perspective. <i>Refer to Results Reporting Template (Appendix II) for assistance to do this.</i></li> <li>▪ Thank the media.</li> <li>▪ Communicate key results to partners (<i>operators, investors, community leaders</i>)</li> </ul>

#### 5. “The Sky’s the Limit”

- What can we do differently next time to better reach our goals?
- Review the answers from **Step 2 & Step 4** and make a list of possibilities.
- **Set priorities that come out of this discussion to form the basis of your action plan.**

#### 6. Celebrate!

- Business success
- Cross promotion partnerships
- New media and community relationships
- Gain in site and/or product awareness
- Increased profile with new markets.



## APPENDIX I

### A. GOAL REPORTING TEMPLATE

1. Under the headings provided, fill in goals for the relevant subcategory.
2. Next, report on how you did matched to the goal. Did you accomplish the goal or not.
3. If you do not know, comment how you would do it next time or write the modified goal for next time, or delete the goal and explain why.

<b>GOAL CATEGORY</b>	<b>PROJECT GOAL</b>	<b>GOAL ACCOMPLISHMENT</b>	<b>COMMENTS / CHANGES FOR NEXT YEAR</b>
<b>Promotional Coverage/Exposure</b>			
<b>Sponsorships &amp; Partnerships</b>			
<b>Sales/Bookings</b>			
<b>Operator Involvement &amp; Retention</b>			
<b>Provide an Educational &amp;/or Entertaining Experience</b>			
<b>New Customers/Return Visitation</b>			
<b>Awareness/Enhanced Profile</b>			
<b>Budget Projection &amp; Allocation</b>			

**APPENDIX II**

**B. RESULTS REPORTING TEMPLATE**

**Results Reporting – It’s in Your Best Interest**

Government funders need to measure if their dollars were well spent and are interested in/or need to know numbers – overall attendance, range of budget support, overall revenue, etc.

An analysis of your event’s key results will provide funders with measures of success to assist in their own reporting. These ‘hard numbers’ enable funders to continue supporting your project in the future.

<b>RESULTS REPORTING TEMPLATE</b>	
<p>ATTENDANCE:</p> <p style="text-align: center;"> <b>OPERATOR:</b> _____                          <b>VISITOR:</b> _____                          <b>MEDIA:</b> _____                          <b>OTHER:</b> _____                 </p> <p>TOTAL # OF VISITORS AT EACH SITE:</p> <p style="text-align: center;"> <b>FROM:</b> _____                          <b>To:</b> _____                 </p> <p>TOTAL # OF OPERATOR SITES: _____</p> <p># OF RETURNING OPERATORS: _____</p> <p># OF NEW OPERATORS: _____</p>	
<p>TOTAL BUDGET CONTRIBUTION FROM:</p> <p style="margin-left: 20px;"> <b>OPERATORS:</b> _____  <b>TDR:</b> _____  <b>MUNICIPAL:</b> _____  <b>CORPORATE:</b> _____  <b>AG SOCIETY:</b> _____  <b>PROVINCIAL:</b> _____  <b>OTHER:</b> _____                      _____                 </p> <p style="margin-left: 20px;"><b>TOTAL:</b>    \$ _____</p>	<p>OVERALL REVENUE/ SALES GENERATED:    \$ <input style="width: 100px; height: 20px;" type="text"/></p> <p>OVERALL VALUE OF IN KIND DONATIONS:    \$ <input style="width: 100px; height: 20px;" type="text"/></p> <p>COMMENTS:</p> <p>_____</p> <p>_____</p> <p>_____</p>