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14041 Talbot Rd, Lake Country, BC

Re: Business Plan for Zoning Change to Agri-Tourism at 14041 Talbot Road

Executive Summary

This business plan outlines the proposed zoning change for an established farm to accommodate agri-tourism activities. The project aims to integrate tourism into the existing farm operation without permanent structural changes, adhering to sustainability and preserving the rural charm of the property. Agri-tourism offerings will include yoga classes with livestock (goat yoga), farm craft workshops, and overnight accommodations.

Business Objectives

- Diversify revenue streams while maintaining the farm's agricultural foundation.
- Promote sustainable tourism through minimal environmental impact.
- Offer unique experiences that blend relaxation, education, and agriculture.

Description of the Current Farm Operations

- **Primary Income Source:** Hay sales from the farm.
- **Farm Infrastructure:** Existing farm structures and fields used for agricultural production.
- **Zoning:** Currently designated for agricultural use.

Proposed Agri-Tourism Activities

1. **Farm Yoga with Livestock (Goat Yoga):**

- Sustainable use of farm resources for tourism activities.

Marketing and Target Audience

1. Target Audience:

- Urban dwellers seeking a rural getaway.
- Yoga enthusiasts and wellness-focused individuals.
- Individuals interested in educational and interactive farm experiences.

2. Marketing Strategies:

- Social media campaigns showcasing farm life and events.
- Partnerships with local tourism boards and travel platforms.
- Word-of-mouth and referral programs.

Operational Plan

- **Management:** Operated by the farm owner, with additional support from contracted instructors and artisans.
- **Staffing:** Minimal staff required; activities hosted by third-party experts.
- **Regulatory Compliance:** Obtain necessary permits for the zoning change and activities.

Financial Plan

1. Initial Costs:

- Marketing and promotional materials.
- Equipment rental for temporary structures (e.g., yoga mats, seating).

2. Revenue Streams:

- Fees for yoga sessions and farm craft workshops.
- Overnight lodging charges.
- Continued income from hay sales.

Conclusion

The proposed zoning change will transform the farm into a thriving agri-tourism destination while preserving its agricultural foundation. By maintaining minimal environmental impact and emphasizing sustainable practices, this initiative aligns with community values and enhances the local economy. (Please see site photo attached)

Sincerely,

Morgan & Kristen Tranfield