



**Agricultural History Project  
Living History Farm Feasibility Report**

Prepared by



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### Agricultural History Project Steering Committee:

Donna Bradford	Nic Keiderling
Bob Culbertson	Stan Nielson
Lynne Grossi	Laura Rider
Jeannie Kegebein	Sheila Prader
John Kegebein	

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John Kegebein  
Chief Executive Officer  
Agricultural History Project

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## **Executive Summary**

Located at the Santa Cruz County Fairgrounds in Watsonville, California, the Agricultural History Project (AHP) Center and Museum preserves, exhibits, and collects a wide range of antique farm equipment and implements, artifacts and displays and hosts several community events throughout the year to tell the story of agriculture in the Pajaro Valley region and beyond.

For more than 30 years, AHP has envisioned adding a living history farm to its programs and visitor attractions. In 2015, AHP commissioned a feasibility study to help guide its decision-making about whether to go forward with this project.

The study was conducted in two phases and was designed to gauge the level of community support for a living history farm, and to obtain a breadth and depth of perspective and opinion on the best model. The first phase involved a series of six focus groups that were attended by representatives of the Latino community, nonprofit organizations, agri-business, family farms, public agencies, museums and community programs, as well as grade schools, Cabrillo College and UC Santa Cruz. The second phase was a community-wide survey conducted online and in-person at various events over an 11-week period. A total of 377 completed surveys were collected.

The results from both the focus groups and the community survey indicate strong interest in a living history farm, with preferences expressed for the types of activities that should be featured there. The survey data also indicate, however, lower levels of interest in supporting the project through donations, memberships, and volunteer activities, which may be cautionary at least in the early stages of planning. This report covers the methodologies used and the findings from both Phase I and Phase II, and provides conclusions, financial modeling, and recommendations.

## Introduction

Since its establishment in 1986, the Agricultural History Project Center and Museum (AHP) has envisioned a living history farm (LHF) as part of its program. A LHF is an outdoor museum that features historical displays, equipment and live demonstrations about rural life in a village or on a farm.

A marketing study, completed in March 2014, which surveyed AHP supporters and attendees, revealed that farm animal exhibits were highly favored as an activity that would draw attendance and engagement of AHP's primary target markets, young families and older adults with varied interests. In collaboration with the Santa Cruz County Fair, AHP has continued to receive this feedback from its supporters and attendees about adding a farm animal experience.

Beyond these results, AHP feels that a LHF is well within its mission and would not only help educate the public about farm animals but also the history of agriculture in the Central Coast region. In 2015, AHP received a grant from Community Foundation Santa Cruz County and commissioned Jennifer Pettley Marketing Communications to conduct a region-wide feasibility analysis to determine the level of public interest for developing such a project.

### Phase I

The analysis was conducted in two phases, the first of which was a series of six focus groups of community stakeholders. Forty-four representatives from the agriculture industry, nonprofit organizations, public agencies, environmental groups, schools, Cabrillo College and U.C. Santa Cruz, state parks, tourism and other sectors participated in the focus groups. A sixth group was held for Latino leaders to gain the perspectives, opinion and ideas of these community members who so significantly contribute to the economy and culture of the region.

Email addresses were collected from 33 focus group participants. Many of these **participants** agreed to later send out the survey link to their own constituents via email and post it to their website and social media outlets. This resulted in the survey reaching thousands of area residents.

### Phase II

The second phase of the study was a survey of the general public conducted over 11 weeks online and using grassroots methods of reaching members of the community. In all, 377 surveys were completed online and in printed form.

The study sought to determine what activities a LHF might offer and the level of community interest in supporting the project. The Phase I focus groups explored stakeholder opinions and opportunities for how AHP might develop collaborations with like-minded organizations, such as U-pick farms or other museums. These collaborations could offer a full destination

experience, help the regional tourism economy, and strengthen AHP's abilities to create an economically sustainable LHF model.

The study also sought in Phase II to determine what type of LHF the community would most support, e.g., something as small as a farm animal experience to a more complex "life on the farm" experience that demonstrates how earlier communities produced food for their tables.

Ultimately, the results of both the Phase I focus groups and the Phase II community survey will help guide AHP decisions about whether or not to go forward with a living history farm. If it does so, the project will be a shared vision of the community and AHP supporters, staff, board members, and volunteers.



## Phase I Methodology

### Phase I

The project's steering committee compiled on a spread sheet a mailing list of 116 individuals and organizations they wanted to invite to participate in focus groups. Invitees were representatives of the agriculture industry, tourism, education, environmental groups, nonprofits, public agencies, and other sectors in Monterey, San Benito and Santa Cruz counties, and Latino leaders.

A personalized letter of invitation, signed by John Kegebein, AHP's chief executive officer, was written (**See Appendix A**) and mailed out to 99 addresses via USPS. The remaining names for whom AHP only had an email address received the letter via email. Follow-up reminders were sent via email only approximately two weeks later to the 83 email addresses, 76 of whom had already received the hardcopy letter of invitation, and 7 of whom had received the email invitation only.

Participants could select from five focus group dates and locations. Responses were received by AHP either through a cloud-based registration form embedded on the website, through its email, or they were called in by phone. A shared Google doc was prepared so that staff and volunteers who were receiving the responses could record the attendance for all to review and update. The website registration form had the added benefit of capturing emails which allowed AHP to update any contact information from its original mailing list. Twenty potential participants for a sixth focus group, comprised of Latino leaders and held later in the summer, were contacted by phone or invited via email.

A questionnaire (**See Appendix C**) was prepared in collaboration with the AHP project steering committee and a project timeline and schedule were developed and distributed to the committee members. Following up the mailing, two press releases, *Agricultural History Project Seeks Public Input about Living History Farm* and *Agricultural History Project Holding Community Meetings about Living History Farm* (**See Appendix B**), were distributed several days apart to local media outlets to raise awareness and create community "buzz" about the potential of developing a living history farm. The objective for media outreach was to help alert anyone in the public, but especially the stakeholders who had received the letter of invitation, to sign up to attend a focus group. Feature stories appeared in The Sentinel and The Pajaronian, among other media outlets. Several posts were made over AHP's social media platforms and an announcement about the groups was included in its email and hard copy newsletters.

Five focus groups were conducted in May and June, 2015. A sixth focus group specifically for Latino leaders was held in August. Four groups were held at AHP in Watsonville, one in Aptos, and one in Santa Cruz. A group scheduled for Salinas was canceled due to low response but the few participants who had registered were either individually interviewed or attended a later

focus group in another location. For the convenience of participants, five groups were held on Saturday mornings and one was held during the week after business hours.

Upon arrival, each participant completed the brief questionnaire so that individual responses were recorded prior to the group discussion. The facilitator used the same questionnaire as a prompt for the group discussion and took notes of the comments and opinions expressed. The completed group questionnaires were retained by the facilitators at the conclusion of the discussion.

## **Phase I - Results and Findings**

In total, 44 people participated in the focus group (Phase I) study and reported professional or volunteer associations with 69 community nonprofit organizations, arts, cultural or educational institutions, public agencies or companies related to history, agriculture, economic development, education, food supply, and other sectors (**See Appendix D**). The participation of such a wide-cross section of individuals and organizations met a key objective of the study which was to reach out to as many external audiences as possible.

Eleven, or 25% of focus group respondents, reported that they were “very” familiar with the Agricultural History Project. Another 17, or 39%, described themselves as “fairly familiar.” Only 16, or 36%, did not feel familiar with AHP.

In general, focus group participants with stronger awareness of AHP expressed broad appreciation for the range of activities and programs offered there, including its collections, archives, memorabilia, tools, tractors, exhibits, programs and facilities, as well as its events such as Second Saturday and those held during the Santa Cruz County Fair. Some specific, noteworthy comments and suggestions were made, including:

- If not for the museum, our local agriculture history would be gone.
- Archives, exhibits, buildings, tractors, tools are great.
- There is a testimony here in skill, ingenuity, and caring ... there is recognized value to sharing these stories.
- What about AHP becoming a hub for local agro-tourism activity, perhaps provide a “passport” and map to other programs or activities in the valley to experience the full aesthetic of the valley?
- We appreciate the creativity, inventiveness and ingenuity that went into designing and making farm equipment.
- Collections and exhibits are fast becoming subordinate to hands-on experiential programs.”
- Promotional materials should also be available in Spanish but it won’t be necessary for signage at the farm to be bilingual as the youth will translate for their monolingual parents attending with them (Latino leaders group).



At the same time, some concern was expressed about the sustainability of the current all-volunteer model of the Agricultural History Project as it related to its potential plans:

- Many participants expressed that it will be important to have paid leadership and support staff to carry forward a living history farm, including a fundraising professional, a volunteer coordinator and trainer, and perhaps a farm manager.
- Leadership succession planning should be addressed in the very near future as current leaders will move on. Who will champion the long-term vision of AHP and a living history farm?

Commonly expressed among participants was that agriculture is critically important to the regional economy and that our society is losing its connection to how, when and where our food is grown and how it gets to our family tables. A living history farm could help raise awareness of these issues.

Focus Group participants expressed a need for the region's schoolchildren and youth to have opportunities to learn and experience more about where their food comes from. Throughout history, children and youth have been integral to the success of family farms and grew to become leaders in agriculture. Today, however, youth are not as tied to family farm operations and often move away for other interests and careers in high technology or other sectors. The area is losing that unique connection to farm life and industry.

Many expressed the importance of providing agricultural career training opportunities for area youth. Many participants feel that a living history farm could present unique learning opportunities to help broaden young people's understanding and pride about what a career in agriculture could offer. The results could help businesses grow and prosper locally, boost economic development in the region, and help give local youth a reason to stay and raise their families.

AHP might consider finding ways to collaborate with elementary, middle, and high school programs, as well as higher education, to offer on-site learning programs or job training opportunities. Some suggested developing opportunities for youth involved in Future Farmers of America or 4-H to participate in an LHF and/or offer school-based projects students can do. Participants expressed the hope that a living history farm could collaborate with local career and job-training programs.

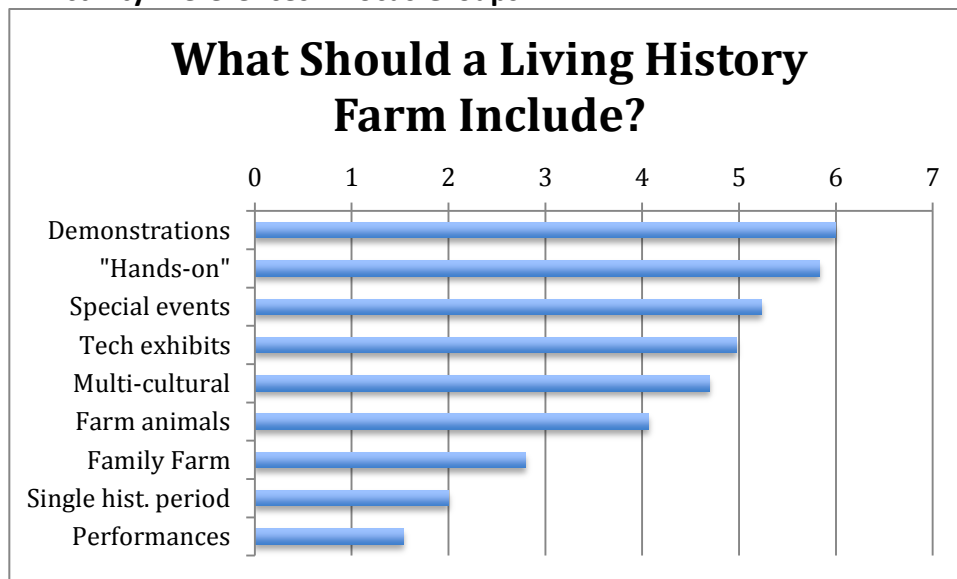
Focus group participants expressed interest in a LHF featuring artifacts, lectures, exhibits or events that explore the history of the region's immigrants and cultures, such as indigenous Mexican, Japanese, Chinese, Filipino, Anglo, Italian, Serbs, Croatians, and Portuguese. Some offered that each immigrant group had a significant impact on what was cultivated in the valley, and in what time periods. These immigrant groups also brought or developed many farming techniques, many of which evolved into practices still used today.

Other activity or programmatic suggestions included presenting the history of farm workers, and the area's lumber industry. Many agreed that the region's agriculture grower-shippers play a proud and significant role today as international food producers, while the area's unique microclimate shapes and informs that vital cultivation.

Some participants expressed a great deal of interest about offering organic farming experiences, and telling the story of the region's small family farmers, the local food movement, slow-food movement, and in home-based artisan practices. It was expressed that people are looking for opportunities to learn and share skills about plants, surplus produce, and sustainable agriculture, as well as farm-to-table food preparation and dining experiences.

Participants were asked to rank their preferences of potential activities offered by a living history farm. The graph below indicates the average preference on each item of all focus group participants. The longest bar and higher number indicates *the higher preference*.

**Figure 1. LHF Activity Preferences – Focus Groups**



Participants strongly believe that a living history farm experience should include learning opportunities through demonstrations and hands-on activities.

These activities as well as viewing or touching farm animals will be key aspects to attracting families with young children. Though it generally ranked 7<sup>th</sup> out of 9, the story of the family farm, where children were integral to the operation, would also be a captivating experience for young visitors and their families. Interactive exhibits designed to engage visitors of all ages will be important elements of a living history farm's success.

Also receiving top scores were special events, multi-cultural presentations, and technology exhibits that would focus on innovations of the past, present and future, with an emphasis on the problem-solving ingenuity that is the hallmark of today's agriculture industry.

Participants offered many ideas and perspectives about how to make a living history farm an attractive place for various generations of visitors. As examples, families with young children can learn that food for their table originates not from a cardboard box but from the careful cultivation of the earth. Teens could learn about the business of agriculture and how to care for our environment. Seniors appreciate antique tools, tractors, artifacts, and traditional handcrafts. To see a complete list of Focus Group participants' ideas about what would attract different audiences, see **Appendix D(7)**.

A living history farm should be an educational resource that provides high-quality, novel, and engaging activities or exhibits that relate to the heritage and economy of the area. However, to create these may require professional program/exhibit designers. If the project goes forward, many participants offered to help with the design, build and implementation efforts.

Some participants expressed that while live animals would help engage young visitors, they had concerns that this could lead to unsustainable costs due to the need for 24/7/365 caretaking. Some specific concerns and ideas included:

- The need to have a secure area to protect animals from predators, and from being stressed from too many visitors.
- The need for a full-time caretaker and other staff to manage pens, corrals, or other facilities to ensure the feeding, care and well-being of the animals.
- Consider having 4-H kids taking care of their own animals on site. (These animals would be present for viewing but not for handling by visitors.)

Collaboration emerged as a common theme. Focus Group participants were very forthcoming with ideas of possible collaborative partners, naming and listing many organizations, including their own, that could help. These include the Museum of Art & History, Wilder Ranch, the Pajaro Valley Arts Council, the Granges, U-pick farms, etc. See **Appendix D(6)** for a list of organizations represented or suggested.)

Participants also expressed a need for a community-wide collaborative effort involving many organizations to tell the story of agriculture in Santa Cruz County and the region as a whole. They could envision a living history farm as being a catalyst to this effort. Schools, u-pick farms, and other regional history organizations are among the natural partners for a living history farm. Participants suggested cross-promotion, combined special events, and providing a real place for history to come alive for local schoolchildren, families and multi-generations.

Programs that already offer engaging visitor experiences include Wilder Ranch State Park with its family farm and dairy exhibits, and the gardens of Castro Adobe in Larkin Valley. The Monterey County Agricultural and Rural Life Museum at San Lorenzo Park in King City is similar to the Agricultural History Project but is more than 90 minutes driving time away in southern Monterey County. Carefully planned, a living history farm would be complementary, not duplicative, to other Central Coast programs.

Overall, participants expressed:

- Excitement about the idea of a living history farm and its potential as a catalyst for telling the story of agriculture, as an educational opportunity for students, and as an engaging experience for multi-generations and cultural groups;
- Confidence that AHP could and would do it well, given its track record of great leadership and vision;
- Concern that AHP not take on more than it can with the limited financial and human resources available;
- A broad willingness to help with set up collaborative programs and activities at a living history farm. Perhaps additional community planning meetings will be needed in the future.
- A readiness and willingness to help distribute the on-line community-wide survey via their own e-mail lists.



## Phase II - Methodology

Phase II of the project comprised an online survey, conducted July 1 to September 20, 2015, with an extensive outreach campaign to encourage as many area residents as possible to participate in giving their opinions and perspectives on a living history farm. The purpose of the survey was to gauge the levels of community interest and support for a living history farm as part of Agricultural History Project (AHP) in Watsonville, California.

The survey was created using the Constant Contact platform and was posted on the AHP website. Website visitors could gain access to the survey from several places on the home page, a drop down menu, a live banner, and direct links. In most cases, the website visitor was directed to an inside page that briefly described the project and provided the link to the survey. It could also be opened directly from other home page links.

The survey was promoted in four AHP emails via Constant Contact, and boosted posts and paid advertising were also utilized on Facebook to reach external audiences (See Marketing Plan **Appendix H**). These external social media posts (**Appendix I**) achieved an audience reach of 8,100 and 264 click-throughs to the survey.

In addition, AHP volunteers promoted the survey at farmer's markets and other public events, including the Santa Cruz County Fair, where they provided printed versions of the survey and encouraged members of the public to complete them. AHP board members made public presentations or announced the survey at various community meetings and events in Santa Cruz County. They were given, to hand out, specially designed business cards imprinted with the campaign logo and online survey link address. Press releases were sent out to local newspapers and other media outlets to publicize the survey project.

