

Fall Festival Entrepreneurship Activity

Students act as business consultants for a Family Farm to plan, operate, market, and evaluate a Fall Agritourism Festival.

A **Pencil & Paper, TECH-FREE,**
Business Activity.

9 Activity Sheets included

Includes a Teacher's Key &
Grading Rubric



BUSINESS EDUCATION WITH *Denise Leigh*

This **Fall Festival Business Project** gives students a hands-on opportunity to apply multiple business concepts to one realistic agritourism scenario.

With **nine (9)** connected activities, students identify potential **revenue streams**, develop a fall festival within a budget, create **pricing strategies**, calculate projected revenue, identify **target markets**, build a brand and promotional plan, select retail products and calculate **markups**, determine staffing needs, develop a **risk-management contingency plan**, respond professionally to customer complaints, and analyze the festival’s final financial and customer-satisfaction data.

Activity 1:
ENTREPRENEURSHIP

The Agritourism Opportunity

The Miller Family Farm has been in operation for many years, growing crops and raising livestock. The family is planning to open their farm to visitors this fall by hosting a fall festival. They want to create a fun and memorable experience for families while also generating additional income for the farm.

Your task is to help the Miller Family Farm by identifying potential revenue streams for their fall festival and deciding which ones they should prioritize.

1 Identify Five Potential Revenue Streams

List five different ways the Miller Family Farm could generate revenue during their fall festival.

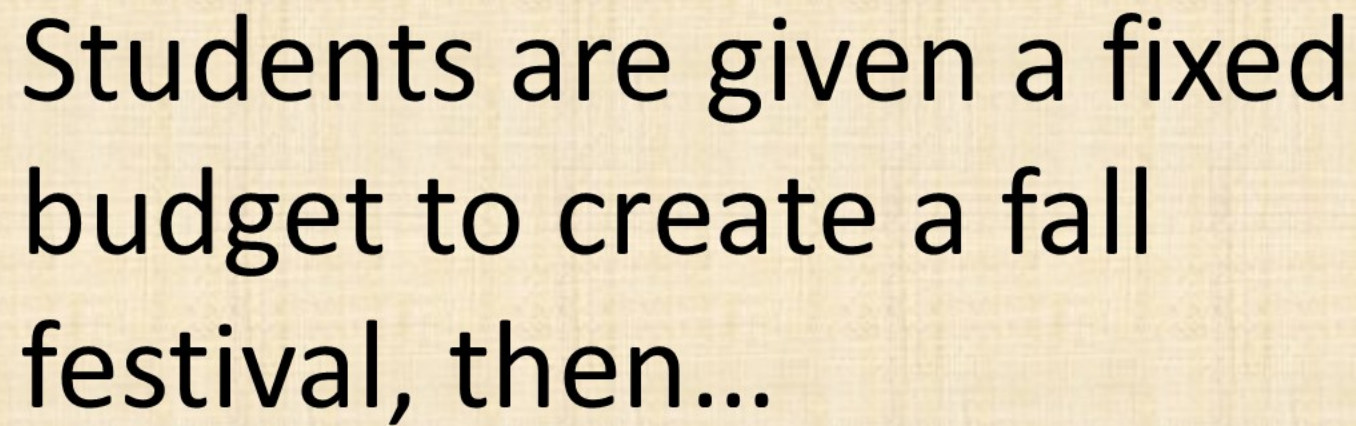
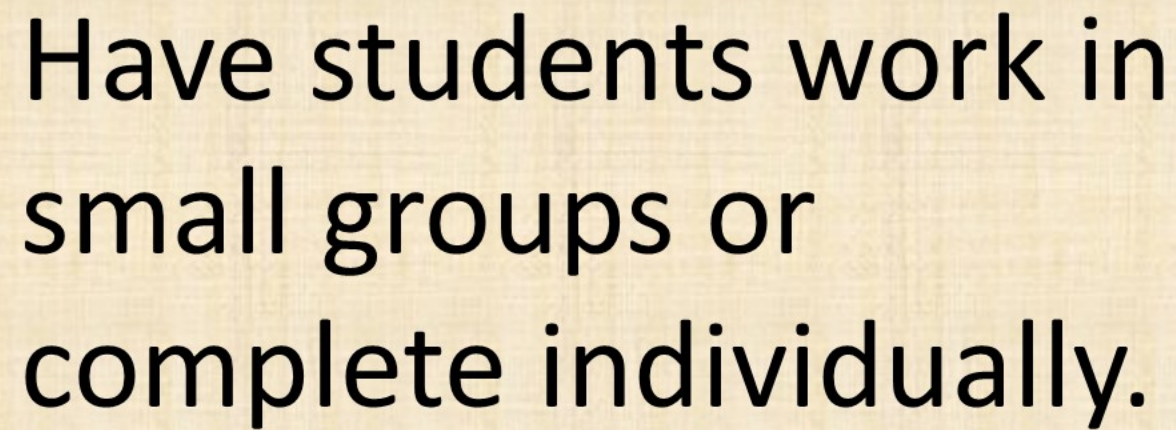
1.	
2.	
3.	
4.	
5.	

