



**Kids Love  
Our Critters!**

# **How 2020 Changed the Way We Do Business**

**MULBERRY LANE FARM**

PETTING FARM & WEDDING BARN VENUE

# Mulberry Lane Farm

- Located 3 miles east of Sherwood in Hilbert WI
  - Northern tip of Lake Winnebago
- Mission Statement
- 3 Main Sources of Revenue
  1. School Field Trips / Reserved Grps of 20+
  2. Families (No reservation needed)
  3. Weddings



*Our Mission...is to provide an ideal country learning environment where people of all ages can interact and learn about farm animals through "hands-on" group & self-guided tours.*

# Petting Farm – Field Trips

Main Source of Revenue PLUNGED

- 2019 – 12,000 field trip/group participants
- 2020 – 1,378



93%





# Petting Farm – Families

- 2019 – 30,876
- 2020 – 33,488

  
20%



# Families

- Up **20%** even tho we lost our two busiest weekends in spring.
- Operate May 1st – Oct 31<sup>st</sup>
  - 2020 – Not until May 23<sup>rd</sup>
    - Lost opening weekend – 2019/over 3400 guests – nearly \$45,000 in lost revenue
    - Lost Mother's Day weekend – 2019/over 2600 guests (not including FREE Mom's) – nearly \$34,000 in lost revenue

# Petting Farm – Souvenirs



67%





# Weddings

- Weddings mid-May to mid-September
  - 2 cancelled because of COVID
  - 3 held later in 2020
  - 3 moved to 2021
  - 1<sup>st</sup> 2020 wedding held June 13
  - Rest went on as scheduled



# 2020 Anxious & Head Spinning

- EIDL
- PPP
- SBA
- WEDC
- PPP2
- SVOG





# Bottom Line

- BUT, in general, agri-tourism businesses ended with a stellar year!



# We survived!



# How 2020 Changed the Way We Do Business

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# Drive-Thru

- Thank You John & Julie Govin!
- Two weekends in May
  - Mother's Day Weekend
  - Spring Baby Farm Animal Drive-Thru Experience





# Farm Babies Drive-Thru Experience

## Mulberry Lane Farm

Baby goats.  
Baby lambs.  
Baby calf.

Baby, Baby,  
do we have babies!

....and a whole lot  
more!

Sat & Sun  
\$24/car  
10am - 3pm



# Drive-Thru

- Advance online tickets only
- Instructed to show confirmation email through their window
  - Some opened window, some didn't
  - Some had mask on, some didn't
- Offered information pamphlet about the farm, animals, & equipment on display
- Attached coupon for their next visit
  - Very pleased with rate of return
- Thank You's & Smiles galore! ❤️





# Open for Business!!

- Convince them to come.
  - Continued promotion of online admission purchase
  - Designated website page with COVID best practices
  - Setup additional handwash stations
  - Purchased fogger & disinfectant
    - Advertised daily disinfecting of barns
  - Purchased Microban
    - Advertised disinfecting on an hourly basis of all gate latches, doorknobs, high traffic areas, etc.
    - Documented - completed by & time



# Upcoming **FREE** webinar

- Nancy Mistele – BioDome Protection
  - Disinfectants & Equipment
  - Handsanitizer
- Upcoming Free Webinar
  - Do & Don'ts on how to clean & protect
  - Products that are safe for you and safe for the environment
  - Watch for info in newsletter &/or contact Nancy Mistele

# Open for Business!!

- Promoted the heck out of the fact that it was an outdoor activity
  - How spacious and spread out the farm is
- Encouraged mask (before/after mandate)
  - Advertised **we are** wearing mask (after mandate)
- Added a 3<sup>rd</sup> wagon to hayride to accommodate social distancing
- Hayride went out more often so they weren't as full
- Discontinue pony rides (can't social distance & lead a pony w/ child)
- Posted limit # of families could enter barns





# Open for Business!!

Posted Everywhere! Gate, Admission Barn, Barns, Everywhere!

## COVID-19 Warning

We have taken enhanced health and safety measures—for you, our other Guests, and our Farmers.