## Phase II Results and Findings

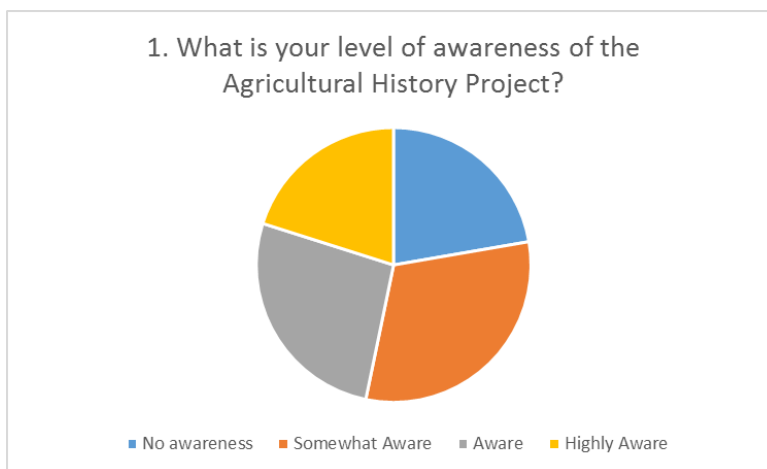
In all, 377 surveys were completed online and in printed form from which the data were later entered into the system. While this data set is significant and produced strong results, it does not represent a truly random sampling. Survey respondents were approached by various means (email, social media postings or in person at events) and asked if they would be interested in taking the survey. Survey takers essentially self-selected, opting in to complete the questionnaire. For context, a random sampling of this size in a region of more than 271,000 in population would produce a 95% confidence level with a margin of error of 5.04, according to Creative Research Systems (<http://www.surveysystem.com/sscalc.htm>). Since this study's data set is not randomized, this degree of certainty cannot be claimed.

As is typical of surveys, not all respondents answered every question, so the percentage of responses for each question, rounded slightly up or down as appropriate, are based upon the actual number of respondents who answered a given question. The percentages are provided

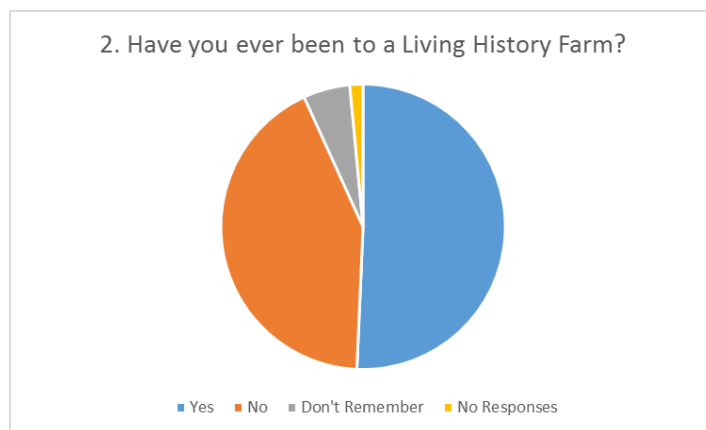
to give clarity and to provide guidance about the opinions and preferences of people within the region about a living history farm. The results of the survey provide a strong picture of community priorities for such a project.

## General Awareness

For the first question, “What is your level of awareness of Agricultural History Project?,” 74 of 368 respondents to this question or 20%, indicated that they are “highly aware,” of AHP, while 98 respondents or 26% are “Aware,” 114 or 30% are “Somewhat Aware,” and 82 or 22% have No Awareness of AHP. These results indicate that 46% of respondents are at least aware or highly aware of Agricultural History Project, 52% have some or no awareness of the organization.



For Question 2, “Have you ever been to a Living History Farm?,” 191 of 377 respondents, or 51% answered that they have been to a Living History Farm, 160 or 42% answered no, and 20 or 5% answered don’t remember, and 6 respondents or 1.5% gave no answer. Slightly more than half of respondents have experience visiting a Living History Farm.



## Activities and Interests

Question 3 probed into the particular interests of respondents as a way to gauge the type of activities AHP might offer at a Living History Farm. In answering this question, “What activities, features or experiences do you feel are most important to provide at a Living History Farm?,” respondents were asked to rank order the items provided, using 1 as “Most Important” to 8 as “Least Important.” An overall rating score was determined using the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses. Accordingly, with results averaged among all respondents to this question, a lower rating score indicates a *higher* level of preference for this activity, while a higher rating score indicates a *lower* level of preference.

Of 377 survey respondents, 287 or 76%, answered this question. Averaging the responses, “educational programs for children and youth” received the lowest weighted ranking of 2.9, indicating that this choice is the *highest preference* among respondents. A closer look reveals that 185 of the 287 respondents to this question, or 63%, ranked their preference as either a 1, 2, or 3, indicated a high preference for this choice.

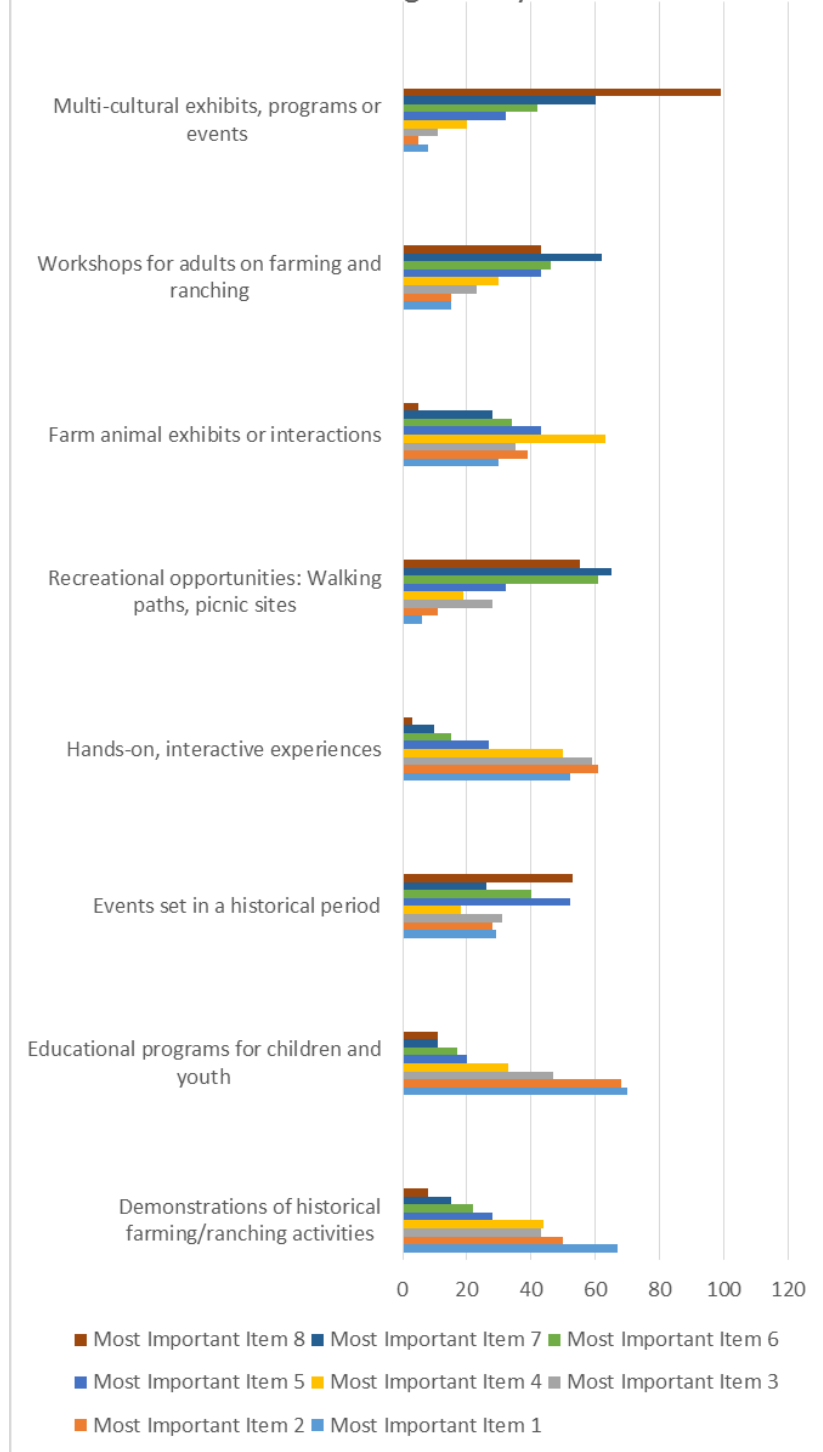
“Hands on interactive experiences” followed second in high degree of preference, scoring a ranking of 3.0, with 172 respondents or 59% ranking this choice as 1, 2, or 3. “Demonstrations of historical farm and ranching activities” scored 3.2, with 160 respondents or 54% ranking this choice as 1, 2, or 3.

The fourth preference “farm animal exhibits or interactions” received an average weighted ranking score of 3.9. The fifth, “Events set in a historical period” received an average ranking score of 4.7. The sixth choice, “Workshops for adults on farming and ranching” received an average ranking score of 5.2. The seventh and eighth choices “recreational opportunities” and “multi-cultural exhibits and demonstrations” received an average rank of 5.6, and 6.1, respectively.

(See a summary list of the results following the graph on the next page and a detailed breakdown of these results in **Appendix E**.)

This question also allowed respondents to provide comments (see **Appendix F**). Many respondents indicated they felt all of these items in Question 3 were important, so ranking them in an order of preference was a difficult exercise. This may also explain why 90 respondents did not answer this question, either it took too much time to think about how to answer this question or they didn’t have strong enough preferences among the choices. Nevertheless, by asking respondents to rank their preferences, AHP gains more clarity about community priorities, which will help in overall planning and resource allocation for a living history farm.

### 3. What activities, features or experiences do you feel are most important to include at a Living History





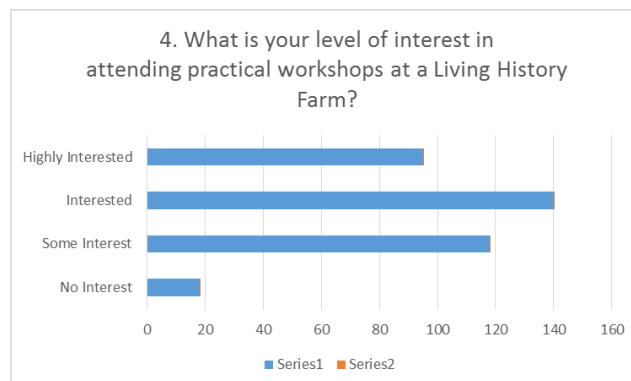
To summarize the graph, respondents ranked activities offered a living history farm in the following order of priority:

1. Educational programs for children and youth;
2. Hands-on interactive experiences;
3. Demonstrations of historical farm and ranching activities;
4. Farm animal exhibits or interactions;
5. Events set in a historical period;
6. Workshops for adults on farming and ranching;
7. Recreational opportunities;
8. Multi-cultural exhibits and demonstrations.

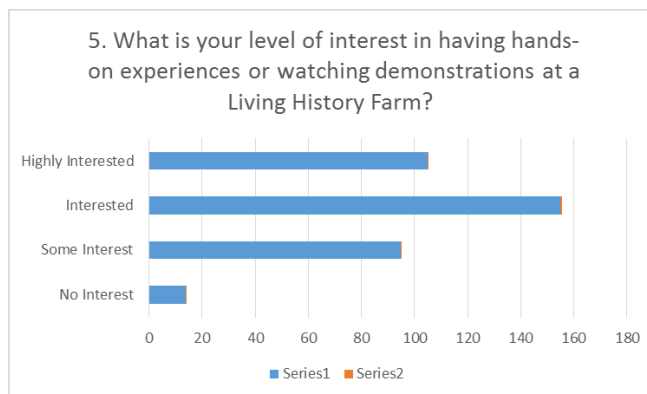
### Specific Programs or Activities

Questions 4 through 8 of the survey were structured differently to address the level of interest in specific types of programs or activities. To clarify the question for the respondent, examples of each type of activity were provided. For these questions, respondents were asked to rank each of these items from 1 as having no interest, 2 some level of interest, 3 as having interest to 4, highly interested. While each of these results provides a useful weighted average, an interpretation of the detailed responses for each question provides more clarity.

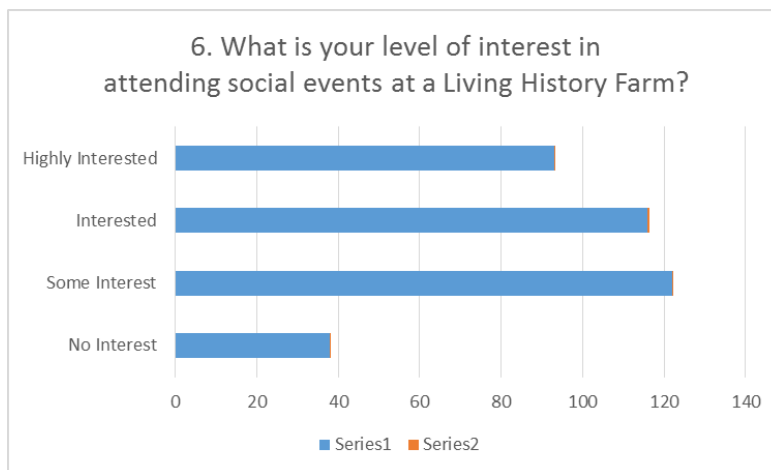
Question 4 asks, “What is your level of interest in attending practical workshops at a living history farm?” Examples of topics provided were organic or conventional gardening, canning, pruning, composting, wine-making, and home-brewing. Of 371 respondents to this question, 18 or 4% indicated no interest, 118 or 31% indicated some interest, 140 or 37% indicated interest, and 95 or 25% indicated high interest. Overall, combining and contrasting the lower level and upper level responses, 136 or 35% indicate none to low levels of interest in this topic, while 235 or 62% of respondents claimed they are interested or highly interested in attending practical workshops at a living history farm. The weighted average is 2.8.



Question 5 asks, “What is your level of interest in having hands-on experiences or watching demonstrations at a Living History Farm?” Examples given were home arts, such as spinning, quilt-making, candle-making or farm/ranch activities such as hayrides, rope-making, and horse shoeing. There were 369 responses to this question out of 377 survey takers. Of these, 109 respondents or 28% indicated no to low interest in this activity, while 260 or 70% indicated interest to high interest with a weighted average score of 3.0.



Question 6 asks, “What is your level of interest in attending social events at a living history farm? Farm-to-table dinners, barn dances, or cultural celebrations were given as examples of the type of activity that might be offered. Of 369 respondents, 209 or 56% indicated interest to high interest in this activity, while 160 or 43% indicated no interest to some interest. The weighted average was 2.7.



Question 7 of the survey asked, “What is your level of interest in demonstrations about farming or ranching technologies?” Respondents indicated their preferences for technologies from three time periods – past, present-day and future – rating each of these from 1 as low preference to 4 as high preference. In general, there was a high degree of interest overall expressed in having technology demonstrations but a very slight degree of difference in the

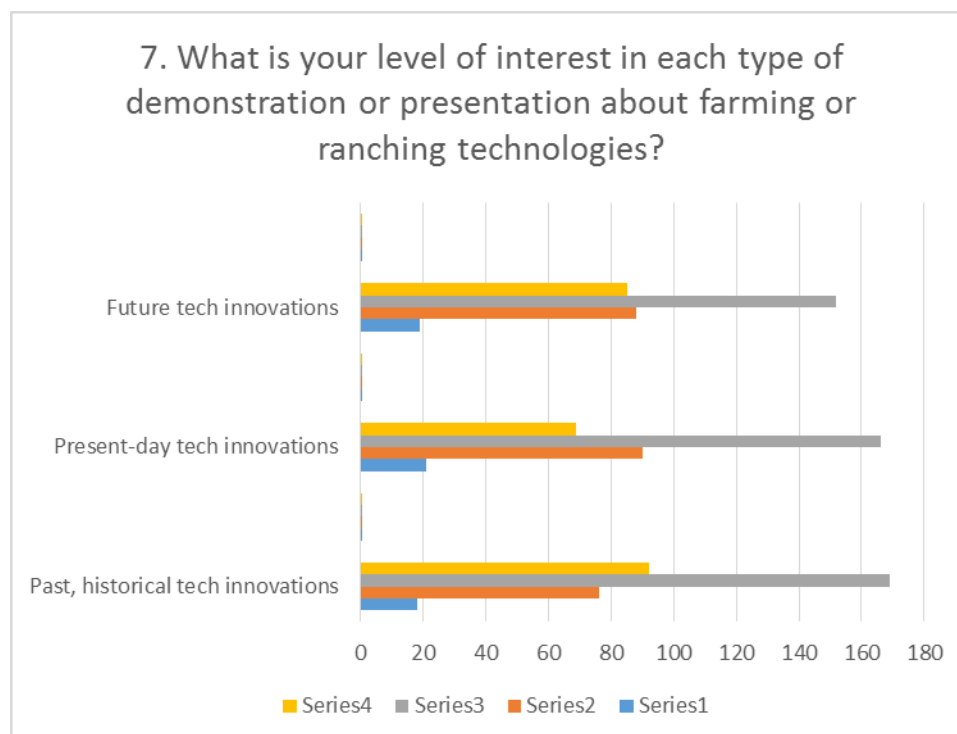
weighted averages for preference among the time periods. Past innovations received an averaged rating score of 2.9, present-day technologies 2.8, and future technologies 2.9.

Breaking down these weighted averages in the degrees of interest reveals more detail within each of these time period preferences. A few respondents to this question did not indicate their level of interest in all three time periods so the percentages of interest levels provide more guidance.

For historical technology demonstrations, 261 of 355 respondents or 72% selected “interested” or “highly interested,” as their level of interest in demonstrations of historical technologies.

For present-day farming technologies, 235 of 346 respondents or 66% selected “interested or “highly interested.”