2 Choose and Justify Three Priority Revenue Streams

From your list above, select the three revenue streams the Miller Family Farm should prioritize. Explain why each of these three will be the most beneficial for the farm's fall festival.

Revenue Stream	Why This Should Be a Priority
1.	
2.	
3.	

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- Design the Festival
- Create a Festival Plan
- Explain their Choices

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Students use entrepreneurship, marketing, retailing, human resources, business communication, pricing, financial analysis, and critical-thinking skills to make decisions, justify their choices, solve problems, and recommend improvements - giving them an engaging look at how the different functions of a business work together in a real-world setting.

**Activity 3:
PRICING**

Name: _____
Date: _____

What's the Price of Fall Fun?

The Miller Family Farm wants to set admission prices for their fall festival. They need to create a pricing strategy that will attract visitors, generate revenue, and provide a positive experience for guests. Your task is to develop an admission pricing plan and estimate the revenue at different attendance levels.

- Choose a Pricing Strategy**

Decide which pricing strategy you recommend for the Miller Family Farm Fall Festival. Check one option below and briefly explain why you chose it.

☐ **One Admission Price**
One price gives access to all attractions.

☐ **Individual Attraction Tickets**
Visitors pay for each attraction separately.

☐ **Tiered Packages**
Different packages (e.g., basic, premium, VIP) with various attractions included.

Why did you choose this strategy?

- Create Your Price Sheet**

Based on the strategy you chose, develop admission prices for the fall festival. Include a price for each option: adult, child, family, and group. You may also include a brief description of what each option includes.

Ticket Option	Price	What's Included? (Brief Description)
Adult Admission		
Child Admission (ages 3-12)		
Family Package		
Group Rate (15 or more people)		
- Calculate Projected Revenue**

Using your prices above, calculate the total admission revenue for each attendance scenario. Assume the same percentage of adults, children, families, and groups for each scenario, or make a reasonable estimate.

Attendance Scenario	Estimated Attendance	Calculation (Show Your Work)	Total Revenue
Low Attendance (slow day)	500 visitors		
Moderate Attendance (average day)	1,250 visitors		
High Attendance (busy day)	2,000 visitors		
- Reflection**

In a few sentences, explain why your pricing strategy will be successful. How will it attract visitors, meet the farm's goals, and create a fun and memorable experience?

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Students develop a **marketing strategy** for the festival by identifying several potential **target markets**.



Students create a **brand** and **social media posts**.



...**5 more** activity sheets included...
See product description.

Activity 4: MARKETING

Name: _____
Date: _____

Sell the Fall Experience

The Miller Family Farm Fall Festival needs a strong marketing plan to attract visitors. Your task is to identify target markets and create promotional materials that will make the festival appealing to different groups of people.

1 Identify Target Markets

Consider the five target markets below. For each group, identify who might appeal to them about the fall festival and how you could attract them.

Target Market	Who Might Appeal to them	How could you Attract Them?
Families with Young Children		
Teenagers		
Couples		
School Groups		
Tourists		

2 Create Your Festival Brand

Develop a unique identity for the Miller Family Farm Fall Festival.

Festival Name	Logo	Tagline
	(Draw your logo here.)	(Example: "Farm Fun for Everyone!")

3 Create a Social Media Post

Design a social media post to promote the festival. Include an eye-catching message, a few details about the event, and a call to action. You may include drawing, a diagram, or a sample page.

Social Media Post	Post text (What will your caption say?)

