



Impacts of Agritourism in Virginia

Vincent P. Magnini, Ph.D.

Associate Professor
Virginia Tech
Pamplin College of Business
540.553.5594
magnini@vt.edu

Esra Calvert, M.S.

Director of Research
Virginia Tourism Corporation
804.545.5549
ecalvert@virginia.org


Martha A. Walker, Ph.D.

Community Viability Specialist
Virginia Cooperative Extension
Virginia Tech, CALS
Department of Agricultural &
Applied Economics
434.766.6761
walker53@vt.edu



Virginia Cooperative Extension

Virginia Tech • Virginia State University



“Tourism breaks down walls and **builds bridges between visitors and hosts**, nurturing respect and mutual understanding that is so much needed in this often-divided world.”

Taleb Rifai
Secretary-General of U.N. World Tourism Organization



**VIRGINIA
IS FOR
LOVE[®]ERS**



Our Vision and Mission

VISION: To foster a spirit of partnership within Virginia's tourism and motion picture industries.

MISSION: Expand domestic and international in-bound travel and motion picture production to generate revenue and employment in Virginia.

IN 2016, THE

VIRGINIA DOMESTIC TOURISM

INDUSTRY:

GENERATED

\$24 BILLION

IN TRAVELER SPENDING

SUPPORTED

230,000

JOB

PROVIDED

\$1.7 BILLION

IN STATE AND LOCAL
TAXES

GENERATED

\$65 MILLION

IN TRAVELER
SPENDING PER DAY

SUPPORTED

\$5.7 BILLION

IN PAYROLL

INCREASED
STATE AND LOCAL
TAX REVENUES

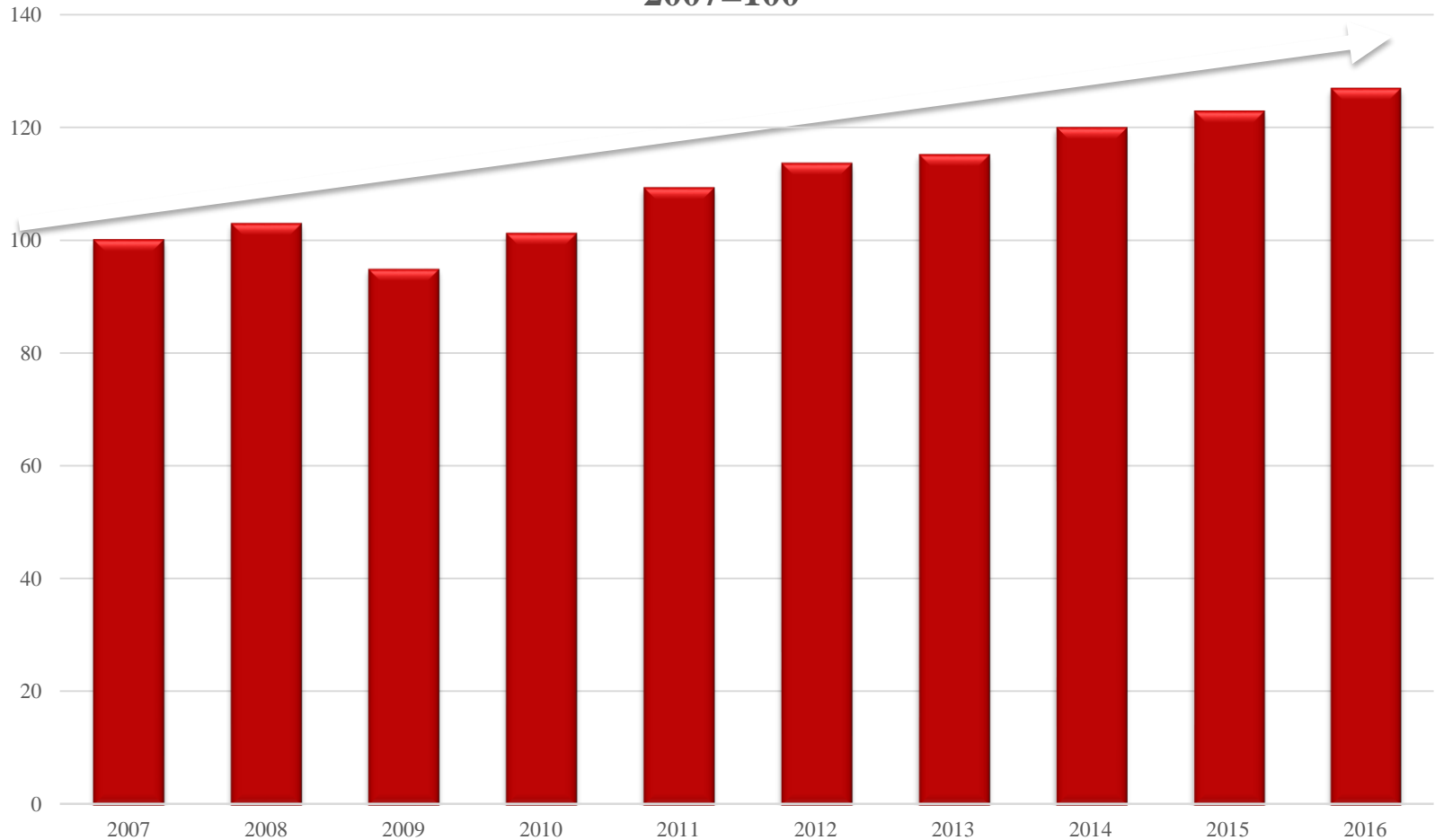
5.4%

FROM 2015

Continued Growth

2007-2016p Virginia Domestic Travel Expenditures

2007=100







Forces Driving Change

- ✓ Aging
- ✓ Mega-cities / Urbanization
- ✓ Technology

CHANGING CONSUMERISM

Desire for Meaningful Experiences

**“Travel makes one
modest. You see what a
tiny place you occupy in
the world.”**

Gustave Flaubert

Want to be a
traveler, not a
tourist

79%

Try to go to places
off the beaten path

64%

A close-up photograph of several hands holding beer glasses filled with beer, creating a toast. The glasses are of various shapes and sizes, some containing dark beer and others with a thick head of foam. The background is blurred, suggesting a social gathering in a bar or restaurant.

