

**New York State Maple Weekend
Guide for Host Sites**



**How to Make the Most of Your
Maple Weekend**

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History of Maple Weekend

Maple Weekend is a state-wide agri-tourism event organized by the New York State Maple Producer's Association. The first Maple Weekend began over 20 years ago as “Maple Sunday” with 12 maple operations participating. Soon the event expanded to include the Western New York Maple Producer's Association, and eventually to all of the regions of New York. The reason for its success is simple – it provides a way to engage the public in the traditions of New York’s maple farming processes, and it provides a chance to taste pure maple syrup in its many forms - right from the source!

Maple Weekend Mission

The purpose of Maple Weekend is for participating maple producers to provide public visitors a free demonstration of various elements of maple production, giving visitors a chance to experience some of the many aspects of pure maple production. We would like visitors to experience the making of pure maple syrup and other value-added maple products so they can experience the tastes and smells of fresh maple.

Maple Weekend Organization

Maple Weekend is an annual event of the New York State Maple Producers Association and is organized and administered by the Association through various levels of management. The Board of Directors of the NYS Maple Producer’s Association annually sets the dates, the cost of producer participation and then distributes the fees from a central point to take advantage of larger-scale publicity opportunities and rate discounts. They also establish outreach to other states and provinces to coordinate with similar events in those maple producing areas.

Participating in Maple Weekend

Why participate in Maple Weekend

1. Customers are better informed about how your products are made and the real local and natural character of your products
2. A positive visit to your maple operation can build great customer loyalty.
3. Customers get to know you and your staff.
4. You get to know your customers and see what their interests and questions are.
5. Customers learn how find and buy your maple products.
6. You don't have to transport your products to a remote location and back to get sales.
7. You can sell your products at retail prices.

How to apply to participate in Maple Weekend:

- Participation in Maple Weekend is open to all members of the NYS Maple Producer's Association for a fee. The application forms are sent by email and/or USPS mail to all members during the fall – usually in October.
- Forms are also available during that time period at the member page of the Association website, <https://sugarmakers.nysmaple.com/>
- Deadlines for participation are such that all applications for participation in each spring event are due by November 1 of the prior year so that all arrangements for publicity can be made in time. Late applications are accepted only with approval by the Maple Weekend coordination team.

What Your Participation Fee Covers

Most of your fee is used by your regional association for local advertising. This may be print advertising, a brochure, radio advertising, etc. As a member of your region, your vote at that region's meeting helps to determine local advertising choices. Approximately 11% of your fee is used by the State Association to defray administrative costs, but all statewide advertising organized by the State Association is covered by grant funds from the State of New York.

Hosting a Successful Maple Weekend

Planning for a successful Maple Weekend begins long before March. Spreading your planning activities throughout the year will lead to the best possible Maple Weekend experience for you and your guests. Please refer to the Maple Weekend Calendar in the Appendix for a template.

What should Maple Weekend Host Sites do for their business integrity?

- You should have insurance coverage. General liability and product liability coverage are often part of a farm insurance package, but you need to be sure your property and your products are covered for this type of event. If you have any high-risk events – a wagon ride, chainsaw demonstration, you should make sure your insurance specifically covers that. Check with your agent beforehand!
Warning: a homeowners policy alone is not enough!
- Check with your county health department – do you need a health permit for the sampling you are doing? If you are preparing food on-site this can be especially important. NYS is a home-rule state so every county health department can interpret the regulations their way. We advise you to find out ahead – don't get surprised with an inspection the day of the event.
- State-wide advertising says sites will be open on the advertised 4 maple weekend days from 10am to 4pm. The disclaimer "Exceptions Apply. See local listings for details" is stated as well, but there are always visitors who don't read the details or who assume you will be there anyway. It is advised that you be open all four scheduled weekend days, from 10:00am-4:00pm. If your schedule is non-standard, put a clearly visible "hours open" sign on the door.
- Make sure to provide a reliable contact telephone number with voice mail and/or e-mail address that you will check for messages, and please reply to all inquiries at least daily during the month of March. Not replying to messages or inquiries is a fast way to build a bad reputation.
- Put caution signs and temporary barriers around the hot parts of your evaporator to keep children away. If there is equipment nearby that could tempt curious children to explore it (like a tractor!), then make it inaccessible.
- Read and follow the guidelines in the manual "Recommended Food Safe Best Practices for Producing Maple Syrup In New York State". This manual forms the core of the NYS Grown and Certified for Maple program, and was jointly authored by the