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9 Business Activity Sheets Included

Activity 1:
ENTREPRENEURSHIP

Name: _____
 Date: _____

The Agritourism Opportunity

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Your task is to help the Miller Family Farm by identifying potential revenue streams for their fall festival and deciding which ones they should prioritize.

1 Identify Five Potential Revenue Streams

List five different ways the Miller Family Farm could generate revenue during their fall festival.

1.	
2.	
3.	
4.	
5.	

2 Choose and Justify Three Priority Revenue Streams

From your list above, select the three revenue streams the Miller Family Farm should prioritize. Explain why each of these three will be the most beneficial for the farm's fall festival.

Revenue Stream	Why This Should Be a Priority
1.	
2.	
3.	

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Activity 3: PRICING

What's the Price of Fall Fun?

The Miller Family Farm wants to set admission prices for their fall festival. They need to create a pricing strategy that will attract visitors, generate revenue, and provide a positive experience for guests. Your task is to develop an admission pricing plan and estimate the revenue at different attendance levels.

1 Choose a Pricing Strategy

Decide which pricing strategy you recommend for the Miller Family Farm Fall Festival. Check one option below and briefly explain why you chose it.

☐ **One Admission Price**
One price gives access to all attractions.

☐ **Individual Attraction Tickets**
Visitors pay for each attraction separately.

☐ **Tiered Packages**
Different packages (e.g., basic, premium, VIP) with various attractions included.

Why did you choose this strategy?

2 Create Your Pricing Plan

Based on the strategy you chose, develop admission prices for the fall festival. Consider the needs of adults, children, families, and seniors. Briefly describe the pricing options you recommend.

Ticket Option	Price	Brief Description
Adult Admission		
Child Admission (ages 3-12)		
Family Package		
Group Rate (15 or more people)		

3 Calculate Projected Revenue

Using your prices above, calculate the total admission revenue for each attendance scenario. Assume the same percentage of adults, children, families, and groups for each scenario, or make a reasonable estimate.

Attendance Scenario	Estimated Attendance	Calculation (Show Your Work)	Total Revenue
Low Attendance (low day)	500 visitors		
Moderate Attendance (average day)	1,250 visitors		
High Attendance (busy day)	2,000 visitors		

4 Reflection

In a few sentences, explain why your pricing strategy will be successful. How will it attract visitors, meet the farm's goals, and create a fun and memorable experience?

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Activity 4: MARKETING

Name: _____
 Date: _____

Sell the Fall Experience

The Miller Family Farm Fall Festival needs a strong marketing plan to attract visitors. Your task is to identify target markets and create promotional materials that will make the festival appealing to different groups of people.

1 Identify Target Markets

Consider the five target markets below. For each group, identify what marketing goal to them about the fall festival and how you could attract them.

Target Market	Marketing Goal	How Could You Attract Them?
Visitors with Children		
Young Adults		
Seniors		
Local Businesses		
Out of State Visitors		

2 Create Your Festival Brand

Develop a unique identity for the Miller Family Farm Fall Festival.

Festival Name 	Logo (Draw your logo here.)	Tagline (Example: "Farm Fun for Everyone!")
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3 Create a Social Media Post

Design a social media post to promote the festival. Include an eye-catching message, a few details about the event, and a call to action. You may include a drawing, a slogan, or a sample image.

Social Media Post 	Post Text (What will your caption say?)
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Activity 5: RETAILING

Name: _____
 Date: _____

The Farm Market Challenge

The Miller Family Farm will have a farm market during the fall festival. You will develop a product mix and set selling prices for the items you will sell. The items below can be purchased in bulk from a local farm supplier at the wholesale price shown. Your task is to choose at least five products, set a selling price for each using a **100% markup**, and explain why you chose that price.

1 Wholesale Price List

The following items can be purchased from a local farm supplier at the wholesale price shown.

Product	Wholesale Cost (per item)	Product	Wholesale Cost (per item)
Pumpkins (different sizes)	\$2 – \$4 each	Caramel apples	\$2.00 each
Apple cider (bottles or cups)	\$1.00 each	Homemade fudge	\$3.00 per pound
Apple cider donuts	\$0.75 each	Fall-themed t-shirts	\$5.00 each
Mums (potted flowers)	\$8.00 each	Hats	\$6.00 each
Gourds	\$3.00 each	Sweatshirts	\$12.00 each
Corn stalks	\$3.00 each	Scented candles	\$6.00 each
Indian corn	\$1.50 each	Log cabin syrup	\$3.00 a gallon

LOCAL FARM SUPPLIER

2 Choose Your Product Mix

Choose at least five products to sell at the farm market. Use the price list to set your selling price. Calculate a 100% markup for each item.

