



NORTH BAY AGRI-TOURISM: ECONOMIC POTENTIAL AND STRATEGY

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Ag Tourism: Many Possibilities



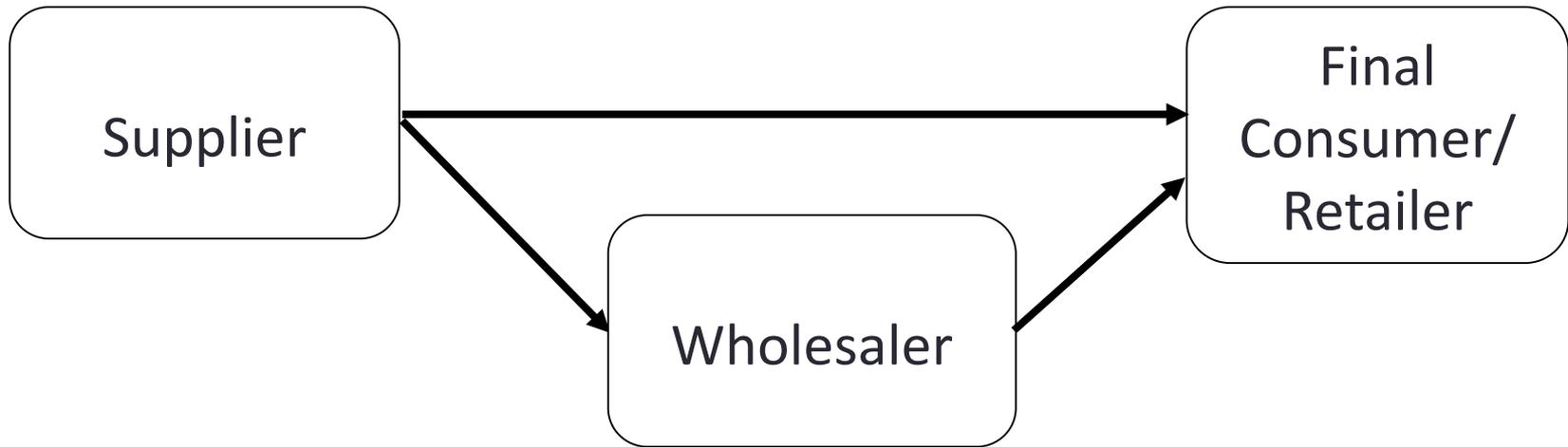
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Why is it important?

- Supports farmers
 - Education, advocacy and diverse revenue sources
- The entire supply chain is here for this activity
 - In the field
 - In distribution and retail
 - Restaurants



How an economist sees this



**Where can agri-tourism
both fit and thrive?**

Examples: Cheese and Wine

- Similar?
- Both ag products with manufacturing process
- Both have field and “conversion” operations
- Both now have tasting and visitor facilities

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Two Other Examples: Livestock and Grain Farming

- Could field operations “fantasy camps” be the next big thing?
- It is an experience economy play!
 - but....
 - Liability
 - Access Management
 - Pre- and post-visitor issues



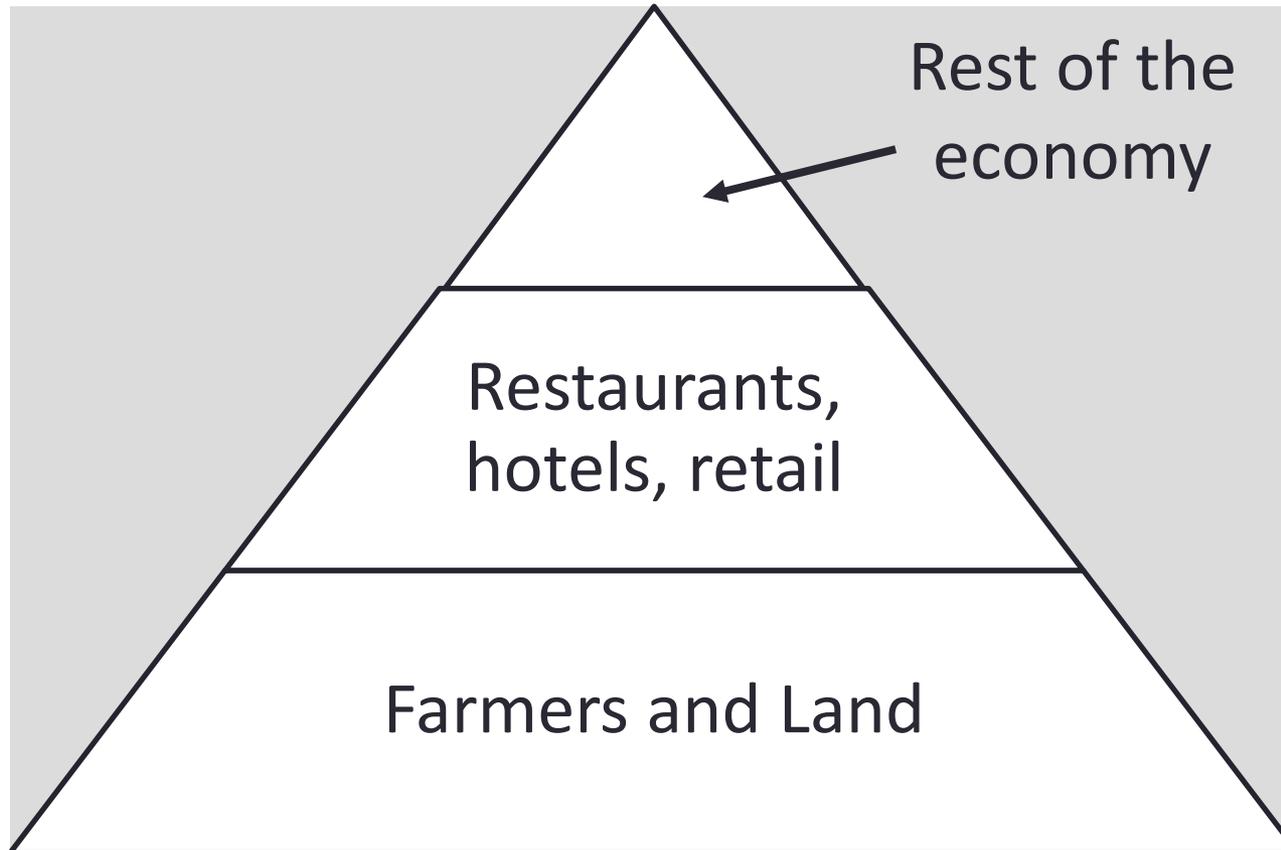
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Where the juice flows to the regional economy

