

# Creating a family-oriented agritainment attraction

Randy White, CEO



Kansas City, Missouri, USA

Presented at The Maize Site Owners  
Conference March 4, 2005.

This presentation is available for  
downloading as an Adobe PDF file at:  
[www.whitehutchinson.com/maize2005](http://www.whitehutchinson.com/maize2005)

## Consultants, designers & producers of location-based leisure & learning venues

- Family entertainment centers
- Children's discovery play (*edutainment*) centers
- Family eatertainment facilities
- Adventure play gardens (playgrounds)
- Child care facilities
- Recreation/fitness projects
- Agritainment facilities

16 years experience with 290+ clients worldwide

Our projects have been featured:



I can dream

& won many industry awards



# Agritainment clients





**Vol. V, No 1, January 2005**

**In this issue**

1. Editor's corner
2. Change is sweeping the restaurant industry, leaving most LBEs in the dust
3. ADA guide for hiring persons with intellectual disabilities
4. Environments that make you say wow while you chow
5. New data on home-schooling
6. The gender challenge
7. *Foundations Entertainment University*
8. Eating out is in
9. *Fisher-Price* teams up with *Royal Caribbean*
10. Egregious article requires retraction?
11. Family pizza buffet/entertainment center design progresses
12. The business plan: the roadmap for success
13. Welcome our newest staff member
14. Upcoming presentations
15. New clients

[www.whitehutchinson.com/leisure](http://www.whitehutchinson.com/leisure)



My childhood agritainment roots

# Six fundamentals

- the only 5 ways to grow your business
- the progression of economic value
- market dynamics of location-based leisure
- the family marketing equation
- disposable \$ versus disposable time
- ages of play

# The only 5 ways to grow your business:



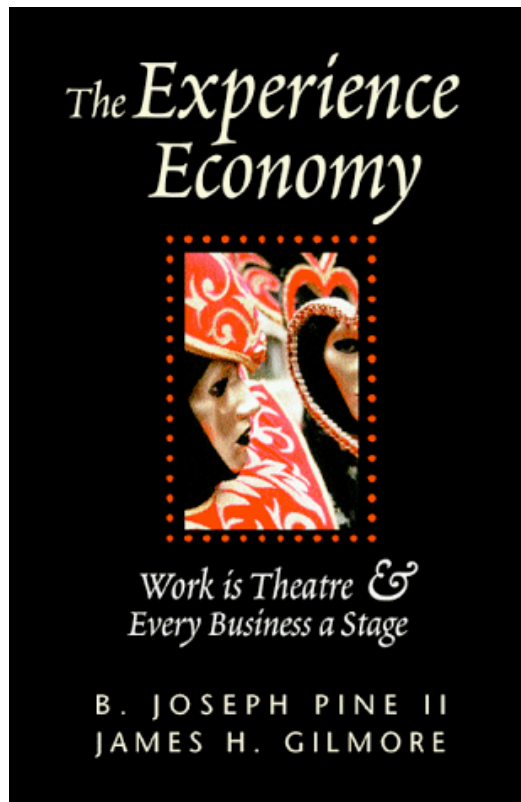
1. decrease defections
2. increase per capita expenditures
3. increase frequency of visits
4. get new customers from existing geographic market area
5. expand the geographic market area

## The cost of defections:

- each unhappy guest tells an average of 12 people about their bad experience
- each of those 12 people tells 6 of their friends
- each of those 6 tells 3 of their friends
- end up with 380 people hearing about a bad experience just one guest had


Beware of the power of internet savvy moms

# Progression of economic value



# Progression of economic value

<b>Offering</b>	<b>Example</b>	<b>Price</b>
<i>Experience</i>	Starbucks	\$2.00+/cup
<i>Services</i>	fast food	\$1.00/cup
<i>Goods</i>	supermarket	\$6.00/lb
<i>Commodity</i>	grower	\$1.00/lb





# Economic progression of corn



# Market dynamics of location-based leisure destinations

- direct correlation between length-of-stay & market reach
- direct correlation between length-of-stay & per capita spending
- per capita spending should be around \$6 to \$8 per hour

# Calculation of per capita spending

Equals the average per person of:

$$\begin{aligned} &\text{admission fee} \\ &+ \\ &\text{event fees} \\ &+ \\ &\text{food \& beverage purchases} \\ &+ \\ &\text{retail/produce/gift purchases} \end{aligned}$$

