History and Context
Agritourism Study - Purpose

• Recognize evolution of farming in Montgomery County and importance of agricultural tourism in preservation.

• Identify opportunities and constraints for the evolution of both farming and the Ag Reserve.

• Encourage activities with a nexus to agriculture to increase awareness of the Ag Reserve as a destination, support farming and preserve agricultural culture and heritage.
Agritourism Study Advisory Committee

• Committee includes farmers, agritourism entrepreneurs, industry experts, governmental representatives and members of the Ag Reserve community.

• Role of the Committee is to review the progress of the study and provide guidance during the study’s development.
Agritourism Study – Central Themes

• Farming and the Ag Reserve have evolved since its establishment.

• The Ag Reserve should be protected and preserved, but also evolve to enhance economic viability of farming and agricultural land.

• Increased education and awareness are necessary to convey how and why we have the Ag Reserve.

• Ongoing agritourism activities and events are increasing and evolving, with an increased interest in and demand for access.
Agritourism Study – Central Themes

- Challenges to supporting existing and future agritourism include:
  - An inconsistent, undocumented process for agritourism businesses.
  - Adequate facilities and infrastructure to accommodate events.
  - Balancing the need for flexibility with clear regulations.
Agritourism Study – Goals

• Protect and preserve farming, farmland and rural open space in the Agricultural Reserve.

• Support existing and future agritourism activities through improved processes for agritourism businesses and promotional tools.

• Support agritourism activities with a direct nexus to agriculture, to facilitate preservation of farming, farmland and rural open space.
Agritourism Study – Goals

• Increase awareness of the Ag Reserve’s assets, including education of agricultural practices and better wayfinding.

• Provide inclusive and equitable access to the Agricultural Reserve.
Agritourism Study – Next Steps

• Develop menu of potential solutions to achieve the study goals.

• Consult with the Committee on the menu of potential solutions and the draft Agritourism Study.

• Present Agritourism Study to the Planning Board this autumn.