Cornell Maple Program and the NYS Maple Producers' Association. The manual can be downloaded at the following website link:

<https://sugarmakers.nysmaple.com/nys-grown-certified-for-maple-syrup/>

What is expected that Maple Weekend Host Sites provide for visitors?

- BE OPEN! When each of your scheduled days arrives, if you said you would be open, be open, even if the weather is unfavorable. Customers may still come, and some may come from a distance just to see your site, so please don't disappoint them!
- By agreeing to participate as a host site for Maple Weekend sponsored by the State Association, you agree that you will do everything you can to present the making of maple syrup in a safe, clean, pleasant, family-friendly environment. This includes taking adequate safety precautions and providing for the comfort of your visitors.
- NO ALCOHOL SHOULD BE CONSUMED OR VISIBLE AT ANY TIME DURING PUBLIC HOURS. (exception for wine-tasting events for adults at licensed facilities only)
- Demonstrate some aspect of production. You MUST have at least one engaging display or demonstration at your farm during Maple Weekend. Providing an interactive experience for visitors is always a crowd pleaser! Suggestions include:



Boiling
maple
syrup

Stirring
maple
cream

Making
maple
sugar

- Have a display that shows what the equipment for collecting sap looks like – spiles, tubing, or buckets. If you can safely allow folks in your woods, either have a guide present, or put up self guiding signs to explain what they are seeing.
- Have a place with a photogenic background for visitors to take pictures. Selfies are the rage today.
- Folks LOVE to eat! Be sure you have plenty of samples of your product. If you can have maple themed food for sale this is always popular. (This does require you check with your county health department for proper permitting.)



Using Maple Weekend to Increase Sales and Build Your Customer Base

- Offer tours of your maple operation with signage at a start and end location with set tour times. End the tour near the sales displays!
- Offer a wide variety of maple products in distinctive attractive packaging. Goes without saying everything should be clean and neat!
- Display your logo whenever possible. Use the NY Pure Maple Logo as well – this will resonate with customers who see the state-wide advertising.
- Provide tasting samples of syrup and a selection of your other products. Recipes such as maple cheesecake displayed with granulated maple sugar can encourage sales. Provide suggestions on uses of maple in the kitchen on a daily basis.



- Add maple coffee and tea to your product list. You may have visitors who for health reasons must avoid sugar, but the coffee and tea may fit their health restrictions.
- Provide items to take-home: Business cards, Recipe with your logo on it, Pens, Magnets, small frames with a place for a family photo with your logo and contact info.
- Collect names and e-mails – then use them. Keep in touch through e-mail drips, mailings and social media.
- Thank your customers whenever possible – at the sugar house, in a follow-up e-mail, on social media, in a follow-up mailing with a promotion attached.

