

Agenda



8:30-9:00 a.m. - Registration \$25

9:00-9:10 a.m. - Welcome and program overview

Martha L. Mobley, Ag Agent, Franklin County

Rex Foster, Northeast Franklin Revitalization, co- sponsor

9:10-11:30 a.m. - ***How to Successfully Host FARM STAYS on your Farm***

Larry Land and Jason McLawhorn, McLawland Farms LLC, of Charlotte

• ***Top 10 Ways be a Successful Airbnb Host***

• ***Using Tiny Homes as a Unique Farm Stay, Using AI Technology/Marketing***

10:20 -10:45 a.m.- Break Refreshments, Exhibitors

10:45-11:30 a.m.- ***Tiny Homes as a Farm Stay, Larry & Jason***

11:30-11:40 a.m.-***Current Regulations Affecting Farm Stays in Franklin County***

Colton W. Young, Senior Planner, Franklin County Planning & Inspection

11:40 a.m.-11:50 p.m. - ***Update on the Northeast Franklin Revitalization***

Program (Business Plan Opportunities, Funding)

Rex Foster, Northeast Franklin Revitalization

11:50 a.m.-12:00 p.m.- ***Funding for Tourism Marketing in Franklin County***

Bobby Cooper, Chair Franklin County Tourism Development Authority/TDA

12:00 -12:40 p.m. - Lunch served by Strickland Farms Catering

Meet with Exhibitors (solar power, land conservation, etc.)

12:40-1:10 p.m. - Q&A: w/ Panel of farmers utilizing Farm Stays

Angela Hyson, Hyson Farms, LLC, Warren County

Larry Land, Jason McLawhorn, McLawland Farm, Mecklenburg County

Roxanne Reed, The Farm at Buzzard Rock, Yadkin County

1:10 p.m. – 2:30 p.m. – ***Harvesting Prosperity: Access to Capital and***

Financial Planning for your Agritourism Farm

Roxanne Reed, Granite Training Group, Farm School on Wheels and

The Farm at Buzzard Rock

2:30 – 2:45 p.m. - Break Refreshments, Exhibitors

2:45 – 3:40 p.m. - Roxanne Reed continued

3:40 – 4:00 p.m. – ***Question & Answer Session***

Complete Evaluation - Please make sure to complete and turn in evaluation.

4:00 p.m. – ***Thank You for attending!***

Join us March 28th to learn about *Agritourism Opportunities in the Region!*



Speakers

Roxanne Reed

The Farm at Buzzard Rock

Yadkin County, Founder & CEO

Farm School on Wheels

Larry Land

Jason McLawhorn,

McLawland Farm

Mecklenburg County



Discussions include

Financial Planning/Access to capital

Farm Stay Regulations

Air B&Bs

Tiny Homes as Farmstays

Northeast Franklin Revitalization

Exhibitors

Q&A Session

go.ncsu.edu/franklin-region-agritourism-conference

2024 Franklin Region Agritourism Opportunities Conference

Farm Stays, Tiny Houses and more!



NC Cooperative Extension is an equal opportunity provider.
Contact Martha Mobley, martha_mobley@ncsu.edu or
919-496-3344 for accommodations related to a disability.

Franklin Region Agritourism Opportunities: Farm Stays, Tiny Homes & More



Thursday, March 28, 2024

8:30 am - 4:00 pm

Franklin Plaza Meeting Room

279 S. Bickett Blvd., Louisburg, NC

Cost \$25 • Register by 5 pm March 26 below

go.ncsu.edu/franklin-region-agritourism-conference

**For questions or additional information, contact 919-496-3344
or Martha Mobley, martha_mobley@ncsu.edu.**

