



## **AGRITAINMENT (AGRI-TOURISM) CONSULTING AND DESIGN SERVICES**

The White Hutchinson Leisure & Learning Group is a full-service feasibility, design, production and consulting company for agritainment (agri-tourism) facilities.

It was back in 1994 that we first applied our experience and expertise in the family and children's entertainment center industry to Davis' Farmland in Sterling, Massachusetts when we performed a market and financial feasibility study and prepared a master plan for the expansion of their farm-based petting zoo into a much larger children's discovery farm attraction. The discovery farm concept we designed was an instant success and Davis' Farmland has been growing ever since, including a major expansion we designed for it in 2001.

Since 1994 we have worked for farmers with agritainment and agri-tourism businesses of many types on all aspects of developing, expanding and growing their businesses. Many of these farmers, including some of the country's most successful operations, have continually returned to us for on-going design and consulting services.

White Hutchinson has a core team of design and other professionals that includes the disciplines of architecture, interior and mechanical design; market research; brand, name and logo development; landscape design; kitchen design; food and beverage; entertainment and play attraction design; and management. Additionally, we collaborate with the best quality suppliers throughout the world on the design of entertainment and play equipment and activities. Randy White, our CEO, personally works on all our agritainment projects, as he enjoys it so much.

White Hutchinson prides itself on its independence. Unlike many consultants and designers who derive secondary income from commissions on equipment or from contractors they specify for clients, our ethical standards prohibit us from accepting any such income, which could bias our advice to clients. As a result, we have no loyalties or obligations to any suppliers or contractors. We have no ownership, nor will we accept any commissions, rebates or other compensation from suppliers or contractors. We believe it is our job to represent the best interest of our clients and help them make the best business decisions, which sometimes is to not to proceed with a project.

Our comprehensive design and consulting services cover most aspects of designing and operating agritainment facilities, including:

- Market research and feasibility
- Financial feasibility and projections
- Concept development

Master plans  
Cost estimates  
Mix/program development  
Operating capacity/design day calculations  
Space/adjacency planning  
Brand development  
Schematic design  
Architectural design  
Landscape design  
Mascot/costume character design and procurement  
Design for circulation  
Design for adult and children's accessibility  
Design for family friendliness  
Design for safety  
Wayfinding/sign design  
Design/specification for entertainment and play attractions, equipment and supplies  
Children's play safety design including ASTM and CPSC compliance  
Food Service:  
    Menu development and pricing  
    Product sourcing  
    Kitchen design  
    Menu board concepts and designs  
    Sanitary practices and procedures  
    Waste monitoring and control  
    Inventory control and ordering  
    Policy and procedure manuals  
    Food service personnel training  
    POS and technology systems selection  
    Start-up operations  
Consulting on development of sponsorship programs  
Development and training on hygiene, health and sanitation policies for play and animal areas  
Assistance with other areas of management and operations as required  
Consulting and assistance on all other areas of development, management and operations

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