Maple Weekend Ideas for attendee involvement

- Maple food or meals: Serving a pancake breakfast or other maple based food for sale at your site will attract many more participants. Besides pancakes there are a number of other food options such as hot dogs boiled in maple, other sandwich meats with maple barbecue sauce or maple mustard, and salads with maple salad dressings. Toast, muffins or pastry with maple cream can be very popular. Make sure you have appropriate permits for serving food, either through your county Department of Health or the state licensing agencies.
- Wagon, sleigh or pony rides: drawn either by horses or tractor, an appropriate wagon with seating and safety rails and entry and exit steps and a mature driver are necessary. Have well identified starting and stopping locations with waiting area well marked and separated from the ride's travel lanes. BUT – check that your insurance will cover this. You may need a rider added to the policy.
- Guided tours
- Self-guided tours
- Scavenger Hunts, see the sample in the appendix
- Value Added Maple Products demonstrations
- Use Maple videos and slide shows where groups of people tend to relax or are standing in line, these are available through the Cornell Maple Program, NYS Maple Producers Association and NYS Ag in the Classroom. Set up a theater area where families can sit and watch short videos on maple
- Live music, check with your local arts council to get potential connections
- Invite in groups with interesting activities for interactive displays such as birds of prey rehabilitators, reptile clubs, horse clubs, pumpkin cannons or catapults.
- Petting Zoo, permits may be required
- Hiking paths
- Tapping demonstrations

- Face painting
- Family photo set ups
- Historical displays of equipment or history based photos or artwork
- Historical boiling demonstrations
- Small scale boiling demonstrations
- Caricature artist – contact your local arts council to find potential artists
- Small scale saw mill demonstration
- Firewood processor demonstration
- Simple games of skill
- Raffles or door prizes– these can be used to obtain names, addresses or emails
- Silent Auctions - these can be used to obtain names, addresses or emails
- Coloring pages or maple activity pages – available in the Maple Weekend Coloring Book, Maple Syrup Activity Book, Maple Worksheets for Elementary Aged Children. Have a coloring contest.
- Free items such as recipe cards, maple coloring books
- Old tractor, old truck, pulling tractor or old cars on display
- Arts and Crafts Vendors
- Stickers for children such as “I attended maple weekend at _____ Farm”
- Have a display area that features the nutrition and health positives of maple syrup

Maple Product Ideas for samples, or sale

Please note: Pure maple products are the only thing you can make in your sugarhouse without additional licensing. You need to familiarize yourself with what products can be made with a home kitchen processor’s permit versus what needs a 20-C or other type of permit. Some of these products can be purchased from fellow maple producers who do have a 20-c license.

- | | |
|--|---|
| <ul style="list-style-type: none"> • Maple Syrup • Granulated Maple Sugar • Maple Cream or Maple Spread • Soft Sugar Candy • Maple Rock Candy • Maple Straws • Maple Suckers • Maple Tea • Maple Coffee • Sugar on Snow • Maple Cotton • Maple Cookies | <ul style="list-style-type: none"> • Warm homemade bread with maple cream • Maple Popcorn • Maple Coated Nuts • Fresh sap (pasteurized!) • Maple Soda • Maple Lemonade • Maple flavored Milk • Maple Slushie • Maple Marshmallow • Maple Meringues • Maple Taffy |
|--|---|

- Maple Brittle
- Maple Cream Wafer
- Maple Ice-cream
- Maple Milkshake
- Maple Fudge
- Maple Mustard
- Maple Salad Dressings

Take Lots Of Pictures



Keep a camera with you at all times during maple weekend or assign someone to be your official photographer for the day. Photos are so important to today's marketing! Videos are within the reach of anyone with a smartphone and are very effective. They can be easily and immediately used on social media, on your website, in your print material, in your ads. Even if you don't use them for publicity, your Maple Weekend days will be something you will look back on fondly. Having a photo record of these "golden days" in your sugar house can be priceless.

One caution - photos that have a recognizable face, particularly of a child, should not be used for advertising unless you get that individual's permission .

Top Ten Tips for Taking More Effective Photos

10. Get close. Don't be afraid to move in real tight when taking a picture. The closer you are, the more detail and impact the image will present.

9. Turn the camera around. Most people feel compelled to shoot only horizontal pictures. Have the courage to turn the camera vertically. The world and people aren't always sideways - sometimes they are vertical, so shoot vertically!

8. It's not about pixels! Steve Jobs was quoted as saying that "the best camera is the one you have with you." Most smart phones take great pictures these days, so when you see something that looks interesting, shoot it!