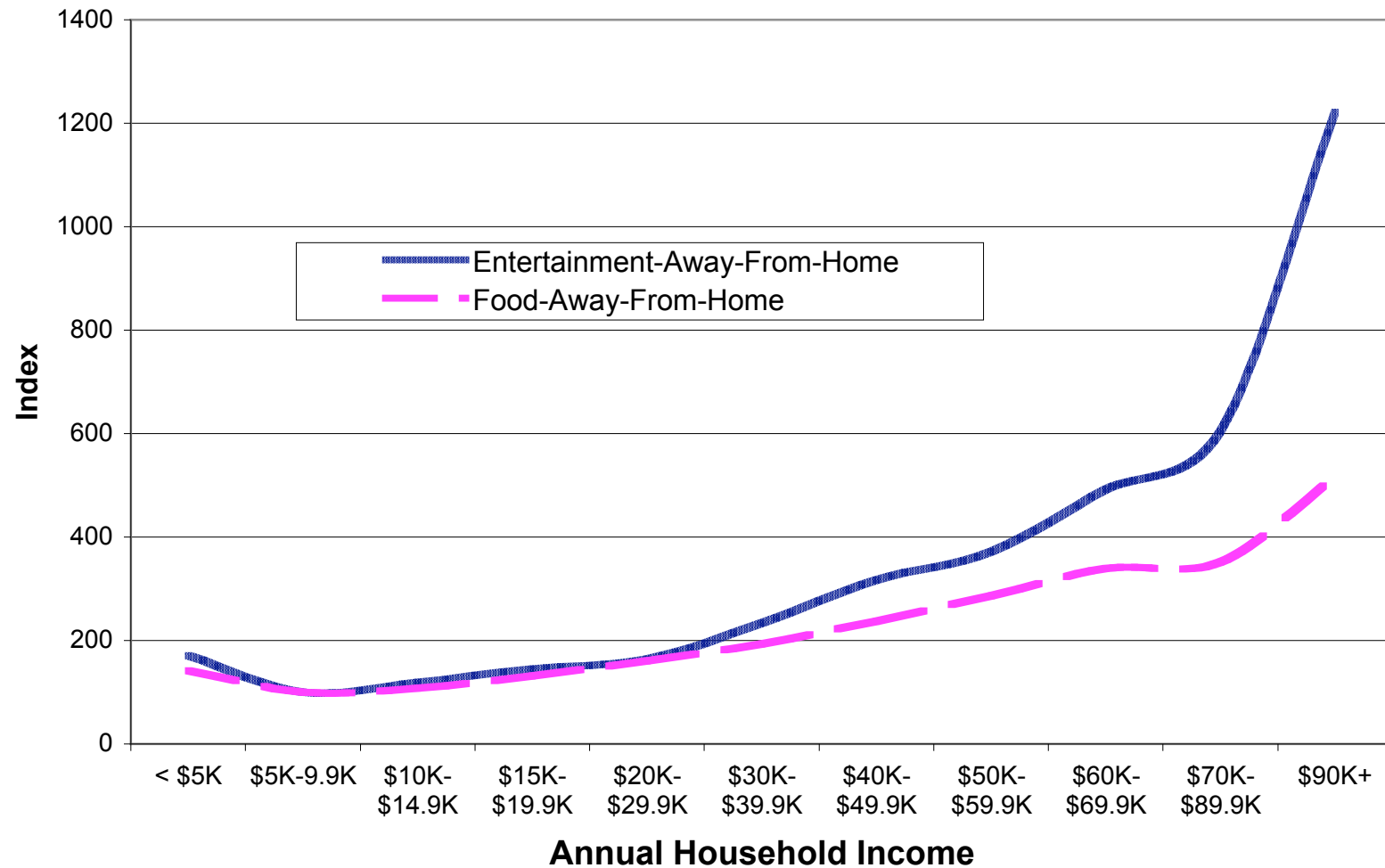
## Per capita spending per visit

2.0 - hour visit = \$12+

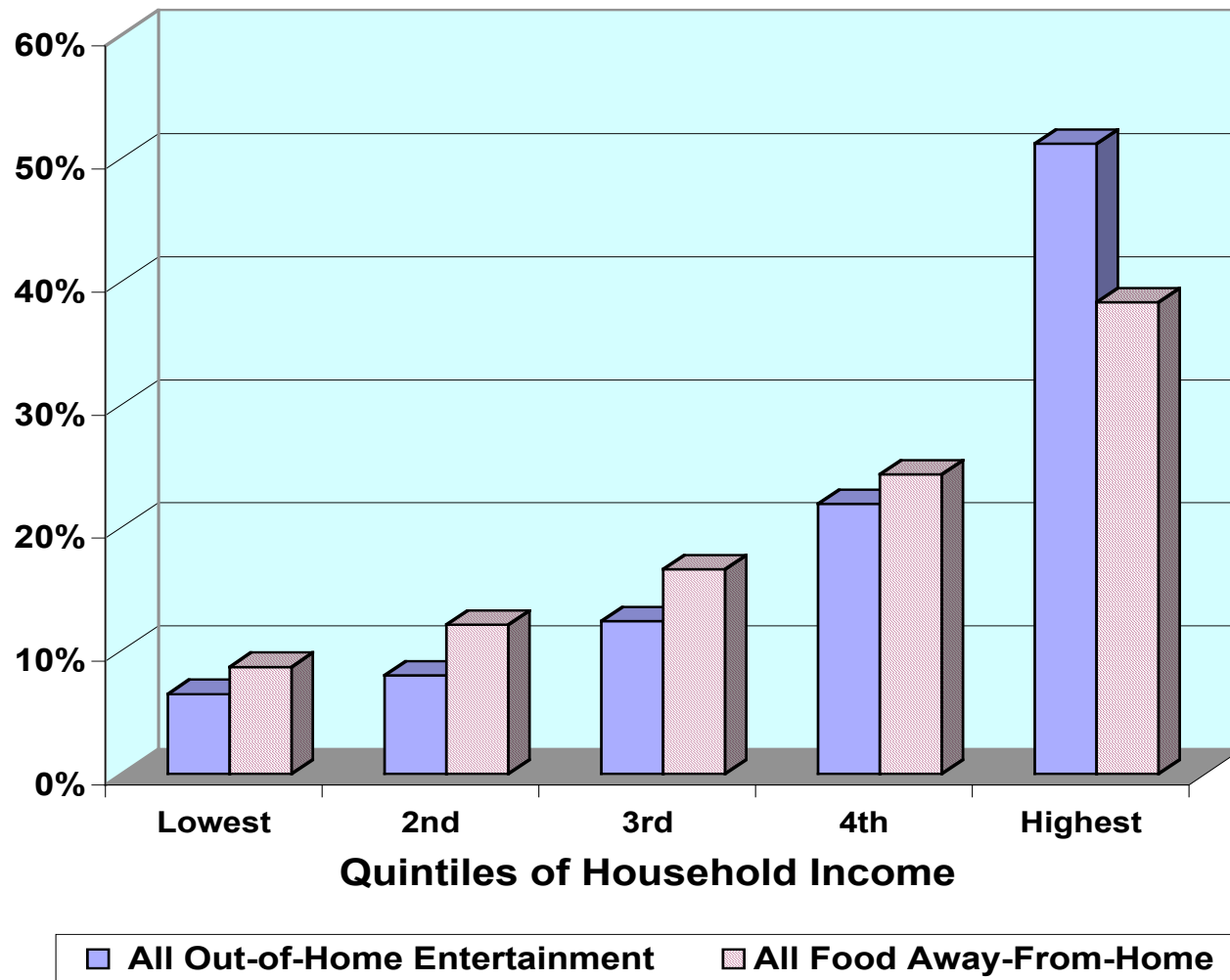
2.5 - hour visit = \$15+

3.0 - hour visit = \$18+

# Index of Household Spending 2001-2002



**Percent of 2002 Expenditures by Income Quintile**



# The family marketing equation

1. Mom is in the driver's seat
2. The children are sitting next to her as the navigators, and
3. If the husband is along, he is sitting in the back seat paying the bills (*poor dad!*)



