

# THREE PONDS FARM

## Comprehensive Market Research, Product Analysis & Campaign Plan

*Prepared by Valerie Komarnicki, April 12, 2014*



## Contents

I. SITUATIONAL ANALYSIS .....	4
Company Analysis .....	4
History .....	4
New Ownership – Vision .....	4
Product Analysis.....	5
<i>Weekly/Weekend Rentals</i> .....	5
<i>Wedding/Event rentals</i> .....	5
<i>Goals</i> .....	5
Marketplace Analysis.....	6
<i>Consumer Demographics</i> .....	10
<i>Product Review</i> .....	10
II. STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) .....	12
Strengths .....	12
Weaknesses .....	12
Opportunities.....	13
Threats .....	13
Main Communications Problem / Opportunity.....	14
III. CREATIVE STRATEGY .....	14
Key Facts Summary .....	14
<i>Venue Overview</i> .....	14
<i>Definition of Advertising Problem</i> .....	15
<i>Identification of Evoked Set Membership</i> .....	15
Three Ponds Farm Event Venue.....	16
<i>Communication Objective</i> .....	16
<i>Target Market</i> .....	16
<i>Psychographics</i> .....	16
<i>Promise</i> .....	17
<i>Reason Why</i> .....	17
<i>Tone Statement</i> .....	17
<i>Message Strategy</i> .....	17
IV. COMMUNICATIONS STRATEGY & TACTICS.....	18
Advertising/Communication.....	18

<i>Selling Proposition (Key Selling Message)</i> .....	18
Creative Strategy & Tactics (Creative Platform) .....	18
<i>Creative Strategies</i> .....	18
<i>Campaign Theme / Slogan</i> .....	19
<i>Approach to Creating the Messages</i> .....	19
<i>Samples</i> .....	19
<i>Promotional mix</i> .....	19
<i>Media Goals</i> .....	20
<i>Media &amp; Promotion Schedule (Media Flowchart)</i> .....	21
<i>Social Media Plans</i> .....	21
<i>Publicity Strategy &amp; Tactics</i> .....	22
<i>Promotion Strategy &amp; Tactics</i> .....	22
<i>Other strategies and tactics</i> .....	22
Appendix: Press Release .....	23
Appendix: Radio Spots – Three Ponds Farm.....	24
Appendix: Banner Ads.....	25
Appendix: Farm Festival / Open House .....	26
Appendix: Panel Card Insert – “Parties and Events” .....	27
Appendix: Panel Card Insert – “Rentals” .....	28
Appendix: Panel Card Insert – “Weddings” .....	29
Appendix: Website.....	30
Appendix: Brochure-Inside .....	31
.....	31
Appendix: Brochure-Outside .....	32
.....	32
References .....	33

## I. SITUATIONAL ANALYSIS

### Company Analysis

Three Ponds Farm is a “gentleman’s farm” located in Lycoming County, north central Pennsylvania, in a region locally known as “Rose Valley”, which is renowned for its pristine waters, resources, rich farming heritages, woodlands and wildlife. The farm is currently used as a family retreat for weekends, holidays and hunting. However, the owners have been considering expanding its possibilities for use. Considerations are based upon factors including (but not limited to):

- Positive economic trends in Pennsylvania agri-tourism
- Favorable demand for lodging
- National upward trends in backyard tourism and “Staycations”
- Increased consumer advocacy and awareness against corporate farming, bioengineering, and associated health risks
- Increasing market awareness and promotion of psychographic trends associated with healthful, conscientious and responsible preservation of local foods, farms, and associated practices.
- Increased support for agritourism as a strategy for rural economic development

The primary objective is to generate income from the farm’s natural, physical and heritage assets, while preserving its inherent integrity and characteristics without over-commercializing.

### History

Three Ponds original homestead was built in the late 1890’s by the Rolles family. In the early 1930s the house burned down, and Mrs. Rolles’s three sons moved and rebuilt the house at its current location on the property.

In the 1950’s, the farm was sold and acquired by a prominent local doctor who had immigrated to the United States from Italy as a young boy. He married and had six children. He got an apartment in town closer to his practice during the week, but would find respite in returning to his farm early in the mornings to feed his cows and on the weekends. His passion for his family, cattle and working the earth was a source of peace and comfort. Drawing upon the richness of his heritage, industrious spirit, respect for the earth and Creation, he became the steward of his land and family. He built the barns, and hand-set the monumental stones which create step-stone pathway to the large, wraparound porch. He dug the ponds, built huge stone flower boxes and created the hedgerows in the fields. He planted apple orchards which were tended by his wife and children. The farm became aptly known as “Apple Hill Farm”.

His children helped with planting nut trees, sugar maple trees for syrup, berry groves, and grapes which migrated with him from the old country which are still bearing fruit today. Every plant and decision was based upon the “old-country” practices of sustainability. He threw nothing away, and took nothing for granted. He was known through the region as “the doctor’s doctor”, and would take chickens and produce as payment for his services, even house calls. Those he served in practice remember him today. Those throughout the region who knew him and his children well recall and share their own stories of “The Farm”. His children and grandchildren have a memory for every nuance and feature of the property, with a richness of stories and heritage that resonate throughout the home, property and the valley.

### New Ownership – Vision

The property was purchased at auction in 2006 by the new owners, preventing its fall into land development. It has been the conviction of the new owners to assimilate into the culture and preservation of Rose Valley’s pristine ecology and rich heritage, availing assets and resources to local farmers. Their vision includes renovation the premises with deliberate care in maintaining the integrity of the farm’s characteristics, continuing to cultivate what many guests have referred to as “a spirit of peace and restoration”. Building repairs and renovations have been continuous, with home furnishings aligned with the genre of the homestead. The grounds, waterways and fruit producing plants are regularly maintained and improved upon where able.

To date, the farm has facilitated family reunions, outdoor church gatherings, private gatherings and organizational parties. It has welcomed visitors and guests of friends in search of adequate lodging, which has become an issue of shortages due to recent gas work activity, especially during Little League time. It has also welcomed school children for day trips, as well as hayrides, farm and eco-tours.

Currently, the owners work in tandem with a neighbor farm by providing land, water and barn facilities for an all-natural grass fed beef operation. The owners also have a stake in several head of cow-calf operations. In turn, the neighboring farm has welcomed visitors to encounter their livestock operations which include free-range chickens, lambs, cattle and turkey.

The owners enjoy availing the farm to friends, families and visitors alike to enjoy and share in its offerings. At this time, however, they are examining whether the farm has evolved to a point of taking the next step into agri-tourism, and determining the associated opportunities and risks with commercializing.

## Product Analysis

### *Weekly/Weekend Rentals*

A more popular and growing opportunity for agricultural producers is agritourism. Agritourism is generally defined as activities that include visiting a working farm or any agricultural, horticultural or agribusiness operation to enjoy, be educated or be involved in what is happening at that locale. A few examples of agritourism are:

- farm tours for families and school children,
- day camps,
- hands-on chores,
- self-harvesting of produce,
- hay or sleigh rides and
- overnight stays in a bed and breakfast

Some people have become involved in agritourism as a way of supplementing their income, while others desire an opportunity to educate the public and introduce people to farming.

### *Wedding/Event rentals*

Weddings are a \$48 billion a year business. About 2.2 million couples get married each year. Weddings cost from a few hundred dollars to tens of thousands, with the average U.S. wedding costing between \$20,000 to \$25,000. An outdoor wedding is appealing to couples because it offers a beautiful setting with lawn, trees and flowers, and may be more affordable than traditional ceremony sites. Hosting weddings is considerable work. Important factors that need to be considered include liability insurance, restroom facilities, staffing, marketing, parking, chairs and tables, an alternative indoor facility such as a barn or pavilion in case of inclement weather, a kitchen for catering and other activities for kids. (Geisler)

Additionally, one of the top wedding trends 2012 is the country ranch or barn wedding. (n.d.) Once again, this phenomenon has taken off as a result of the economic slowdown. As cited by Summer Krecke, blogger for *Celebrity Weddings* states, "It's a little bit country, a little bit casual, and a whole lot cheaper than your local country club. Barn weddings are taking the nation by storm, with many brides and grooms opting out of formal locations in exchange for the rustic intimacy of farm life." It can also be witnessed as a fast growing trend on the popular online forum Pinterest.com, where consumers share ideas in the form of "pinning" images to a public bulletin board for sharing ideas and stimulating consumer trends.