EXPERIENTIAL TRAVELER

LEARNING IS THE NEW LUXURY



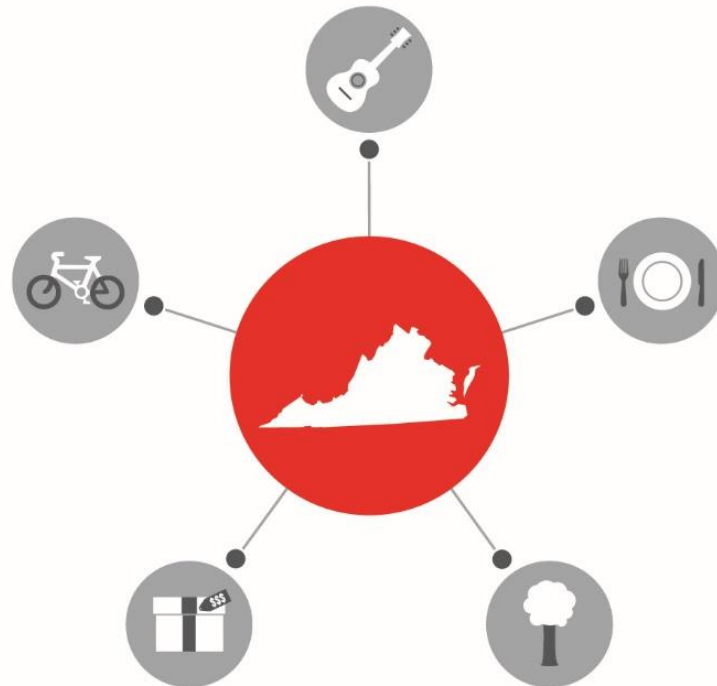
Going back to our Roots

NEW PRODUCT



LOCAL LOVE

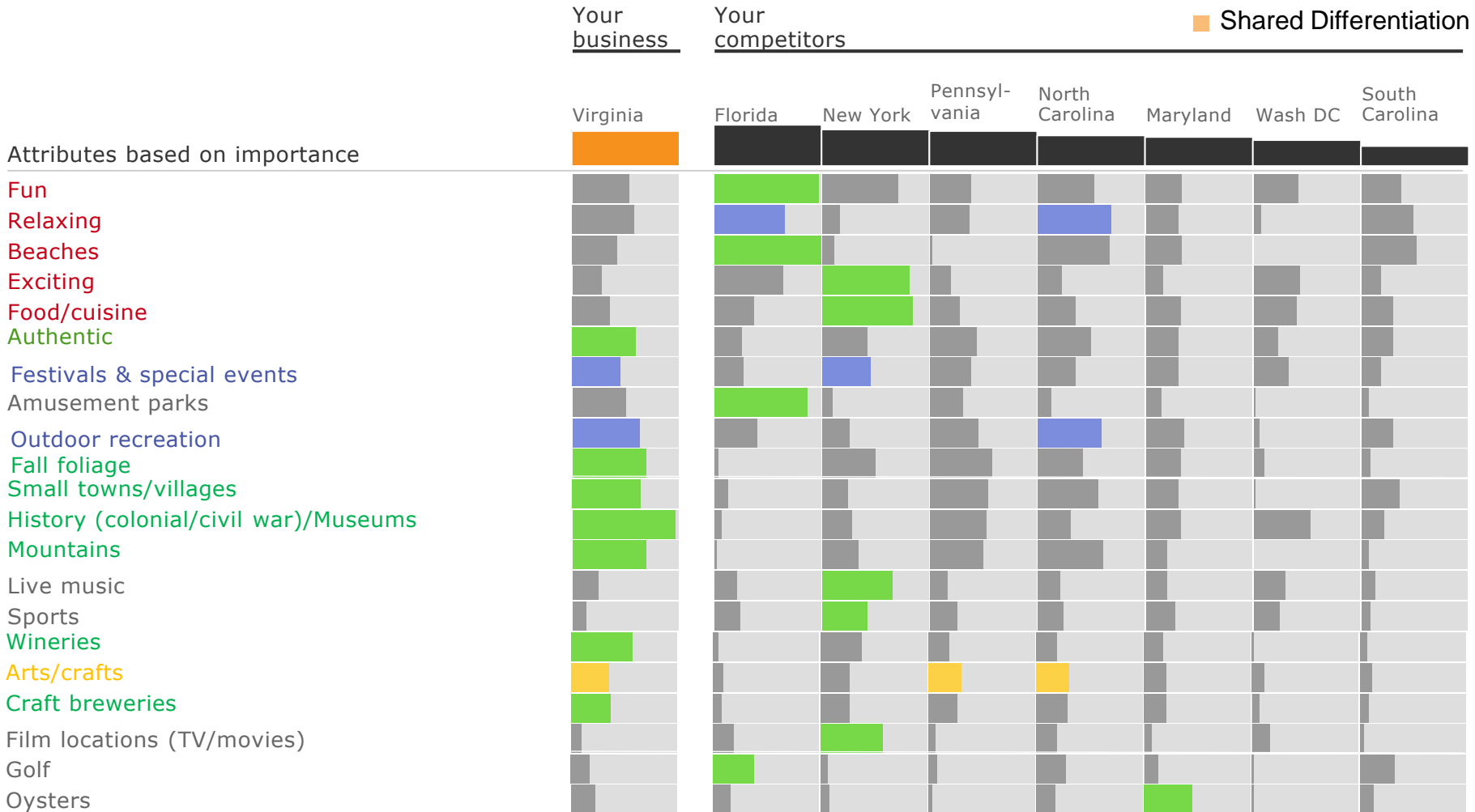
**VIRGINIA HAS WHAT
TRAVELERS ARE SEEKING**



FL & NY lead on top 5 most important non-market attributes

Virginia – Total Key Markets (n=1,702)

■ Single Differentiation
■ Dual Differentiation
■ Shared Differentiation



Virginia Brand Monitor

VIRGINIA IS FOR LOVERS

© TNS 2017



A top-down photograph of two newborn babies sleeping peacefully together in a woven basket. The basket is lined with a thick, shaggy, cream-colored wool rug. The babies are wrapped in a soft, brownish-taupe fabric. The background is a dark, rustic wooden surface. The word "TOGETHERING" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

TOGETHERING

Tourism is front door to
Economic Development

**Changing Consumerism is
driving growth: Desire for
Meaningful Experiences &
Going back to our Roots**





Agriculture and Tourism

FUN. FROM THE GROW.

