



Suggested Preparation Checklist – Visitor Event Planning for Farms

This template lists suggested tasks and timelines to help farms plan and promote a safe, welcoming, on-farm tour for visitors. Farms may customize to meet their needs.

DATE DUE	ACTIVITY/TASK	✓ Done
3 OR MORE MONTHS BEFORE THE EVENT		
	Visit MDACF agritourism webpage for resources and self-guided courses.	
	Consider reviewing local ordinances. Resource: Maine Municipal Assoc.'s list	
	Consider reviewing insurance for any additional liability coverage.	
	Consider a farm biosecurity plan. See: MDACF animal health biosecurity	
	Set event goals—what does success look like?	
	Write a list of key points to share with visitors: farm history, why and what you farm. This can aid event goals and communications (signs, brochures, talking points, etc.).	
	Set an event budget. Use for tracking time, labor, expenses, revenue and/or business marketing or outreach strategies and goals.	
	Make or print critical signs. Examples: hand wash, directions, parking, maps, restricted/hazards, etc. See: MDACF agritourism webpage for pre-made options.	
	Order (or make) and organize communication materials. Examples: brochures, rack cards, merchandise, tour maps, educational posters, visitor/customer contact subscription lists, coupons for future visits or products, etc.	
	Make a promotional schedule to publish event info in newsletters, social media, community bulletins, etc. Start promoting and continue through the event.	
	Write a draft of the daily event schedule/key times and tasks and assignments.	
	Reserve portable toilets and/or hand wash stations.	
	Update your Real Maine member profile Resources: how-to video or PDF Guide	
	Optional: submit a Real Maine event listing to increase promotional reach	
	Optional: Use Real Maine's trip planner tool to create a sharable interactive map and/or itinerary to print or share Tip: useful to cross promote multiple area farms.	
1- 2 WEEKS BEFORE THE EVENT (APPROXIMATELY)		
	Consider typing/writing talking points for easy recall when speaking with visitors.	
	Review goals, tasks, and schedules; update if needed.	
1- 3 DAY(S) BEFORE		
	Tidy farm, clean livestock bedding, reduce hazards – relocate, restrict, and/or use signs to alert visitors to hazards (fencing, heavy equipment, etc.)	
	Final walk-through, checklist items, place signs, shade/rain tent, etc.	
	If providing, set up hand washing, toilets, facilities etc.	
DAY OF EVENT		
	Display communication materials and review checklist items.	
	Welcome guests and visitors. Examples: signs, flags, conversations/greeting.	
	Get visitor feedback. Examples: paper or digital forms, conversations.	
	Clean-up.	
AFTER EVENT		
	Thank visitors. Examples: notecard, newsletter, social media, advertisement, etc.	
	Provide year-round farm updates: where/how to buy products, support Maine agriculture etc. Examples: paper or digital newsletters, photos on a website, etc.	
	Review event goals and make changes for next time. Examples: things to keep, change, stop, and/or add.	