**An inherent risk of exposure to COVID-19 exists in any public place where people are present.** COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the CDC ([Centers for Disease Control and Prevention](#)), senior citizens and Guests with underlying medical conditions are especially vulnerable.

**By visiting Mulberry Lane Farm you voluntarily assume all risks related to exposure to COVID-19.**

Help keep each other healthy. ❤️

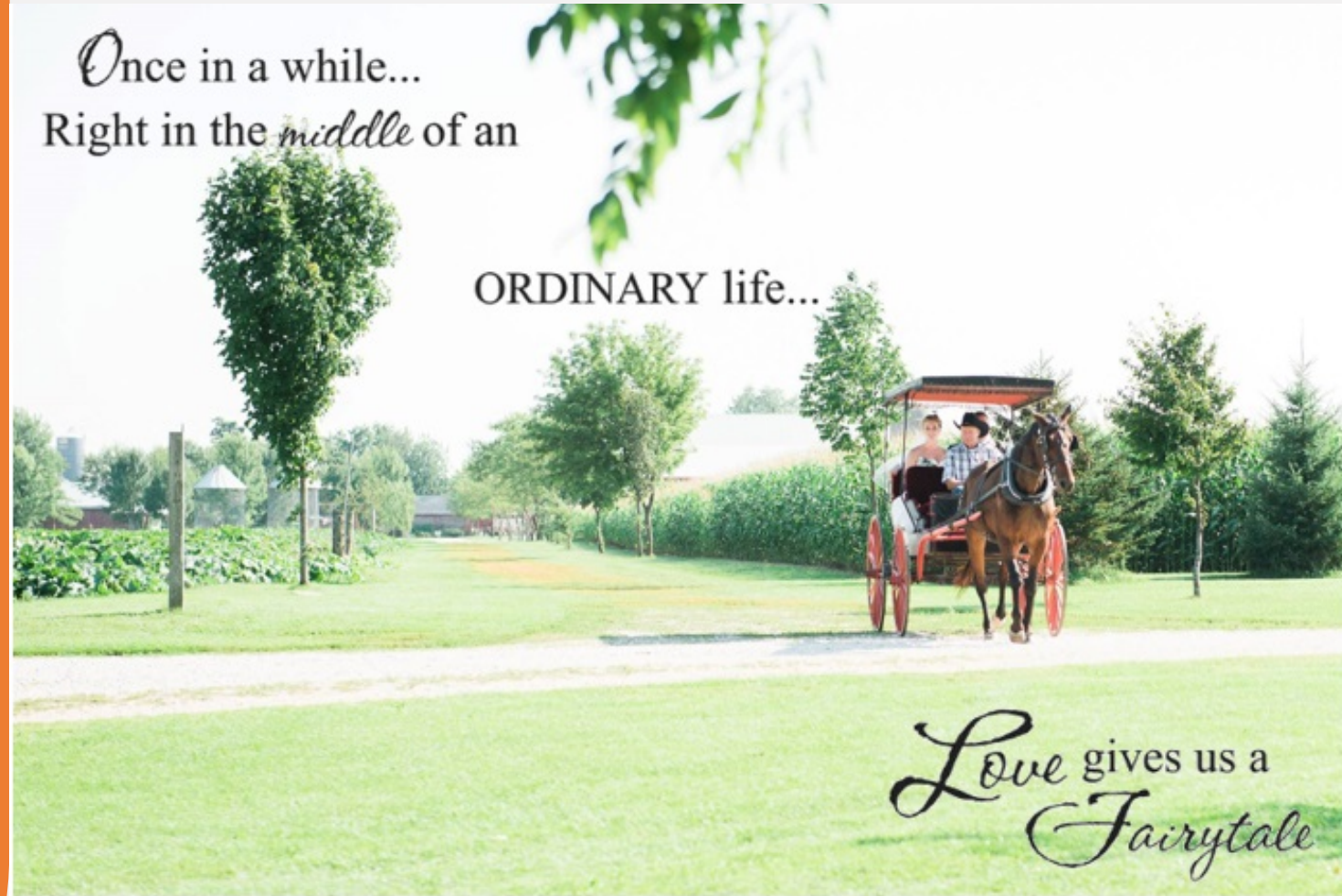
# Changes continued beyond 2020

- Won't see field trips return anytime soon
  - Crowded busses
  - Cost to add more busses
  - Won't allow children to ride in stranger's cars
- Change our focus more on families than field trips
- Indefinitely sanitizing & disinfecting pens & bldgs
  - Not only for our guests but seemed to help the health of the animals
- Three wagons on hayride
- No ponies
  - Too hard to find pony walkers
  - Significant reduction in insurance premium

# How 2020 Changed How We Do Weddings

Once in a while...  
Right in the *middle* of an

ORDINARY life...