### *Goals*

Preliminary goals are straightforward, including research, identifying assets, determining best agritourism approaches to generate break-even income without over-commercializing. They would include but not be limited to:

- Weekly/weekend rentals – lodging, retreats, etc
- Event services / rentals – weddings, retreats, functions, reunions, etc
- Agri-tainment opportunities – hayrides, barn events

These opportunities can progress to more evolved models, in promoting and hosting farm events, including but not limited to:

- Develop partnership models with other local, non-competitive producers – beef, wine, produce, homemade goods and local chef/caterer
- Dining opportunities – i.e. chicken/pig roasts, “filet mignon and sauvignon” featuring local beef and wineries

## Marketplace Analysis

Since 2008, economic slow-downs have re-crafted the tourism industry to include the emergence of “Staycations” and “Backyard Vacations”. The concept was cultivated in response to the financial crisis, where tourism was greatly affected by rapidly changing travel cost structures, high gas prices and other impacts of a slow economy. It was believed that the concept would be a passing phase as the economy recovered. However, it emerged as a cultural shift that has targeted much of the middle class. Some areas have experienced stronger interest in backyard vacation experiences than others. As such, recent trends in rural American agritourism industries indicate positive growth in this market, becoming increasingly popular as a tourist destinations.

Prior to the economic downturn, producers note increased traffic, more tourism attractions and synergy in areas where producers participate in agritourism. According to the 2007 U.S. Census of Agriculture, 23,350 farms indicated they provided agritourism and recreation services valued at \$566 million. Of the total farms, 3,637 farms indicated gross farm receipts of \$25,000 or more. (Geisler)

Based upon 2006 data, in Pennsylvania the geographic concentration varies throughout the state, and the range of available activities is quite large. In Pennsylvania, agritourism activities fit into four main categories:

- Farm retail/dining
- Agricultural education
- Agricultural entertainment (agri-tainment), and
- Lodging

Farm retail/dining has the most activity in PA, followed by agri-tainment and agricultural education. Agricultural lodging is the least offered. (Ryan, Hayes) It should be noted, however, that the demand has shifted in regions where gas exploration activity has exponentially increased since the time of this report.

Most recently, the Pennsylvania 2012 *Annual Economic Impact of Travel and Tourism* (Sacks, Pike) statistical report cites the following analysis for the state, region and county:

### “STATE KEY THEMES

- *The Pennsylvania travel and tourism economy accelerated in 2011, with travel industry sales (i.e., visitor spending) within the state up 8.9%.*
  - *Visitor volumes rose 1.4%, as the Commonwealth hosted 184.7 million domestic and international travelers in total in 2011.*
  - *Overnight visitation led the expansion with a 3.7% increase in visitor volume and hotel room demand rising 5.7% -- directly translating into higher spending amounts in total and for the lodging segment.*
  - *Per trip spending also increased, with particular strength in lodging and entertainment.*
- *Visitors spent \$37.2 billion in Pennsylvania in 2011, up from \$34.2 billion in 2010.*
- *This economic activity supported 461,249 jobs, both directly and indirectly, representing 6.4% of the state’s total employment.*

### STATE KEY RESULTS

The travel and tourism sector directly represented \$14.0 billion of state GDP in 2011. Including indirect and induced impacts, travel in Pennsylvania generated \$3.8 billion in state and local taxes and \$3.9 billion in federal taxes in 2011.

STATE KEY TRENDS

- Tourism is an integral component of the Pennsylvania economy.
- Pennsylvania tourism industry sales rose 8.9% to \$37.2 billion in 2011, just below the 9.2% increase in 2010. Spending increases were highest in the transportation and lodging sectors with the continued strength in the growth of the overnight segment.
- The total impact of Pennsylvania’s travel and tourism industry was an estimated \$39.1 billion when capital investment, government spending, and personal consumption expenditures related to tourism are added to visitor spending.
- Pennsylvania’s tourism economy supported 461,250 jobs in total, representing 6.4% of total employment compared to 6.3% in 2010.
- Including indirect and induced impacts, tourism in Pennsylvania generated \$3.8 billion in state and local taxes and \$3.9 billion in federal taxes in 2011.
- The state’s travel industry directly accounted for \$14 billion of Pennsylvania’s 2011 gross domestic product (GDP). “



Figure 1 Source: The Economic Impact of Travel and Tourism in Pennsylvania

Three Ponds Farm is located within the *Pennsylvania Wilds* region, Lycoming County.