# Mom's should be your primary target market



## Women control

- 83% of all product purchases
- 92% of family vacation decisions
- Probably 90%± of family decisions to visit your farm

*Target the children for their 'nag factor'*



The big issue today is  
capturing a share of:

Disposable

*versus*

Disposable



The perceived value of the visit in terms of the use of time is often far more important than just the \$ cost

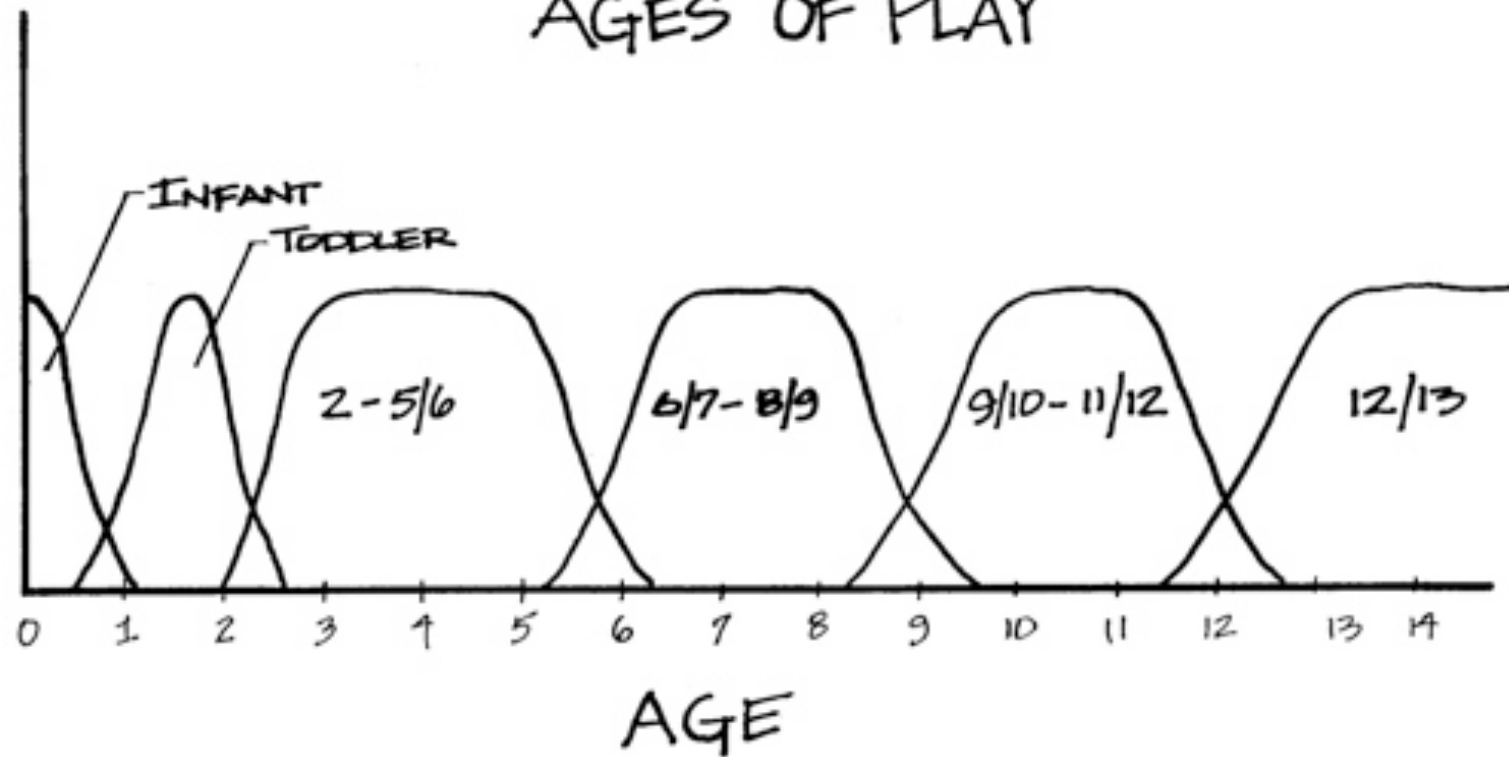
Time-value equation includes:

- family socialization
- children's fun
- educational content
- memories

## Children's ages of development (play)

Infants	up to 10± months old
Older Infants & Toddlers	10± months – 23± months
Two-year-olds	24± months – 35± months
Preschoolers	3± years – 5/6 years
Early Grade Schoolers	6/7 years – 8/9 years
Tweens	9/10 years – 12± years
Young Teenagers	13± years – 15± years
Older Teenagers	15± years – 17/18 years