Product	Wholesale Cost (per item)	Selling Price (100% per item)	Why did you choose this product and price?

2 Reflection

Answer the questions below.

1. Which product do you think will be the most popular? Why? _____
2. Which product do you think will generate the highest profit per item? Why? _____
3. How did you decide on your product mix and prices? _____

FARM MARKET

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Activity 6:

HUMAN RESOURCES

Help Wanted, Harvest Crew

Name: _____

Date: _____

The Miller Family Farm Fall Festival needs a team of employees to help the event run smoothly. Your task is to determine staffing needs for different areas of the festival. Think about the tasks that need to be completed, customer flow, and the hours of the event.

1 Determine Staffing Needs

Identify how many employees are needed for each area and what their responsibilities will be.

Area	Number of Employees Needed	Responsibilities
Event Sales		
Food Stations (des, con)		
Service (rider, do, etc.)		
Park		
Farm Market (products and merchandise)		

2 Reflection

Answer the questions below.

- Which area do you think will need the most employees? Why? _____
- Which area do you think will be the most challenging to staff? Why? _____
- How can a well-trained and motivated staff help the festival be successful? _____



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Activity 7: RISK MANAGEMENT

When Fall Plans Fall Apart

Even with the best planning, unexpected problems can happen. Good businesses are prepared with a plan. Your task is to read the situation below and develop a contingency plan. Then decide how the firm should communicate the news to customers.

1 The Situation
Read the scenario below.

It is the morning of the third day of the fall festival, and heavy rain has moved into the area. The ground is very muddy, and the forecast shows rain continuing throughout the day. The hayrides cannot operate because the fields are too wet, and several outdoor activities will need to be canceled or moved. Many customers are already on their way to the farm.



2 Develop a Contingency Plan
Explain how the farm should respond to this situation. Be specific.

What activities will be canceled or changed?	What alternative can you offer to keep customers engaged?



3 Communicate with Customers
Choose at least two ways the farm should communicate this news to customers. Write a sample message for each method.

Communication Method 1:	Communication Method 2:



4 Reflection
Answer the questions below.

- Why is it important for businesses to have a contingency plan?
- How can clear communication help a business during a problem?
- What did you learn from this scenario that could help you in the future?

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Activity 8:

BUSINESS COMMUNICATION

Name: _____
 Date: _____



The Unhappy Pumpkin Picker

In today's world, customers often share their experiences online. It is important for businesses to respond in a professional, respectful, and helpful way. Read each negative review below. Then, write a professional response to the customer and recommend a customer service solution to help improve the situation.

Review #1


PumpkinMom2026
 ★★☆☆☆

October 5, 2026

I was really disappointed with my experience at the Fall Harvest Farm. The pumpkin patch was so high for what you paid. We waited over an hour to get in. The pumpkins were muddy and hard to pick. My kids and I were not happy with the experience. We didn't see any pumpkins that we liked. The staff was not helpful at all. We had to wait for a long time to get our pumpkins. The website was not helpful either. We had to wait for a long time to get our pumpkins. The website was not helpful either.

Your Professional Response:

Hi PumpkinMom2026, we are so sorry to hear about your experience at the Fall Harvest Farm. We apologize for the long wait time and the muddy pumpkins. We will make sure to improve our pumpkin patch and our staff's training. We hope you will give us another chance to serve you better.

Recommended Customer Service Solution:

We will offer you a 50% discount on your next visit to the Fall Harvest Farm. We will also provide you with a complimentary pumpkin patch ticket for your next visit. We hope this helps improve your experience.

Review #2


FallFunFan
 ★★☆☆☆

October 12, 2026

I was really disappointed with my experience at the Fall Harvest Farm. The pumpkin patch was so high for what you paid. We waited over an hour to get in. The pumpkins were muddy and hard to pick. My kids and I were not happy with the experience. We didn't see any pumpkins that we liked. The staff was not helpful at all. We had to wait for a long time to get our pumpkins. The website was not helpful either. We had to wait for a long time to get our pumpkins. The website was not helpful either.