63

TOURISM ECONOMICS

Figure 2 - Source: The Economic Impact of Travel and Tourism in Pennsylvania



27

TOURISM ECONOMICS

Figure 3 - Source: The Economic Impact of Travel and Tourism in Pennsylvania



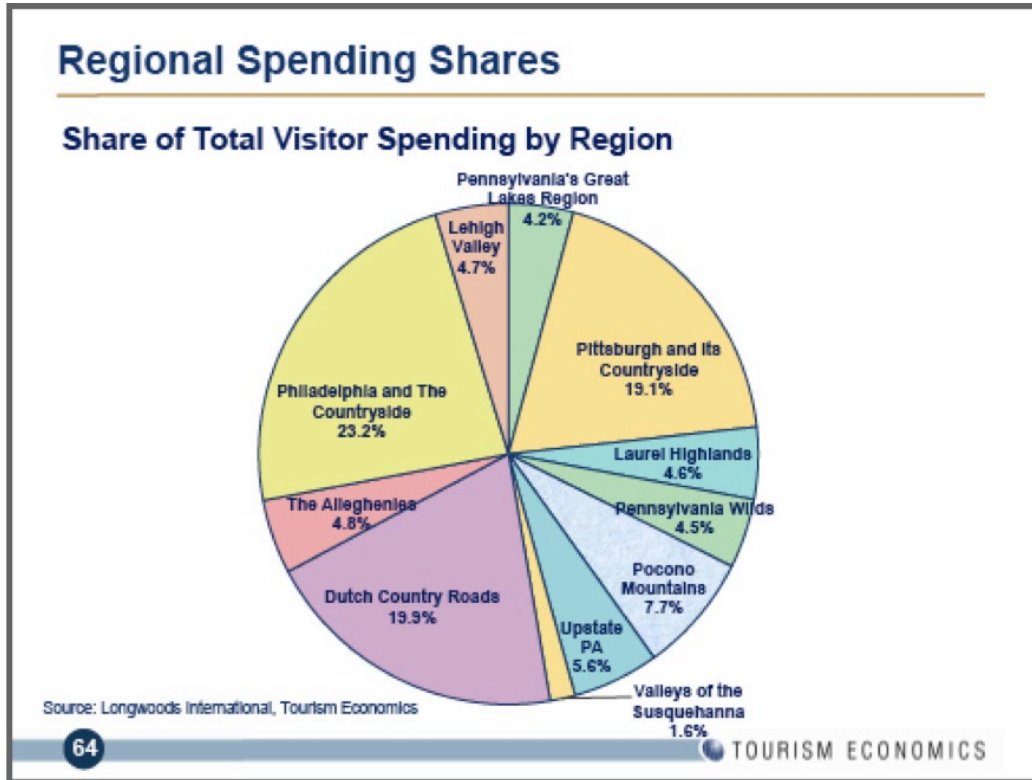


Figure 4 - The Economic Impact of Travel and Tourism in Pennsylvania

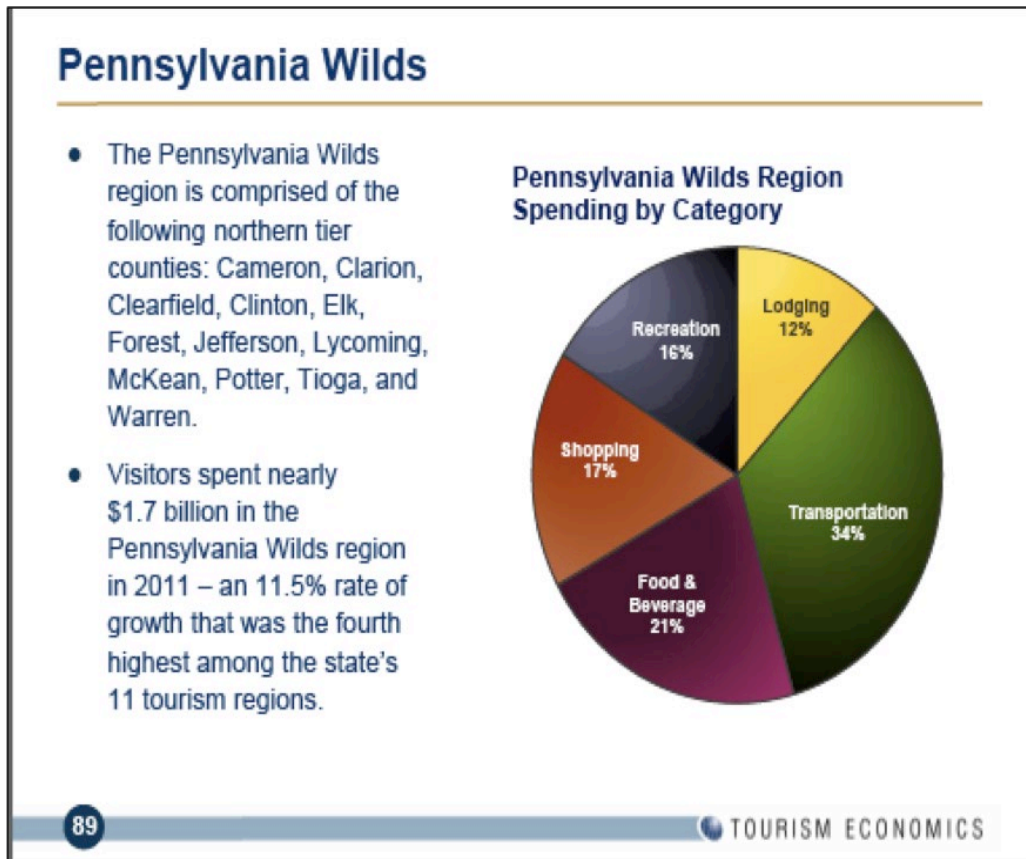
*Consumer*

Figure 5 - Source: The Economic Impact of Travel and Tourism in Pennsylvania

### *Demographics*

As a general overview, Pennsylvania agritourists:

- Are mainly US citizens
- Are within 2-3 hour drive of Pennsylvania
- Range in age from 18-89 (avg. age range 25-65)
- Travel in groups of two to three people
- Tend to have two to three children under 18 traveling with them
- Tend to stay overnight approximately 5 nights on average
- Tend to be motivated by pleasure, not business. (Ryan, Hayes)

Psychographics could include:

- Family focused
- Quality-oriented, Organic; Health and wellness conscientious
- Experiential, Naturalistic, Eco-centric, Conservationist, AUTHENTIC
- Middle to Upper class, Educated
- Nature/outdoor sporting/sportsman enthusiast

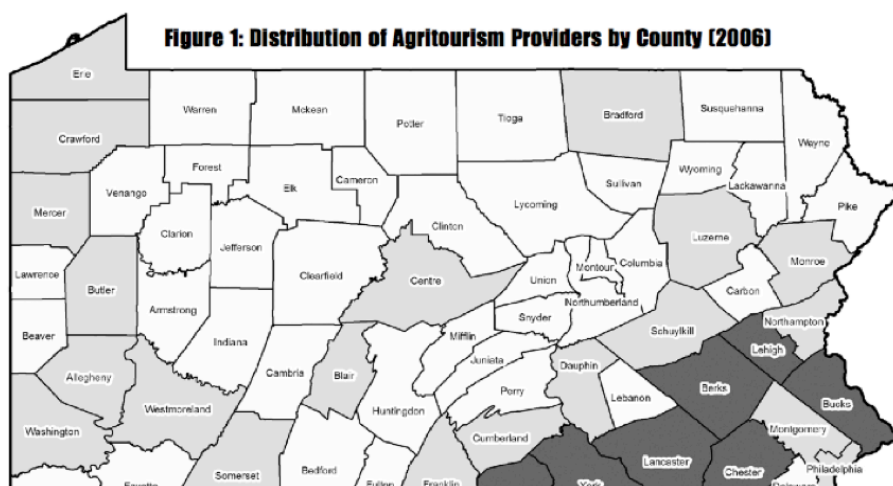
### *Product Review*

Three Ponds Farm has been undergoing continues renovation and improvement efforts, and offers the following assets, features and amenities:

- Family owned “gentleman’s farm” – The grounds are well maintained and manicured with landscaped settings and features, including water features, stone, flower beds, grapevines, blooming trees, ponds, statuary, rock gardens, arched bridge, play area, tree swings, etc.
- Pole pavilion with larger venue seating; outdoor smoker and grill.
- Updated “Norman Rockwell” genre – maintaining the heritage and integrity of the farmhouse with vintage, antique, and eclectic furnishings and features. Many features are salvaged from the barns and fields and repurposed.
- 148 acres of mixed rolling farm and wood lands with streams and ponds – a mixture of ecologies allows for diverse experiences
- On-property swimming with sandy beach, waterside deck with fishing dock and floating dock; row-boating and paddle-boating, nature hiking, bonfire pit, tenting, fishing, wildlife, walking, atv/horse trails, photography, wildlife/nature/birdwatching; winter cross-country skiing, ice fishing, ice skating (when season allows)
- Blueberry and blackberry groves, chestnut and black walnut trees, 15-acre sugar bush – experience freshly picked berries in season, or products made from them during summer; late winter is maple syruping season.
- Four-season enjoyment
- Occasional beef cattle on premise – educational experiences in how beef cows are managed, and possible participation in farm related activities
- Six bedroom remodeled farmhouse
  - Themed bedrooms:
    - Master Floral room (downstairs, queen master), sleeps 2
    - Woodland room (downstairs, full junior master with bunk) sleeps 4
    - Summer room (upstairs, queen master) sleeps 2
    - Spring room (upstairs, two bunk sets) sleeps 4
    - Fall room (upstairs, single bunk) sleeps 2
    - Winter room (upstairs, two singles) sleeps 2
  - Full bath upstairs; ¾ bath with walk-in shower downstairs
  - Two great rooms, dining area, large kitchen, windowed sun porch, utility kitchen, laundry
- Game room area in barn loft – ping pong, foosball, air hockey, etc.
- Surrounded by State Game Lands, Rose Valley Lake and working farms – encompasses many outdoor activities not available on premise, such as day-hiking trails, sport fishing (musky, pike, walleye, etc) and electric motor-boating, windsailing, hunting, picnicking, and animal farm /educational experiences.

### Competitive Review

A few properties within the region offer similar features as this, however few if any carry all of the features and capabilities as this. Most agritourism sites offer non-competing products. There is a rental home that enjoys popularity, which is located along Loyalsock Creek. While it provides more distinctive and upscale décor, it is not as big with as much sleeping capacity as ours. Additional competitors are sporadic throughout the region. Pricing is fairly competitive and equal according to what they offer. Few offer the amount of amenities as Three Ponds Farm. The map below offers a brief overview of agritourism producers.



## II. STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

### Strengths

Three Ponds Farm appears to be well-positioned to capitalize on the current economic forces driving the cultural trends in agritourism if well executed.