File photo: Maple Weekend 2015

7. Look at the eyes: what makes a photo compelling or interesting is often the eye-contact that is made between the camera and the model. Look at the eyes, and attempt to be at eye level if possible, as shooting up or down distorts the image.
6. Direct the picture. Don't be afraid to ask people to move closer together or move the subject matter around - it will look way better.
5. Smile: If you smile and have fun with the process, they will smile and the image will bring life to the situation.
4. Ditch the sky. People will often shoot and show WAY too much on top, including the sky. It's simply not interesting most of the time. The blue sky might be pretty, but rarely makes for an interesting photo.
3. Don't fear the flash. Using the flash outdoors when taking pictures of people will never hurt you. It often brightens the color and fills in the shadows that can be annoying. Give it a try.
2. Don't center the picture: "What?!" ...That's right, put the subject on the left or right, or somewhere else. The photo will show a better perspective and be much more original, creative, and fun.
1. Download or upload your pictures when they are fresh: When photos are fresh, they will be shared and appreciated that much more, since they're in the moment.



Top Five Social “Do’s” for your Social Media Business Page

Social Media is a wonderful way to reach your audience, especially if you use it to its full capacity. One of the many benefits of social media is the swatch of people you capture; an astounding number of people are engaging with some type of social media platform (Facebook, Twitter, Instagram, etc) every day. In fact, according to Statista.com, the percentage of the U.S. population with a social network profile from 2008 to 2016 has increased on a yearly basis, proving its influence is more than just a passing trend. In 2016, 78% of the U.S. had a social network profile, representing a 5% growth compared to 2015.

Here is a list of Top Five of Social “Do’s” that you should use when creating and managing your page!

1. Start off on the right foot: Make sure your page is a business page, not an individual, personal page. For Facebook, businesses must be “attached” and set up underneath a personal page, but they should always be set up as a “business.”
2. Content is key: make your posts interesting, relevant and fun! In order for folks to “like” or “follow” your page and your posts, they must be likeable and contain content they want to continue to follow. Be sure to have a healthy mixture of “business” (sales, product promo, event promo, etc) and “fun” (recipes, fun facts, original photos) in order to keep your page interesting to the consumer. Video is one of the MOST important type of content you can post! Facebook uses algorithms to detect video over text or images, this means your audience will have a one-way ticket to viewing your content. Just remember to hold you phone/camera horizontal! No vertical video!
3. Post daily! The more often you’re in front of your audience, the better. Just be sure your posts are somehow meaningful/relevant, to keep your fans engaged.
4. Monitor your page: Check and respond accordingly to comments, messages, and “visitor posts” on your page (“visitor posts” are posts people/other pages share on your page – these come up along the left hand side of your businesses’ page and you can “share” them to appear on your businesses’ page). Often times, people will “personal message” a business page, asking about business or farm hours, products, or other information.
5. Be a social butterfly: The more you engage posts from other pages or people, the more exposure your page will get! For example, if you “Like” the NYS Maple Facebook page, you can comment, “like” or share any of the association photos or posts. This practice

not only gets your page name out there but also keeps you actively engaged in your community. Just be sure not to “blindly” share or “like” all that you see - what you engage with should be relevant to your own business page.

The NYS Maple Producers’ Association has two Facebook pages:

<https://www.facebook.com/mapleweekend/>

<https://www.facebook.com/NYSMaple/>

We encourage you to “friend” these pages. Visitor posts from members are allowed!