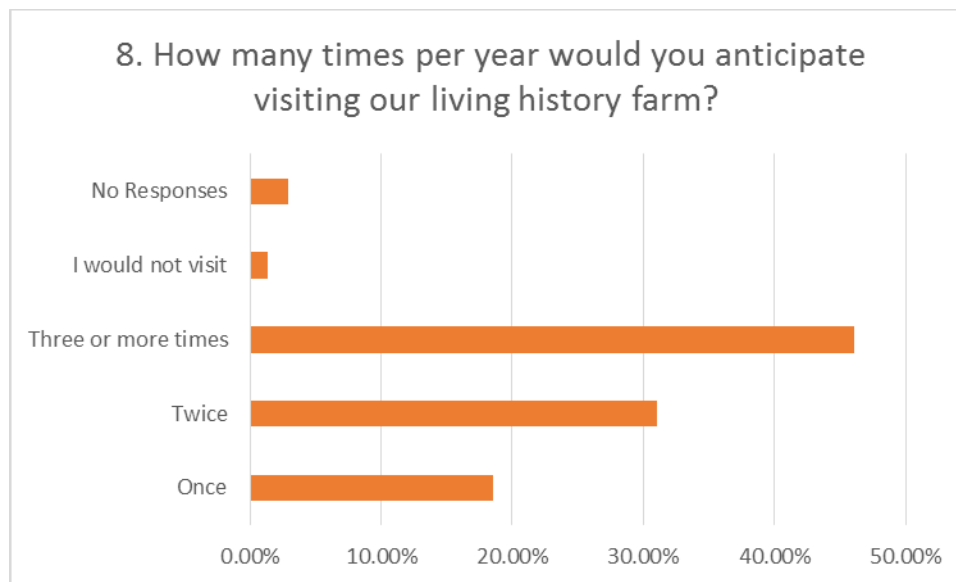
For future technology demonstrations, 237 of 344 respondents or 68% indicated interest or high interest.



### Levels of Attendance and Ticket Prices

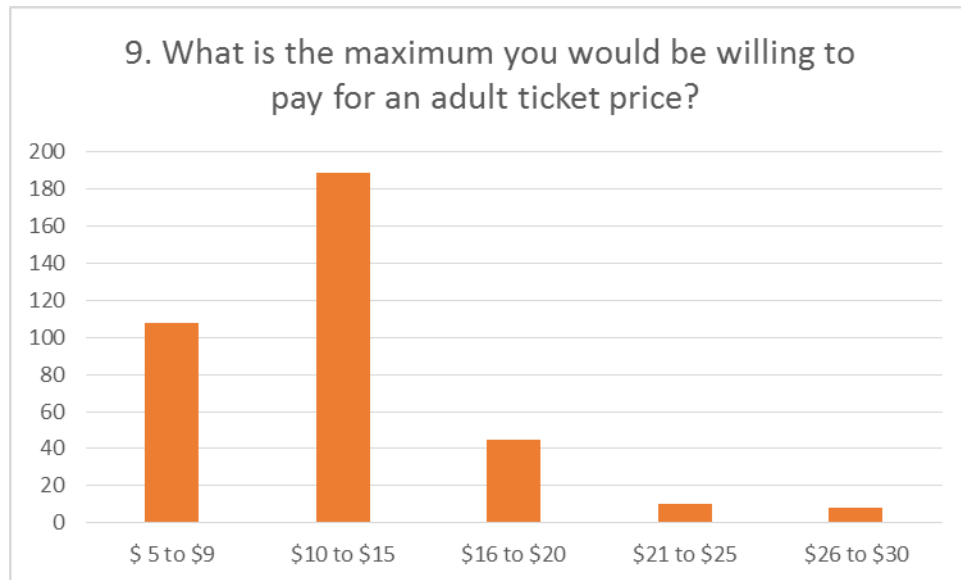
The next series of questions explored the respondents’ anticipated frequency of attendance and what they would be willing to pay in ticket prices.

Question 8 asks “How many times per year would you anticipate visiting our Living History Farm? 291 of 377 respondents to this question or 77% said that they would attend two or more times per year. Just 70 respondents said they would attend once per year, five said they would not visit and 11 gave no response.

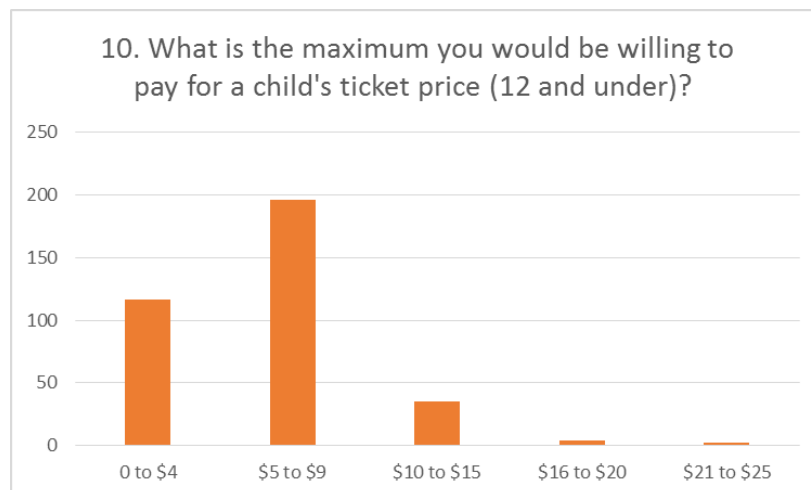


Question 9 asks respondents the maximum amount they would be willing to pay as a ticket price for attending a Living History Farm. The reality of what people would actually pay depends on how they would perceive the potential value of their attendance experience. So these results give an idea about the price point that AHP could achieve as a way to gauge ticket sales as a source of revenue.

More than a quarter of respondents (108 or 29%) indicated a preference for an adult admission price of \$5 to \$9. Half of all respondents (189 or 50%) said they would pay \$10 to \$15. Predictably, as the price level increases, the number of respondents willing to pay the higher price decreases. Specifically, 45 or 12% said they would pay \$16 to \$20, 10 respondents or 3% would pay \$21 to \$25, and 8 or 2% of the total number of respondents would pay \$26 to \$30. There were 17 survey takers who gave no response.



Question 10 asked “what is the maximum you would be willing to pay for a child’s ticket price (12 and under)? 117 or 31% said \$0 to \$4, 196 respondents or 52% indicated the maximum they would be willing to pay for a child is \$5 to \$9, 35 respondents or 9% said \$10 to \$15, 4 said \$16 to \$20, and 2, less than 1%, would pay \$21 to \$25. Twenty-three survey takers chose not to answer this question.

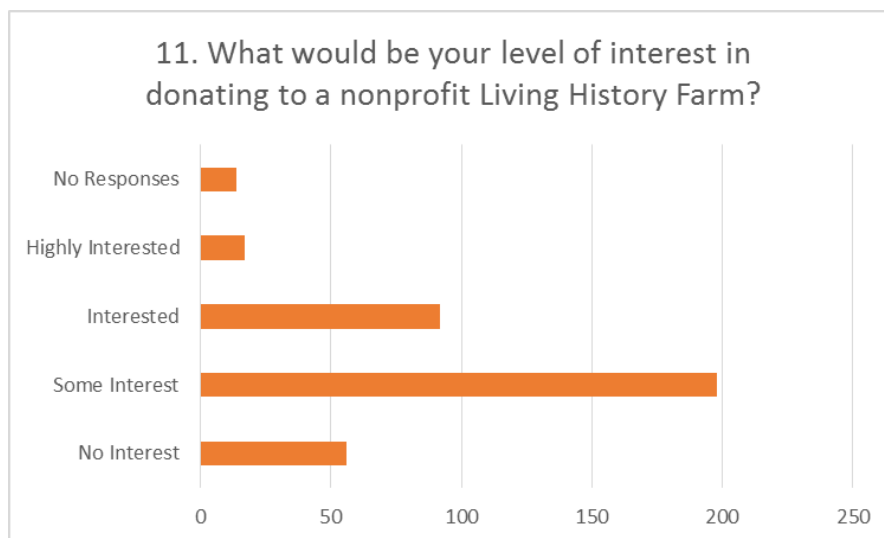


## Donations and Membership

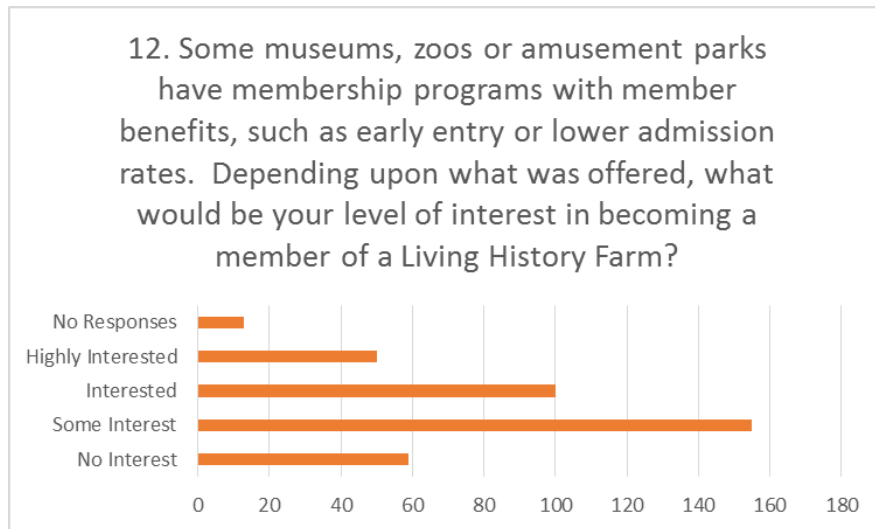
Question 11 through 13 explored the various ways people might support a living history farm by becoming a donor, member or by being a volunteer. Donations and memberships are often a major source of revenue for nonprofits so these questions illuminate where the strengths or

weaknesses may be in potential levels of support for the project. Volunteers, of course, are always needed as part of the human resources team.

Question 11 asked, “What would be your level of interest in donating to a nonprofit Living History Farm?” There were 56 of 377 respondents or 15% who said they had no interest in donating, 198 or 53% who said they had some interest in donating, 92 or 24% are interested in donating to support the farm, 17 or 4% are highly interested and 14 or 4% gave no response to this question. Overall, 254 or 68% responded that they have no or low interest in donating, and 109 or 29% indicated interest to high interest.



Question 12 explored the levels of interest in membership, also a major source of revenue for museums, zoos or amusement parks. Interest in membership will be generated by the perceived value members place on the benefits offered. This question offered examples of benefits such as early entry or lower admission rates. Fifty-nine respondents or 16% said they had no interest in membership, 155 or 41% said they had some interest in membership, 100 or 27% said they were interested, 50 or 13% said they were highly interested and 12 did not answer this question. Overall, 214 of 377 or 57% had no or some interest, while 150 respondents or 40% had interest or high interest in membership.



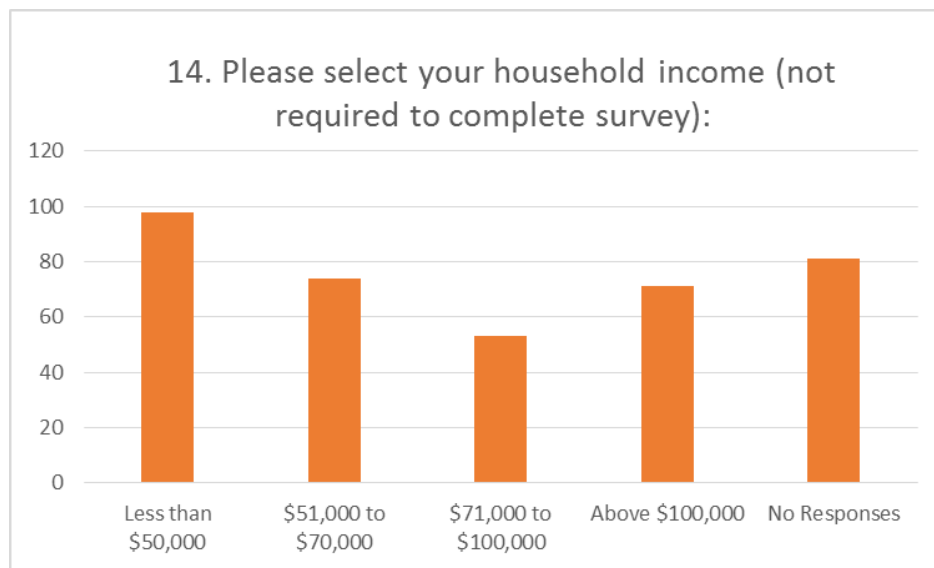
Question 13 asked about the level of interest in volunteering to help with the living history farm. There were 115 respondents or 31% who answered they have no interest in volunteering, 38% or 145 have some interest, 79 or 21% have interest and 26 or 7% have high interest in donating. 12 gave no response. Overall, 260 of 377 or 69% have no to low interest in volunteering and 105 or 28% have interest or high interest.



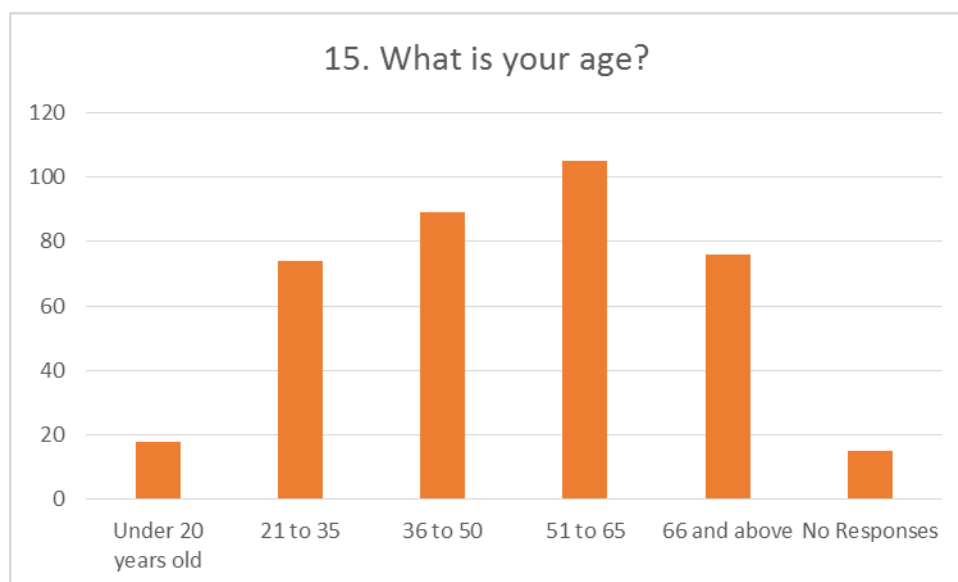
## Demographics

Question 14 asked about household income. There were 98 of 296 respondents to this question (26%) who reported a household income of \$50,000 or less, 74 or 20% indicated income levels of \$51,000 to \$70,000, 53 or 14% of respondents had incomes of \$71,000 to

\$100,000, and 81 respondents chose not to answer this question. More than half (53%) reported an income of more than \$51,000.



When asking respondents their age, 18 of 377 or 5% said they were under 20 years old. 74 or 20% were aged 21 to 35, 89 or 24% were 36 to 50 years old, 105 or 28% were 51 to 65 years old, and 76 or 20% were 66 and above. 15 chose not to respond to this question.



## Area of Residence



Three hundred fifty-one (351 of 377) survey takers indicated their residential ZIP code. There were 340 valid, in-state California ZIP codes, broken down as follows:

- 138 (40%) respondents live within 5 miles: Watsonville or Freedom
- 48 (14%) live 6 to 19 miles away: Aptos, Soquel, Capitola, Gilroy or Aromas.
- 122 (36%) live 20 to 32 miles away: Santa Cruz, Santa Cruz mountains, Hollister, Marina or Salinas.
- 21 (6%) live 35 to 100 miles away, in the San Francisco Bay Area or farther south in the Salinas Valley.
- 11 (3%) live in communities farther than 100 miles away, including the Sacramento area, as far north Red Bluff and Alturas, as far south as Atascadero and Sanger.

## **Data Filtering of Results**

This section filters at least one data variable with another to build profiles of various kinds of potential supporters: donors, volunteers, members, and general visitors. This information can be particularly useful when creating marketing messages or outreach efforts to particular audiences.

### **Visits and Age Groups**

More than three-quarters, 77%, (291 of 377) of the respondents indicated they would visit two or more times a year. This subset, “frequent visitors,” have the same income profile as the overall respondents group (see Question 14, above). They are slightly younger, with 22% in the 21-35 age group versus 20% in the overall group. This “frequent visitors” group is demographically more likely to be families with children still at home.

### **Interest in Donating**

Fifty-three percent (53%) (198 respondents) said they were not interested or were only somewhat interested in being a donor to a living history farm. Twenty-seven percent (27%) (109 respondents) said they were interested or highly interested.

Of the “interested” group, 48 out of 92 (52%) provided their e-mail addresses. This willingness to self-identify also occurred in the “highly interested in donating” group with 9 out of 17 (53%) providing their e-mails. Since providing one’s e-mail address was optional at the conclusion of the survey, this is a positive indication that these respondents are willing to be contacted or receive information from AHP.

Following are two comparisons between respondents who are only “somewhat interested” (198) in donating with those who are “interested” (92):

- 1) Sixty-two percent of those who would be interested in donating to help support a living history farm have been to such a farm before. By comparison, 44% of the “somewhat interested in donating” group have been to a living history farm. It appears that a previous experience visiting a living history farm may influence a respondent’s level of interest in donating to help support one.
- 2) Those who said they would be “interested” in donating are also more interested in participating in a workshop and in attending a hand-on demonstration than those only “somewhat interested.” The pattern continues in their relative interest in attending a social event at a living history farm.

### **Potential Donors (PD) Profile**

Nearly 30%, 109 of 377 respondents, indicated either an “interest” or a “high” level of interest in becoming donors to a living history farm. This section refers to these respondents as “Potential Donors” or PDs. (These data do not include respondents who indicated “somewhat interested” or “no interest.”)

