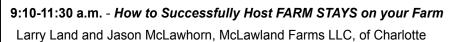
## **Agenda**

**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



- 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

O&A Session

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## 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.