## AGES OF PLAY



# Children's basic age groupings for play & entertainment

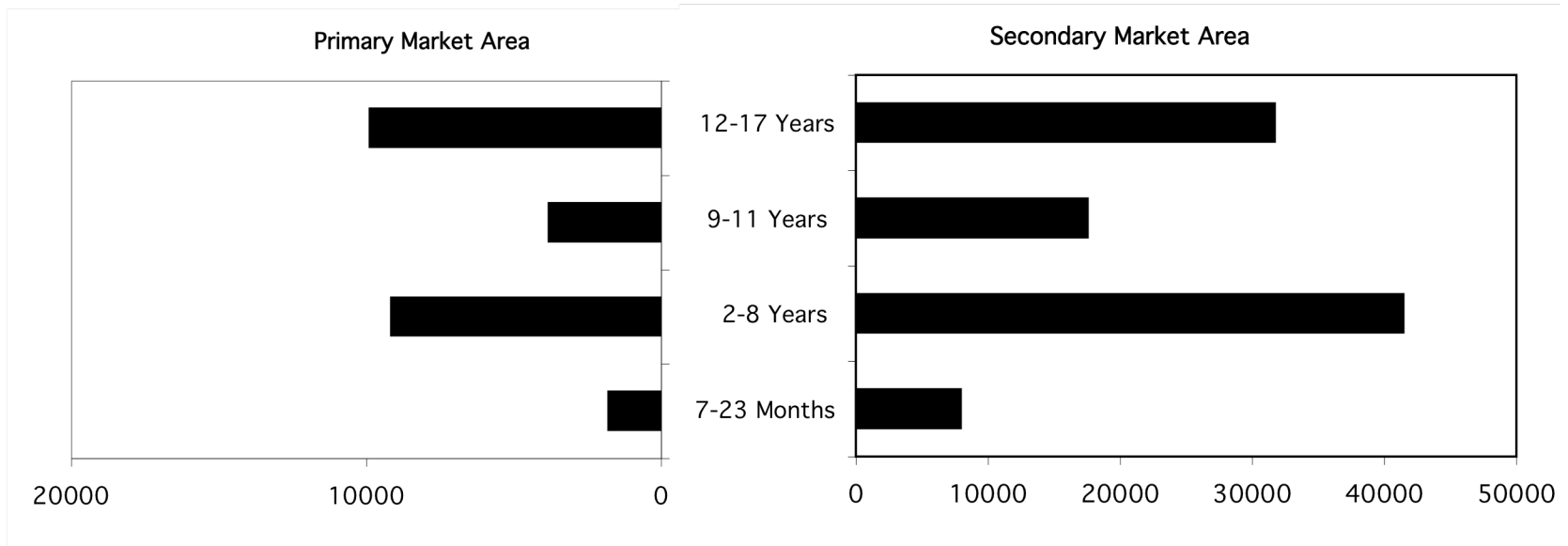
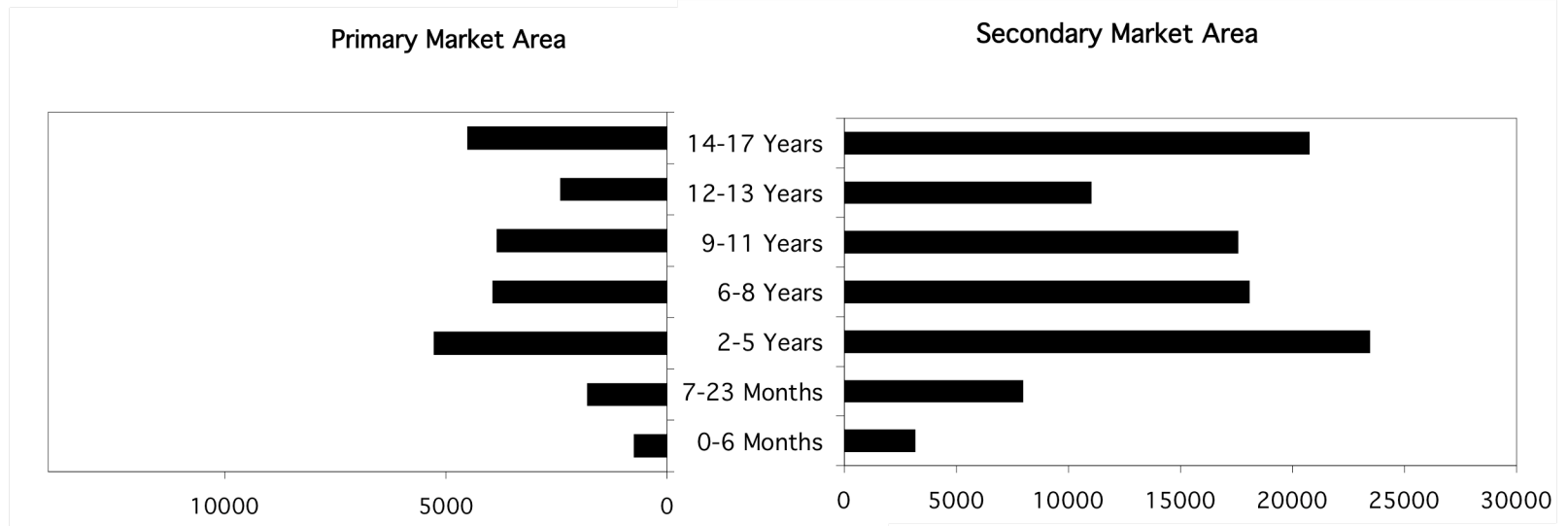
toddlers & 2's (strollers)

3 – 7/8 year-olds

8/9 – 11/12 year-olds (tweens)

teenagers

## AGES OF PLAY - 2001 CHILDREN



# What is the family market?

- Parents accompanying children
- Grandparents accompanying children
- Stay-at-home moms with preschoolers



# Family households with children

In 2003 - 25 million US families

60% with children >12 yrs.

39% with children 6–11 yrs.

37% with children >6 yrs.

33% with children >5 yrs.



The vast majority of family visits consists of parents with children 12 years and younger



At some agritainment facilities:  
40%+ of children >4 years



# Agritainment has a pre-established brand identity

## for parents:

*nostalgia*  
*wholesome*  
*outdoors*  
*fresh food*  
*fun for children*  
*educational for children*



## for children:

*fun*  
*animals*



# Stay true to the brand

- keep it 'farm' authentic
- tell your story
- not too slick
- avoid upfront technology
- maximize the appeal of the outdoors and nature, a farm experience, fresh food & animals

# Parent (mom) friendly features:

- clean & sanitary
- restrooms
- security (abductions)
- safe from injury & disease
- visibility & monitoring
- shade
- seating
- zoning for young children
- fun for child
- educational (edutainment) for child
- Web site
- food & beverage

# Restrooms



- child size & height sinks
- children's toilet
- dedicated diaper changing
- clean & bright
- room for strollers
- family restroom

# Porta potties



- handicap size
- keep clean
- outdoor sinks with soap & running water
- separate diaper changing area





# Shade



# Orientation & Wayfinding



## Seating & Visibility



## Stroller, ADA and grandparent friendly wagon loading



Gen-X and Gen-Y parents have a different attitude about their children's leisure than Baby Boomer parents:

- Boomer parents tended to separate their children's playtime and learning time
- Gen-X and Gen-Y parents want their children to learn as they play  
(now 2/3s+ of all preschool parents)

# The importance of a Web site

To Gen-Y & Gen-X moms, you will only be as desirable as your Web site portrays you.