**Age.** Of these 109 PDs, 52% are aged 51 or older.

**Reported Income:** Of the 109 respondents who indicated an interest or high interest in donating (PDs), 92 report a household income as follows:

26 (28%) reported income between \$51,000 to \$70,000;

16 (17%) reported income between \$71,000 and \$100,000;

24 (26%) reported income above \$100,000.

43% of PDs reported income of more than \$71,000, significantly higher than the estimated median household income in Watsonville of \$45,000 (2013) (Source: [city-data.com/city/Watsonville-California.html](http://city-data.com/city/Watsonville-California.html)). Overall, 71% of PDs reported incomes of \$50,000 or above.

**Membership.** 74% of PDs were either interested or highly interested in becoming a member. The higher the level of interest in becoming a donor, the higher the level of interest in membership programs. Of the 17 PDs who expressed a “high interest” in becoming a donor, 13 (76%) also indicated a high degree of interest in a membership program.

**Volunteering.** The same pattern persists but to a lesser degree in matching the interest in donating to volunteering. A majority of PDs (58%) also expressed interest or high interest in willingness to volunteer.

### **Potential Volunteer (PV) Profile**

This data below refers to those respondents who expressed interest or high interest (105 of 377 or 28%) in volunteering as Potential Volunteers, or PVs:

***Interest in donating.*** 63 of 105, or 60%, of PVs expressed interest or high interest in donating.

***Interest in membership.*** 70 of 105, or 67%, expressed an interest or high interest in a membership program.

***Income.*** Of the 105 PVs, 15 (14%) chose not to report a household income. Of the 90 who did choose to report an income:

24 (27%) reported income between \$51,000 and \$70,000;

18 (20%) reported income between \$71,000 and \$100,000;

24 (27%) reported income over \$100,000.

***Age.*** Of the PVs, 53 of 105 (53%) are age 51 or older. 25 of 105, or 24%, are age 35 or younger.

The “high” level of interest in volunteering correlates with a higher interest in attending practical workshops (a 3.7 rating score, compared to a 3.2 rating score) than for those who indicate just an “interest” in volunteering). This is also true of their interest in having hands-on experiences: a 3.8 rating score, compared to a 3.3 rating score for respondents indicating an “interest” (but not a “high interest”) in volunteering.

### **Potential Member (PM) Profile**

In total, 150 (40%) of 377 respondents expressed either interest or high interest in membership. These are referred to as Potential Members (PM)s.

***Interest in Donating.*** 81 (54%) of 150 expressed either an interest or high interest in becoming a donor.

***Interest in Volunteering.*** 80 (53%) of 150 expressed either an interest or high interest in volunteering.

***Reported Income.*** 121 (81%) of 150 PM respondents indicated their income level. Of these 121 who chose to report a household income:

35 (20%) reported income between \$51,000 and \$70,000;

21 (17%) reported income between \$71,000 and \$100,000;

38 (31%) reported income above \$100,000.

***Age.*** 79 of 150 (53%) PMs are age 50 or younger. This compares to 48% of those in this age group who are interested/highly interested in donating and 50% in this age group who are interested/highly interested in volunteering.

### **Potential Visitor (PV) Profile**

Respondents who would anticipate visiting twice a year totaled 117 of 377 (31%). There are 174 (46%) of 377 respondents who would plan to visit three or more times per year. Excluding three out-of-state residents, these people live an average (mean) of 21.4 miles away from AHP. However, half of these respondents live closer than 15 miles (median) from AHP. Forty-one percent of PVs providing valid ZIP codes reported Watsonville (or Freedom) as their city of residence.

While the majority (77%) of the respondents who said they would come multiple (2, 3, or more) times, their interest in supporting the organization through donations, volunteering or membership was low to moderate.

## Conclusions

Most of the respondents to the survey and participants in the focus groups were residents of Santa Cruz County, and particularly from the communities of Santa Cruz and Watsonville. This correlates with the strong level of awareness of Agricultural History Project since the organization has been in existence for more than 30 years and is widely visited during the Santa Cruz County Fair.

Overall, the results of both the focus group study and the online community survey indicated that there is a strong desire for a living history farm as a vehicle to tell the regional stories of farming, agriculture, food sciences, geography and people. It can provide education and skills-training opportunities for children and youth, volunteer opportunities for youth and adults, and add to the economic vitality of the region.

However, at the same time, just over half to two-thirds of survey takers indicated they had either no or just some level of interest in supporting the farm through donations, membership or as a volunteer. Each of these sources of revenue are important for success, so these results should be cautionary. That said, interest and excitement could very well change and grow as plans move forward and the farm begins to become more of a reality.

### Visitor Preferences

In terms of preferences, respondents ranked activities offered at a living history farm in the following order of priority:

1. Educational programs for children and youth;
2. Hands-on interactive experiences;
3. Demonstrations of historical farm and ranching activities;
4. Farm animal exhibits or interactions;
5. Events set in a historical period;
6. Workshops for adults on farming and ranching;
7. Recreational opportunities;
8. Multi-cultural exhibits and demonstrations.

Some survey respondents indicated in the comments section that they felt all of these activities were important so that it was difficult to rank them (**See Appendix F**).

When considering the design of programs or activities, there are clear indications of how visitors would like to experience them. Nearly two-thirds (62%) of respondents are interested in attending workshops at a living history farm. A majority (70%) are interested in hands-on experiences or watching demonstrations, and more than half (56%) would attend social activities such as farm-to-table dinners, barn dances or cultural celebrations. Clearly,

respondents view the farm as a place where their experience would revolve around opportunities to touch, learn, socialize and share.

### Technology

There appears to be a strong preference for technology exhibits or demonstrations at a living history farm as respondents gave these activities an average ranking of 3.0 out of 4. While there was a slight preference for historical innovations, present-day technologies and future technologies in farming and ranching were also highly favored. There was almost no statistical difference between these choices.

### Attendance

Clearly there is a strong preference for a living history farm as a place to visit throughout the year for individuals and families. More than three-quarters of respondents said they would visit two or more times per year. When looking at the demographics of those who would attend multiple times per year, their age tended to be in the 30s, presumably at a time when they are raising children who would be interested in interactive living history farm experiences. Responses, however, can be no predictor of what visiting behavior would actually be, that is, the frequency with which visitors would actually attend.

### Ticket Prices

The survey results strongly indicated that the best range for adult ticket prices in this marketplace is \$10 to \$15. Fifty percent (50%) of respondents indicated that this range is the maximum they would pay. One quarter, 25%, indicated they would prefer to pay no more than \$5 to \$9. Overall, 75% of respondents indicated a preference for an adult ticket price range between \$5 and \$15. As AHP considers revenue needs from admission fees, this range provides flexibility in selecting price points for special demographic groups such as students, seniors, and veterans or active military.

More than half of those who answered this question indicated that the maximum they would pay for a child's ticket price (12 and under) is \$5 to \$9, and nearly one-third indicated a preference for \$0 to \$4. Taken together, more than 80% of respondents indicated from \$0 to \$9 for a child's admission fee. This also offers some flexibility in selecting a price point that corresponds appropriately with the child's age and attention span. For example, AHP might offer free admission to children under 3, and charge \$5 for children age 4 to 12 when they are more likely to engage at a higher level in the exhibits and attractions (See financial modeling examples).

The focus groups indicated that there are many organizations willing to collaborate and help support a living history farm in the valley as a tourism destination and as a way to boost economic development in the region.

There appears to be a strong correlation between the respondents' level of interest in the organization's programs and their willingness to donate, become a member, and/or volunteer.

## Support for a Living History Farm

This report examines several ways in which the community can support a living history farm. Specifically, people may attend, donate, volunteer their time, and/or become members. More than three-quarters (77%) of respondents said that they would attend more than once a year. Attendance would be the most common way of supporting a living history farm. Yet, less than half of respondents indicated “interest” or “high interest” in donating (29%), volunteering (28%), or in membership programs (40%). A majority indicated no- to low-levels of interest for these support programs. These factors will need to be considered when planning, as the right mixture of support for such a project will be critical for its success.

### Profiles of visitor groups related to financial planning:

Based on the survey findings, this section presents the potential revenue that a Living History Farm might generate using four sample profiles of groups that would visit. Beyond these samples, however, a living history farm offers many opportunities for school group field trips and for adults to attend workshops, which could be priced separately and not necessarily require admission.

However, this report assumes that most people will not visit alone, but rather with others, and uses these sample visitor groups to begin to develop a financial model using an average of 2.5 visits per year. This has implications for the programming offered by a Living History Farm: that programs should change during the year, in order to keep people interested in returning.

- 1) One parent (\$15), two children (\$10) = \$25 income per visit x 2.5 visits/year = \$62.50 per year.
- 2) Two parents (\$30), three children (\$15) = \$45/visit x 2.5 visits/year = \$112.50 income per year.
- 3) Grandparent (senior: \$10), one child (\$5) = \$15/visit x 2.5 visits/year = \$37.50 per year.
- 4) Two seniors (\$10 each) = \$20/visit x 2.5 visits/year = \$50 per year.

Using these examples, the aggregate revenue generated from these four types of visitor groups would be \$262.50 per year. Multiplying the aggregate units by 100 would realize \$26,250.00 in revenue generated from these admissions, with this visitor breakdown:

750 adult tickets @ \$15 =	\$11,250
750 senior tickets @ \$10 ea.=	7,500
1,500 child tickets @ \$5 ea. =	7,500
<b>Total =</b>	<b>\$26,250</b>

Any and all of these groups would be candidates for a membership program, another important revenue stream.

Three-quarters of respondents have a household income of greater than \$51,000, and nearly half (47%) of respondents are aged 51 years and older.





## Recommendations

Based on what the groups and surveys have indicated, we would make the following recommendations with the assumption that the board of directors has carefully reviewed the data and interpretations and have decided that the organization and the community will move forward with the vision for a living history farm:

**Internal Analysis.** As leaders of the organization, the board of directors should identify AHP's strengths, weaknesses, opportunities and threats (SWOT) in proceeding with its vision for a living history farm. The success of any effort is to have a firm grasp of what resources are available and what is needed to meet the challenges that lay ahead. A SWOT analysis will help clarify these issues. This analysis should include a leadership succession plan that details how the vision and momentum for the project will continue to move forward as influential leaders change and move on.

**Advisory Planning Committee.** Form an advisory planning committee from the focus group participants and begin developing a collaborative vision of how the project should come together. This group should visit or study other living history farms around the United States and find out what works for them and what doesn't and what pitfalls should be considered and avoided in developing a living history farm.

**Evaluate Revenue Sources.** The revenue sources for a project like a living history farm include attendance fees, membership dues, donations and grants, corporate sponsorships, and merchandise sales. Attendance, membership dues, and merchandise sales will be AHP's chief sources of ongoing income for operations, while donations, grants, and sponsorships are more likely to support special projects or programs (See Five-Year Model for Financial Planning). When AHP develops a steady stream of donations, this will also help support operations. In early stages, individual donors may well wish to restrict their giving to special, identified needs. Funders such as foundations almost always restrict their grants.

**Business Plan.** As AHP makes these connections, the organization should develop a solid business plan that envisions the scope of the project in its first five years, sources of funding, including a membership program; leadership, staffing and volunteer needs; proposed public and private partnerships or collaborations, and other critical details that will help lay the groundwork for project planning and implementation.

**Collaborations.** Work closely with schools, youth groups, historical organizations, and state parks who are experienced in educational curriculum and park visitor experiences, and with the tourist bureau to learn ways to attract visitors to the area as part of eco-tourism with hands-on learning opportunities. Conduct more outreach in Monterey and San Benito counties to attract more visitors from these neighboring regions. Tap into the expertise of technology companies and form collaborations in presenting the story of innovation in farming and ranching.

**Phased Development.** AHP might consider phasing the project in, for example, starting with what the organization does best, showcasing farming implements and processes, and build out from there with new features or exhibits over an established timeline of months or years. Starting with what is known to be successful and building outward from there helps to build the confidence and momentum of supporters and collaborators, and continues to engage the community in the process as it grows and expands its capabilities.

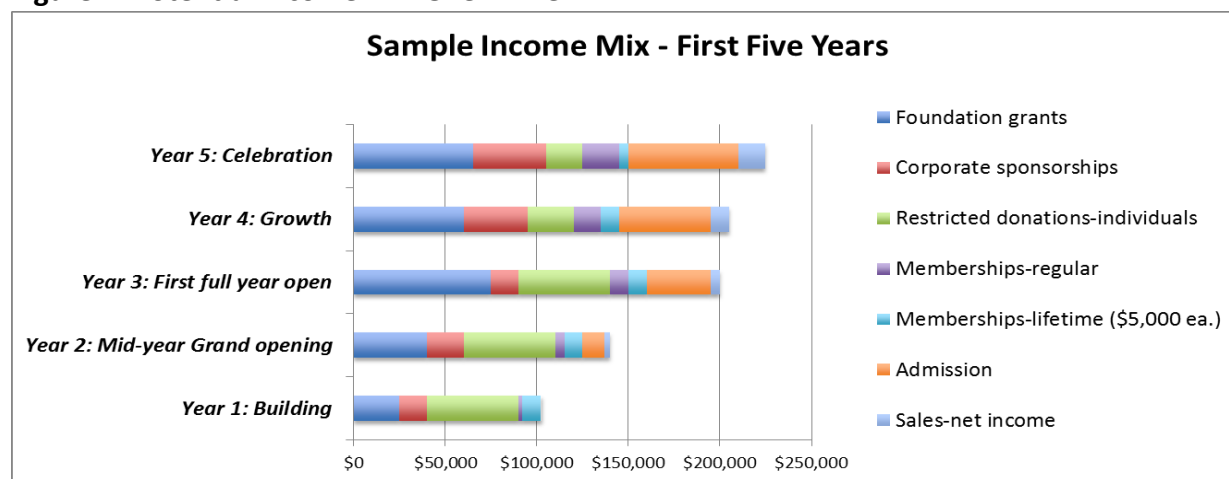
**Marketing Opportunities.** Marketing and outreach strategies will be needed to attract and retain visitors, donors, volunteers, members and other special audiences over time. Audience motivations and preferences, many of which are revealed in this survey, will drive messaging and marketing decisions.

### A Five-Year Model for Financial Planning

If the AHP board of directors decides to build and operate a living history farm, the project will require a mix of funding sources. The following theoretical model is *a broad example* that could potentially return between \$100,000 and \$225,000 per year over the first five years. This model does not estimate what the actual operational expenses would be; however, it shows how the mix of sources can change over time.

To achieve this kind of mix will require marketing and fund development on a variety of fronts: grant proposal preparation; corporate sponsorship program marketing; individual, face-to-face solicitation to secure large gifts and lifetime memberships; broad-based community marketing, including a robust social media presence, to spread the word and attract paying visitors and members.

**Figure 2. Potential Income Mix Over Time**



#### Year One

In the first (“Building”) year, prior to opening to the public, major gifts from interested,

visionary individuals would make up the bulk of the income, followed by some early foundation grants and some early corporate sponsorships to help build out the facility and exhibits. Early (“Charter”) membership efforts could begin to bring in membership income.

### **Year Two**

In the second year (“Mid-year Grand Opening”), a Living History Farm would still depend on major individual gifts and foundation grants, some corporate sponsorship, but admission tickets would begin to contribute, as would the net of sales of products. A couple of individuals would buy “Lifetime Memberships” at \$5,000 each.

### **Year Three**

In the third year (“First full year open”), the project might receive a major foundation grant, and admission income would increase. Since corporate sponsorship goes up and down, this model projects a 25% decline in corporate sponsorship, simply to reflect the variability of this source. In this year, however, admission income would be projected to increase significantly, as the word gets out and the leadership plans ever more interesting events to draw the public.

### **Year Four**

In the fourth year (“Growth”), admission ticket income continues to increase, but at a slower rate. Foundation grants fall a bit, reflecting the up-and-down nature of grant-seeking, but still comprise a healthy percentage of the overall income. At this point, corporate sponsorship increases, reflecting that sector’s taking notice of the co-branding opportunities provided by a successful facility and program. Individual gifts might drop off, but membership income continues to increase.

### **Year Five and Beyond**

Finally, in the fifth year of this model (“Celebration”), admission, net sales, and membership income begin to approach half of the overall income of the Living History Farm (\$100,000 out of \$225,000). Fundraising and corporate sponsorships will continue to be vital sources of revenue.

## **A Final Word**

A living history farm has been a long held dream of the Agricultural History Project in Watsonville and indeed it may appear to be a daunting project to undertake. However, with collective motivation, hard work and determination between the organization’s leadership, major supporters, and the community at large, AHP could successfully develop a shared vision that tells the story of agriculture history and the legacy and contributions of generations of Pajaro Valley farming families and ranchers, companies, organizations and many other institutions. It will require a close look at how AHP operates today and an assessment of its ability to move the vision forward from financial, human resource, and practical perspectives. Clearly, there is excitement within the community and motivation among leaders to move the vision forward, but taking the next step—deciding to do so—is one of the hardest to do.

## **Appendices**

- A. Phase I - Letter of Invitation
- B. Phase I - Press Release 1 and Press Release 2
- C. Phase I - AHP Focus Group Questionnaire
- D. Phase I – AHP Focus Group Compilation of Results
- E. Phase II - Online Survey Results and Bar Graphs
- F. Phase II - Survey Question Comments
- G. Phase II - Email Invitations
- H. Phase II - Phase II Survey Marketing Plan
- I. Phase II - Facebook Posts – Boosted
- J. Phase II - Press Release
- K. Phase II - Spanish Living History Farm Survey

## Appendix A – Phase I Letter of Invitation



April 21, 2015

[First Name] [Last Name]  
[Organization]  
[Street Address]  
[City], [State] [Zip]

Dear [First Name]

We would like your opinion. The Agricultural History Project located at the Santa Cruz County Fairgrounds is launching a feasibility study to gauge the level of community interest and support for adding a Living History Farm. Your opinion is very important to us as we decide whether to move forward with this project.