Additionally, when surveyed, 66% of agri-tourists stated they stayed more than one night while visiting an area. They spent an average of \$120 while visiting, which included accommodations, food, retail and other expenses. For 75% of these individuals, pleasure trumped business as to the reason for their trip. All of these would indicate a promising economic incentive for a community. Pennsylvania as a whole also has several notable strengths that can work in its favor in attracting visitors. the naturally scenic. Highly attractive landscape and many historic regions already attract visitors, while the close urban areas are a pool of potential markets. (Lara). Additional advantages are found in the inherent assets, including:

- Limited overhead
- Very rich in Natural, Physical and Heritage assets
- Proximity to town, shopping, events, outdoor recreation
- High local housing and lodging demand:
  - Gas industry
  - Hunting season
  - Little League
- Limited competition
- Growing industry and consumer awareness - Economical and cultural fit in market trends
- Multiple product and value-added offerings
- Sustainability
  - Consumer products: pick your own berries, maple syrup, tree nuts, homemade goods (breads, jellies, syrups, etc) beyond organic beef, fish, wild game
  - Raw materials: corn, soybean, hay, wood, manure
  - Partnerships with local non-competing agri-producers
  - High social responsibility profile
- Relationship with established producer

### Weaknesses

There are many facets and considerations in deciding to enter into agritourism. Three Pond's Farm assessment of some of the weaknesses it is challenged with include the following:

- Not currently handicap accessible
- Limited indoor large group dining capacity
- Limited cell phone and internet availability (at this time)
- Directions can be challenging
- Local gas activity
- Susceptibility to weather conditions on outdoor venues and events
- Prone to power outages during high-intensity storms
- No convenience stores, 10 minutes from closest general store, 20-25 minutes from town
- Lack of awareness
- Budget constraints
- Adequate and available labor force – ground maintenance, event set up and preparation, tear down
- Parking availability
- Natural characteristics of rolling grounds and water tables on property
- Susceptible to weather

## Opportunities

Agri-tourism is growing. There are many new trends in Agri-tourism and Agricultural marketing. These include the new generation of cooperative advertising, value-added and product differentiation and Community-Supported Agriculture, which is a concept designed to encourage relationships between consumers and growers, and for consumers to become more knowledgeable about, if not involved in, the way their food is grown.

Additionally, Pennsylvania provides planning grants, low-interest loans, and loan guarantees to tourism-related businesses in the commonwealth. The commonwealth also provides the Regional Marketing Partnership Grant program, which is open to officially designated regional marketing organizations and to consortia of businesses or other entities that come together to market a specific experience to tourists and offered statewide or across multiple regions. The regional marketing partnership grants are awarded on a competitive basis. (n.d.)

Three Ponds Farm has access to all of these opportunities, plus the abilities to:

- Utilize partnership with local farmer at growers markets to showcase farm
- Ability to expand into food service / catering markets
- Partnerships with local grower markets and visitor bureaus
- Little League
- Additional partnership growth and opportunities - i.e. local wineries, etc....

## Threats

A state wide industry assessment, performed by the Center for Rural Pennsylvania in 2006, gave a broad view of both the challenges and opportunities of agri-tourism in a rural community. Despite the many opportunities for growth and economic development, there are concerns that were raised by those surveyed in the assessment. Inflation of property values and of prices on goods and services are both economic concerns. (Lara). Three Ponds Farm must also consider the following threats:

- Isolated or remote location of the farm
- High increases insurance/liability costs and taxes
- Government regulations limiting or over-regulating use, processing, sales or scope of products, services, and/ operations on business AND partner businesses
- Perishable product

- Acquiring required Serve-Safe Certifications and other required industry certifications and standards in food, lodging and commercial practices
- Continued volatility and decline in economy
- Gas and oil industry activities and its impact on local ecology

## Main Communications Problem / Opportunity

The main problem is lack of reliable internet and mobile connectivity on premise, which is sporadic at best. One solution to take advantage of the problem is by capitalizing on “getting away”—getting away from the fast-paced stress of being constantly **plugged in** -- to life, work, entertainment, school; from internet, cellphones, tweets, on-call, online gaming, etc. – forces that keep us from connecting with one another. Three Ponds Farm offers an opportunity that takes the customer away from all of that, providing an opportunity to reconnect with family, loved ones, friends, and self in a slower-paced, relaxing environment that brings Gen X-ers and Baby Boomers back to life growing up before the digital age, and allowing parents to introduce their children to an opportunity to explore and experience the same. A place to decompress, reflect.. in essence, allowing customers to “*Disconnect.... and Reconnect*”.

## III. CREATIVE STRATEGY

### Key Facts Summary

#### *Venue Overview*

- “Norman Rockwell” style gentleman’s farm with six bedroom farmhouse, barns, swimming and fishing ponds with sandy beach, row boat, paddle boat, fishing poles; bonfire pits, pavilion, berry groves, sugar bush (maple syrup trees), and grapes on property; 150 acres with waterways, woodlands and fields. Farming and grass fed beef raised on premise.
- Remote location 13 miles north of Williamsport.
- Primary objective to generate income from the farms natural, physical, and heritage assets, while preserving its inherent integrity *without over-commercializing*.
- Owners participate in grass-roots educating, promoting, and engaging visitors with local farming and preservation, farm-to-table and buy-fresh/local, initiatives; “beyond organic” farming practices.
- Use considerations: weekend or weeklong staycation, event rentals (weddings, services, reunions, holiday parties and rentals, etc), retreats; agritourism opportunities such as school field trips. Foodie events (i.e. “filet mignon and sauvignon” night), farm festivals.
- Opportunities to establish partnerships with other local, non-competitive producers (wine, beef, chicken/poultry, artisans, foods, etc)
- Surrounded by PA State Gamelands and minutes drive to Rose Valley Lake

*Key advantages* – this property offers more sleeping arrangements, more amenities, more updated quarters and living arrangements than any of the primary competitors. It has the capacity to host more events. As the Director of the Susquehanna River Valley Visitor Bureau states, “it’s like a mini version of Tuscany on a farm in the middle of PA”. Farm can host smaller crowds, vs “200 person minimum” of other local wedding/event venues.

*Key Disadvantages* – no internet, limited cell, no established areas for larger event parking (park in field across street for now), remote location, outdoor events subject to weather, kitchen is not Dept. of Ag compliance for commercial cooking and sales/service ( catering).

### *Definition of Advertising Problem*

- No defined plan – no specific “key/primary” product offering or image formulated.
- Distance from town – will people be willing to travel to remote location?
- How to prevent “over-commercialization” of product and offerings to retain natural heritage assets and authenticity.
- What features would draw visitors and customers? How do they compete?

### *Identification of Evoked Set Membership*

These locations are within the evoked membership set because they all offer a getaway aspect of a private home or cabin rental. Some offer more camping or wooded/natural environments, lakes, or more pristine areas. There are also farm vacations and other bed and breakfast lodgings that can host events as well. Others evoke event and pure recreations and event hosting capabilities. Some are already established for events. Developing unique selling position is essential. They reside within a 1-1.5 hour radius of Three Ponds Farm.

#### **Berryfields Farm**

<https://www.facebook.com/BerryFieldsFarm/info>

*“Berry Fields Farm is a sustainable, diversified, integrated, organic farm in The endkess Mountains of Pennsylvania. We invite you to visit to shop in the farm store, stay in the guest house, or have a meal in the dining room. Berry Fields Farm is an organic farm that raises livestock (Hereford cattle, Tamworth hogs, Boer goats and pastured poultry) as well as grows organic fruits and vegetables.”*

#### **Mountain Dale Farm**

<http://www.mountaindale.net/activities.htm>

*“Mountain Dale Farm offers several different types of accommodations. We have five Efficiency Cottages (complete with cooking facilities), three Dormitory Cottages, one Deluxe Cottage, plus four rooms at our Farm House.”*

#### **Colonial Pines**

<http://www.visitcentralpa.org/>

*“A unique farmhouse setting for that special occasion or weekend getaway. Barn/gazebo for weddings and receptions, reunions, and other events. House with 5 bedrooms, 4 bathrooms, dining room, social room, TV room, and fully-equipped kitchen.”*

#### **Big Woods Vacations**

<http://bigwoodsvacations.com/>

*“Big Woods Vacations has vacation rentals in Lycoming County, Sullivan County and Clearfield County in the beautiful mountains of North Central Pennsylvania. This is “big woods” country close to a host of area attractions which include hunting, fishing, rafting, hiking, biking, snowmobiling, skiing, ATV trails and horseback riding. It is a great place to get away and forget all about your hectic schedules. Look over our vacation rentals and reserve the one that best fits your vacation needs.”*

