

Rob Leeds
OSU Extension
Phone – 740.833.2030
E-mail – leeds.2@osu.edu

OSU Extension

The Experience Economy

- Pine and Gilmore believe that you should never equate entertainment with an experience.
- Creating an experience is about engaging customers.
- the guest must actively participate, and feel the sensation.

OSU Extension
Source: Pine, Joseph and James Gilmore, The Experience Economy, Harvard Business School Press.

The Ag-tourism experience

The Experience Economy - is about engaging customers

Source: Joseph Pine and James Gilmore, The Experience Economy, Harvard Business School Press.

OSU Extension

The Ag-tourism experience

The Experience Economy
The guest must actively participate

Source: Joseph Pine and James Gilmore, The Experience Economy, Harvard Business School Press.

OSU Extension

The Ag-tourism experience

The Experience Economy
Feel the sensation

Source: Joseph Pine and James Gilmore, The Experience Economy, Harvard Business School Press.

OSU Extension

Ag-tourism experience

• Create a Theme

Carry the theme to everything you do.

OSU Extension

Beautiful Buildings
Create a Theme

OSU Extension

Create a Theme
Carry the theme to everything you do.

OSU Extension

me
me
you

OSU Extension

Add ambience

Music adds to the experience. It helps create atmosphere.

OSU Extension

Add Comfort

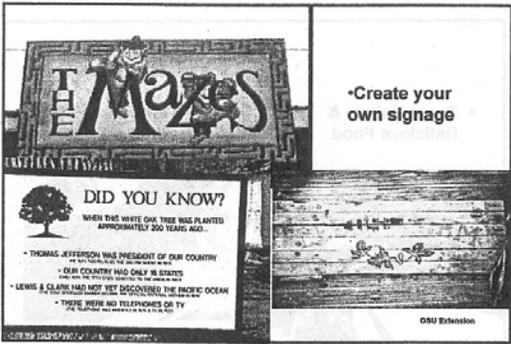
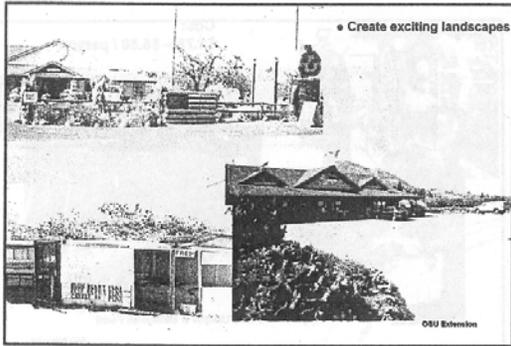
nce

OSU Extension

Create exciting landscapes

Plant trees, build water gardens
use natural areas

OSU Extension



Dear Valued Customer:

Thank you for choosing to visit our family farm.

We have provided these rest area facilities for your convenience. We have selected these units because they are not invasive to the low-lying environment surrounding The Vollmer Farm. Our farm borders the Tar River and Crooked Creek, part of the Tar-Pamlico River Basin. While they are not as comfortable as full service facilities, please keep in mind that they have minimal impact on the environment and help us to preserve all that you come here to see.

Please enjoy your visit and return soon!

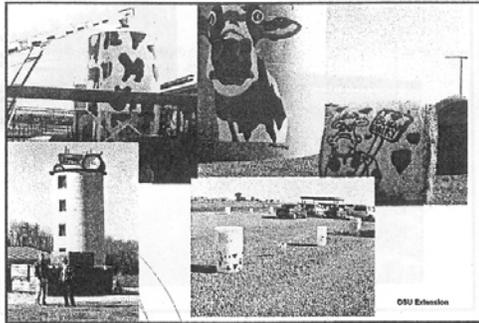
Sincerely,

Former John Vollmer and Family

The members of our family want you, "Our Customers" to know how much we appreciate you coming to our farm. We're a family farm, and we can survive only through your continued support. Please tell your friends and neighbors about our family farm.

Thank you,
The Joe Huber Family

OSU Extension



Cost
\$1.75 – \$5.50 / person

Price
\$7.50 - \$17.75 / person

•Serve Unique & Delicious Food

OSU Extension

Cost of Kettle
\$500 – \$8,500

•Serve Unique & Delicious Food

OSU Extension

Pies
Cost \$2.50 – \$6.00

• Serve Unique & Delicious Food

OSU Extension

On Farm Bakeries

Donuts
Cost: \$650 – \$8,000

On average within two years a bakery will produce over 20% of farm gross revenue!

OSU Extension

•Pay attention to the details.

OSU Extension

•Staff and Training.
Everything they do reflects on you and your farm.

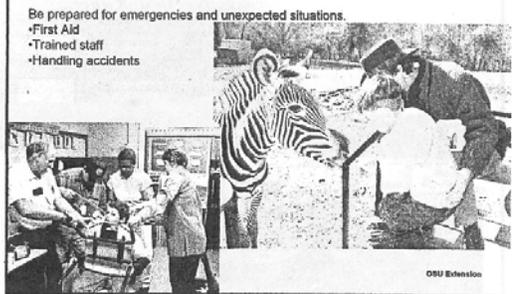



ICE

OSU Extension

•Have contingency plans
Be prepared for emergencies and unexpected situations.