They want meaningful & honest information:

- who you are
- what you offer
- where you are
- hours & prices
- photos
- contact information

# Stay-at-home moms

- 30% of all married-couples with children >15 years
- 35% of all married-couples with children >6 years
- In many suburban areas, 45%+ of all married-couples with children >6 years

Stay-at-home moms with preschool children can be high repeat customers



# Today's stay-at-home mom

- No Harriet



- 2/3's preschool moms are Generation Y
- May have already succeeded at a career
- Helicopter mom
- High expectations
- Uses internet to research family destinations

Making it  
work for  
children



# Age appropriate play

toddlers & 2's

3 – 5 year-olds

6 – 8/9 year-olds

tweens

teenagers

the family together



# Children read environments differently than adults

Adults see the environment as the  
background for events

Children look for the environment's  
affordances – what the environment  
“affords” them to do – how they can  
interact with it

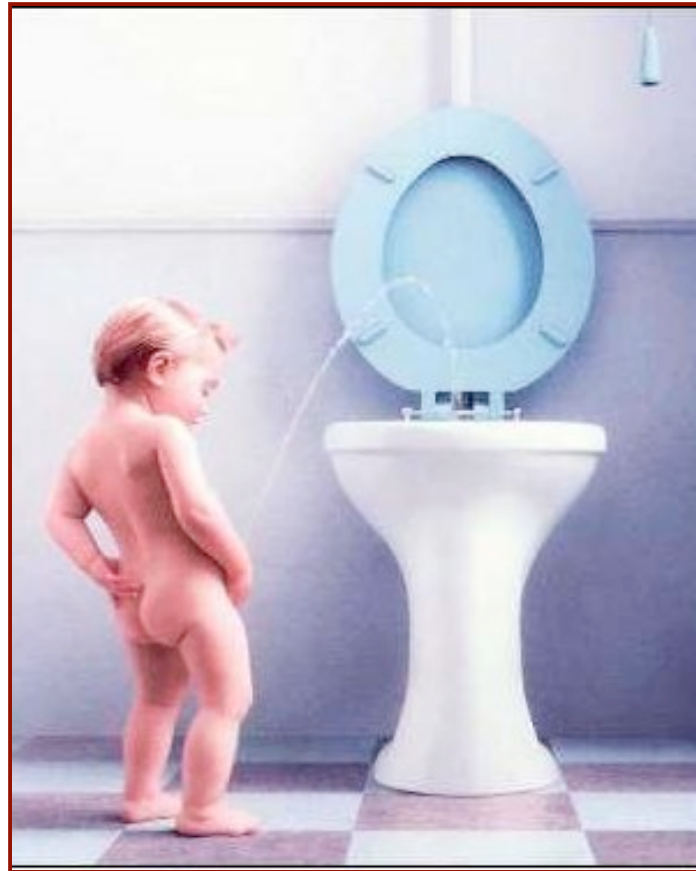
Children's 'misbehavior' is usually the result of improperly designed environment



Children want to be empowered

They want to feel competent

Anthropometrics is very important



# Anthropometric issues

- height
- reach
- eye level
- seating
- step height
- restrooms

# Laws & regulations

Americans with Disabilities Act (ADA)

Consumer Product Safety Commission (CPSC)

American Society of Testing Materials (ASTM)

Health department

State ride regulations

Other governmental laws and regulations

# ADA Guidelines & Rules affecting play & recreation facilities

ADA Accessibility Guidelines for Buildings and Facilities

ADA Accessibility Guidelines for Buildings and Facilities;  
Building Elements Designed for Children's Use

ADA Accessibility Guidelines for Buildings and Facilities;  
Recreational Facilities (this includes playgrounds and  
petting zoos)

# CPSC Handbook for Public Playground Safety

## Model Law on Public Play Equipment

Height of equipment

Use (fall) zone

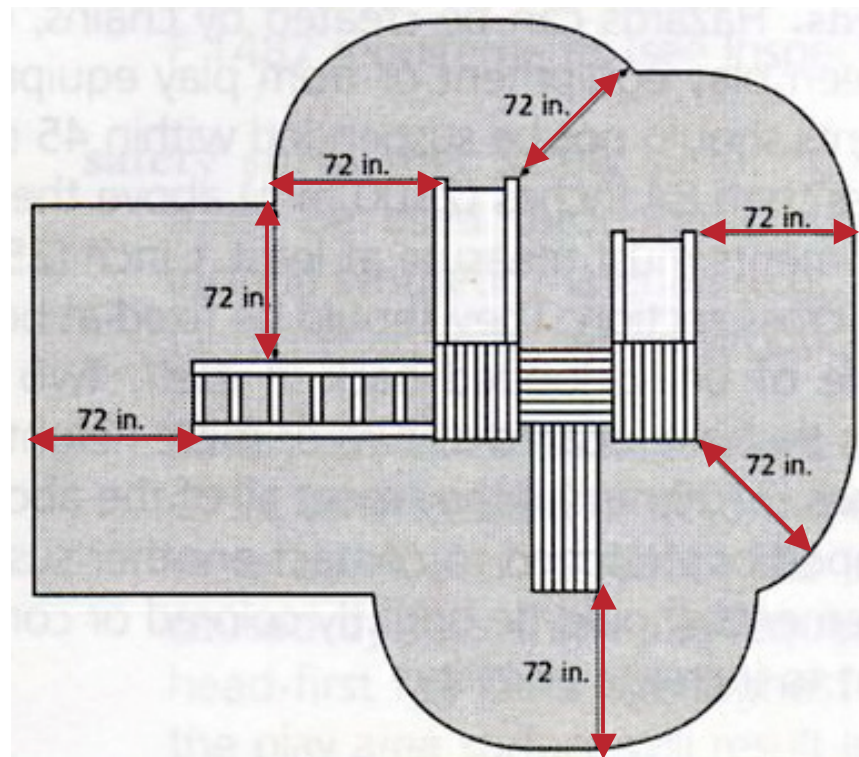
Safety surfacing

Head & finger entrapment

Strangling hazards



# Use (fall) Zones



# Safety surfacing

- Engineered wood fiber
- Poured-in-place rubber
- Rubber tiles
- Pulverized rubber