Agritourism in Chesapeake

What is Agritourism?
 People have become increasingly more interested in how their food is produced. They visit farms, processors and talk with them about what goes into food production. For many, the visit marks the first time they see the source of their food, be it a dairy cow or a peach they can pick right off the tree.

Chesapeake is filled with friendly farmers, roadside stands, pick-your-own farms. Visit a whole family for a tour of a farm, meet the animals and buy the freshest food.



The Issue: Agriculture in Virginia

□ Economic Impact

□ Issues/concerns

- Inability of small and medium size farms to capture scale efficiencies
- Decreasing farm totals
- Unstable market value of production
- Need to increase revenue through new farm business options.
- Increase in Virginia tourism and the dollars spent by the tourists.
- Increase support from counties to assist with branding and promoting agritourism.



The Goal

- Increase net profit.
- Keep farmland in use.
- Sustain the operation.



The Response/Options

- ❑ Explore innovative enterprises.
 - ❑ Direct Marketing
 - ❑ Agritourism
 - ❑ On-farm stays
 - ❑ Wineries / Farm Breweries
 - ❑ Weddings
 - ❑ Events
 - ❑ Farm dining

Agritourism activity . . .

Code of Virginia § 3.2-6400. (Effective October 1, 2008) Definitions.

- *“any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity.*



With the increasing urbanization of the U.S. combined with social movements celebrating local and natural experiences, the future of the Agritourism industry looks good.

National Survey on Recreation and the Environment

Agritourism: Economic Boost for Many Farmers

California is among the leaders in agritourism with nearly 700 farms averaging more than \$50,000 in agritourism income.

Source: USDA Census of Ag



- Agritourism has tended to **develop on smaller farms** near urban centers.
- More recent trends show that **thriving agritourism sectors have been flourishing in remote areas** away from cities.

Adding Value to Your Farm: The Lure of the Land

- ❑ Day Camps
- ❑ Farm Vacations
- ❑ Camping
- ❑ Equestrian B&B's with Riding Trails
- ❑ Animal Parks
- ❑ Herb/Flower Farms
- ❑ Rent a Row of Veggies
- ❑ Horseshoeing
- ❑ Star Gazing
- ❑ Shooting Range/Skeets
- ❑ Swimming Areas
- ❑ Photography/Painting
- ❑ Hunting Dog Competitions
- ❑ Farm/Ranch Work Vacations



Agritourism in Virginia



Williams Orchard

Located in Wytheville, Virginia
Call us at 276-686-4851

Williams Orchard is located in Wytheville, Virginia. We greet you with a smile and offer lots of seasonal produce specialties. We sell fresh red and golden delicious apples, sweet corn, pumpkins, peaches, pears, indian corn, gourds and much more! Visit our Pumpkin Patch in the Fall. Browse the website for more info.

Monthly Features
Asian Pears
There are three types of Asian pear...
[Click for more info.](#)

[About Us](#) [Contact Us](#) [Our Products](#) [Calendar](#) [Newsletter](#) [Group Packages](#) [Directions](#) [Area Links](#)

Something for everyone... Pumpkin Picking, Peaches, Sweet Corn, Spring Plants & more



Why Agritourism?

