

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



**Roxanne Reed**  
**The Farm at Buzzard Rock**  
**Yadkin County, Founder &**  
**CEO, Farm School on Wheels**



**Larry Land**  
**Jason McLawhorn,**  
**McLawland Farm**  
**Mecklenburg County**

***Discussions will include***  
***Financial Planning/Access to Capital/Funding***  
***Farm Stay Regulations***  
***Air B&Bs***  
***Tiny Homes as Farmstays***  
***Northeast Franklin Revitalization Updates***  
***Exhibitors***  
***Q&A Session***

Registration required. Register at the below link.  
[go.ncsu.edu/franklin-region-agritourism-conference](https://go.ncsu.edu/franklin-region-agritourism-conference)

## 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, Granit 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!***



# 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](mailto: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 22 below.**

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For questions or additional information, contact Franklin County Cooperative Extension, at 919-496-3344 or Martha Mobley, [martha\\_mobley@ncsu.edu](mailto:martha_mobley@ncsu.edu).