*Sand, gravel and wood chips do not meet ADA accessibility requirements*

This does not meet  
safety requirements



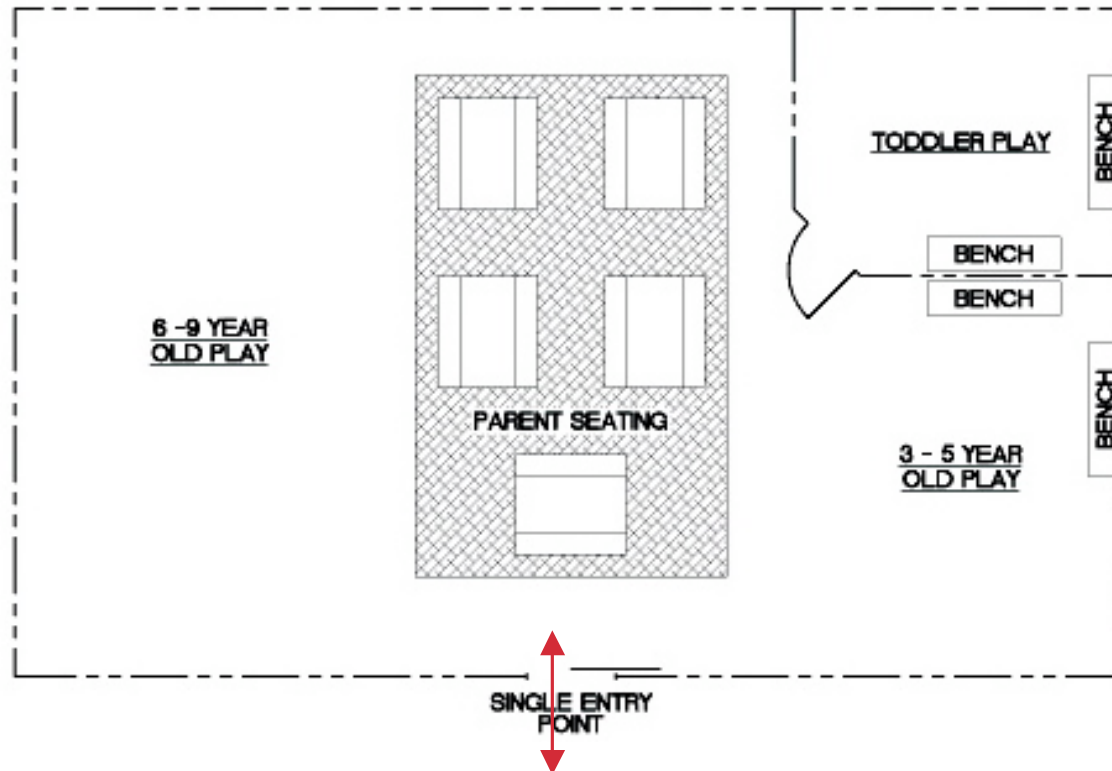
# Age zoning of play equipment

Infants & toddlers

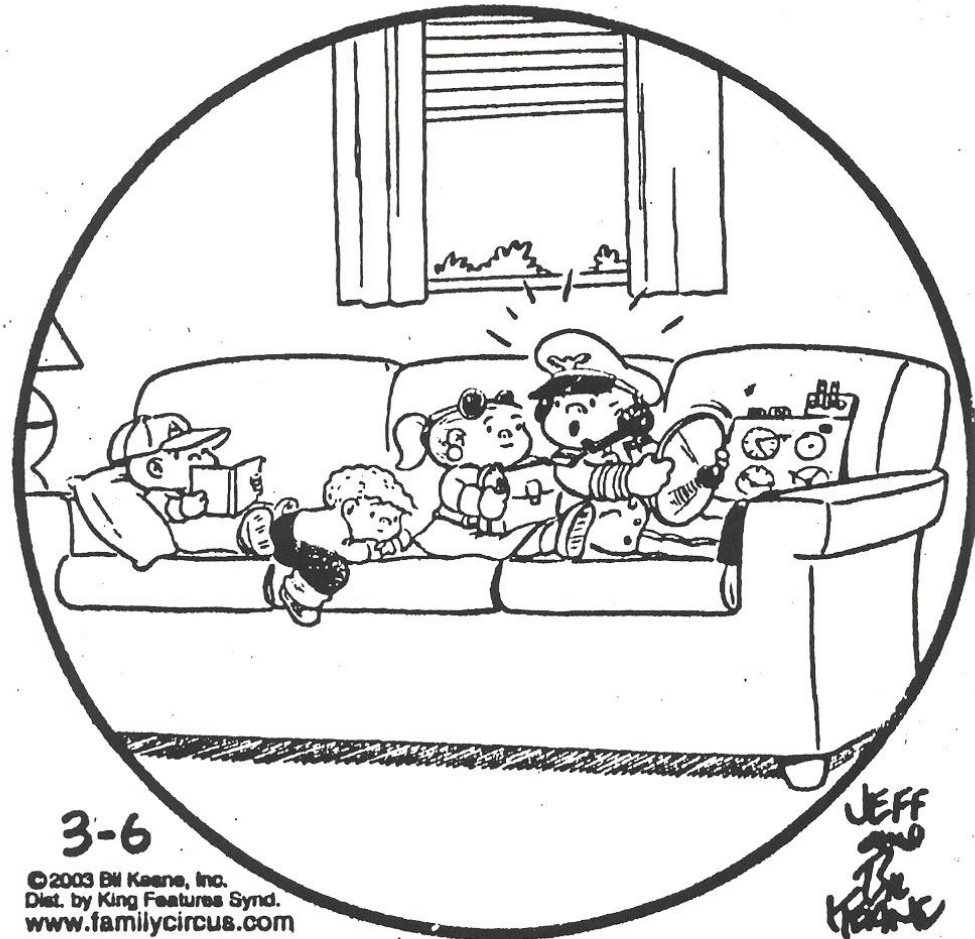
2–5 year-olds

Early school age

# Prototype playground layout



Children's  
imaginative  
pretend play



3-6

©2003 Bill Kaene, Inc.  
Dist. by King Features Synd.  
[www.familycircus.com](http://www.familycircus.com)

JEFF  
and  
THE  
KID

"Just a minute, Mommy! We're on final approach!"