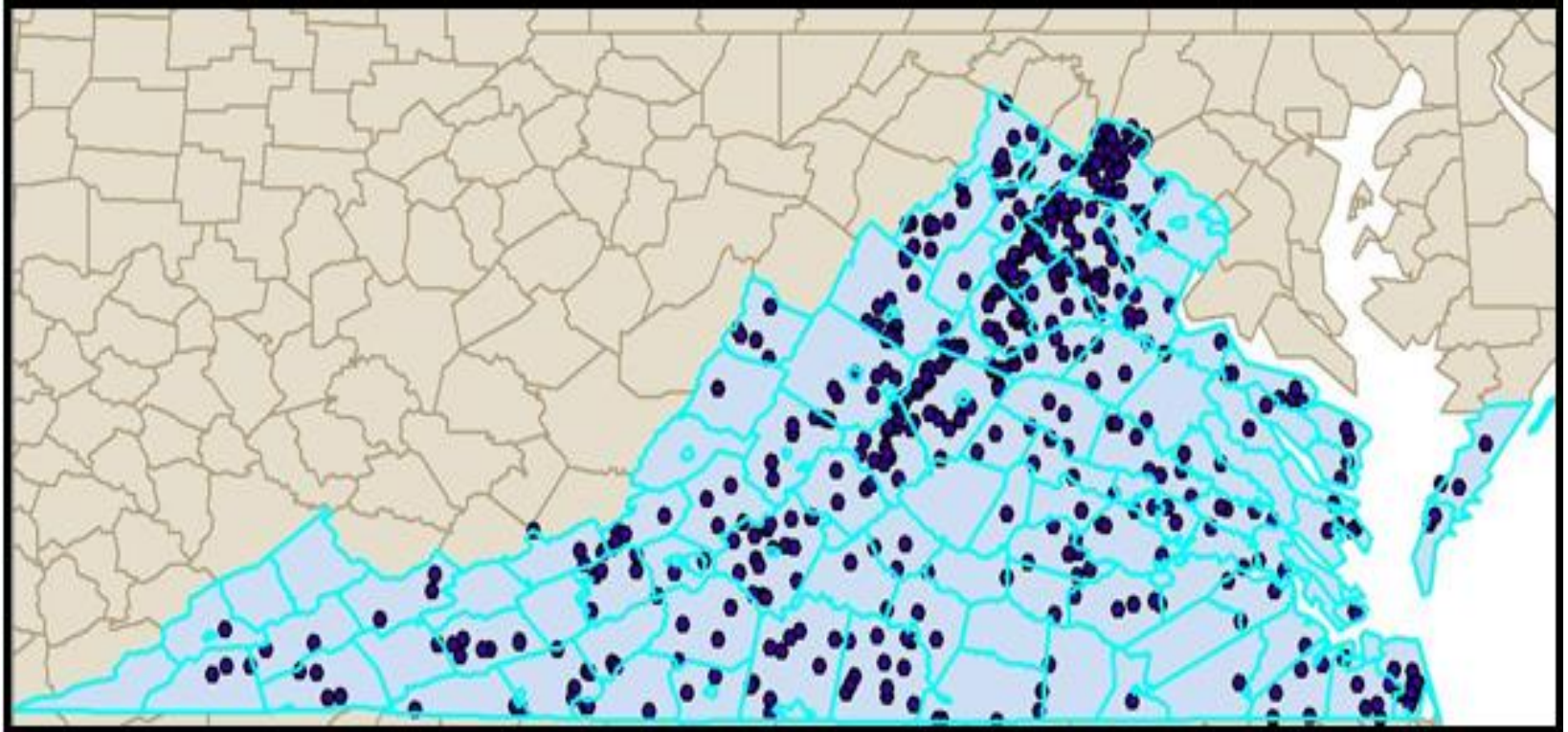
Agritourism is a value-added strategy that:

- Generates **additional income** from the land
- Introduces **farm product/brand** to customers
- Helps farmers to **cope with bad crops, rising input costs**



Virginia Agritourism Industry

Figure 2: Agritourism Operations in Virginia



Source: VDACS Virginia-Grown 2013; Virginia Wine 2013; Pickyourrown.org; extension agent correspondence (ArcMap 10.1)



The Background

- Farms developed agricultural attractions that brought people to the farm with money to spend.
- Wineries and farm breweries began to increase in number and in number of visitors.
- Chmura Economics and Analytics produced an economic impact report covering agritourism in the Fields of Gold Region in the Shenandoah Valley (Chmura, 2012).
- Virginia Tech conducted a geographic analysis of agritourism in Virginia and identified the key drivers of the industry's success in various regions of the state (Lucha et al., 2014).
- Lack of a comprehensive assessment of the fiscal and economic impacts of the state's agritourism sector.