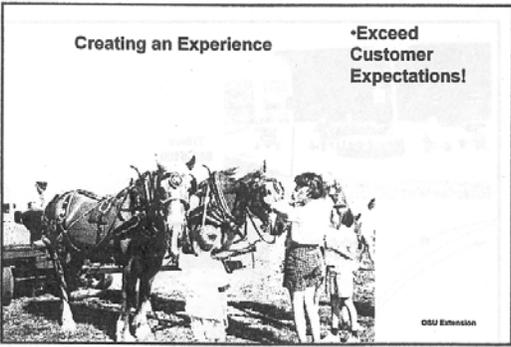
- First Aid
- Trained staff
- Handling accidents



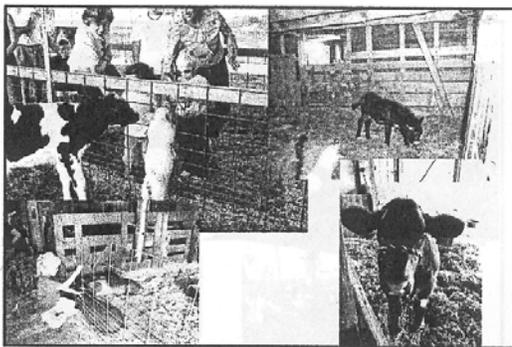
OSU Extension

Creating an Experience

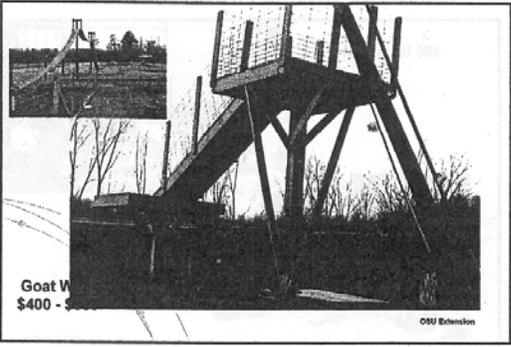
•Exceed Customer Expectations!



OSU Extension



Goat W
\$400 - 5



OSU Extension

Farm Safety - Hand washers!

For farms hosting children and animals, safety is # 1



*The Buzz About Bees
Do You Know...*

Observation Beehive
\$150 - \$350

OSU Extension

Train
\$100,000 - \$150,000

Station
\$2,500 - \$10,000

Track
\$100,000 - \$125,000

OSU Extension

Got Milk!

Barrel Train
\$150 - \$360 /Car

OSU Extension

Trikes
\$60-\$100

Push Carts
\$25.00

OSU Extension

Fidget Ladder
\$250-\$275

OSU Extension

300 lbs of Corn

Corn Box
5 Ton of Corn

OSU Extension



Carabiner
\$20-\$23

Wood
2 -2X10
10-2X4
4 -4X4

Zip Pulley
\$140-\$170

Cable OSU Extension
\$5-\$3 cents/ft.

Pad
\$50-\$75

Duck Decoy Launcher
\$150 - \$400



Water balloon slingshot
\$20 - \$30



OSU Extension

Adrian Fisher Mazes
www.mazemaker.com

American Maze Co.
www.amerianmaze.com

Maze Quest
www.cornmaze.com

Precision Mazes
www.precisionmazes.com

The Maize
www.cornfieldmaze.com



OSU Extension

Buster
\$699



Phazer
\$399



Peddle Carts



OSU Extension

Gazebo
\$450



Double Wallad 48" Col
\$800-\$700



OSU Extension

Dock
8 pontoons- \$1,100 (Tiger)
Lumber- \$900
Roof- \$400
Metal- \$500




OSU Extension

Milk Cow
\$75 - \$100

OSU Extension

Cement Pigs
\$60 - \$90

Convent Tile \$900/ 20' 5 = \$180/face

OSU Extension

Robotic Raccoon
\$350 - \$700

Fox
\$250 - \$600

Robotic Deer
\$1,300 - \$1,500

OSU Extension

Robotic Chickens
\$3,000 - \$20,000

OSU Extension

Living History
\$100 - \$200 /day

OSU Extension

Shows
\$15 - \$25 /person/ hr

OSU Extension

INCIDENT/ACCIDENT INVESTIGATION FORM

(complete a file copy and submit a copy to the local Extension office after each incident/accident)

Organization/Group: _____

Address: _____

Special Event: _____

Event Location and Date: _____

Name/Address of injured person(s) _____

Sex Age

Date of injury _____ Time of injury _____

Nature of injury _____

On organization's premises? Yes No

Describe how the injury occurred: _____

Witness #1: _____

Name/Address _____

Telephone (home and work) _____

Employer _____

Statement _____

Witness #2: _____

Name/Address _____

Telephone (home and work) _____

Employer _____

Statement _____

Was first aid administered? Yes No

If not, why not? _____

Injured party left scene: _____

on foot ambulance in personal vehicle

other _____

Who administered first aid? _____

Name/Address/Telephone _____

What treatment was administered? _____

Was professional medical treatment administered? yes no

Name of provider _____

Was 911 or a local emergency number called? yes no

If yes, by whom? _____ At what time? _____

Describe any non medical actions taken: _____

Draw a diagram of the accident/incident below:

Person completing this form (name, address, home and work telephone #'s):

Signature: _____ Date: _____

Role at the event: _____

Adapted by Mary K. Munson and used with permission from *Managing Special Event Risks: 10 Steps to Safety*.
Washington, DC: Nonprofits Insurance Alliance of California and the Nonprofit Risk Management Center, 1997.

Risk Management Worksheet

Event/Activity/Program	Potential Risks	Management Strategies
Petting Zoo		
Corn Maze		

Event/Activity/Program	Potential Risks	Management Strategies
Hay Ride		
Cow Parade		