## Children are biologically wired for pretend play

Pretend play is nature's way of programming children with a pleasurable activity that teaches them about the world around them and how to become a part of society

One of the unique qualities of pretend play is that it has high repeat appeal

Children create their own play scripts

The scripts constantly change, so the play is different every time





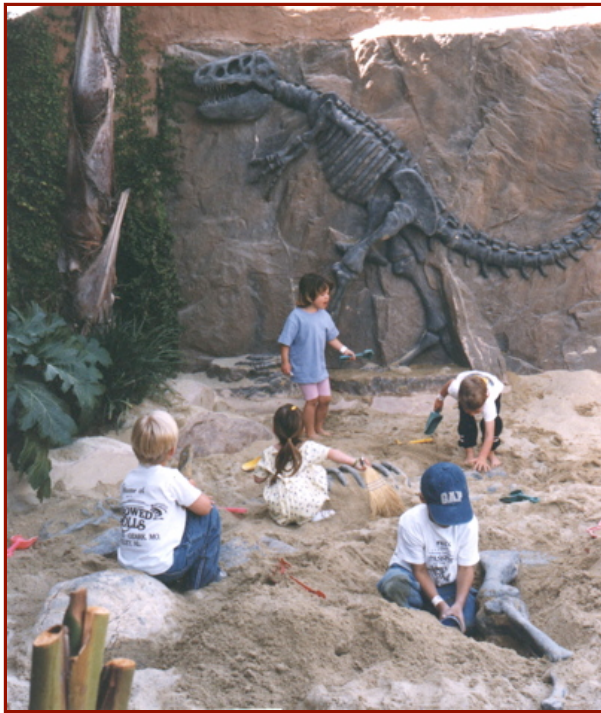
Open-ended with  
continually changing  
play scripts



The high repeat appeal  
of children's play makes it  
a powerful attraction













# Children love animals

Young children feel a natural kinship with and are drawn to animals, especially baby animals

Children instinctively interact with animals

Children > 6 years – 80% of their dreams are about animals

90% of characters in preschool children's books are animals

Dominant appeal is to children 2 to 7 years-old



# CDC research on E. coli infections in 2000 at two farms

## Findings:

- contact with cattle
- activities promoted hand–mouth contact, nail biting, purchasing food
- animals not in separate area
- lack of convenient handwashing





This



Not this



# Safety with animals

1. no cattle
2. animals in separate area away from food & beverage, play areas, etc.
3. handwashing with soap & running water at exit of animal area with signage
4. signage at entry to facility

# SIGN FOR GENERAL ADMISSION TO FARM AND AT ENTRANCE OF ANIMAL PETTING AREAS

\*\*\*\*\*

## SAFETY TIPS

NAME OF FACILITY has created the following rules in compliance with suggestions from the Center for Disease Control to protect you and your family. Please note that harmful bacteria may be present in animal areas.

- Wash hands with soap and water upon leaving the animal area or touching animals.
- Supervise young children while washing their hands.
- Do not eat or drink in the animal area or before washing hands with soap and water.
- Please put away baby bottles, pacifiers, and children's toys before entering the animal area.
- People of high risk such as pregnant women, the very old, the chronically ill and those with compromised immune systems should avoid animal contact.

Thank You

# SIGN AT HANDWASHING STATION

\*\*\*\*\*

## SAFETY TIPS

AFTER LEAVING ANIMAL AREAS OR TOUCHING  
ANIMALS  
**WASH YOUR HANDS**

Supervise young children while washing.

Use SOAP and WATER.

RUB hands together for 20 seconds.

WASH back of hands, lower forearms, wrists,  
between fingers and under fingernails.

DRY hands with a clean paper towel.

\*\*\*\*\*

## These Animals Enjoy Your Attention

Please pet, feed and enjoy,  
But don't ride, abuse, chase or annoy.

For your additional safety, animal pens are color coded  
like a traffic light with hose on the fencing:



**Green Hose** = very friendly animals



**Yellow Hose** = use caution

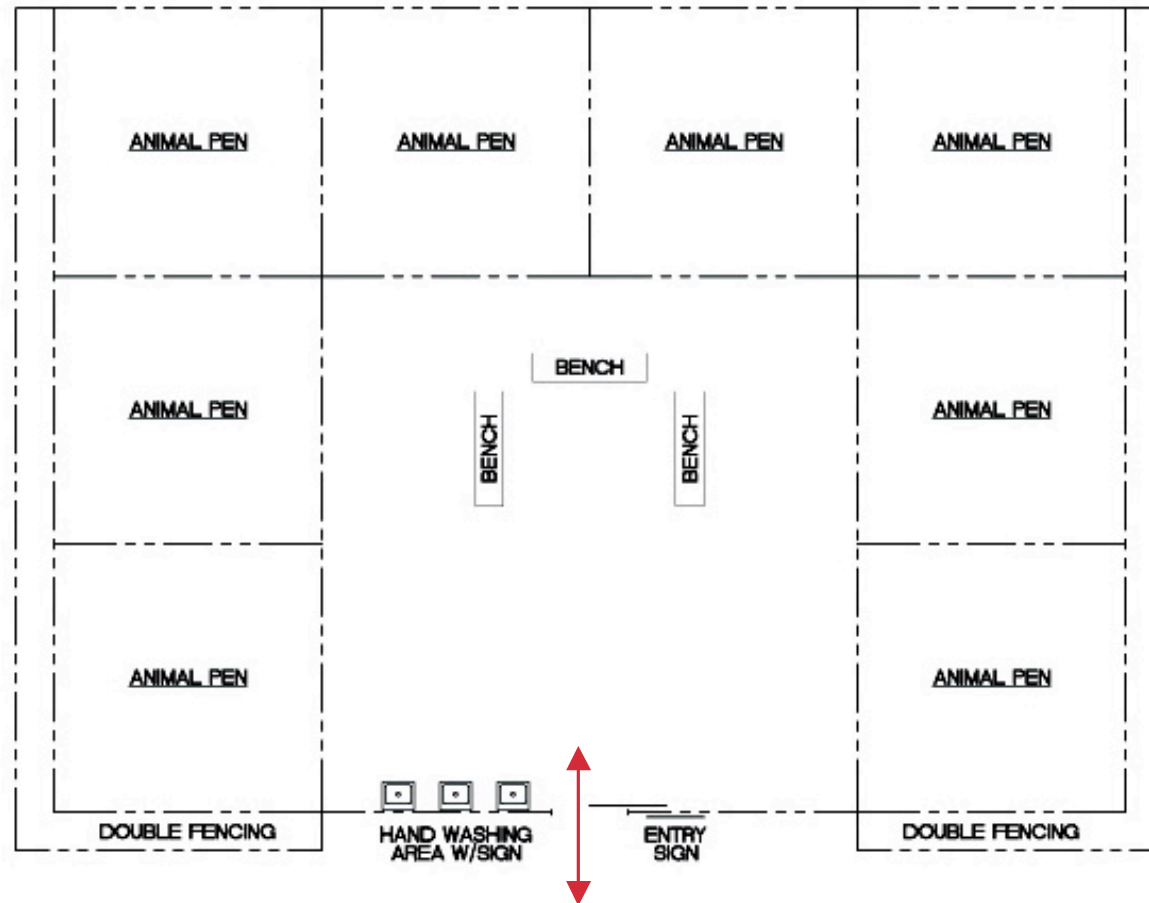


**Red Hose** = unpredictable animals

### **Our Animals Eat ONLY Farmland Feed.**

All other food is prohibited in the Animal Showcase.  
Please no climbing on fences. Smoking is prohibited.

# Animal area layout







# Pony rides





# Food & beverage



MENU	
<b>HAMBURGERS</b>	<b>DRINKS</b>
• W/ Cheese 2.50	PEPSI-Diet PEPSI 1.50
• W/ Cheese & Tomato 3.00	Root Beer-Water 1.50
HOT DOG 1.50	COFFEE 1.50
• W/ Cheese & Ketchup 1.75	TEA 1.50
• CRISPER Sandwich 3.00	HOT CHOCOLATE 1.50
CORN DOG 1.75	CAPPUCCINO 1.50
<hr/>	
W/ Cheese 2.50	Fruit SALAD 2.50
NACHOS & Cheese 2.50	Garden SALAD 2.50
Smucker's PBJ 1.50	WATER MELON 2.50
<hr/>	
Daily LOW CARB SPECIALS	

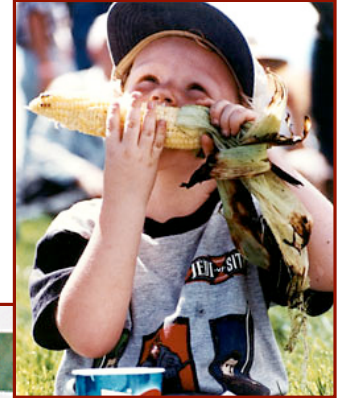


- No facility is too small to not have food service.
- Food & beverage is an essential component of family socialization.
- Food & beverage can drive visits and frequency as much as, if not more than, entertainment.
- Food & beverage increases length-of-stay, per capita expenditures, market draw and profits.
- A well designed and managed food & beverage operation can generate a 40+% profit after deducting COGS and labor.
- Per caps can be \$4 - \$5.

- Ban the words “snack bar” and “concession” from your vocabulary. Think café, farm kitchen, cookout and restaurant instead.
- The public has high expectations for food & beverage and their expectations are rising every day.
- Parents’ and children’s food and beverage preferences are often different—to succeed, you need to satisfy both.

# Kid-friendly eats & treats

- eye appeal, colors
- dipping
- hand-held
- bold flavors
- more cosmopolitan palate
- fun
- don't dumb down with silly names
- feel in control, competent

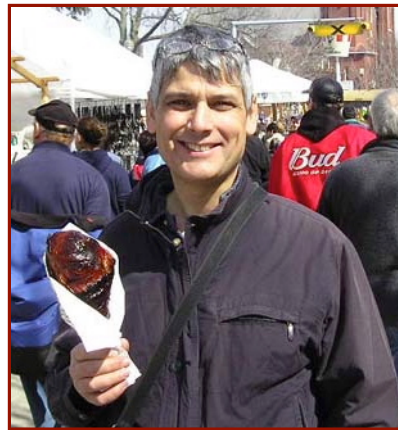


# Kids are eating healthy





# Stay true to your brand with 'farm food'



## Farm food appeals to contemporary consumer preferences

- fresh
- natural
- healthy
- organic
- finger food
- artisan
- handcrafted

# Raising the perceived value (& profit) of food



Make it *theatre*  
with  
display cooking

Make it an *experience*  
with do-it-yourself  
cooking





# Make as much as possible an experience

transportation = a *service*



narration & demonstration  
makes it into an *experience*

# Families *(adults with children >13)*

Things the entire family can do together





# Labyrinths





# Mazes galore!





4036 Baltimore Avenue  
Kansas City, MO 64111  
Voice +816/931-1040  
fax +816/756-5058  
e-mail [whiteheg@aol.com](mailto:whiteheg@aol.com)  
[www.whitehutchinson.com](http://www.whitehutchinson.com)