The Questions

- ❑ Estimated on-farm spending by visitors to agritourism venues
- ❑ Estimated spending by visitors to agritourism venues in other sectors of the economy (off-farm spending)
- ❑ The amount of economic activity stimulated by the on-farm and off-farm spending (direct, indirect, induced)
- ❑ Amount of tax revenue generated by agritourism statewide and by region
- ❑ Number of jobs attributed to agritourism statewide and by region (direct, indirect, induced)
- ❑ Amount of labor income generated by agritourism statewide and by region
- ❑ The value-added effects of agritourism statewide and by region
- ❑ Top motivations of travelers to engage in Virginia's agritourism activities
- ❑ Top motivations of Virginia agritourism providers to operate in the sector



The Purpose of Study

Assess the fiscal and economic impacts
of Virginia's agritourism sector,
as defined by state code,
from both a region-by-region and
statewide perspective.



This Virginia Agritourism fiscal impact study is a multi-agency and county partnership:

- Funded by The Governor's Agriculture and Forestry Industries Development (AFID) Fund through the Virginia Department of Agriculture and Consumer Services
- Supported financially by the Virginia Tourism Corporation and the Counties of Augusta, Halifax, Loudoun and Rockingham
- Managed by the New River Valley Regional Commission
- Coordinated by Virginia Cooperative Extension
- Supported by the State Agritourism Study Committee

GATHERING MODELING INPUTS

- Four Step Inventorying Process (116 plus 30)
- Farm Business Data (297)
- Consumer Spending Data (1,203)
- IMPLAN multipliers