Over the next several weeks, AHP will be hosting several discussion groups to gain feedback from representatives from agriculture, education, tourism and other industries and nonprofits.

We are inviting you to join one of our 90-minute small group discussions about what benefits your stakeholders and the community might derive from a Living History Farm, what activities should such a farm include, and how it should be structured for maximum community engagement. We also want to know what opportunities there might be to collaborate with community organizations on such a project.

Your opinions will help AHP in its decision-making.

Following are your choice of dates and locations:

Thursday, May 7, 5:15 p.m. to 6:45 – Community Foundation Santa Cruz County, 7807 Soquel Dr., Aptos  
Saturday, May 9, 10 a.m. to 11:30 – Agricultural History Project, 2601 East Lake Avenue, Watsonville  
Tuesday, May 19, 5:15 p.m. to 6:45 – Agricultural History Project, 2601 East Lake Avenue, Watsonville  
Wednesday, May 27, 3 p.m. to 4:30 – Community Foundation for Monterey County, 945 S. Main St., Salinas  
Saturday, May 30, 10 a.m. to 11:30 – Agricultural History Project, 2601 East Lake Avenue, Watsonville  
Saturday, June 6, 10 a.m. to 11:30 – Calvary Episcopal Church, 532 Center Street, Santa Cruz

We have limited seating available so please reserve your seat by calling **(831) 724-5898** or go to **[www.aghistoryproject.org](http://www.aghistoryproject.org)**. We hope to see you and thank you!

Sincerely,



John Kegebein  
Chief Executive Officer  
Agricultural History Project

## Appendix B(1) – Phase I Press Release



April 27, 2025

For Immediate Release

Contact: John Kegebein (831) xxx-xxxx or Donna Bradford (831) xxx-xxxx

### AGRICULTURE HISTORY PROJECT SEEKS PUBLIC INPUT ABOUT LIVING HISTORY FARM Museum considers plans to develop new attraction

Watsonville -The Agricultural History Project (AHP), a nonprofit organization dedicated to the history of agriculture on California's Central Coast, will be asking for the public's input over the next several months as part of a feasibility study to determine whether to add a living history farm experience near its center and museum at 2601 East Lake Avenue in Watsonville on the Santa Cruz County Fairgrounds.

"We've had this idea for nearly 30 years, so now we'd like to gauge the level of community interest and support for a living history farm," said John Kegebein, chief executive officer of AHP.

In the first phase, AHP will hold six discussion groups to gain feedback from representatives of the agricultural community, education, tourism and other interests. Then, over the summer, a wider public opinion survey will be conducted online through the AHP website.

"We will want to know what benefits people might gain from this type of experience, for example, as a family or school activity, and what types of things they would like, such as small farm animals or farming demonstrations. When the survey is posted on our website, we want to hear what people have to say."

Kegebein said it was the original intent of the AHP to create a living history farm when it was established in 1986 to help educate people about farm life and animals, and the history of agriculture in the Central Coast region. Today, AHP features a museum and an extensive collection of vintage tractors, coaches, farm equipment, tools, archival photographs and displays that tell the story of the region's agricultural heritage.

"We think an interactive living history farm experience would provide a fuller understanding of how earlier generations produced food for their table and their local communities," Kegebein said. "But it will take local and regional support, and that's what we hope to learn more about in this study."

The feasibility study, funded by a grant from Community Foundation Santa Cruz County, is being conducted by Jennifer Pettley Marketing Communications.

The Agricultural History Project is open every Second Saturday of the month from 11 a.m. to 3 p.m. and other days by appointment. For more information, visit [www.aghistoryproject.org](http://www.aghistoryproject.org) or call (831) 724-5898.

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## Appendix B(2) – Phase I Press Release



April 30, 2015  
For Immediate Release

Contact: John Kegebein, (831) xxx-xxxx  
Donna Bradford, (831) xxx-xxxx

Agricultural History Project Holding Community Meetings  
About Living History Farm

Watsonville - The Agricultural History Project (AHP) at the Santa Cruz County Fairgrounds will hold the first of six public meetings to gain feedback about potentially adding a living history farm on Thursday, May 7, 5:15 p.m. to 7 p.m. at Community Foundation Santa Cruz County, 7807 Soquel Dr., Aptos.

“We want to know what benefits people might gain from this type of experience, for example, as a family or school activity, and what types of things they would like, such as small farm animals or farming demonstrations,” said John Kegebein, chief executive officer of AHP.

Other meeting dates are:

May 19 and 30 from 10 a.m. to 11:30 at Agricultural History Project, 2601 East Lake Avenue, Watsonville;

May 27, 3 p.m. to 4:30 – Community Foundation for Monterey County, 945 S. Main St., Salinas;

June 6, 10 a.m. to 11:30 – Calvary Episcopal Church, 532 Center Street, Santa Cruz.

To attend, register at [www.aghistoryproject.org](http://www.aghistoryproject.org) or call (831) 724-5898.

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## Appendix C

### Phase I AHP Focus Groups Questionnaire

Name \_\_\_\_\_

City of residence \_\_\_\_\_

Profession/Company \_\_\_\_\_

**What historical or agricultural, and community organization(s) are you involved with?**

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

**2. How familiar would you say you are with the Agricultural History Project?**

	(not very)		(fairly)	(very)
	1	2	3	4

**What do you think of when the “Agricultural History Project” is mentioned?**

\_\_\_\_\_  
\_\_\_\_\_

**3. Do you know of any living history farm projects or similar kinds of attractions or programs in Santa Cruz, San Benito or Monterey counties (Central Coast): If so, please list:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**4. What would you consider the most desirable aspects of a “living history farm” experience? (please *rank-order* from 1 to 9 with 9=most important to 1=least important – use *each number only once*)**

- ☐ The theme of the living history farm surrounds a single historical period
- ☐ Local multi-cultural exhibits, traditions relevant to the farm are featured
- ☐ Family farm barn from a historical period
- ☐ Technology exhibits, demonstrations: past, present, future
- ☐ Special events are scheduled throughout the year to attract community members
- ☐ Visitors gain “hands-on” experiences with agricultural activities, implements
- ☐ Farm animals, such as goats, pigs, or sheep are featured.
- ☐ Melodramas, performances
- ☐ People demonstrating methods, explaining exhibits, historic farm/village life.

Other ideas, comments:

**5. Do you have any lessons learned, or has your organization had to overcome any challenges by offering specialized programming, e.g. historical, cultural, or educational?**

**6. Do you know of opportunities for AHP to collaborate with other organizations to share activities, tours or programming? For example, FFA or 4-H projects, community organic gardening, or sheep-shearing, cheese-making demonstrations?**

**7. Describe any benefits or special considerations that would be part of a living history farm experience for the following audiences:**

Families with young children

Seniors

Visitors to the area/tourists

Teens

Agricultural businesses

Central Coast residents

At-risk youth

Other local cultural/agricultural organizations

School districts / schools / classes

**8. As a regional attraction, a Living History Farm could potentially encourage more visitors to the region, boosting the local economy. To help encourage more people to “Take the Survey” and weigh in on the potential of this area attraction, would your organization be willing to partner with AHP to help get the word out to the wider community, e.g., through your email blasts, newsletters, blogs, or posts on social media?**

Please provide your name, address, phone, and e-mail so we can keep you informed about the project:

Name \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Appendix D

### Phase I - AHP Focus Group Compilation of Results

#### 1. What historical or agricultural, and community organization(s) are you involved with?

Bolado Park (Tres Piños)  
Boys & Girls Club – Shoreline Middle School  
Community Alliance with Family Farmers (CAFF)  
California Association for Local Economic Development (CALED)  
California Food Corps  
California Rare Fruit Growers  
Capitola Historical Museum  
Carmel Valley Historical Society  
Castro Adobe in Larkin Valley  
Central Coast Energy Services  
Center of Information for Migrant Assistance  
Chambers of Commerce  
Childcare Planning Council  
City of Watsonville (Public Works; environmental programs)  
Corralitos Women's Club  
Corralitos Padres Youth Club  
Cowell Lime works Historic District, Friends of (UCSC?)  
Focus Ag  
Food What?! (youth empowerment program)  
4-H  
Granges: Live Oak, Madonna  
Grey Bears  
Laguna Seca Mazda Raceway  
Land Trust of Santa Cruz Co.  
Leadership Santa Cruz  
Live Earth Farm Discovery Program  
Mesa Verde Gardens  
Monterey Co. Archivists' Roundtable  
Monterey Co. Agricultural and Rural Life Museum (King City)  
Monterey Co. Historical Society  
Mountain Feed and Farm Supply  
Museum of Art and History  
National Trust for Historic Preservation / National Main Street  
Organic Farming Research Foundation  
Pajaro Valley Arts Council (outdoor sculpture)  
Pajaro Valley Historical Association  
Pajaro Valley Unified School District school gardens  
Ramsay Park Nature Center

Resource Center for Non-Violence Santa Cruz  
 Rotary  
 Sanctuary Conservation Group  
 Santa Cruz Community Credit Union  
 Santa Cruz Co. Convention and Visitors' Council  
 Santa Cruz Co. Economic Development Council  
 Santa Cruz Co. Fair  
 Santa Cruz Co. 4-H  
 Santa Cruz Co. Farm Bureau  
 Santa Cruz Co. Farmers' Markets  
 Santa Cruz Co. History Journal  
 Santa Cruz Co. Junior Livestock  
 Santa Cruz Co. Museum of Discovery  
 Santa Cruz Co. Regional Occupational Program  
 Santa Cruz Co. *Sentinel*  
 Santa Cruz Heritage Food Project  
 Santa Cruz Museum of Art and History (MAH)  
 Santa Cruz State Parks, Friends of  
 Slow Food Santa Cruz  
 Soquel Cemetery, Friends of  
 Soquel 4-H  
 Soquel Pioneer and Historic Association  
 Vision Santa Cruz  
 UCSC Alumni Association Board  
 UCSC CASFS Farm  
 UCSC Center for Agroecology and Sustainable Food Systems  
 UCSC Special Collections  
 Watsonville Certified Farmer's Market  
 Wilder Ranch  
 Women in Eco-Ag (Calif.-based)  
 Workforce Investment Board

<b>2. How familiar would you say you are with the</b>	<b>(not very)</b>		<b>(fairly)</b>	<b>(very)</b>
<b>Agricultural History Project?</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1- 3 responses				
2- 7 responses				
3- 16 responses				
4- 11 responses				

**What do you think of when the "Agricultural History Project" is mentioned?**

Archives, collections  
 John Kegebein  
 Pat John

Barney Stephens  
 Retired volunteers  
 Children's programs  
 Education  
 Relationship to the S.C. County Fair  
 Tourism  
 4-H is hands-on, while AHP is education  
 The hands-on space at the Fairgrounds  
 2<sup>nd</sup> Saturdays  
 AHP reflects my interests and those that best reflect Pajaro Valley.  
 Agricultural equipment and living ag history  
 Field trips for students  
 A walk back in time  
 Pride; innovation; community; immigration  
 A hopping place during Fair time; an active, expanding group  
 Gopher traps  
 Gathering, preserving and interpreting the agriculture history of the Pajaro Valley  
 Great memorabilia and fun demonstrations at the Fair  
 Old tractors and equipment; strong representation of tools, materials, and techniques used in  
 US ag in previous 100-150 years  
 A barn; all their facilities taken as a whole (impressive)  
 Static displays, exhibits

**3. Do you know of any living history farm projects or similar kinds of attractions or programs in Santa Cruz, San Benito or Monterey counties (Central Coast): If so, please list:**

Año Nuevo, and other state parks  
 Aptos Historical Museum  
 Casa de Fruita  
 Castro Adobe  
 Children's Discovery Museum  
 Community gardens  
 Corralitos Open Farm Tour  
 Country Crossroads  
 Estrada Ranch  
 Festivals, e.g., Strawberry Festival  
 Focus Ag  
 Harley Farms, Pescadero  
 International Farm Stays  
 Kimbro House (adobe in Santa Cruz)  
 Live Earth Farm Discovery Program  
 Live Oak Community Gardens - Grange  
 Master Gardener Program at county buildings  
 Mesa Verde Gardens

Museum of Art & History  
National Steinbeck Center, Salinas  
Pumpkin ranches  
Rancho Del Oso  
Roaring Camp & Big Trees Railway  
Mission Santa Cruz and adobes  
San Lorenzo Park (King City)  
Seymour Center (used to be Long Marine Labs)  
Springfield Grange (Pajaro)  
UCSC Farm & Garden program  
UCSC Life Lab  
U-pick farms, e.g., Gizdich, Swanton Berry Farms  
Watsonville Wetlands Watch  
Wilder Ranch

**What's missing:**

Connecting ag to more than field work. Water use – grading and technology; high-tech processes;

Innovation is attractive, throughout the years, past, present, and future. Ag companies that are doing innovative things would like to showcase why this area is so strong in ag.

Multi-cultural history: heritage foods, culinary traditions

Environmental issues, education

Remember other, pre-Anglo, periods and cultures

Organic farming movement got a start here

**4. What would you consider the most desirable aspects of a “living history farm” experience? (please *rank-order* from 1 to 9 with 1=most important to 9=least important – use *each number only once*)**

- ☐ The theme of the living history farm surrounds a single historical period  
5, 2, 9, 7, 9, 8, 7, 4, 2, 9, 9, 9, 6, 8, 3, 8, 9, 8, 9, 9, 7, 6, 5, 9, 8    175/25=7.000
- ☐ Local multi-cultural exhibits, traditions relevant to the farm are featured  
9, 6, 5, 2, 2, 8, 2, 8, 8, 2, 8, 7, 2, 2, 6, 5, 4, 1, 1, 1, 6, 2, 4, 5, 7, 1, 2    116/27=4.296
- ☐ Family farm barn from a historical period  
6, 5, 6, 2, 8, 6, 6, 3, 9, 4, 7, 4, 8, 6, 4, 8, 7, 7, 8, 8, 6, 7, 6, 7, 7    155/25=6.200
- ☐ Technology exhibits, demonstrations: past, present, future  
3, 4, 4, 6, 6, 3, 3, 1, 8, 4, 6, 3, 3, 6, 5, 4, 4, 7, 1, 3, 2, 6, 6, 1, 3, 5, 1, 4, 5    117/29=4.034
- ☐ Special events are scheduled throughout the year to attract community members  
8, 4, 7, 2, 3, 1, 7, 5, 6, 3, 5, 4, 5, 5, 4, 1, 3, 3, 6, 2, 4, 2, 2, 5, 1, 1, 4, 2, 5, 3    113/30=3.767
- ☐ Visitors gain “hands-on” experiences with agricultural activities, implements  
2, 3, 1, 3, 4, 4, 4, 2, 7, 5, 2, 1, 1, 2, 1, 7, 2, 2, 5, 6, 1, 5, 5, 4, 4, 2, 1, 3, 2, 4    95/30=3.167
- ☐ Farm animals, such as goats, pigs, or sheep are featured.  
4, 5, 3, 8, 1, 7, 5, 4, 5, 6, 1, 2, 8, 7, 3, 5, 1, 9, 4, 3, 3, 7, 2, 8, 8, 2, 8, 8, 6    143/29=4.931
- ☐ Melodramas, performances  
7, 8, 9, 5, 9, 9, 9, 7, 7, 6, 1, 9, 9, 6, 7, 9, 9, 4, 7, 9, 9, 9, 6, 9    179/24=7.458
- ☐ People demonstrating methods, explaining exhibits, historic farm/village life.  
1, 1, 2, 1, 5, 3, 1, 3, 1, 1, 3, 5, 4, 3, 3, 5, 1, 8, 2, 5, 4, 3, 3, 5, 3, 3, 4, 3, 1    87/29=3.000

**Other ideas, comments:**

This Valley has had a history of real exploitation of non-white people. Is this project going to whitewash that? The ethnic/cultural history in agriculture in the Pajaro Valley is essential to this project.

Historical eras – ag has changed a lot over the years; different groups farmed in different ways; different crops. This history of farming in this area is the history of different ethnic groups. Native people, mission era, Mexican Rancho period

Historical eras – could focus on a period when things were hand-made

Provide visitors with a clear picture of the importance of sustainable local, family-owned farms. Include nutrition, farm-to-table, and ongoing opportunities to participate.

Main challenge will be attracting an audience.

At the Fair, people *really* want to see the animals.

Think of cattle, goats, chickens, cheese-making, bees...

We are a leader in organic ag! Demonstrate how people of the past had to practice conservation by having fewer resources, showing how resourceful (or not) people were in the past.

Hands-on farm-to-table experience, including food preparation

Family involvement a must

Barn dances; farm dinners  
Homesteading classes (not just demonstrations)  
Focus on the rich agricultural history of this specific area vs. farm history in general  
Heritage food garden, featuring hops, loganberries, olallieberries, wheat, eggs/poultry, begonias, Brussels sprouts, artichokes, and strawberries

**5. Do you have any lessons learned, or has your organization had to overcome any challenges by offering specialized programming, e.g. historical, cultural, or educational?**

*Organizational:*

Succession planning

Make sure there will be enough people to do the work. One of the most difficult things will be to get volunteers.

Volunteer management will be key. Look at Watsonville Wetlands Watch, Seymour Center, or the Monterey Bay Aquarium for examples. They make it fun for volunteers to work together.

Education of docents so they gain knowledge, too, e.g., welding, baking, quilting

Approach VISTA for volunteers to help staff.

*Financial:*

Funding needs to be long-term, sustainable and must align with the mission; not just reliant on one-time grants

Borina Fund?

There's more money in Santa Clara Co. and other areas; this would help marketing.

*Operational:*

If you're going to include animals, you'll need a very secure area to protect them from predators. And from being stressed from too many visitors.

You'll have to hire a caretaker at least.

It could be set up as a farm, open only for special occasions.