Amplifying YOUR Maple Weekend Open House through Partnerships

- Use your memberships in, and relationships with, various local organizations to promote your maple weekend. Organizations such as the local Chamber of Commerce, your county tourism offices, or county Farm Bureau may be willing to help promote the event.
- Sponsor a charity event - local fire companies, churches, boy scout troops, etc., often will hold a pancake breakfast or some other fundraiser linked to Maple Weekend. You provide the syrup, you are the sponsor of the event – just make sure your name is in their ads.
- Sponsor a school class – if you have kids or grandkids in a local school, offer to come in and teach their classes about maple. If you don’t know a school personally, NY Ag in the Classroom would love to connect you with an interested teacher or school. They have the lesson plans and materials to make your outreach easy. Kids that experience maple remember this as adults!
- Cross-promotion with other locations that sell your products: Advertise jointly in the paper and on social media, encourage your partner locations to offer maple menus, maple promotions, and to feature their local producer. Reach out to a local restaurant to feature maple on their menu, at least for Maple Weekend days. Maybe you will turn it into a year-round account that will continue to stimulate maple sales!
- Hotels: March is often a slow time for hotels and motels. They welcome something to promote locally to stimulate visitors in the slow times. Take a poster or a stack of postcards to them to put on display.

- Pancake breakfasts: Serving a pancake breakfast at your site will attract many more participants. You can do this with your own staff or by hosting a local charity. Make sure you have appropriate permits through your county Department of Health and Zoning Office because you legally become a temporary restaurant on Maple Weekend!



- Wineries, Cideries, Breweries: Many of these are making beverages that contain maple now. Host a tasting at your sugar house. March is often a slow time for them as well.
- Other sugarhouses nearby: Combine funds to pay for a larger ad. You may use Maple Weekend graphics as needed. You can even encourage “Maple Weekending” (encouraging families to visit several maple sites on the weekend) by organizing a gift basket drawing or stamp treasure hunt.

Spreading the Word to Potential Visitors

- Use the names in your previous year guestbook/gift entry/feedback cards to create a customer mailing list that you then use to send emails or postcards inviting them to come again.
- Take out additional advertising to bring attention to your event. Visitors generally will go to the sugarhouses they have heard of the most. It’s your job to make sure they have heard of yours.
- Put your info on the postcards and leave stacks at your retail locations. Hand them out wherever you go. People want to feel personally invited.
- Place the Maple Weekend posters at your retail locations and on community bulletin boards.
- Go after free advertising by inviting local reporters from newspapers, local radio, local television to visit your site, give interviews, offer recipes, participate in a local cooking program to demonstrate a maple product. Let local groups (garden clubs, historical societies, etc.) know you are available to give talks at their meeting.

- Enter your location as an event on the I LOVE NY website. Look for local online community calendars and enter the information on these.
- Put out notices on your webpage, Facebook, Twitter and other social media. Set up a Facebook event for Maple Weekend and invite your followers. Maple Weekend graphics are available specifically for social media use. Be prepared with information about your business and interesting photos.
- Send out email reminders to everyone you have email addresses for.

Measuring Success

Measuring your success is helpful for you to develop your own business promotion plan for the following year to better reach your goals for attendance and participation. For next year this data will help you plan how much to stock, whether you need additional staff, what products to demonstrate and sample, what activities are crowd pleasers. Be prepared to report trends and comparisons with previous years to the NYSMPA. Grants from the taxpayers of the State of NY pay for a significant portion of the State-level advertising and promotion. The folks who give the grants to us need to see results for their investment. This data is crucial for continued funding, and data from individual participants will remain anonymous on any NYSMPA reports.

What do you need to measure?

- Traffic:
 1. How many people came?
 2. What did they enjoy the best?
 3. How did they hear about you?
 4. Did you capture their contact information to generate repeat business?
- Sales:
 1. What were your total sales?
 2. What products sold best?
 3. Did anyone request a product you didn't have?

How do you measure?