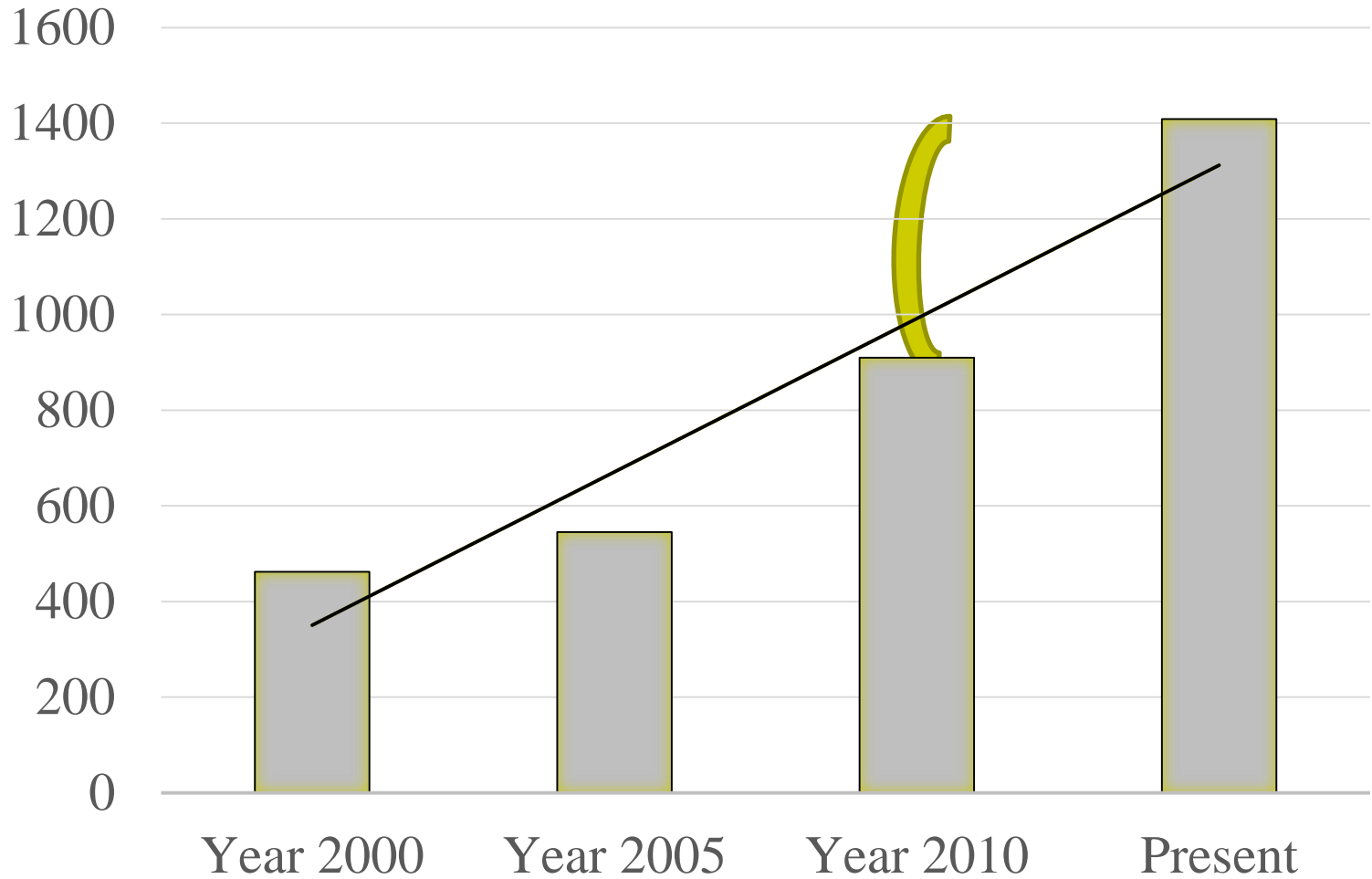
MAP OF VIRGINIA'S TOURISM REGIONS



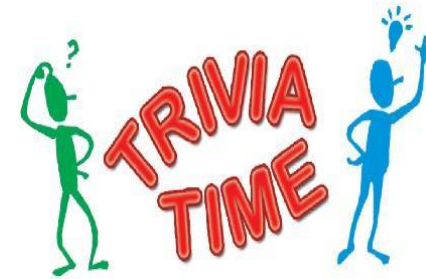
VIRGINIA'S AGRITOURISM INVENTORY

VIRGINIA REGION	FARM-BASED WINERIES, VINEYARDS, BREWERIES, & DISTILLERIES	OTHER AGRITOURISM VENUES
Blue Ridge Highlands	24	87
Central Virginia	84	203
Chesapeake Bay	12	24
Coastal – Eastern Shore	1	29
Coastal – Hampton Roads	19	113
Heart of Appalachia	3	15
Northern Virginia	109	244
Shenandoah Valley	40	197
Southern Virginia	17	70
Virginia Mountains	24	94
Totals	333	1076