Could be set up as a typical, old-fashioned *family* farm, with many different crops grown and many different things done.

Be very careful not to bite off more than you can chew. This kind of programming requires a lot of staff.

Consider, if animals are going to be a part of this, phasing in with having 4-H kids taking care of their own animals there. (Then these animals would be there only for ambiance, *not* for any handling.)

I think it'd be better to have it on an adjacent piece of property, rather than at a distance.

*Programmatic:*

It'll need to be novel, engaging, multi-age-targeted, and high-quality in order to get enough of an audience to come.

It'd be "A Day on the Farm," but 365 days a year!

Make sure that people who are trained in education and exhibits help design this



Align with Calif. State educational standards and you'll be a lot more valuable to the schools. Consider sequential grade-level themes and keep them coming back year after year. The entertainment/recreation component will be very important to Latino families, who seek opportunities to do interesting things together. Pop-up experiences where you are ready to receive students. Packaged experiences – schools really like this. Maybe an “ag camp,” during which each day is a different period of history. High-school student interns could really help/contribute; 6th-grade field trip: science, food, water, etc., all related to ag, of course. Make sure to include present and future, too; there's more interest in that than in the past. Canning, bread-making, seed-saving, beer making, crocheting, nutrition – workshops on various home-based food skills. The inescapable and increasing importance of keeping relevant with changing demographic of Santa Cruz Co. How essential it is to have diversity of many types included in every level of programming, from first idea through development, implementation, and ongoing assessment. People love to watch sheep dogs working. Collections and exhibits are fast becoming subordinate to hands-on experiential programs. Events work well to bring in the community: celebrating things; shows a museum's success. A restaurant would be a great addition, from a number of perspectives: farm-to-table in real life; an inducement for visitors to stay longer; an attraction for people to come at all. Could the large Victorian house next to the AHP site be used for dinner events? Wilder Ranch has people leave their cars at the gate, takes people in a horse-drawn wagon into the site. Better have a fixed schedule and really clear programs; good communications a must, so all pieces, parts, and people work together smoothly. Consider an annual cycle; establish a rhythm that people can count on and look forward to.

#### *Connections to the community:*

Draw from community groups, e.g., Watsonville Historical Society, farmers  
 Don't forget olive oil, bees (honey, wax), vineyards and wineries, lavender, plant nurseries; flower growers  
 There's a growing interest in sharing skills, plants, surplus produce / sustainable agricultural practices / small family farmers – Grange as resource for new farmers/gardeners.  
 You *have* to know your community, your market; show cultural competency  
 There should be a tab on the Tourism site to collate all historical sites, projects, etc.  
 Advertise using social media to the max.  
 Bi-lingual will be important to draw families from Watsonville, Gilroy, and Hollister  
 Facing the issue of North-/South-County divide  
 Economic and cultural exclusivity of small, organic agriculture  
 Communications plan a must.  
 Gary Patton's “Land Use Report” would be a great way to get the word out.  
 Beautiful graphic design will help  
 Strong community partnerships a big plus

Publicity is very important  
Get onto as many community calendars as possible

**6. Do you know of opportunities for AHP to collaborate with other organizations to share activities, tours or programming? For example, FFA or 4-H projects, community organic gardening, or sheep-shearing, cheese-making demonstrations?**

Agri-Culture  
AgTech Meet Up  
Aptos History Museum  
Baumann Center – perhaps they could pay rent to be at AHP to do programs.  
Breweries, local  
Cabrillo College Technology Center; Cabrillo College Horticulture  
CCCF  
Capitola History Museum  
Driscoll Berry Farms  
Elkhorn Slough Foundation  
Farmers' Markets  
Garden Variety Cheese  
Gilroy Ohlone Days, demonstrating native skills  
Granges  
Harley Farms  
Live Earth Farm – field trips; events; u-picks; summer camps  
Master Gardeners  
Monterey Bay Dog Training (working dogs)  
Mountain Feed & Supply (Ben Lomond)  
Museum of Art & History (looking to branch out in South County)  
Pajaro Valley Arts Council  
Pajaro Valley Historical Association  
Pajaro Valley Unified School District – co-branding and marketing Ag. Ed. programs  
Pajaro Valley WMA for environmental issues  
Scheack Dairy Farms  
San Juan Bautista  
Santa Cruz Co. Farm Bureau – careers; education/information about jobs; reach out to high schools  
Santa Cruz Heritage Food Project (very interested)  
Slow Food Santa Cruz (very interested)  
UCSC Farm & Garden Program – oral histories  
Watsonville High School, esp. FFA; need for service projects  
Watsonville Public Library, esp. Farmworker History section  
  
Santa Cruz Co. Works – tech jobs in Santa Cruz Co.  
Talk to Nita Gizdich about tours: schools and tourist groups.  
Quilters

## Seasons in the Sanctuary

Local 4-H to demonstrate sheep-shearing, other activities

Mann's Apples, Driscoll's, Well-Pict, Martinelli's, Sierra Azul

Link to Fred Keeley's efforts to fund park maintenance

Castro Adobe is 5 years ahead of this process in gathering input, designing experience

Hire AmeriCorps: \$6,000/year will get you a 40 hr./week person with youthful energy (centered at Notre Dame High School)

Coordinate with other PV History: AHP, PVHA, and Castro – rotating Saturdays

Link to UCSC: Agro – Damian Parr

### **7. Describe any benefits or special considerations that would be part of a living history farm experience for the following audiences:**

Bi-lingual; cactus as a crop; rope-making

Families with young children – safety; climbing and playing; play structures! Churning, making tortillas; animals, petting zoo; hands-on activities like milking a cow; remember: bi-lingual (for their parents). Young children would have the opportunity to be outdoors in a rural setting and learn about former times and a rural life style; excitement, meaningful interactions; interactive activities that demonstrate Then Vs. Now; growing your own food. Footprints of different animals; vegetable images. Good restrooms are a must! “Mommy and me” space for parents and tots; Food does not come from a box!

Seniors – men love the tractors, equipment, tools; accessibility and rest areas; nostalgia; chances to share experience; more detailed information on the equipment displayed; outings; guides Ladies love the weaving and kitchen set-up. Recruit seniors as docents; have available for students to interview; partner with schools

Visitors to the area/tourists – might be interested in history specific to our area; overnight stay opportunities, possibly home-stays; need to “wow” them, show them that they are somewhere special; relevance of S.C. ag around the world; history of ag. Innovation; Host Etsy Maker Market; offer certificate that includes service hours and knowledge. You're going to have to compete with the Boardwalk, beach, and Monterey Bay Aquarium.

Teens – would love to drive tractors; who knows?; as workers/gain work experience; dances of earlier times; teen activities of yesteryear; students as guides and demonstrators; profile interesting professions in current agriculture and how those people acquired the skills for these jobs. Creating games & apps re: Agriculture (“Attack of the Strawberry Monster!”); have teens teach teens; big visuals; multimedia. Many teens have an interest in environmental sustainability. Jobs; micro-enterprise, career development

Agricultural businesses – local advertising? Sponsors for interactive displays. Visibility; increased revenue; current ag practices; pride of heritage; brand placement; Mountain Feed and other stores that sell modern “homesteading” supplies; provide facilities to hold events and meetings; exposing young people to ag careers and opportunities to fill future (even current) labor needs

Central Coast residents – some are interested in this sort of thing; family retreats; reserve the farm house

At-risk youth – take motors apart and put them back together; would definitely be good for them, but whether they'd be interested or not? Reality check; responsibility; animal therapy; bonding with animals and/or soil; earth as therapy; job training opportunity; "rebellion for a cause" – agricultural organizing, justice history; Master Gardeners had a program in which they worked with at-risk youth in their demo garden (ask them for advice?); partner with Roundtree Jail; education in career opportunities; after-school opportunities; work-based learning opportunities

Other local cultural/agricultural organizations – 4-H, FFA, Hartnell AG Tech; Soquel HS; learn from other organizations most effective marketing; arts organizations – have revolving art displays; opportunities for education on organic, local small-scale farms

School districts / schools / classes – will be very interested; speakers; research; remember pre-schools, too; or take exhibits TO the schools; follow a product from the person who produced it to its arrival in another part of the world; transportation challenges; "eating is an agricultural act." Overnights: classes camp on the floor, wake up with a bell. Create internships for students

**8. As a regional attraction, a Living History Farm could potentially encourage more visitors to the region, boosting the local economy. To help encourage more people to "Take the Survey" and weigh in on the potential of this area attraction, would your organization be willing to partner with AHP to help get the word out to the wider community, e.g., through your email blasts, newsletters, blogs, or posts on social media?**

Please provide your name, address, phone, and e-mail so we can keep you informed about the project:

## Appendix E – Phase II Online Survey Results and Graph



### Constant Contact Survey Results

**Survey Name:** Living History Farm Community Outreach Survey 2015

**Response Status:** Partial & Completed

**Filter:** None

10/9/2015 6:02 PM PDT

#### TextBlock:

The Agricultural History Project, located at Santa Cruz County Fairgrounds, wants to gauge the level of community interest in whether it should create a Living History Farm. A living history farm is an interactive outdoor museum which educates, entertains and connects people to real-life experiences on a farm or ranch. Your answers to our survey will help us make some important decisions. Thank you! #LHFSurvey

What is your level of awareness of the Agricultural History Project?

1 = No awareness, 2 = Somewhat Aware, 3 = Aware, 4 = Highly Aware

	1	2	3	4	Number of Response(s)	Rating Score <sup>a</sup>
					368	2.4

<sup>a</sup>The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Have you ever been to a Living History Farm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			191	50.6 %
No			160	42.4 %
Don't Remember			20	5.3 %
No Response(s)			6	1.5 %
<b>Totals</b>			<b>377</b>	<b>100%</b>

What activities, features or experiences do you feel are most important to include at a Living History Farm? Rank the following list of items from 1 to 8. 1=Most Important to 8=Least Important If you have other ideas, please use the comment box to let us know.

1 = Most Important Item

Answer	1	2	3	4	5	6	7	8	Number of Response(s)	Ranking Score <sup>*</sup>
Demonstrations of historical farming/ranching activities									277	3.3
Educational programs for children and youth									277	3.1
Events set in a historical period									277	4.9
Hands-on, interactive experiences									277	3.1
Recreational opportunities: Walking paths, picnic sites									277	5.8
Farm animal exhibits or interactions									277	4.0
Workshops for adults on farming and ranching									277	5.4
Multi-cultural exhibits, programs or events									277	6.3

<sup>\*</sup>The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

What is your level of interest in attending practical workshops at a Living History Farm?

1 = No Interest, 2 = Some Interest, 3 = Interested, 4 = Highly Interested

Answer	1	2	3	4	Number of Response(s)	Rating Score <sup>*</sup>
Examples of topics: organic or conventional gardening, canning, pruning, composting, wine-making, home-brewing.					371	2.8

<sup>\*</sup>The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What is your level of interest in having hands-on experiences or watching demonstrations at a Living History Farm?


1 = No Interest, 2 = Some Interest, 3 = Interested, 4 = Highly Interested

Answer	1	2	3	4	Number of Response(s)	Rating Score <sup>*</sup>
Examples: Home arts, such as spinning, quilt-making, candle-making or farm/ranch activities such as hayrides, rope-making, horse shoeing.					369	3.0

<sup>\*</sup>The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What is your level of interest in attending social events at a Living History Farm?




1 = No Interest, 2 = Some Interest, 3 = Interested, 4 = Highly Interested

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Examples: Farm-to-table dinners, barn dances, or cultural celebrations.					389	2.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.






What is your level of interest in each type of demonstration or presentation about farming or ranching technologies?

1 = No interest, 2 = Some Interest, 3 = Interested, 4 = Highly Interested







Answer	1	2	3	4	Number of Response(s)	Rating Score*
Past, historical tech innovations					355	2.9
Present-day tech innovations					346	2.8
Future tech innovations					344	2.9

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How many times per year would you anticipate visiting our living history farm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Once			70	18.5 %
Twice			117	31.0 %
Three or more times			174	46.1 %
I would not visit			5	1.3 %
No Response(s)			11	2.9 %
Totals			377	100%

What is the maximum you would be willing to pay for an adult ticket price?

Answer	0%	100%	Number of Response(s)	Response Ratio
\$ 5 to \$9			108	28.6 %
\$10 to \$15			189	50.1 %
\$16 to \$20			45	11.9 %
\$21 to \$25			10	2.6 %
\$26 to \$30			8	2.1 %
No Response(s)			17	4.5 %
Totals			377	100%





Please select your household income (not required to complete survey):

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			98	25.9 %
\$51,000 to \$70,000			74	19.6 %
\$71,000 to \$100,000			53	14.0 %
Above \$100,000			71	18.8 %
No Response(s)			81	21.4 %
Totals			377	100%

What is your age?

Answer	0%	100%	Number of Response(s)	Response Ratio
Under 20 years old			18	4.7 %
21 to 35			74	19.6 %
36 to 50			89	23.6 %
51 to 65			105	27.8 %
66 and above			76	20.1 %
No Response(s)			15	3.9 %
Totals			377	100%

What is the zip code where you live?

351 Response(s)

Optional (not required to complete survey): Want to join our email list to receive alerts and information about Agricultural History Project? You will automatically be entered into our drawing to win one of our really cool T-Shirts!! If so, please enter your email address below which remains only with AHP. We won't give it out to anyone else. Thank you!

Answers	Number of Response(s)
Email Address	157

**TextBlock:**

Thank you for taking our survey! We appreciate your responses. Please visit our website at [www.aghistoryproject.org](http://www.aghistoryproject.org) for information about Agricultural History Project. #LHFSurvey

## Appendix F – Phase II Survey Question Comments

### Questions 3 to 7, 11, 12, 13

#### Question 3 – What activities, features or experiences do you feel are most important to include at a Living History Farm?

65 Comments

Answer
Hands on and farming, historical events around/involving Santa Cruz County farming would be interesting.
Beef cattle industry info
Love all the hands on for kids
Walking paths, and multi-cultural events!
Teach them to grow!
n/a
these ranks are relative, not absolute interest
i feel this is an important project and we must not lose our farming heritage. Parents need more options than video games
ice cream, beer, animals, candles
AHP has one of the best displays of antique equipment anywhere, but being able to see it demoed and actual drive a tractor is the best!
love driving the tractor
Question 2- Wilder Ranch
Question 3- Demos of historical farming- you already do this
workshops for adults on farming and ranching- you could do this for kids too!
Rusty the pony is available for cart rides! contact me
I would help the next generation connect to how food is grown.
Question 2- I have been to wilder ranch
Question 2- i have been to this one and wilder Ranch
Question 3- kids like the hands on such as tractor driving and milking
Great idea
Farm animals!
We have helped and participated in many llama displays and education shows
All are important
Need more period set demonstrations. I would volunteer!!
I think they are all important. For me this would be my order but for someone with young children I would move education activities to number 1!
Allowing youth access and interaction fosters understanding of agriculture and environmental awareness.
All of it, Yes please!
These are ALL so important!
The more teaching of old techniques the better. We need to keep this knowledge alive.
Hops!
Important for children and young adults to become interested in agriculture. Also, I think that children 12 and under should get free admission. They should be encouraged to attend.
All of these are important and they should all be part of the experience.
Always appreciate volunteers who are knowledgeable about the exhibits and can answer questions or share their experiences.
I don't know how to accommodate adequate 24/7 care and protection of on-site animals.
We have more than enough multi-culture in Watsonville. We're practically swimming in it. What we're lacking is a sense of history, especially for the young.
----

We have more than enough multi-culture in Watsonville. We're practically swimming in it. What we're lacking is a sense of history, especially for the young.
ωη
3 - Interpretive talks on the history and current status of Santa Cruz County agriculture - talks by active and retired farmers/ranchers/ dairymen/vinters, agricultural historians, farming families, and local tribal representatives. Talks could also be accompanied with informational handouts including reproduction of advertising and equipment ephemera, photos, and box labels from the museum and archival collection. Some handouts could be used as educational treasure hunts for youth programs.
Of course, the big thing is getting enough people to man a wonderful project like this.
A great place to take children on a field trip
in regards to ticket pricing you should have a discount/ lower entrance fee for seniors
No other ideas
In truth, all of these sound incredibly useful and fun; the historical aspect, though, is not so interesting to me.
When I think of living history (and the times I've attended such events/locations), I think of docents in period costume with working exhibits and the opportunity to experience life as it is/was.
Picnics & Paths are important, but best left to other park & rec resources in the area.
Farm animals require care. Best brought to the site for demos. How about a 4h lamb project on site??
it was hard to not rate all of these items #1 -- please do all of them!
emphasis on educating children about their food and how it is produced and delivered to their table.
History of this wonderful cultural area.
I think a living history is more effort and energy than can be sustained by our population and visitor rate. I think the museum already contains treasures that would interest visitors and locals, but they need to be showcased and presented in a fresh way. I think young DIY-ers would LOVE the canning jar display, but they don't come to the museum.
These all seem like great ideas!! It is very hard to rank them in order of importance.
School field trips would be my priority.
My interest level in the Ag history is project is a bit small now, since I see most of it already each year at the fair.
The community used to have Johnson's Farm (now closed) where the kids picked pumpkins or planed items and went on a hay ride and learned about farm life. Schools from all over came, I thought if the fair made a program like that for schools it would be able to fund itself. Some new tech farming would be great to interest my teens and others.
They all sound great!
Very nice set up. Thanks to all the Volunteers here on the coast! Yeah!
it is hard to rank these in an order of preference because I think they are all important.
Rotating exhibits similar to those currently presented in the Codiga Center, combined with afternoon or evening programs offering the fascinating history of agriculture in the Pajaro Valley. Also, programs that give the history of the various national groups that have settled in the valley, beginning with native people, what they cultivated, up to the current century and the role of Latinos in bringing the food of the valley to the market.