- Traffic:
 1. Get a manual "clicker" counter (available at office supply stores) and have someone near the entrance count visitors each time someone comes through the door
 2. Guest book: This should be in a prominent location and is especially effective if it is near a staff person who will regularly encourage people to sign it. Be sure you ask for email addresses and/ or mailing addresses so that you can invite visitors to come next year and promote your products to them between this year and next!
 3. Provide gift contests or promotions where entries require name, address and phone number or email.
- Sales:
 1. Provide Suggestion or Feedback postcards.
 2. Take beginning and ending inventory of each product that you sell. You can do this on paper or use a cash register with category choices to keep track of sales and inventory. You might even choose to use a barcode system to manage sales and inventory.
 3. Write down the total amount sold each day and keep these totals from year to year for comparison.
- Results:
 1. How do your sales compare to other years?
 2. How does the number of visitors compare to other years?
 3. What was your profit?
 4. What was your most profitable item? (Make more next year!)
 5. Did any item lose money? (Don't carry it next year!)
 6. What was the thing visitors enjoyed the most? (if they mention it, they really liked it, so repeat it next year and try to duplicate in a different form)
 7. Was there a complaint about anything? (obviously, even one complaint means you fix it so it never happens again!)

APPENDIX

Maple Weekend Planning Calendar

- **March - One year away:** If you participated in maple weekend, immediately following the event is the best time to decide if you will plan to participate the following year. Have a meeting with your staff and volunteers and openly discuss what went well and what needs to be improved or dropped. Begin a list of ideas that might work at your site. Put together your calendar of what needs to be done and when and who will be responsible to accomplish it. Put together a written Maple Weekend Marketing and Education Plan (see later in this appendix). If you did not participate in maple weekend visit some other farms that have a history of participating to ask questions and learn.
 1. Post next year's dates in your sugarhouse and have signs at other points of sale or contact.
 2. Post next year's dates on your webpage and Facebook pages or other social media you use.
 3. Get together the deadline dates to be listed in annual calendars such as your county tourism guide, I Love NY calendar, regional and local farm market guides.
 4. Create a list of the physical upgrades your facility needs in order to be ready for the next maple weekend. For example: parking improvements, new equipment needed, purchase of cash register, sugar house appearance upgrades, signage, fire extinguishers, bathroom or porta-potty, etc.

- **June - Nine months away:**
 1. Check out any workshops that will provide training for making new value added products.
 2. Sign up to work at the maple booth at the New York State Fair to gain experience in making and selling some high volume value added maple products such as maple popcorn, maple cotton and maple ice cream.

- **September - Six months away:**
 1. Have you completed or at least scheduled the desired upgrades to your sugarhouse and maple weekend facilities? Any new equipment should at least be ordered if not already on hand.
 2. Make arrangements with outside organizations and partnerships that may be doing food for sale or assisting in other ways.

- **October:**

1. Complete and submit your maple weekend application.
2. Plan cooperative promotion with neighboring maple weekend participants.
3. Cut down any weed stalks by the sugarhouse – they'll look dead & unsightly in March!

- **January:**

Plan your purchases of promotional supplies such as coloring books, posters, post cards, videos, maple coffee, maple tea, bags for customers, logo hats and shirts. Items available from the NYS Maple Association can be picked up at the annual January maple conferences and schools

- **February:**

1. Submit requests to local community calendars (county tourism office web calendar, Pennysaver calendars, cable TV calendars, local radio calendars, etc.)
2. Invite media for a sugarhouse visit before or during the maple weekend event.
3. Line up extra staff and volunteers. Submit advertising.
4. Submit applications for any required health permits.
5. Check your listing on MapleWeekend.com. Don't wait for a customer to find errors the day of the event.
6. If you use social media, start posting action shots of what you are doing at the farm

- **March:**

1. Clean EVERYTHING!
2. Keep updating your social media regularly.
3. Purchase needed supplies for meals, drinks, samples and demonstrations.
4. Send out your post cards and email invitations.
5. Get road signs ready to set out (but watch for snowplows once they are out!)
6. Review the checklist on the next page every Maple Weekend day before opening

