



Montgomery Planning

Agritourism Study

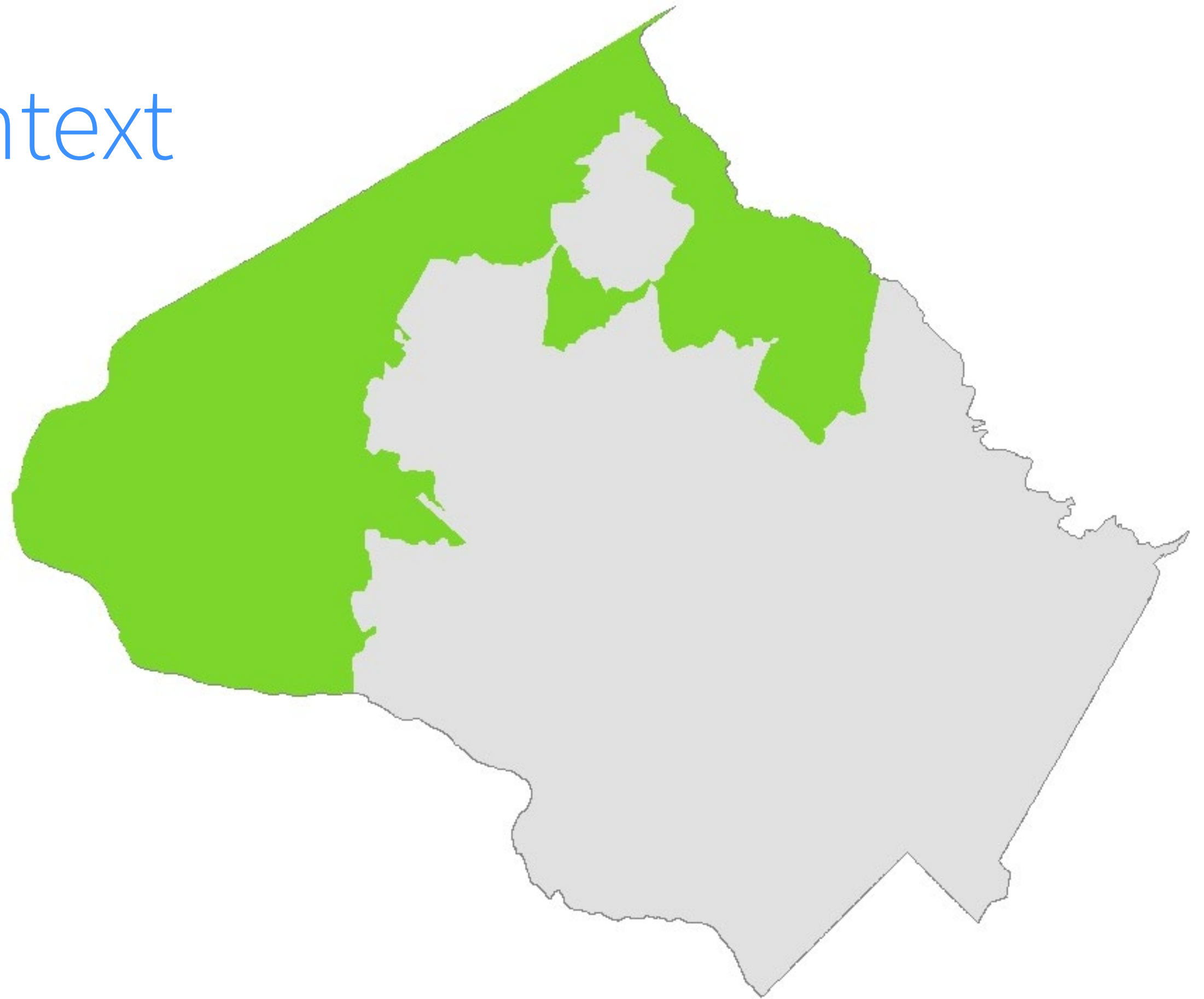
Planning Board Briefing

07/11/2019

Agenda item 11



History and Context



Montgomery County Agricultural Reserve

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.