Walking Paths & picnic sites are important, but should be part of the mission of the entire Fair site, perhaps the Fair Heritage ?
Classes would be a fantastic idea like Love Apple Farm or Mt feed & farm store
No, I do not want to have a living museum at the ag history project. There is no question that asks if you think this is a good idea. It would cost a fortune to feed and keep the animals. Do not move forward with this and have a better survey for people to voice their opinions. This survey is one sided! I do not want the rest.
I find that ALL these ideas are greatly needed. It was really hard for me to put them in order by more important. We need to have them ALL available. You want to have it Interesting and exciting to bring in families, and to keep them coming.
Petting "zoo," seasonal activities (pumpkins, cider making, hay maze, Victorian Christmas...), farmers market, tractors....
Great idea. Hope it is successful
Children and youth are the most important targets. To "learn-by-doing" is the best way to learn. (motto of 4-H)
Community garden
Having animals draw a lot of attention but they are a lot of work to care for properly - perhaps a cooperative arrangement with someone already raising the animals would be helpful. I think the multi-cultural aspect would be built in to whatever is happening, not a separate focus.
You do a great job with programs for children
The test stopped functioning. There, it's back. The history of the area would demand a multi cultural understanding and is almost a separate world altogether.
This question was really hard to answer... I can't rank these among one another.
Visitors need to know the connection between the farm and healthy food.
Without adult interest, Children will not be mentored or motivated to learn. The process needs to be fun, so recreational focus should be high on the list.
I have visited a living Acadian historical farming site, and a Viking living history farm in Denmark. It was a great learning experience, and even into adulthood I was able to apply skills learned there. As an adult with a young family interested in homesteading; it would lovely to have something local to gain skills and do day trips.
More educational programs for children
Introduce all to the possibility. then if they show interest teach it!
I think that it should be for the children to let them know about where our food comes from and educate them on what a farm actually does
I think all are important and should be rated #1

## Question 4 – What is your level of interest in attending practical workshops at a Living History Farm?

58 Responses

Answer
canning and pruning
Organic gardening, home-brewing!
Wine making and home brewing
Organic, wine making, pruning, canning, rotate crops
tool making
Organic Gardening, Canning, Pruning, composting, wine-making, home-brewing
organic gardening, home- brewing!!!
we live a little far but definately would if closer!
I have a small farm and need to learn more!
Age against participation
Organic gardening
Organic gardening and composting!
Organic gardening
yes all of the above please
I especially like the tractor driving lessons.
I live in Watsonville and am tired of having to drive to Santa cruz for farm related workshops and barn dances. We farm in Watsonville, lets bring folks here!
I'd like yo know kore anout fomposting and vermiculture.
These topics are interesting, relevant, and would be beneficial for the public to learn about.
HOME BREWING-FIRST
ORGANIC OR C. GARDENING-SECOND
PRUNING-3RD
I have a toddler and look for opportunities for us both to learn and have hands-on experiences.
gardening,pruning,composting
All of the above!
growing food
beekeeping, slow cooking
The problem is, it isn't possible to get to the fairgrounds on public transit, and I cannot walk a half hour or more, perhaps in the dark, on a road with no sidewalk and no walkable shoulder from the nearest bus and no lights. I wish this was located someplace that wasn't so hard to get to.
Homemade bug killer or repellent. Compost
Organic only!
No other ideas



Organic, composting, pruning
Interested, but probably wouldn't attend many, since we do most of that already at home (I'd be interested in teaching some stuff, if you need teachers for some of the traditional homesteading skills).
Also, bread making, churning butter, homemade ice cream, etc.
Chicken care, canning, butchering, pickling, weaving, brewing.
Quilting, canning, gardening are things we can take the skills home and use them. A large number of young adults know no more about farming and what it was like to be self sufficient on farms. Many people still live like that in rural parts of this country
A fermentation club!
gardening, producing food in old ways, nutrition
Gardening, canning, true background on pesticides, the Right tools, mothers in agriculture, Job fairs in Ag
less water usage, composting, pruning
Teach us to farm! And make it practical.
All
A good idea!
Listed topics, plus: worm composting, pest control, aquaculture, starting a small business for home-made products
Organic gardening and landscaping, especially edible landscapes are of great interest. If there is room, It would be great to have some local farmers demonstrate their farming practices on several short rows of crops, a small scale, and compare them to historical methods
Would definitely attend preferably on weekends
water saving gardening ideas small animal care bulb cultivation Bonsai classes home garden techniques
examples of how it starts to the end results.
Would REALLY be interested!
Except for wine making, I went to college to get away from such work -- but it now almost falls into the hobby/fun area.
Home Gardening and Canning
Canning, home brewing
olive making too
Canning, wine-making, home-brewing

Age against participation
Organic gardening
Organic gardening and composting!
Organic gardening
yes all of the above please
I especially like the tractor driving lessons.
I live in Watsonville and am tired of having to drive to Santa cruz for farm related workshops and barn dances. We farm in Watsonville, lets bring folks here!
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HOME BREWING-FIRST
ORGANIC OR C. GARDENING-SECOND
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beekeeping, slow cooking
The problem is, it isn't possible to get to the fairgrounds on public transit, and I cannot walk a half hour or more, perhaps in the dark, on a road with no sidewalk and no walkable shoulder from the nearest bus and no lights. I wish this was located someplace that wasn't so hard to get to.
Homemade bug killer or repellent. Compost
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Chicken care, canning, butchering, pickling, weaving, brewing.
Quilting, canning, gardening are things we can take the skills home and use them. A large number of young adults know no more about farming and what it was like to be self sufficient on farms. Many people still live like that in rural parts of this country.
A fermentation club!
gardening, producing food in old ways, nutrition
Gardening, canning, true background on pesticides, the Right tools, mothers in agriculture, Job fairs in Ag
less water usage, composting, pruning
Teach us to farm! And make it practical.
All
A good idea!
Listed topics, plus:
worm composting, pest control, aquaculture,

Organic gardening and landscaping, especially edible landscapes are of great interest. If there is room, It would be great to have some local farmers demonstrate their farming practices on several short rows of crops, a small scale, and compare them to historical methods

Would definitely attend preferably on weekends

water saving gardening ideas  
small animal care  
bulb cultivation  
Bonsai classes  
home garden techniques

examples of how it starts to the end results.

Would REALLY be interested!

Except for wine making, I went to college to get away from such work -- but it now almost falls into the hobby/fun area.

Home Gardening and Canning

Canning, home brewing

olive making too

Canning, wine-making, home-brewing

I'd love a pruning workshop.

Is this something that couldn't be done at the current location? Isn't there already a community garden at this location?

Gardening.

This will depend on the notoriety of the presenter, the subject, and the possibility of hands on experience.

Animal husbandry/care, gardening (square foot or container),  
Farm equipment introductions and use (trenchers, tractor 101, what to look for when buying used, general maintenance you can do at home)

I bought 5 acres 2 years ago and have 0 experience. I've been learning as I go, everything from putting up fences, building shelters, composting, disbudding goats, pest control, to buying equipment (atv, installing winch, harrow).  
Mostly online research and books; hands on in person = amazing

As long as it is hands on.

Borden the horizons

We are new, aspiring farmers, interested in sustainability topics and learning how to farm properly. We would love to have local classes we could attend! Especially if they could be on the weekends, since we work during the week.



## Question 5 – What is your level of interest in having hands-on experiences or watching demonstrations at a Living History Farm?

36 Responses

Answer
Sheep sheering and actual goat and cow milking would be great.
horse-shoeing!
arts and crafts
rope making
Hayrides
As a teacher, the more opportunities for classes are key.
Quilt-making, candle-making, hayrides, and horse shoeing. I think these programs are great!
I love live demonstrations of quilting, candle making, spinning, pottery and other home made crafts.
Already participate and volunteer for such activities, and think that they are also excellent for the public to be educated by.
FARMING/RANCH ACTIVITIES-1ST
others not as interested
Really enjoy being interactive with the animals and hayrides are always a favorite.
my level of interest is dependent on better public transportation to your museum
I would love to do this, and would come frequently and even volunteer, but it isn't possible to get to the fairgrounds on public transit. I wish you were doing this somewhere more accessible.
All of the above
No other ideas
Home arts
some interest, for skills I don't have, but again, very little time.
Adding special events during holidays would be nice. i.e.- a community Thanksgiving feast where everyone brings a side-dish or two, and evening hayrides at Christmastime, followed by old-fashioned homemade cookies.
Very interested. These could be workshops too.
Learning how to use historical equipment
Day to history comparison of how it was done and how new ways due to change in technology have improved..
Hands on more than demos. I would visit 3 or more times per year if there were many events to choose from attending
It can create new hobbies for my kids. If it is local even better!
All
Keeping flowers fresh, seasonal wreath making, beekeeping, sewing
I would love it
The fair is enough. You do not need this once a month.
farm-ranch activities
baking and canning
ceramic,raising animals, what is needed...
DEFINITELY!
Did many of those things 60+ years ago.
rope-making, candle-making
These are already being done at the current location.
The historical aspects of farming while important to cover, needs to be de-emphasized and the modern activities and equipment needs to be featured.
Crafts, consumables (candles, soap, cheese, jam/preserves)
Stuff for kids like making paint, crafts, etc.
true seeker never stops seeking

## Question 6 – What is your level of interest in attending social events at a Living History Farm?

26 Responses

Answer
Farm to table dinners, barn dances, multi-cultural celebrations!
Farm to table dinners and Bran dances
Barn dances!!
Farm to table dinners!!
Barn dances, Cultural celebrations
farm to table dinners can create money for the project. especially focusing on Organic local farming In regard to question #9 Farm to table dinners charge as much as \$100.00 a ticket for high quality well prepared food.
Love farm to table dinners!
Personally not interested in attending such events but I think that they are an excellent way of bringing awareness to AHP in a fun and light-hearted way.
farm-to-table dinners I yes
Farm-to-table dinners would probably be well attended, they are at other local venues. As far as cultural celebrations, how about the Native Americans, or other-than-Hispanic (since we're already swimming in those here), such as the Chinese, Japanese, or Filipino? That would be far more educational than more of the same-old.
Square and contra dancing, and listening to traditional folk/country music and having sing-a-longs. Youth programs could include using basic musical instruments.
This would be wonderful, but I cannot get to the fairgrounds on public transit. I cannot attend if I can't get there. I cannot walk a half hour on a road with minimal shoulder and no sidewalk in the dark to get to the bus stop to go home after a farm to table dinner or barn dance. Please consider a different location.
Farm to table
Farm to table, cultural celebrations
See above
Farm to table dinners, barn dances
Especially if these events are family-friendly, in terms of content and time of day. Not all have to be, but it would be nice for some to include kids.
dinners, barn dances, shows
Difficult with other family events .. Unless you involve a club or create one with members ..
Yes!
This is a great idea, esp. if these can be presented a not too great an expense; meals that feature the cuisine of the nationalities that have been so prominent over the years her in the valley.
None
Food festivals and food-making contests would be amazing! We love the Greek and Mole festivals here in SC
Today, the farm to table idea is the most attractive at several levels: basic meals especially with some hands-on for children that feature garden (carrots to artichoks), orchard (apples/pears etc.) and barnyard items(eggs/milk) to multi-course chef inspired meals that include wine pairings.
barn dances and farm to table events
Barn dances, potlucks, jamborees, kids faire

**Question 7 – What is your level of interest in each type of demonstration or presentation about farming technologies?**

**10 Responses**

Answer
I work at Claudia's Kitchen, I live living history!
Working farms in the Pajaro Valley are a better venue to learn about present and future farming practices and innovations.
If you're talking about such "present-day" or future innovations" as composting, organic farm practices and ways to save water and not just promoting the use of more machinery.
I would love to see demos, but public transit doesn't run to the fairgrounds. Walking along the shoulder, with no sidewalk or lights, a half hour from the nearest bus stop, is just too dangerous. I only visit your stuff at the fairgrounds once a year, during the fair, when I can get a friend to drive or when the county puts on a special bus to the fairgrounds for the county fair. Please consider a different location.
Interested if applicable to small-scale diversified low-input systems.
I'm most interested in the historical equipment and how it was used.
I would like the focus though on less of the big corporate farms
I like this approach, where you are not focusing solely on past history.
It would appear that the AHP, as it is now, is perfectly suited for demonstrating these items.
Anything useful to present day non-commercial farming would be awesome. Historical stuff would be fun for the kiddos.

## Question 11 – What would be your level of interest in donating to a nonprofit Living History Farm?

11

What would be your level of interest in donating to a nonprofit Living History Farm?

### 18 Responses

Answer
Question 9- I would only pay 0-5 for an adult to get in
Questions 9 and 10- The price I would be willing to pay would depend on the activities you had per day
Question 11- willing to volunteer my time
no money :(
I am more willing to donate my time and knowledge than money. I feel like I can offer more in that respect.
For some families, the cost of any ticket is too much. I'd like to see some way to allow free entrance to those who cannot afford a ticket.
Thing is, I am far less interested in donating when I cannot visit a location that isn't served by public transit. If this were located somewhere I could get to it, I would definitely donate.
no interest in donating cash; potential interest in donating time.
I'd have to check it all out first.
I would prefer a membership that included programs for adults & children, or reduced price for members.
ticket cost should be determined by program content
this is the history of our community
Ticket cost & donation amount would depend on content
I would love to donated, volunteer, or ever work here. I am always looking to expand my skills & knowledge
I Have no money, but I do have a big family, and I can do outreach, to bring in families.
Time and experience more than money.
Wait a minute! Isn't AHP a non profit organization? Are you saying that this living history farm will be a separate entity from AHP? H'mmm...what's going on here?
There would have to be a strategic plan that was public, so that the organizational teaching goals were codified and accepted by the community. Often we are lead in a direction by one or two people who's idea of Ag History is not necessarily resonant with the community.
I'm probably more able to volunteer skills than to provide money, but I'd be interested in being involved.
Time (labor, etc) over \$\$

**Question 12 – Some museums, zoos or amusement parks have membership programs with member benefits, such as early entry or lower admission rates. Depending upon what was offered, what would be your level of interest in becoming a member of a Living History Farm?**

**15 Responses**

Answer
I would be especially interested in this if it could be a tax write off
good idea though
In regards to a membership program; would this be a separate membership from AHP's memberships or would it be the same?
Tie membership in with other venues to receive discounts. More willing to try something new and different if you like a place you already have a membership
I would love to join, but would instead invest my money in a place I can actually visit on public transit. There is no bus stop near the fairgrounds, and the walk along a road with no sidewalk and fast traffic is too long and dangerous. There aren't even lights. And I'm not even elderly or disabled -- your location is impossible for many to visit. Please consider a different location that is more accessible.
I would be more likely to attend events, etc., more often as a member.
possible volunteer
I don't think I would go often enough to want to become a member
This would be a great place to take children to learn and explore. Please make sure there are many family friendly activities.
yes
I have 2 young boys who love this sort of thing and we would definitely buy a membership and visit 3-4 times a month!
Would not significantly change my interest in AHP.
Currently an AHP member
Would it be a non profit farm or a profit farm?
This would be a great local weekend activity to attend with my children.

## Question 13 – What would be your level of interest in volunteering to help with our Living History Farm?

13

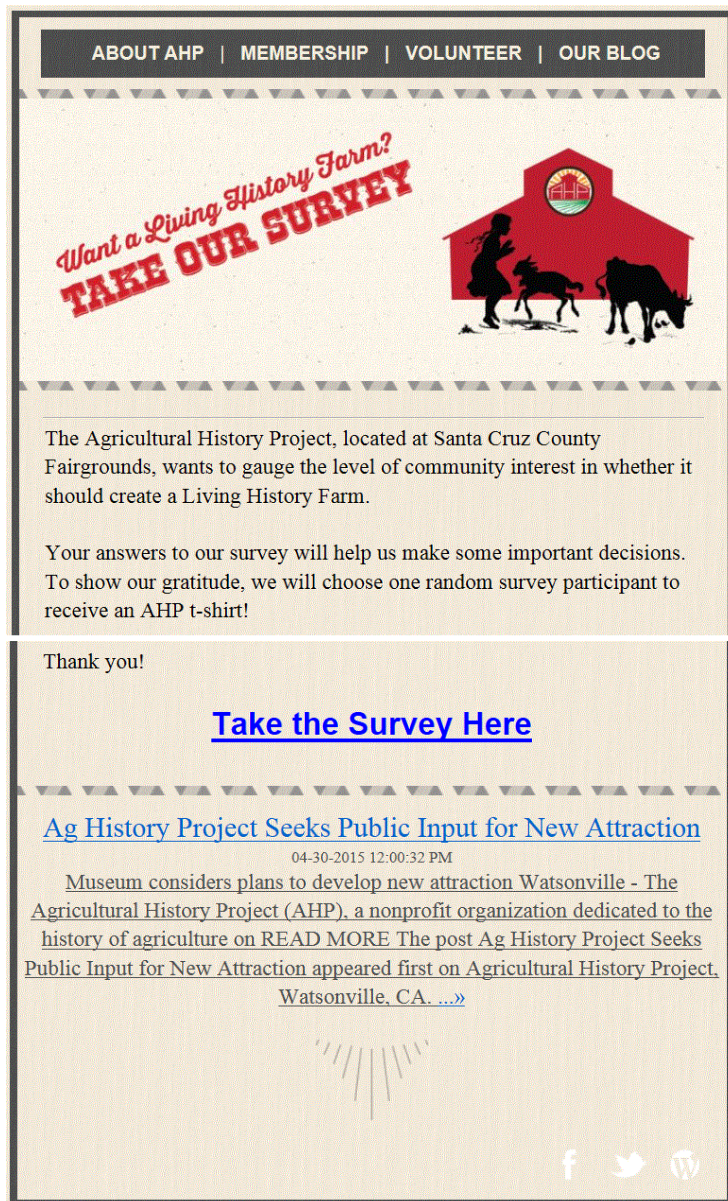
What would be your level of interest in volunteering to help with our Living History Farm?