Your Professional Response:

Hi FallFunFan, we are so sorry to hear about your experience at the Fall Harvest Farm. We apologize for the long wait time and the muddy pumpkins. We will make sure to improve our pumpkin patch and our staff's training. We hope you will give us another chance to serve you better.

Recommended Customer Service Solution:

We will offer you a 50% discount on your next visit to the Fall Harvest Farm. We will also provide you with a complimentary pumpkin patch ticket for your next visit. We hope this helps improve your experience.

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Activity 9: BUSINESS ANALYSIS

The Harvest is In

The fall harvest festival is over, and it's time to analyze the results. Below you will find attendance, sales, expenses, and customer satisfaction data. Use the information to evaluate the festival's financial performance and make recommendations for next year.

Name: _____
 Date: _____



Attendance

Day	Number of Guests	
Friday	850	
Saturday	1,250	
Sunday	900	
Total Guests	3,000	

Ticket Sales

Ticket Type	Price	Number Sold	Total Revenue
General Admission	\$12	2,400	\$28,800
Children (ages 3-12)	\$8	500	\$4,000
Swims Pass	\$30	100	\$3,000
Total Ticket Revenue			\$35,800

Activity Sales Revenue

Activity	Price	Number Sold	Total Revenue
Hayride	\$5	600	\$3,000
Corn Maze	\$7	800	\$5,600
Pumpkin Picking (average per person)	\$6	700	\$4,200
Petting Zoo	\$4	500	\$2,000
Total Activity Revenue			\$14,800

Food & Retail Sales Revenue

Item	Total Revenue
Food Vendors (30% of sales)	\$3,500
Farm Market (pumpkins, mums, etc.)	\$6,200
Souvenirs (t-shirts, hats, etc.)	\$2,300
Total Food & Retail Revenue	\$12,000

Expenses

Category	Amount
Staff Wages (employee)	\$20,000
Marketing & Advertising	\$15,000
Supplies (e.g., hay, pumpkins, etc.)	\$4,000
Equipment	\$2,000
Insurance	\$1,000
Permits	\$1,000
Total Expenses	\$43,000

Customer Satisfaction

Category	Results
Food	4.5
Activities	4.0
Staff	3.8

2 Identify What Was Profitable and Not Profitable

Which parts of the festival made the most money? Which areas made the least? Use the data to support your answer.

3 Recommendations for Next Year

Based on the financial results and customer feedback, recommend three changes for next year. Be specific.

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GRADING RUBRIC INCLUDED



TEACHER'S KEY INCLUDED



Name: _____

Fall Festival Project RUBRIC

Activity	Criteria	Possible Points	Points Earned
1 Entrepreneurship	Clearly identifies a business idea for the fall festival, explains the need or opportunity, and shows understanding of what it means to be an entrepreneur.	10	
2 Product Development	Develops a creative and realistic fall festival product or service. Includes details such as target audience, features, and how the product meets customer needs.	10	
3 Pricing	Determines an appropriate and realistic price. Shows work or reasoning for the pricing decision and considers costs, competition, and customer value.	10	
4 Marketing	Creates an effective marketing plan to promote the fall festival product or service. Includes target market, promotional strategies, and a clear, creative message.	10	
5 Retailing	Plans the retailing process, including how and where the product will be sold. Shows understanding of customer experience, layout, and sales strategies.	10	
6 Human Resources	Identifies staffing needs, develops job descriptions, roles, and explains how employees will be hired, scheduled, and motivated.	10	
7 Risk Management	Identifies potential risks, develops a contingency plan, and explains how the business will communicate with customers if problems occur.	10	
8 The Unhappy Pumpkin Picker	Writes a professional and appropriate response to a negative customer review and recommends a customer service solution.	10	
9 The Harvest is In	Analyzes attendance, sales, expenses, and customer satisfaction data. Determines if the festival was profitable, identifies what was most and least profitable, and recommends three changes for next year.	10	
10 Work Ethic & Project Considerations	Demonstrates effort, creativity, organization, and attention to detail throughout the project. Product is neat, complete, and shows thoughtful consideration of the overall fall festival business.	10	



Total Points Earned:

Total Possible Points: **100**

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Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