#### **Area Attractions:**

*Little League, Trout Season, Hiawatha paddle cruises, Flaming Foliage, Farmer’s Market*

#### **Trout Run Volunteer Fire Co. - Rental**

*Social Hall available for food and rental for events*

#### **Cabin Creek Lodge**

<http://cabincreeklodgepa.com/>

*"An outdoor adventure, a fun family getaway Located in the center of Pennsylvania's Elk Herd and nestled on the banks of Trout Run creek. Rates \$100 – 175 nightly rates change per season, pets extra."*

#### **Sheshequin Campground**

<http://sheshequincampground.com/index.html>

*"Our 82 sites are situated on 18 scenic acres, nestled in the Allegheny Mountains of North Central PA."*

## **Three Ponds Farm Event Venue**

### *Communication Objective*

Our goal is to make the consumer aware of other amenities that are offered. In addition to the staycation, we also offer a one-day rental. Advertising for this will focus on the fact that the farm is something that is for people of all ages and backgrounds. There are many different types of people/organizations that Three Ponds Farm appeals to, and it is important that the correct message is sent to potential customers. They must be able to understand the broad spectrum of amenities and experiences that our location has to offer, and how much fun this service can provide. This is an aspect of the service that relates to the customer on a more personal level and allows for memories to be shared among colleagues, friends, and family.

### *Target Market*

The target market for this aspect of the business is broad and includes, but is not limited to:

- Within 3 hour drive of farm
- Families/Couples
  - Life Celebrations
  - Weddings
  - Graduations
  - Reunions
  - Staycations
- Companies/businesses:
  - Company picnics
  - Corporate retreats
  - Team-building exercises
  - Holiday Parties
- Organized Groups:
  - Guilds – artisan, crafting, bird watching, etc
  - Boy/Girl Scout troops
  - Church/spiritual groups
  - Fraternity/Sorority
  - Class trips
- Events / Festivals
  - Charitable /fundraising
  - Youth sports banquets
  - Music/foods/crafts
  - "Foodie" events

### *Psychographics*



- Avg. age range 25-65
- Family/relationship focused
- Quality-oriented, Organic; Health and wellness conscientious
- Experiential, Naturalistic, Eco-centric, Conservationist, AUTHENTIC
- Middle to upper class, educated
- Nature/outdoor sporting/sportsman enthusiast

### *Promise*

The problem solution is that people are able to have privacy. Most parks are open to the public and do not allow people to have their desired experience. Three Ponds Farm provides the atmosphere of a park and exhibits a feeling that correlates directly with the landscape; all while being located in a remote, private setting. It allows for the customer to have plenty of space to enjoy the activities of their choosing. The basic benefit or problem solution that we offer our target is the opportunity to “disconnect” from the stressful toxins of life and “reconnect” with those persons and experiences which provide rest, relaxation, and recreation (re-creation) of mind, body and spirit.

### *Reason Why*

The customer is always the reason to provide a service. In this case, the farm helps identify with people who love the natural aspects of life. It is a place that can provide the needed time for one to connect with nature, self and other life forces. In a society that is disconnected from these living essences, our service intends to remind people that there is more to life than modern technology. The group aspect of this service is also a good reason to provide this service. Memories are things that can last a lifetime and this business cherishes in helping to make them happen. The farm surrounds its guests with the rich simplicities of earth, water, nature, fresh air and *time*. Its location has limited cell service and no internet access, thereby cutting off the sources of constant demand for attention. Its nostalgic characteristics almost feels as though time stood still, bring the past to present for adults, and allowing children to experience life as their parents and grandparents may have enjoyed it. Online gaming, facebook, texting, endless emails, fire extinguishing, work demands, social media, and cell phone calls gives way to picnics and grilling, swimming, paddleboating, salamander hunting, exploring streams and trails, bird watching, berry picking, bonfires, smores, lightning bugs and moonlight over the mountains and water. It also serves as a natural and authentic host for grassroots festivities, artisans and crafters. The farmhouse accommodations provide the perfect weekend or afternoon retreat for couples and groups of all kinds. State Gamelands and Rose Valley Lake are within minutes of the farm for big fresh water fishing, electric and sail boating, and trails.

### *Tone Statement*

The intended tone that is to be communicated is both fun and broad. The farm allows the customer to customize their own experience. There are many different types of events that can be held at the farm and it appeals to a mass audience. The other tone would be relaxed. We want the customer to feel comfortable and view the service as something that allows for a disconnection from society; values that evoke reconnection and tap in to the senses. Three Ponds Farm waters your thirst for an authentic experience of heritage farm life; a yesteryear that is simple, carefree, relaxed and fun. The experience will cleanse your chaos.

### *Message Strategy*

The best strategy to have is to ensure that the customer is satisfied. This is so important because this business relies a great deal on word-of-mouth and benefits from exposure within the local area. Local advertising is crucial and there are a lot of ways that it can be done:

- Website
  - Online video depicting lifestyle imaging, messaging, music component
  - A “request information”

- Farm Events
- Calendar
- Local events
- Social media
  - tweeting activities and events
  - facebook “Three Ponds Farm Life” highlighting home, country, farm tips, recipes, canning, etc
- Traditional advertising - print ads carrying same messaging, music choice
- Handing out flyers/t-shirts/bumper stickers to people that attend local parades, events, etc.
- Sponsorship for a youth baseball team
- Banners at stadiums around the area
- Local billboards
- Community Happenings publications
- Mailing lists
- Advertisements in local newspapers/Yellow-Pages/catalogues
- Partnering with local non-competing businesses
- Trade/bridal shows, sponsorships.

## IV. COMMUNICATIONS STRATEGY & TACTICS

### Advertising/Communication

The advertising/communication objectives are to increase awareness of Three Ponds Farm, its location, and what it has to offer as an Event Venue rental. It will position the farm as a more desirable alternative to traditional venues for group and family gatherings such as banquet facilities, fire halls, state and local parks, campgrounds, hotels, etc., offering amenities that other facilities and venues don't.

The ad messages will affect the audience perception of Three Ponds Farm first as a Psychic Utility, and then as Functional Utility second. This will be done through use of use of images, music and design elements that evoke an emotional response, and speaks to the yearning to decompress, have fun and relax with friends, family and/or introspective self. It depicts it as a means to balance and cleanse the chaos and demands of life, offering a place that is wholesome and fun. It caters to mind, body and spirit with renewed energy and refreshment.

#### *Selling Proposition (Key Selling Message)*

The one main benefit of Three Ponds Farm is that it has a unique combination of amenities that meet a wide range of customer's psychic and functional needs in terms of an event venue rental, including space, natural environment, aesthetics, accommodations, and versatility.

### Creative Strategy & Tactics (Creative Platform)

#### *Creative Strategies*

Three Ponds Farm is an Event Venue that can cater to a broad function, and is unique in the sense that it serves as a solution for whatever need the customer is seeking to fulfill. Four primary target arenas have been identified in which to execute the campaign, with messaging to target the audiences within each. They are:

- Weddings
- Private Getaway Rentals –overnight, weekend or weekly
- Group Functions – i.e. sports teams, girl/boy scouts, school/church groups
- Event Facility – parties, reunions, retreats, fairs, fund raising

### *Campaign Theme / Slogan*

1. "Cleanse Your Chaos"
2. "Disconnect... and Reconnect"
3. "It's Waiting for You"

The unifying message will be "Disconnect... and Reconnect *with ....*"

This message combined with images/music, will connect across all targets, genres, psychographics and demographics. For example:

"Disconnect... and Reconnect *with simplicity.*"

"Disconnect... and Reconnect *with fun.*"

"Disconnect... and Reconnect *with your team spirit.*"

"Disconnect... and Reconnect *with your forgotten love of peanut butter sandwiches.*"

"Disconnect... and Reconnect *with wonder and awe.*"

"Disconnect... and Reconnect *to have and to hold forever.*"

"Disconnect... and Reconnect *with inspiration in the least expected places.*"

"Disconnect... and Reconnect *your body, mind and spirit.*"

### *Approach to Creating the Messages*

The main benefit and tone of the copy will be communicated with images, copy, and design elements that evoke **connection, memories, and traditions**. This will be accomplished by highlighting people engaging in the every day celebrations of life, love, family, and friendships. It's about connection with others, self, and nature. It's the essence of memories and the start of new traditions for young and old. It's the photo-worthy moments that Three Ponds Farm inspires that couldn't be captured anywhere else. It's picnics, games, and food; hanging out around campfires, dirty faces, splashing contests and jumping off the docks on hot summer days. It's reflection on the simplest things – hanging your feet in the water, picking berries, chasing lightning bugs; a father helping his child catch a first fish – and taking it off the hook. It's images of a wildflowers, birds taking flight, rustic charm of old barn board, wire fencing, rock formations, and tree swings. It's a connection to life; *the simplicities of the past that build the traditions and memories of the future.*

Design elements and focals:

- Connectivity – human, nature, animals,cosmic/spiritual
- Organic, Indigenous
- Rustic Charm
- Understated sophistication
- Authentic, time-honored

This communication strategy speaks to the target audiences in terms of demographics and psychographics

### *Samples*

See Attached.

