

PRIMROSE FARM

2023

PRIMROSE FARM PROGRAMS

- 32 programs offered
- 10 new programs
- 2 large events (150+)
- 4 smaller events (50-100)



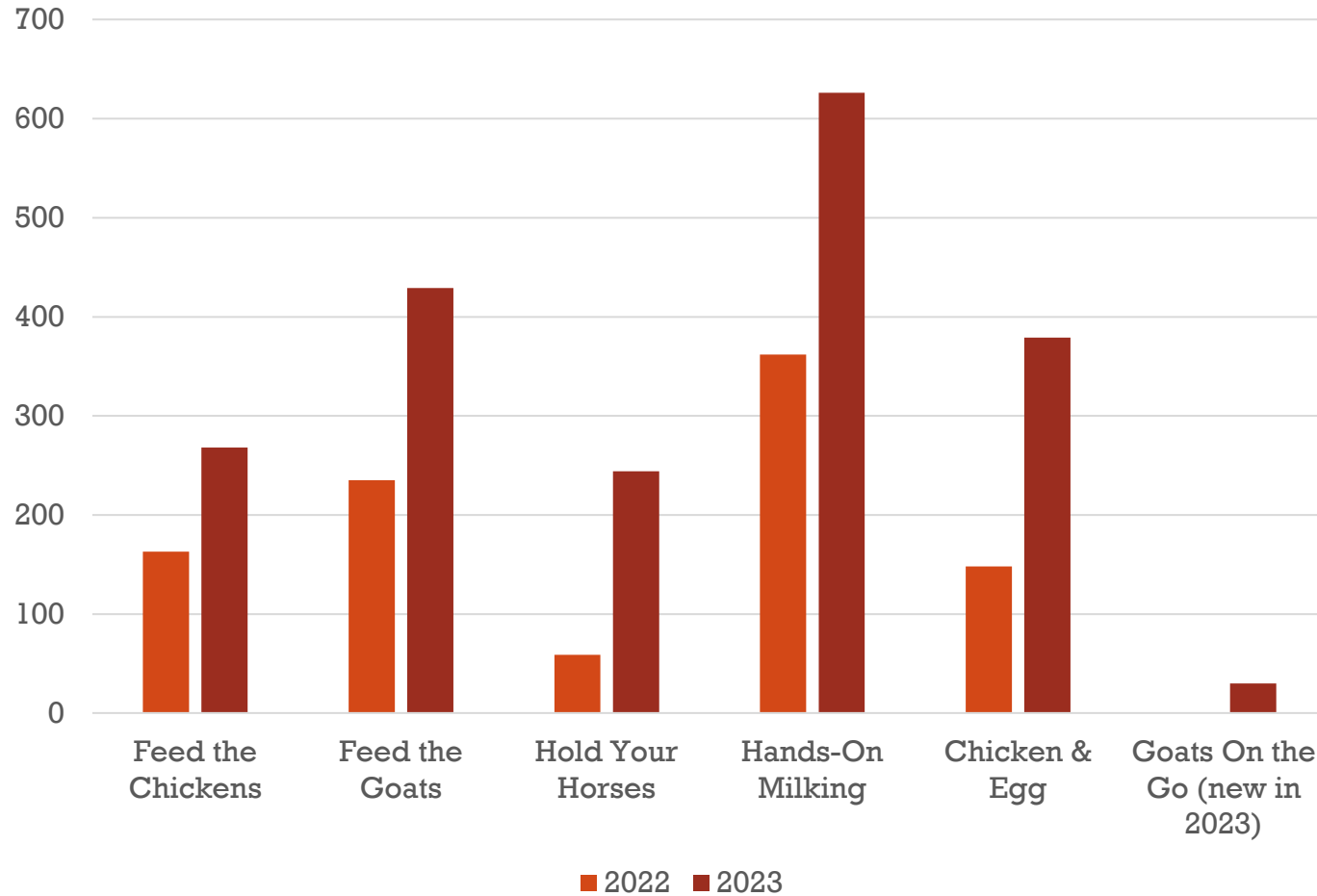


ANIMAL ADVENTURES

- Feed the Chickens, Feed the Goats, Hands-On Milking, Chicken & Egg, Hold Your Horses, and Goats On the Go (new)
- Cost per person ranges from \$2 to \$18
- Classes offered 5 days a week, March through November
- Continued private class format for Hands-On Milking, Chicken & Egg, and Hold Your Horses
- Mixed group format for remaining classes has allowed for more participants