Maple Weekend Daily Checklist

- ✓ Good road signage and directions are necessary to be sure people don't become frustrated trying to find your site. Be sure your signs comply with local highway law.
- ✓ Safe Walkways- get participants out of the mud with straw or sawdust, if ice or snow are still around, shovel and salt walkways and driveways.
- ✓ Adequate Parking, traffic cones, good directional signs or a parking attendant are very helpful
- ✓ Restrooms (or porta potty): good signage is helpful, they need to be kept clean & stocked with supplies.
- ✓ Is there a clearly marked exit to the building?
- ✓ Do you have a phone to call 911 if there is an emergency?
- ✓ Make sure all displays are clean, well-lighted, attractive and well stocked!
- ✓ Sanitary gloves and hair control for anyone demonstrating value added products or in any way handling product or samples.
- ✓ Have the same hats or shirts for all helpers so visitor can identify who is part of your crew.
- ✓ Make sure the crew is clean and neat!
- ✓ Capacity, try your best to provide the space for visitors to be comfortable, not have to stand in line for extended times, room to see demonstrations, somewhere to get out of nasty weather conditions. Is there a chair or bench for someone to sit if they are tired?
- ✓ We can't say it enough – make sure everything is CLEAN!!

Maple Scavenger Hunt

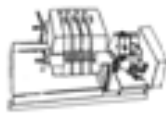
Maple Scavenger Hunt

While you are visiting a maple farm and sugarhouse see how many of the following items you can find, if you can find the item place a check in the box

Maple Tree with a bucket or tubing connected to a spout



A filter press for filtering syrup



A container of maple syrup



A piece of molded maple sugar candy



An official maple road sign



A stack of pancakes



A maple leaf or picture of a maple leaf



A stack of firewood



A drill used to tap a maple tree



A maple boiling pan and arch



Bark Identification Game:

Cut small limb or trunk sections of different tree species – see photo below. Make sure the bark is sound so that the differences in species are clear. Make sure one end is flat so that it will stand upright on a tabletop.



Make labels of each species, tape them to the counter, and then ask the visitors to match tree species with the label. Make it tricky – add an extra tree name that you don't have a sample for!

Maple Weekend Education and Marketing Plan

1. Maple Weekend Goals: List what you would like to accomplish by participating in Maple Weekend

2. Idea, brainstorm, questions or options list:

Brain Storm Education and Marketing Options You Could Include at Your Site

- 1.
- 2.
- 3.
- 4.
- 5.

3. SWOT Analysis Sheet, for every option do a Strengths, Weaknesses, Opportunities, Threats Analysis:

SWOT Analysis Sheet

Question or Option: _____

STRENGTHS

- 1.
- 2.
- 3.
- 4.

OPPORTUNITIES

- 1.
- 2.
- 3.
- 4.
- 5.

WEAKNESSES

- 1.
- 2.
- 3.
- 4.

THREATS

- 1.
- 2.
- 3.
- 4.
- 5.

4. Maple Weekend Actions Options, based on the results of SWOT analysis decide and list what you would likely do and most likely not do.

Maple Weekend Action Plan

Question or Option: _____

I will (begin or continue):

- 1.
- 2.
- 3.
- 4.
- 5.

I will not:

- 1.
- 2.
- 3.
- 4.
- 5.

5. Financial Feasibility Evaluation, do a brief financial feasibility evaluation of each “I will”. If the evaluation comes out negative or not positive enough, move the option to the “I will not side”. It is helpful to know what you will not do and why as well as what you plan to do so you cannot be easily distracted by last minute pressures.

Maple Weekend Action Financial Feasibility Analysis

Action: _____

Costs:

Returns:

Total costs:

Total return:

Total

6. Written Education and Marketing Plan: Assemble your list of what you have evaluated and decided you will do along with the costs, needed supplies and actions necessary to make it happen, list who will be responsible to get the idea in place and when and who will staff it on maple weekend. Once you have written this information down for what you have decided to do, you have your written education and marketing plan.
7. Maple Weekend Education and Marketing Plan: Add the new plan just worked on above to your overall Maple Weekend and Business Plan

