

How to Proceed

Once you have some ideas in mind regarding attributes of your farm or ranch and how these might be managed to include a tourism/recreation activity or attraction, and the type of guests you want to attract, the next issues to investigate are:

- Zoning and Land Use Regulations
- Licensing Requirements (where applicable)
- Liability Insurance and Risk Management
- Developing a Business Plan
- Financing Your Enterprise
- Marketing Your Product
- Networking and Identifying Resources

The following sections will take you through each of these areas in some detail. All are important steps to a successful enterprise, so spend adequate time in each area.