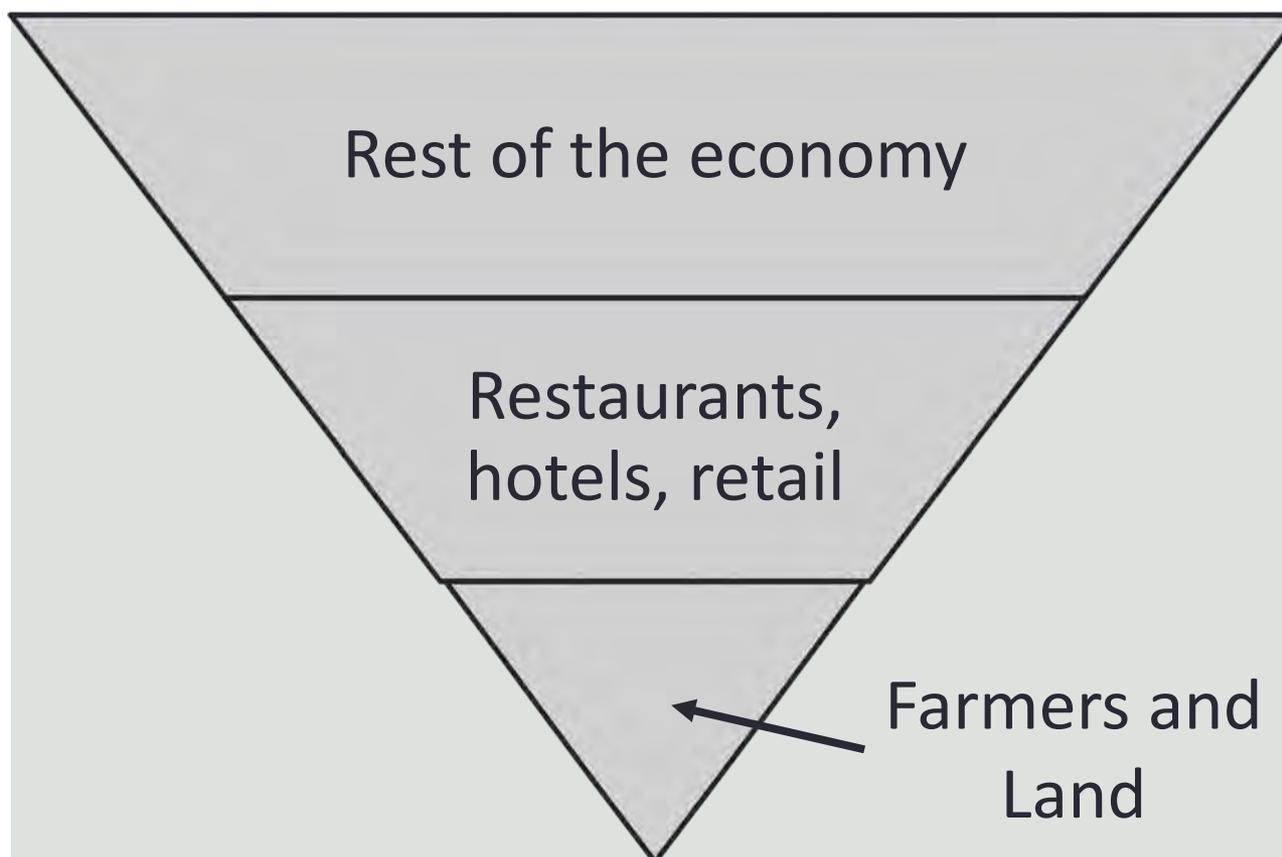
- Like other tourism, connecting supply chains
 - Farmers and tourism assets
 - Conversion to overnight stays
 - Restaurant meals
 - Retail
 - Regional partnerships
- For local governments
 - Sales taxes rise
 - TOT (bed) taxes rise
 - Preservation of agricultural land through multiple revenue channels