Animal Adventure Participants 2022 vs. 2023



ANIMAL ADVENTURE PARTICIPANTS

- 967 participants for 2022
- 1976 participants for 2023
- 104% increase in participation



SCHOOL PROGRAMS

- Piloted one new school program (Day at the Dairy)
- Farmyard Friends—most popular
- Majority non-D303 schools
- Implemented RES/NR fees
- Served approximately 1100 students



SCOUT PROGRAMS

- Learn About Farm Animals badge program—most popular
- Implemented RES/NR fees
- Exclusively Girl Scouts
- Less scouts served vs. last year
- Higher-priced programs booked vs. last year



FARM CAMP



- Record demand for farm camps—every session had a waitlist
- Doubled Junior Farm Camp sessions by adding a Monday/Wednesday option
- Senior campers enjoyed trips to Lenkaitis Holsteins, The Milk House ice cream, and Blackberry Farm
- Record revenues of nearly \$30k for camps—216 participants





GENERAL PROGRAMS

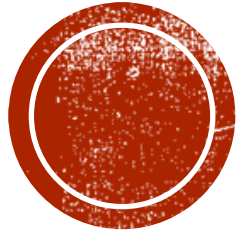
- Offered 9 new programs for 2023
- Mix of children, family, and adult programming
- More success with smaller programs/events
- Added playgroup sessions due to demand
- 4400 registered participants
- Large amount of casual visitors



RENTALS

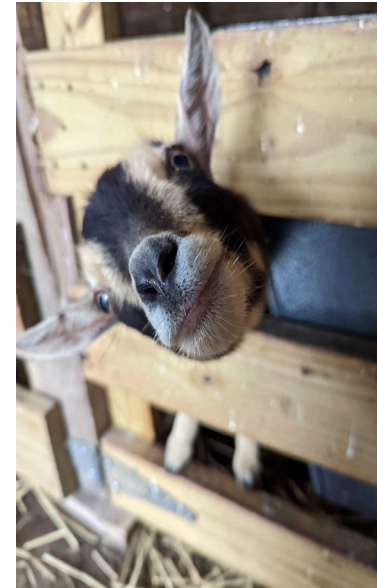
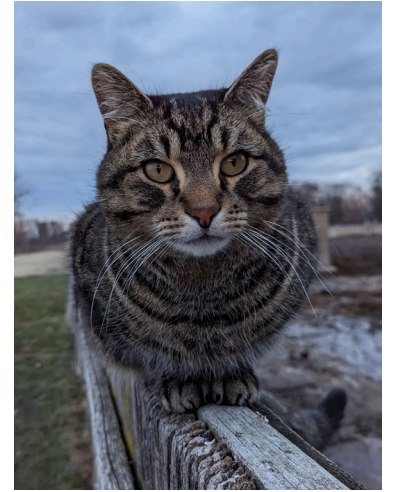
- Decrease in number of rentals this year due to uncertainty regarding construction (10, down from 23)
- Increase in Special Use Permits (4, up from 1)
- Increase in rental revenue (\$1900, up from \$1200)
- Increase in wagon ride add-ons (17, up from 12)





- Operated by Quinton Babusch/FulBuschel Farm and Produce, LLC
- Open Wednesdays and Thursdays (new this year) from 3pm-7pm and Saturdays from 9am-1pm

PRIMROSE FARM'S ANIMALS



PRIMROSE FARM STAFF

Alison Jones, Manager of Farm Programs and Interpretive Services
Patty Kennedy, Farm Programs Supervisor

Kit Bingham, Agriculture Interpreter
Jess Potorny, Agriculture Interpreter
Katherine Thompson, Farm Programs Assistant

2 year-round and 6 seasonal volunteers