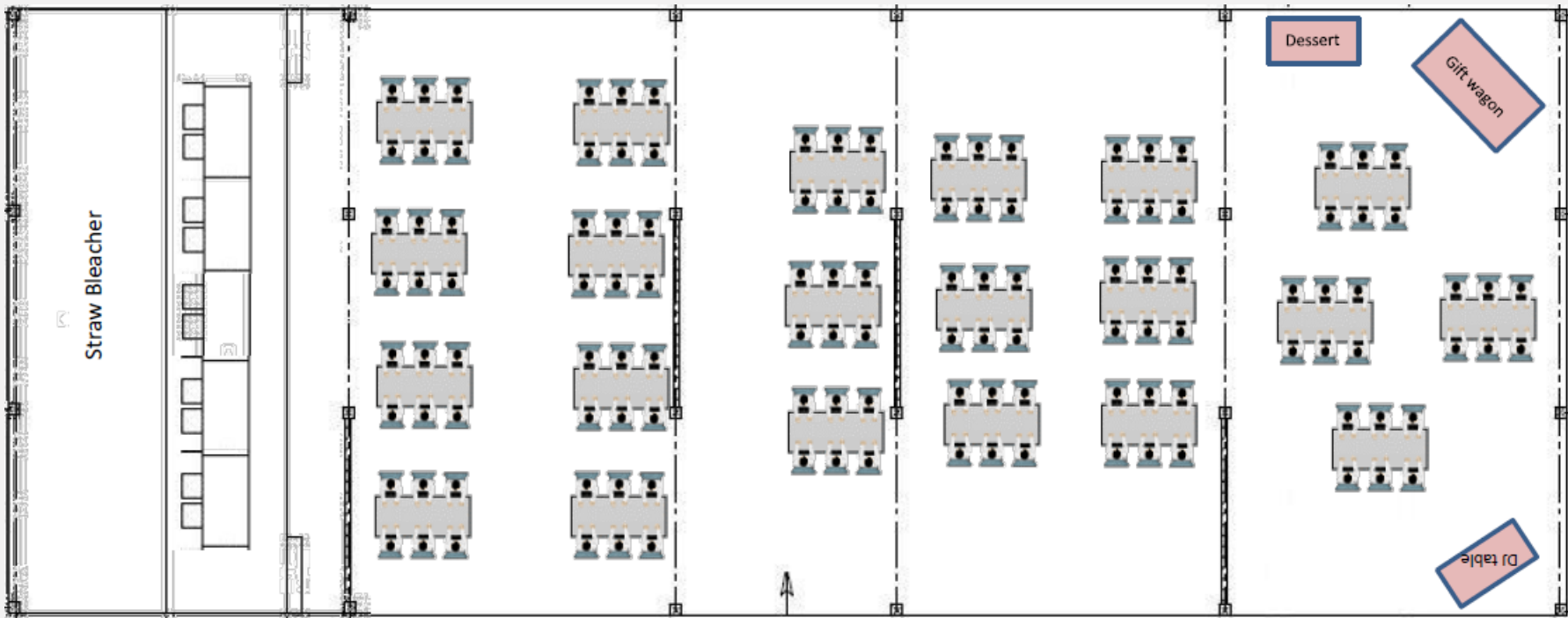
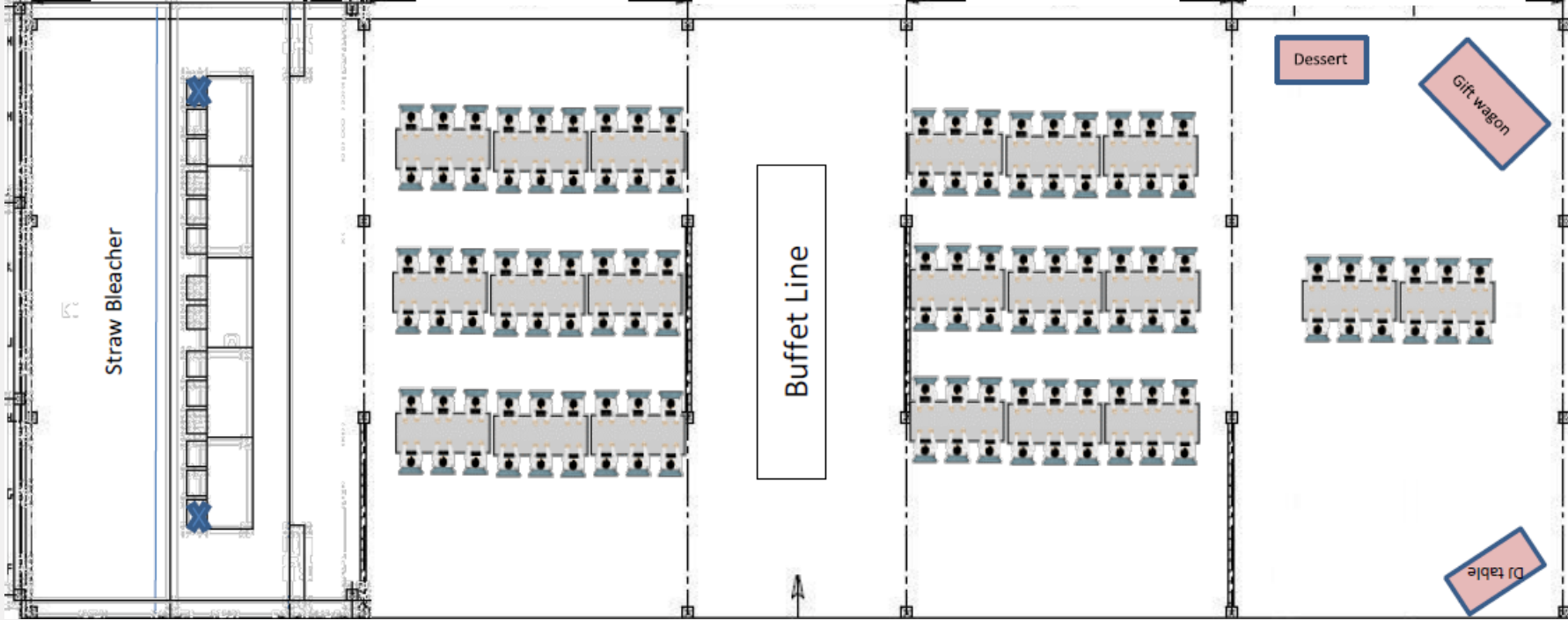


Mulberry Lane Farm


# Weddings

- During wedding – hourly wiping of doorknobs, faucets, etc.
- Fogging barn after each wedding
- Attendance was down
- Moved buffet out of barn to allow more table spacing
  - Buffet format at discretion of couple & caterer
- Spend significant time on fb wedding groups
  - Changed wording in contract
    - Deposit vs. Retainer or Payment
    - Strengthened Force Majeure Clause
    - Updated Cancellation Clause





# Wedding changes continued beyond 2020

- Continue disinfecting during events
  - Giving discount for smaller, more intimate weddings (micro-weddings)
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# What I've Learned

Tunnels are very dark...



but there's light at the end of them.



# Reminder

- Contact Nancy Mistele @ BioDome Protects for details on FREE webinar

- Join