### *Promotional mix*

Give a brief description of the different types of advertising activities you're recommending for the campaign (paid ad space and time, direct marketing, personal selling, promotions, publicity, etc.). Discuss which activities will be emphasized and why. **Indicate how the total campaign budget should be allocated among these activities (show by percentages).**

Weddings / Bridal Shows (Seasonal) – Budget Allocation: 25%

- 3-panel brochure w/mailed panel (general)
- 2-sided panel cards (targeted) – bridal shows, counter top displays, partner vendors
- Direct mail postcard (targeted emphasis)
- Directory ads – 4 color
- Flighted billboards (targeted)

Private Getaway Rentals –overnight, weekend or weekly (Seasonal) – Budget Allocation: 25%

- 3-panel brochure w/mailed panel (general)
- 2-sided panel cards (targeted) – trade shows, counter top displays, partner vendors
- Newspaper Ads – key papers within 3 hour radius
- Directory ads – 4 color
- radio

Group Functions – i.e. sports teams, girl/boy scouts, school/church groups (Seasonal) – Budget Allocation: 25%

- 3-panel brochure w/mailed panel (general)
- Flighted billboards (general)
- 2-sided panel cards (targeted)
- Sports programs ads
- Sports/other team sponsorship
- Newspaper ads – b/w
- radio

Event Facility – parties, reunions, retreats, fairs, fund raising (Seasonal) – Budget Allocation: 25%

- 3-panel brochure w/mailed panel (general)
- Flighted billboards (general)
- 2-sided panel cards (targeted)
- Newspaper ads – b/w
- Directory ads – 4 color
- radio

### *Media Goals*

#### **January-February**

**Wedding promotions and advertising.** This is when all of the bridal shows are in full swing and wedding plans are being made. Wedding locations and service providers are being secured. The majority of wedding advertising dollars (75%) will be spent January 1-31, with remainder carrying through February. Goals will focus on frequency to keep the message continuous and consistent. This will promote urgency.

#### **March – July**

**Event/Group and Vacation** advertising and promotion. 70% of remaining budget will be used March – May. This is when vacation and event planning is in full swing. The remaining 20% of budget will be reserved for June and July to promote sports functions and begin to promote off-season availabilities such as Fall Hayride Fundraisers and Festivals, Thanksgiving, and Christmas.

**Media & Promotion Schedule (Media Flowchart)**

January

Wedding billboards – 4 weeks  
 Bridal Shows  
 Radio spots – 5 spots daily – drive time M-F  
 Newspaper Ads – bridal section each Sunday 4/wks

February

Newspaper Ads – bridal section Sundays 3/wks

March

Billboards Rental/Event Planning– 4 weeks

April

Billboards Rental/Event Planning– 4 week  
 Radio – 3 spots daily – 4 weeks

May

Billboards Rental/Event Planning– 4 week  
 Radio – 3 spots daily – 4 weeks  
 Newspapers – 3x/week

June

Billboards Rental/Event Planning– 4 week  
 Radio – 3 spots daily – 4 weeks  
 Newspapers – 3x/week

July

Billboards Rental/Event Planning– 4 week  
 Radio – 3 spots daily – 4 week (START OFF-SEASON)  
 Newspapers – 3x/week

**Social Media Plans**

Social media will be an ongoing facebook page and twitter accounts. Each will tweet and post any upcoming events and reminders to secure their space for their events. Also happenings.

	A	B	C	D	E	F	G	H
1	Vehicle	January	Feb	March	April	May	June	July
2	billboard	wedding: x		event/rental: x	event/rental: x	event/open house: x	event/rental: x	fall event/seasonal: x
3	radio :30	wedding: 4 4 4 4	wedding: 4 4 0 0	event/rental: 4 4 4 4	event/rental: 4 4 4 4	group event: 4 4 / openhouse: 4 4	group events: 4 4 4 4	group events/seasonal planning 4 4 4 4
4	newspaper: 3col x 6	wedding: 3 3 3 3	wedding: 3 3 0 0	event/rental: 3 3 3 3	event/rental: 3 3 3 3	group event: 1 1 / openhouse: 3 3 3 3		
5	brochures & panel cards			farmers market	farmer market	farmers market	farmers market	farmers market
6	direct mail	brochure/wedding panel		brochure/event & rental panels		brochure/event & rental panels		brochure/seasonal event panel
7	trade shows	bridal shows: x x x x	builder shows: x x					
8	twitter	x x x x	x x x x	x x x x	x x x x	x x x x	x x x x	X X X X
9	facebook	x x x x	x x x x	x x x x	x x x x	x x x x		
10	publicity	bridal press release		sports/school programs	sports team/school programs		Open House & Farm Festival	

### *Publicity Strategy & Tactics*

#### Free Publicity:

- Host “Farm Festivals for a Cause” – Partner with local, non-competing vendors (i.e. Farmer Market vendors, local wineries, crafters, artisans, farmers) and host a farm festival with music, pig roasts and grills to raise awareness and proceeds.
- Take the lead with a local charitable cause to raise awareness
- Write a column for a local daily or weekly hometown paper
- Get involved in community happenings wearing tee shirts
- Facebook, Twitter, blog (owners will maintain communications and site)

### *Promotion Strategy & Tactics*

#### Three Ponds Farm Open House Event (and annual festival event)

- local, non-competing vendors (i.e. from local farmers market, local winery, crafters, artisans)
- music/bands/acoustics – can market their services for weddings and events.
- pig roasts chicken roast, grilled food and baked goods featuring foods from our farm and local farmers
- featured “wedding tent” set up showcasing wedding accommodations, décor, and supplies available for rental. Accommodates seating for food
- kid’s activities – face painting, bouncy house, bouncy gym, “farm-themed” activities (sack races, three-legged races, egg toss, etc), sheep/goats/chickens, balloons, etc
- horseback/pony rides
- local Volunteer Fire Company presence with fire hose competitions
- indoor tours

#### Coordinated Advertising

- Event advertising with billboards, newspaper ads, radio, street banners
- Co-op with the participating vendors/partners to decrease advertising costs
- Flyers/posters given to participating vendors to hand out or hang
- Social media – facebook, twitter
- Website, Visitor Bureau event calendar

### *Other strategies and tactics*

- Join any local professional or consolidated groups and collectives that engage in their own promotional efforts (websites, email lists, direct mail, etc), i.e.
  - visitors bureaus
  - wedding/event co-op groups
  - Chamber of Commerce
  - Local recreational/community directories
- Establish a presence at farmers markets and provide tote bags with Three Ponds Farm logo to hand out for folks to carry their purchases in.
- Get involved in community – host or support educational opportunities such as environmental, natural foods, holistics, tours
- Fund raising – hayrides, festivals, etc
- Berry Picking when in season
- Selling farm products at farmers markets (or partnering with other farmers to sell) – jellies/fruited products, syrup, meats, nuts

## Appendix: Press Release

Three Ponds Farm

FOR IMMEDIATE RELEASE

Contact:

Nick Parsons

610-984-7843

[Nrp6@pct.edu](mailto:Nrp6@pct.edu)

### Open House and Farm Festival

Three Pond's Farm would like to invite all community members to enjoy two days of fun! Come to 415 Beech Valley Road in Trout Run, PA and experience 10 acres of entertainment. Food and farm market vendors will be in attendance for guests to view and purchase products and craft and bake sales will provide local treats for all ages. Adults can enjoy local craft beer and wine tasting. Live bands and a DJ will set the mood for the weekend while kids can enjoy various games and activities

such as hayrides and pony rides. An open house will allow guests to explore the entire venue on their own time and tours and displays will navigate those with questions about the farm. Food and beverages will be provided and a pig roast will be the featured delicacy. As the day comes to an end, guest can enjoy an onsite bonfire accompanied by free marshmallows. The weekend guarantees to be a great time. So come out and enjoy our beautiful landscape and exciting entertainment as Three Ponds Farm looks to bring the community together through the first annual Open House and Farm Festival!

