

# 1973 - A Beginning



# Now



# Pumpkins!



# Shopping



# Food Service



# Train



# Sunflower Labyrinth



# The Animals



# Entertainment



# Caramel Apples



008

# Bakery



# How does it all stack up?

- Entertainment 33%
  - Parking, Ticketed Attractions, School Tours
- Shopping 34%
  - Pumpkins, Take Home Bakery, Gift Shops, Apple Cider
- Food Service 28%
  - Includes Eat Here Bakery



# A Few Numbers

- 150,000 visitors in 2011
- 300 seasonal employees
- 73 acres of U-Pick pumpkins
- 100 tons of apples processed
- 10 tons of sugar used in our bakery
- 2 ½ tons of Tri Tip served
- 20% increase in sales in 2011 over our best year
- 3 generations of Bishops making a living from the farm

# A little story about cooperation

After 8 years of negotiations, the City of Wheatland paid costs for our annexation, approx. \$70,000

In return, we agreed to collect a 5% surcharge on ticket sales at the farm, approx \$20,000 this year.

Half of the money collected is being set aside in a fund which we get to approve spending from.

We were able to eliminate zoning , water treatment, and fire safety issues; and hook up to city services. This will allow construction of public restrooms and ????