### 22 Responses

Answer
would be interested after I retire
busy with my farm
I just don't have the time sorry!
See above comment about donating my time.
current member of Ag History, participate a few times a year, don't attend meetings
I live in Sacramento County--not a viable option.
not qualified
All depends on the event and how it is set up.
I am disabled. It's not possible.
I would love to, but it isn't possible to get to the fairgrounds on public transit. The nearest bus stop is about a half an hour away, and there is no sidewalk, little shoulder, and no lighting, and the traffic is fast. It isn't safe.
It's a bit too far away for volunteering regularly and I do a lot of volunteering already.
although I am not in santa cruz county anymore
Maybe, especially when my kids are bigger.
I believe that a museum and exhibits that reflect all the national backgrounds of valley residents would draw many volunteers.
I have an MA in Museum Studies and lots of experience in museums, archives, collections, exhibits and local archaeology. My family has also been in SC County since the 1860s and we have lots of family history (farming, black-smithing, soap making) here.
Too far from where I live and I'm getting to old to travel that distance on a regular basis.
The trip over 17 makes it a bit less attractive, but of interest.
Note per item 10: Don't charge kids.
Annual events
Currently an AHP volunteer
I usually volunteer with the Ag-History Project during the fair.
Santa Cruz to Watsonville is too much distance for us to commit to regular volunteering.
Depending on time demands and scheduling, and if my skills could be put to use it might be fun!



## Appendix G – Phase II Email Invitations



**Results: 535 Sent, 151 opened, 57 clickthroughs to survey**





[ABOUT AHP](#) | [MEMBERSHIP](#) | [VOLUNTEER](#) | [OUR BLOG](#)

July 20, 2015

Dear Lynne

The Living History Farm survey is now online!

<http://survey.constantcontact.com/survey/a07eb58eb5fiatwh34u/start>

Thank you so much for participating in the Agricultural History Project's recent discussion groups about a Living History Farm. We really appreciated your responses and perspectives. The results of those group discussions will be published in the study's final report to be released later this year.

We are excited to report that the community can now weigh in by completing the brief online survey which is now posted on AHP's website [www.aghistoryproject.org](http://www.aghistoryproject.org).

As you may remember during the discussion groups, you agreed or offered to partner with AHP in helping to distribute the survey link to your members or groups so that we can be sure to gather as much input as possible.

To make it easier, you asked for some short content with the link to embed in your own emails to your members or groups or to post on your website or social media and I've included that here....feel free to edit as you wish.

"(Organization name) and Agricultural History Project are joining together to ask you to answer a brief survey which will help gauge the level of our community's interest in whether AHP should start a Living History Farm at its center at the Santa Cruz County Fairgrounds near Watsonville. Takes less than 5 minutes. Here's the direct link to the survey or find it on the AHP website at [www.aghistoryproject.org](http://www.aghistoryproject.org).  
...Thank you!"

<http://survey.constantcontact.com/survey/a07eb58eb5fiatwh34u/start>

**Results: 29 Sent, 13 opened, 3 clickthroughs to survey**



The Living History Farm survey is now online!

<http://survey.constantcontact.com/survey/a07eb58eb5fiatwh34u/start>

Thank you so much for participating in the Agricultural History Project's recent discussion groups about a Living History Farm. We really appreciated your responses and perspectives. The results of those group discussions will be published in the study's final report to be released later this year.

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Many participants asked for some short content with the link to embed in your own emails to your members or groups or to post on your website or social media and I've included that here for you....feel free to edit as you wish.

"(Organization name) and Agricultural History Project are joining together to ask you to answer a brief survey which will help gauge the level of our community's interest in whether AHP should start a Living History Farm at its center at the Santa Cruz County Fairgrounds near Watsonville. Takes less than 5 minutes. Here's the direct link to the survey or find it on the AHP website at [www.aghistoryproject.org](http://www.aghistoryproject.org). ...Thank you!"

<http://survey.constantcontact.com/survey/a07eb58eb5fiatwh34u/start>

## Results: 27 sent, 16 opened, 3 clickthroughs to survey

Wanted to let you know that the Living History Farm survey will be closing in **just 5 more days**, on Sept. 20 at midnight.

If you know of someone who would like to tell us their thoughts on a Living History Farm for our area, please share the link below:

<http://survey.constantcontact.com/survey/a07eb58eb5fiatwh34u/start>

or they can find it on Agricultural History Project's website [www.aghistoryproject.org](http://www.aghistoryproject.org)

Thank you so much, Lynne, for participating in a Focus Group. Your perspectives were very important and much appreciated, and have become an important feature in this overall study. We also hope you enjoyed the experience to meet other colleagues.

## Results: 27 sent, 11 opened, 2 clickthroughs to survey

## Appendix H – Phase II Survey Marketing/Outreach Plan



June 10, 2015

### Phase II Community Outreach and Media Plan

To meet the Agricultural History Project's objectives to survey external audiences in the Central Coast region as part of its feasibility study for a Living History Farm, I would like to propose the following activities:

1. Develop simple campaign name that everyone can rally around: "Take Our Survey."
2. Create survey instrument in Constant Contact or Survey Monkey.
3. Create landing page on AHP website to host introductory information and survey link.
4. Post graphic link on home page of AHP website above the fold, announcing the survey and link it to landing page.
5. Send email link to all participants of Phase I focus groups who said they would partner with AHP in getting the word out (sending out the survey link to their email lists). Encourage them to post the link three times during the campaign period, July 1 to September 15, with at least one during the last two weeks of the campaign.
6. AHP Email Newsletters: How often do these go out? Include the survey link and brief descriptor in each issue during campaign period. Drive people to website to take the survey.
7. Maximize the potential of social media platforms to get the word out about the link:
  - a. Postings every two weeks on Facebook, Twitter, Instagram, Pinterest and other platforms in regular use by AHP throughout the campaign period from July 1 to September 15, 2015.
  - b. Upload a photo or short video with each post (can be used across all platforms), and boost with a maximum expenditure of \$5 per day for 10 days for a regional reach.
  - c. For Facebook, consider ad engagement test, utilizing three different types of titles to see which one is most effective.
  - d. Use campaign hashtag IN EVERY POST: #LHFsurvey
  - e. Post text should be no more than 100 characters in length as we want to leave room for retweeting hashtags and @s. Remember to include photo, graphic or short video. Use no more than 3 hashtags or @s.
  - f. When and where appropriate, consider strategy to include in posts unrelated but trending hashtags to increase audience reach. e.g. #NBAfinals
8. Create a simple flyer that can be a hand-out at Second Saturday events, the Fairgrounds office and elsewhere. Number of copies needed? Cost? Include hashtag!
9. Send press release to media about the posting of the link on the website. Revisit media relationships to update reporters on the project.

10. Encourage volunteer youth groups and others to “take it to the streets” this summer—have a presence (table) at Farmer’s Markets, fairs, wherever the community gathers and encourage passers-by to take the survey. Offer a drawing incentive....win an AHP T-shirt! Survey can be taken in hard-copy or online via their tablet (but Wi-Fi will be needed-may not be possible). Suggest Marketing Committee to coordinate and manage.
11. Create an 11” x 17” sign that can be used by survey participants at the community outreach activities to post on social media that will go viral, informing many others about the survey. Include campaign hashtag!
12. Create cards with survey link printed on them for marketing committee and board of directors to give out to people when they meet them or are making presentations. Include campaign hashtag!
13. Encourage board of directors and marketing committee, volunteers and other AHP ambassadors to “rally the troops” behind the campaign effort and help get the word out. (Steering Committee)

## Appendix I - Facebook Posts – Boosted

 **Agricultural History Project**  
Published by Simple Share by Constant Contact [?] · July 9 · 🌐


Please Take Our Survey, Win an AHP T-Shirt <http://conta.cc/1dODXHd>



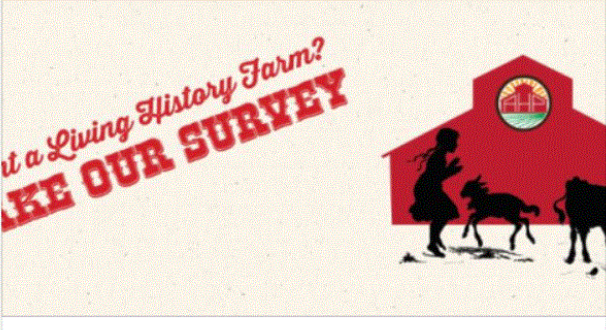
**Please Take Our Survey, Win an AHP T-Shirt**  
Museum considers plans to develop new attraction Watsonville - The Agricultural History Project (AHP), a nonprofit organization dedicated to the history of agriculture on READ MORE The post Ag History Project Seeks Public Input for...  
CONTA.CC

1,796 people reached Boosted

14 Likes · 4 Comments · 15 Shares

 **Agricultural History Project**  
Published by Stephanie Fontana [?] · July 30 · Edited · 🌐

TAKE THE SURVEY!!! #LHFSurvey We are in the early planning phases of possibly bringing YOU the community a living history farm.  
#TakeTheSurvey and SHARE your ideas with us!



**Please Take Our Survey, Win an AHP T-Shirt**  
Museum considers plans to develop new attraction Watsonville - The Agricultural History Project (AHP), a nonprofit organization dedicated to the history of agriculture on READ MORE The post Ag History Project Seeks Public Input for...  
CONTA.CC

750 people reached Boosted

5 Likes · 3 Shares





## Agricultural History Project

Published by Jennifer Joseph Pettley [?] · August 17 · 🌐

Want a Living History Farm here in the Pajaro Valley? Would you visit?  
Click here to take our survey and let us know what you think about this  
idea....<http://conta.cc/1JdyYII>

#LHFSurvey

#aghistoryproject



### Survey : Questions

The Agricultural History Project, located at Santa Cruz County Fairgrounds, wants to gauge the level of community interest in whether it should create a Living History Farm.

[SURVEY.CONSTANTCONTACT.COM](http://SURVEY.CONSTANTCONTACT.COM)

3,259 people reached



[View Results](#)

70 Likes 2 Comments 2 Shares

## Appendix J – Phase II Press Release



**Press Release Draft**  
**For Immediate Release**  
July 20, 2015

Media Contact: John Kegebein (831) 724-5898  
Donna Bradford (831) 254-0614

### **Agricultural History Project Posts Survey** **Second Phase of Living History Farm Study**

**Watsonville** - The Agricultural History Project (AHP), a nonprofit organization dedicated to the history of agriculture on California's Central Coast, has posted a public opinion survey to its website, the second of a two-part feasibility study to determine whether AHP should add a Living History Farm to its facilities next to the Santa Cruz County Fairgrounds.

"We want to know what benefits people might gain from this type of experience, for example, as a family or school activity, and what types of things they would like, such as small farm animals or farming demonstrations, and at what level they would be willing to support it," said John Kegebein, AHP's chief executive officer.

To complete the survey, go to [www.aghistoryproject.org](http://www.aghistoryproject.org).

"Survey volunteers will be fanning out across the region at farmer's markets and other public gatherings through the summer to encourage people to take our survey which will be on our website through Sept. 20," said Kegebein.

Kegebein said it was the original intent of the AHP to create a living history farm when it was established in 1986 to help educate people about historical life on a farm life and the raising of crops and animals, as well as tell the story of the cultural history of agriculture in the Pajaro Valley and the greater Central Coast area.

A living history farm is an open-air museum that educates, entertains and informs visitors about historical farm and ranching life and often includes interactive displays and hands-on experiences, such as rope-making, and demonstrations, such as sheep-shearing or horse shoeing.

The feasibility study, funded by a grant from Community Foundation Santa Cruz County, is being conducted by Jennifer Pettley Marketing Communications.

The first phase of the study involved a series of focus groups in May and June that included representatives from agriculture, tourism, elementary and higher education, state parks and other public agencies, and farming and ranching interests.

A final report, with the results of both phases of the study, will be released to the public in December, 2015.

#### About AHP:

Located at the Santa Cruz County Fairgrounds near Watsonville, AHP features an extensive collection of vintage and historical tractors, coaches, farm equipment, tools, archival photographs and displays. It is open every Second Saturday of the month from 11 a.m. to 3 p.m. and other days by appointment. For more information, visit [www.aghistoryproject.org](http://www.aghistoryproject.org) or call (831) 724-5898.

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## Appendix K – Spanish Living History Farm Survey



### Responde la Encuesta

El Proyecto de Historia Agraria, ubicado en la Feria del Condado de Santa Cruz, quiere medir el nivel de interés de la comunidad en si se debe crear un Living History Farm.

Una granja de historia viviente es un museo al aire libre interactivo que educa , entretiene y conecta a las personas a las experiencias de la vida real en una granja o rancho. Sus respuestas a nuestra encuesta nos ayudarán a hacer algunas decisiones importantes. Gracias!

#### 1. ¿Cuál es su nivel de conocimiento del Proyecto de Historia Agraria ?

☐ Sin conciencia    ☐ Algo Consciente    ☐ Consciente    ☐ altamente Consciente

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#### 2. ¿Ha estado alguna vez en un Living History Farm?

☐ Sí    ☐ No    ☐ No recuerdo

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**3. ¿Qué actividades, características o experiencias hacen que te sientas sería más importante para incluir en una Living History Farm?** Rango para la lista de elementos de 1 a 8. 1 = más importante, después de 8 = Menos Importante Si usted tiene otras ideas, por favor, utilice el apartado de comentarios para hacernos saber.

- ☐ Las demostraciones de actividades históricas agrícolas / ganaderas
  - ☐ Los programas educativos para niños y jóvenes
  - ☐ Eventos establecidos en un período histórico
  - ☐ Práctico, experiencias interactivas
  - ☐ Oportunidades de recreación: Rutas de senderismo, sitios de picnic.
  - ☐ Exhibiciones de animales de granja o interacciones
  - ☐ Talleres para adultos en la agricultura y la ganadería
  - ☐ Multicultural exhibiciones, programas o eventos
- 

**4. ¿Cuál es su nivel de interés en asistir a talleres prácticos a Living History Farm?** Ejemplos de temas: jardinería orgánica o convencional, conservas, poda, compostaje, vinificación, hogar - elaboración de la cerveza.

☐ Sin intereses    ☐ Algunos Interés    ☐ Interesado    ☐ Muy Interesado

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**5. ¿Cuál es su nivel de interés en tener experiencias prácticas o demostraciones que miran a un Living History Farm?** Ejemplos: Inicio artes , como el hilado, colcha de decisiones, la vela de decisiones o actividades de la granja / rancho , como paseos en carruajes , la fabricación de cuerdas , herraje de caballos.

☐ Sin intereses    ☐ Algunos Interés    ☐ Interesado    ☐ Muy Interesado

**6. ¿Cuál es su nivel de interés en asistir a eventos sociales en un Living History Farm?** Ejemplos: la granja a la mesa de cenas , bailes granero, o celebraciones culturales.

☐ Sin intereses    ☐ Algunos Interés    ☐ Interesado    ☐ Muy Interesado

**7. ¿Cuál es su nivel de interés en cada tipo de demostración o presentación sobre la agricultura o las tecnologías ganaderas ?**

	Sin intereses	Algunos Interé	Interesado	Muy
Interesado				
Tecnología , innovaciones históricas pasadas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovaciones tecnológicas de hoy en día	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovaciones futuras tecnología	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. ¿Cuántas veces al año le anticipar visitar nuestro Living History Farm?**

Una vez	Dos veces	Tres o mas	Yo no visitar
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. ¿Cuál es el máximo que estaría dispuesto a pagar por un precio de la entrada para adultos?**

☐ \$ 5 a 9    ☐ \$ 10 a \$ 15    ☐ \$ 16 a \$ 20    ☐ \$ 21 a \$ 25    ☐ \$ 26 a \$ 30

**10. ¿Cuál es el máximo que estaría dispuesto a pagar por precio de la entrada de un niño ( de 12 años ) ?**

☐ \$ 0 a 4    ☐ \$ 5 a \$ 9    ☐ \$ 10 a \$ 15    ☐ \$ 16 a \$ 20    ☐ \$ 21 a \$ 25

**11. ¿Cuál sería su nivel de interés en donar a una organización no lucrativa Living History Farm?**

☐ Sin intereses    ☐ Algunos interés    ☐ Interesado    ☐ Muy Interesado

**12. Algunos museos , zoológicos o parques de diversiones tienen programas de membresía con beneficios para miembros , como la entrada temprana o las tasas de ingreso más bajos. Dependiendo de lo que ofrecían , ¿cuál sería su nivel de interés en convertirse en un miembro de un Living History Farm?**

☐ Sin intereses    ☐ Algunos interés    ☐ Interesado    ☐ Muy Interesado

**13. ¿Cuál sería su nivel de interés en ser voluntario para ayudar con nuestro Living History Farm?**

☐ Sin intereses    ☐ Algunos interés    ☐ Interesado    ☐ Muy Interesado

**14. Respuesta Opcional: Por favor seleccione su ingreso familiar :**

☐ Menos de \$ 50,000    ☐ \$ 51.000 a \$ 70.000    ☐ \$ 71,000 \$ 100,000    ☐ \$100,000 +

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15. ¿Cuál es su edad? ☐ menores de 20 años      ☐ 21 a 35      ☐ 36 a 50      ☐ 51-65      ☐ 66 +

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16. ¿Cuál es el código postal del lugar donde usted vive ?

17. Opcional (no es necesario para completar la encuesta) : ¿Quieres unirte a nuestra lista de correo electrónico para recibir las alertas y la información sobre la historia agrícola del proyecto ?  
Automáticamente entrarás en nuestro sorteo para ganar uno de nuestros muy interesantes que te gusta? Si es así , por favor, introduzca su dirección de correo electrónico claramente por debajo del cual se mantiene únicamente con AHP . No vamos a darle a nadie.

Su dirección de correo electrónico: \_\_\_\_\_

**Agricultural History Project, P.O. Box 1181, Watsonville, CA 95077      (831) 724-5898      Thank you!**