If you would like more information or to schedule an interview with Three Pond's Farm, contact Valerie Komarnicki at 570-998-9849 or visit [www.3pondsfarm.com](http://www.3pondsfarm.com)

## **Appendix: Radio Spots – Three Ponds Farm**

### **:30 Weddings**

It's finally summer and the time for love. Three Pond's Farm offers a wonderful landscape for couples to take the next step into happiness. With a beautiful appearance and a secluded location, we provide a perfect venue for any couple looking to tie the knot. Come celebrate your happiest day with your loved ones and leave all your troubles behind as the experience guarantees to warm your heart. Disconnect and reconnect with: memories at Three Ponds Farm. Visit [www.3pondsfarm.com](http://www.3pondsfarm.com) or more info.

### **:30 Private Rental**

Wanna get away? The stress and troubles of everyday life can weigh you down and sometimes you just need some time to yourself. There is no better place for that than Three Pond's Farm! Enjoy complete privacy and relaxation for all ages as you have total control over your vacation. Disconnect from your own personal chaos and reconnect with simplicity in our natural environment. Make your reservation today and take one step closer to cleansing your mind, body and spirit at Three Pond's Farm! Visit [www.3pondsfarm.com](http://www.3pondsfarm.com) or more info.

### **:30 Group Functions**

Attention Parents, Clubs, and all organizations! Three Pond's Farm wants you to use our service for your next celebration. With a natural environment and the benefit of privacy; banquets, campouts, and all types of events are more than accommodated. Never has nature provided so much fun as the whole family will enjoy this fantastic venue. So reconnect



with your team spirit and create new memories with good company at Three Pond’s Farm. Visit [www.3pondsfarm.com](http://www.3pondsfarm.com) or more info.

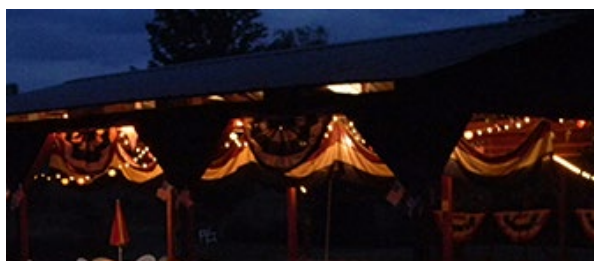
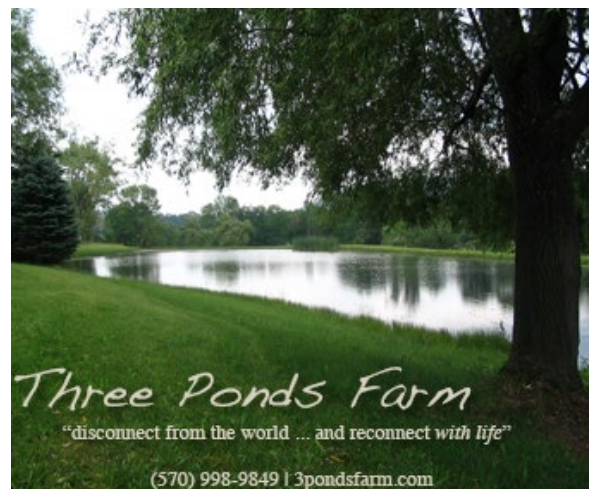
**:30 Farm Festival**

Come one, come all! Three Pond’s Farm would like to invite everyone on June 14<sup>th</sup> and 15<sup>th</sup> at 9 a.m. to enjoy the first annual open house and farm festival. Food and farm market vendors will be there offering products and local beer and wine crafters will provide free sampling for everyone 21 and over. With fun for all ages and a live DJ this open house promises to be the talk of the town! Come enjoy great food and great company and reconnect with wholesome fun at Three Pond’s Farm. Located at 415 Beech Valley Road in Trout Run. Visit [www.3pondsfarm.com](http://www.3pondsfarm.com) or more info.

**:30 Event Facility**

Are you in need of a private venue to host your next celebration? Look no further than Three Pond’s Farm. Located in a private area and coupled with a beautiful appearance, our service aims to satisfy any customer’s personal needs. With the space to accommodate many forms of entertainment and the ability to convey a relaxing tone, this is not your ordinary farm! So come on over and let us host your event and reconnect with inspiration in the least expected places at Three Pond’s Farm. Visit [www.3pondsfarm.com](http://www.3pondsfarm.com) or more info.

**Appendix: Banner Ads**





Appendix: Farm Festival / Open House

Newspaper Ad 3col x 6

**Open House and  
THREE PONDS FARM  
Farm Festival!**

Sat. June 14, 9am-6pm ★ Sun., June 15, 9am-3pm

**Come and Join Us! 10 acres of:**

- Food & farm market vendors
- Kids' games and activities
- Craft vendors & bake sales

and  
Pie

Appendix: Panel Card Insert – “Parties and Events”



*...with fun!*



Appendix: Panel Card Insert – “Rentals”



**Appendix: Panel Card Insert – “Weddings”**



Appendix: Website

[http://three-ponds-farm.com/bwm150/final\\_project/home\\_index.html](http://three-ponds-farm.com/bwm150/final_project/home_index.html)

three-ponds-farm.com/bwm150

# Three Ponds Farm

*"Disconnect from the world... and reconnect with life!"*

[Index](#) | [Home](#) | [Services/Accommodations](#) | [Reservations](#) | [Calendar of Events](#) | [FAQs/Contact](#) | [Customer Feedback](#)

## Accommodations



Situated on 150 acres of rolling hills, farm and woodlands, *Three Ponds Farm* is a mid-century "gentleman's farm" which keeps with the authentic, rustic charm and beauty of a "Norman Rockwell" era gone by. The large farmhouse welcomes you with a giant wrap-around porch with ceiling fans, rocking chairs, a porch swing... and the company of bird nests hidden amidst the rafters!

**INSIDE** the home you'll find:

- 6 tastefully-appointed themed bedrooms (including two queen master bedrooms)
- Sleeps up to 16 people (with optional pull out couch and single roll-out cot)
- Large country kitchen / dining area
- Sun porch with fully-windowed walls on three sides
- 2 great rooms with gas fireplaces
- Family rec area
- Utility kitchen w/laundry
- 2 full bathrooms (one with a full-size walk-in shower)

**OUTSIDE** the home you'll enjoy:

- 10'x20' framed pavilion with lighting and electrical hookups
- Bonfire pit
- Children's play area
- Tree swing
- Large swimming pond with sandy beach, fishing dock, slide, and floating platform dock
- Waterside deck
- Rowboat (optional for rental)
- 4-seater paddle-boat (optional for rent)
- Middle-sized fishing pond
- Small Koi pond
- Feeder stream and walkway bridge

Additional outdoor features include grape arbors, blackberry and blueberry bushes and fruiting tree; land, pond and watercapes capturing the beauty and charm at every turn.