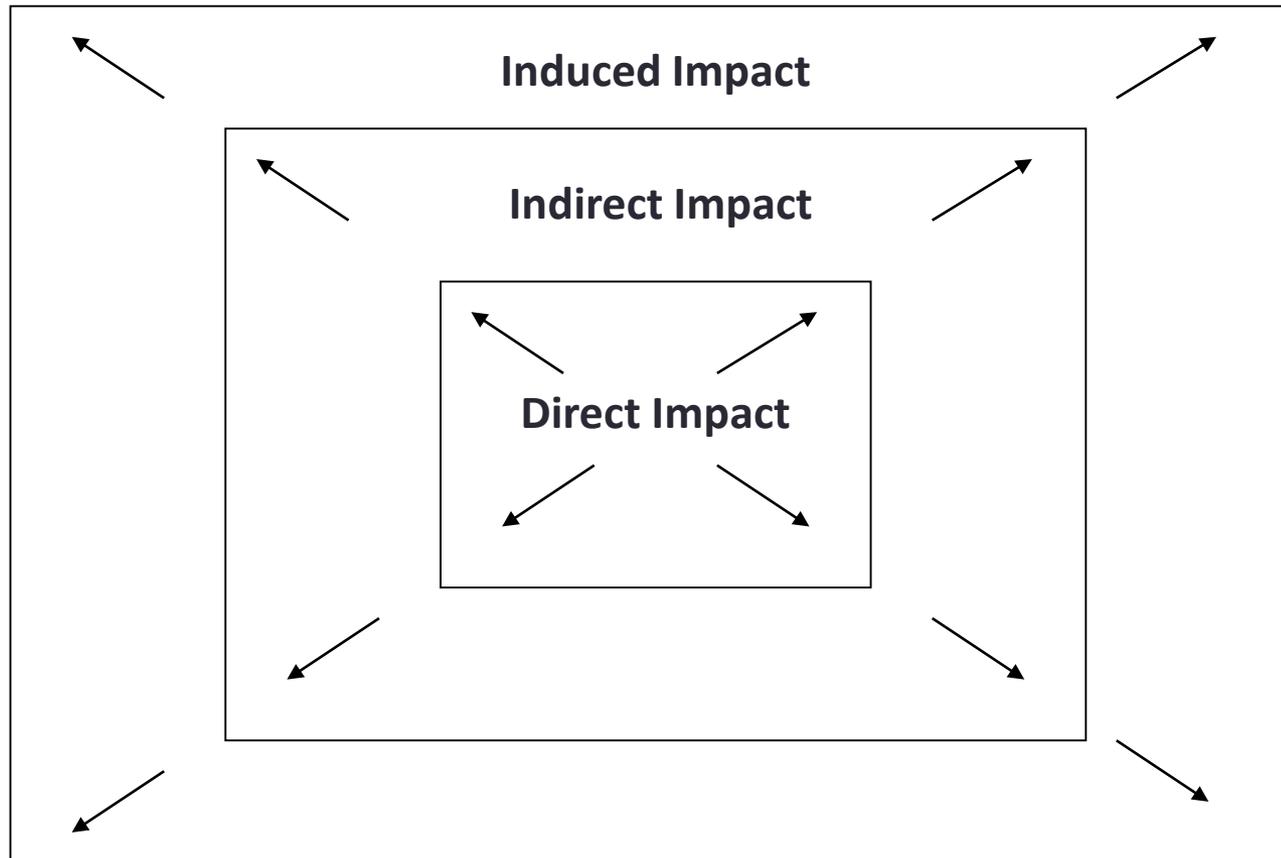
When agri-tourism really cooks?



When agri-tourism really cooks!



The Economic Impact Concept



Industries Involved after Farmers and hotels/restaurants/retailers as support



- **Farmers and tourism industry directly affected**
- Major Industries affected
 - Real estate agencies
 - Wholesale trade businesses
 - Banks and Credit Unions
 - Accounting, tax preparation, and payroll services
 - Maintenance and repair construction: commercial
 - Bars and Restaurants again
 - Retail trade again

Now that Prop 64 Passed

- Short-term: quick boost, price depression
- Medium-term: marginal businesses fall away, supply contracts, demand settles
- Long-term: Major players emerge, both new and old players,



Bottom line: ag business with fully supply chain coming

Conclusions and Strategy



- Pick some easy wins
 - Cheese trail and farmer's markets solid
- Agri-Tourism already exists in wine
 - Is it feasible to expand in other ag
- Links to hotels, restaurants key
 - Think links in a supply chain that become multiplicative events for the economy
- Cannabis both a challenge and opportunity for this combo industry