*Three Ponds Farm* is the perfect place to accommodate your event! Whether it's a weekend couple's bed and breakfast getaway or a week-long family vacation/staycation, a rustic outdoor/barn wedding or a fun-filled family reunion, an organizational fundraiser or school fieldtrip, or any kind of retreat, Three Ponds farm has the space and accommodations to suit your needs!

## Services



### EVENTS/WEDDINGS

- Weddings
- Reunions
- Parties
- Catering



### FUNDRAISERS/TOURS

- Fieldtrips
- Hayride fundraisers
- Daycamps



### RETREATS

- Creative/Artisan: art, photography, quilting, scrapbooking
- Corporate: executive, team-building, educational
- Spiritual: services, personal, group
- Therapeutic/Holistic: couples, family, childrens, grief



### RENTALS

- Weekend getaway
- Weekly rentals
- Little League

Appendix: Brochure-Inside



Situated on 150 acres of rolling hills, farm and woodlands, Three Ponds Farm, is a mid-century "gentleman's farm" which keeps with the authentic, rustic charm and beauty of a "Norman Rockwell" era gone by. The large farmhouse welcomes you with its giant wrap-around porch with ceiling fans, rocking chairs, a porch swing... and the company of songbirds amid the rafters. The land is sprawling with fruiting and flowering bushes and trees. Its the perfect backdrop for your event, getaway, function or retreat.

*Weekend/Weekly Getaway*

Disconnect from life's demands and reconnect with what's most important to you ~ family, loved ones, and self! Or, grab a group of friends and enjoy some long overdue "hang time". We have all the amenities to make the kind of weekend you'll never want to end!



Inside:

- Sleeps up to 16 in 6 tastefully-appointed themed bedrooms: 2 queen masters, 1 full w/bunk, 1 double bunk, 1 single bunk, 1 w/2 single beds. (Plus pull out couch & single cot)
- Large fully furnished kitchen / dining area
- Sun dining porch w/3 fully-windowed panorama walls
- 2 great rooms with gas fireplaces
- Family/rec area • Utility kitchen w/laundry
- 2 full bathrooms (one w/full-size walk-in shower)

Outside:

- 10'x20' framed pavilion with seating, lighting and electric
- Bonfire pit • Grill • Smoker
- Children's play area • Tree swing • Hammock
- Large swim pond w/sandy beach, slide & floating platform
- Waterside deck w/extended fishing/boat dock



- Rowboat & 4-seat paddle-boat
- Fishing pond
- Stream, water & landscape features
- Paths & Trails

*Events/Parties*

Life is a celebration of all types and sizes! Call or visit online to learn more about our facilities, accommodations, chicken/pig roasts, catering, canopies & tents, supplies & rentals!



(570) 998-9849 | 3pondsfarm.com

*Retreats*

Disconnect.. and reconnect your body, mind and spirit. Cleanse your chaos. Reset your balance. Find your inner sanctum. Come together to enjoy what you love, and restore what you need.



Three Ponds Farm offers peace, re-creation and restoration. It's a refuge of quiet simplicity from the toxic stressors of life, work, and others. Find your focus, connect with like minds, explore new perspectives, and engage in new challenges, however big or small.

*Class/Field Trips*

Three Ponds Farm has hosted numerous agro- and eco-tours for pre- through middle schools and organizations. Plan a hayride, meet the cows, and visit a neighboring sheep farm with chickens. Or, engage in a habitat study along streams, marshes, woodland trails, flora and fauna. Pack a lunch, or coordinate a lunch on site!



### Appendix: Brochure-Outside

Three Ponds Farm is the perfect venue and setting to accommodate your big and small groups and needs! When you want a distinctive, fun change from the routine options, we're the answer! Rustic and stately outdoor weddings, fun-packed family reunions, creative fundraisers or fieldtrips, or the perfect space for your retreat, Three Ponds Farm offers most of you want - and more!

#### *Celebrations/Parties*

Weddings • Reunions • Company Picnics  
 Team/Group Parties • Faith/Spiritual  
 Catering • Pig & Chicken Roasts

#### *Groups*

Fieldtrips • Hayride/fundraisers • Daycamps  
 Boy Scout/Girl Scout • Church/Spiritual

#### *Retreats*

*Creative/Artisan Groups*  
 Art • Photography • Quilting • Scrapbook

*Corporate*  
 Executive • Team-building • Educational

*Spiritual/Therapeutic/Holistic*  
 Personal • Group • Couples • Family • Children's  
 Grief • Women's/Men's • Addiction

#### *Rentals/Getaways*

Weekend • Weekly • Overnight  
 Little League • Holiday • Wedding Packages  
 Girls/Guys Weekends



Three Ponds Farm  
 415 Beech Valley Rd.  
 Trout Run, PA 17771





## References

- Lara, Catherine (2012, November 1). Agri-Tourism – A Resource For Economic Growth. Retrieved from <http://extension.psu.edu/cumberland/news/2012/agri-tourism-2013-a-resource-for-economic-growth>
- Value-Added Marketing Series. Retrieved from <http://extension.psu.edu/farm-business/value-added-marketing-series>
- Beus, Dr. Curtis E. (n.d.). Agritourism: Cultivating Tourists on the Farm. *Farming the Northwest*. (EB2020). Retrieved from <http://cru.cahe.wsu.edu/CEPublications/eb2020/eb2020.pdf>
- Dodrill, Tara. (n.d.). Retrieved Nov. 15, 2012 from eHow Money: [http://www.ehow.com/list\\_6397235\\_pennsylvania-agritourism-grants.html](http://www.ehow.com/list_6397235_pennsylvania-agritourism-grants.html)
- S. Krecke. (2008, August 28). Fall Ceremony Trend: Barn Weddings. Retrieved from [http://www.celebrityweddingbuzz.com/celebrity\\_weddings/2008/08/fall-ceremony-t.html](http://www.celebrityweddingbuzz.com/celebrity_weddings/2008/08/fall-ceremony-t.html)
- Best Wedding Trends 2012-2013 Guide. Barn or Ranch Wedding Trends. Retrieved from <http://www.weddingtrends2012.info/barn-or-ranch-wedding-trends/>
- Agritourism: Homegrown in the Valleys. Retrieved from: <http://www.visitcentralpa.org/page.asp?tid=153&name=Agritourism-Homegrown-in-the-Valleys>
- Geisler, Malinda (2012, January). Agritourism Profile. *Agricultural Marketing Resource Center*. Retrieved from [http://www.agmrc.org/commodities\\_products/agritourism/agritourism-profile/](http://www.agmrc.org/commodities_products/agritourism/agritourism-profile/)
- Sacks, A., Pike, C. (2012, December). The Economic Impact of Travel and Tourism in Pennsylvania: Tourism Satellite Account, Calendar year 2011. Retrieved from <http://www.visitpa.com/research-statistics>
- Value-Added Marketing Series. Retrieved from <http://extension.psu.edu/farm-business/value-added-marketing-series>
- Ryan, Susan D., Ph.D., Hayes, Sean A., (2009, July) California University of Pennsylvania, Tourism Research Center, Your Agritourism Business in Pennsylvania: A Resource Handbook: Get started and keep going in Agritourism. Retrieved from [http://www.rural.palegislature.us/Agritourism\\_handbook.pdf](http://www.rural.palegislature.us/Agritourism_handbook.pdf)
- Brown, L., Hershey, C. (2012, June) Agritourism in Wisconsin from the Consumer Perspective: Report from the 2012 Wisconsin Agritourism Survey. Retrieved from [http://www.uvm.edu/tourismresearch/agtour/publications/Wisconsin\\_Agritourism\\_Survey\\_Report\\_6-25-2012.pdf](http://www.uvm.edu/tourismresearch/agtour/publications/Wisconsin_Agritourism_Survey_Report_6-25-2012.pdf)
- Agritourism World. Retrieved from <http://www.agritourismworld.com/index.php/directory/usa-by-state/pennsylvania?limitstart=0>
- State Financial Assistance Program. Retrieved from <http://www.visitpa.com/state-financial-assistance-programs>
- USDA Economic Research Service. Retrieved from <http://www.ers.usda.gov/data-products/state-fact-sheets/state-data.aspx?StateFIPS=42&StateName=Pennsylvania>