VIRGINIA'S AGRITOURISM INVENTORY THROUGH TIME



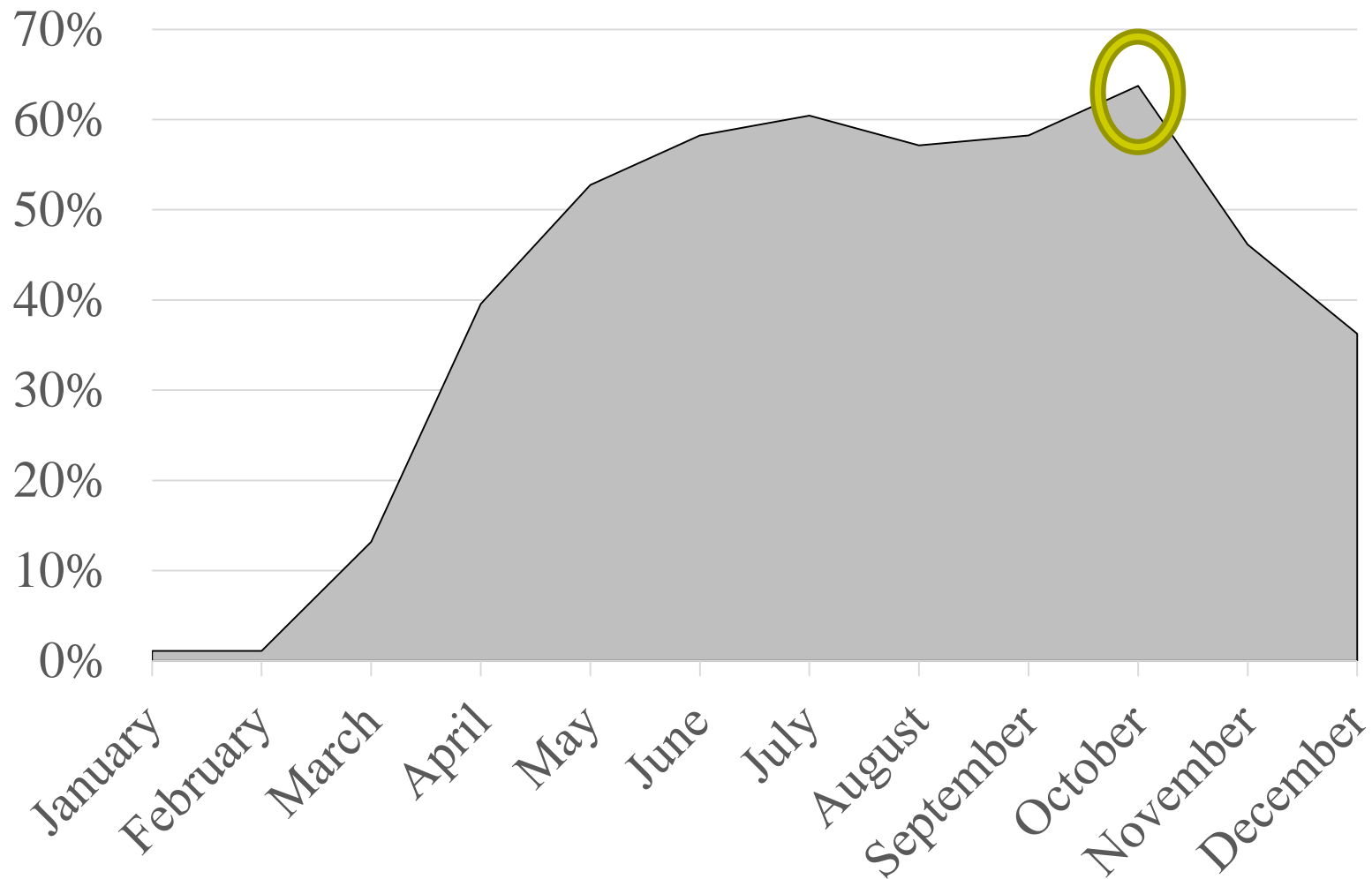
MONTHS IN WHICH SEASONAL VENUES ARE OPEN



44% of Virginia's venues
are only open seasonally

 is the month when the largest percentage
of seasonal operations are open to the public.

MONTHS IN WHICH SEASONAL VENUES ARE OPEN



ON-FARM ACTIVITIES

MORE TRIVIA:



_____ is the most commonly offered activity in Virginia's agritourism sector.

Approximately _____ percent of Virginia's agritourism venues host one or more festivals/events.

Approximately _____ percent of Virginia's agritourism venues accommodate social gatherings such as weddings, reunions, and/or concerts.

Approximately _____ percent of Virginia's agritourism venues offer U-Pick services.

ON-FARM ACTIVITIES

ON-FARM ACTIVITIES	% OF VENUES OFFERING
 Tour / field trip	52.7%
 Festival / event	38.2%
 Wedding / reunion / social gathering / concert	34.5%
Retail goods purchased on the farm	32.4%
Beer, cider, spirits, or wine tasting	26.4%
Educational workshop	24.3%
Produce, meat, dairy, or honey purchased on farm	23.7%
Animal observation / petting	23.3%
On-farm lodging or camping	17.6%
Hayride	15.2%
Food tasting	14.5%
Farm immersion experience	14.2%
 U-pick vegetables or fruit	13.9%

ON-FARM ACTIVITIES (CONTINUED)

ON-FARM ACTIVITIES	% OF VENUES OFFERING
→ Christmas tree farm / cut your own	10.8%
On-farm stargazing	10.8%
→ Pumpkin patch	10.5%
On-farm horseback riding	8.5%
On-farm hiking	8.1%
Cooking class	7.8%
On-farm fishing	7.1%
Youth camp	6.8%
Wildlife study	6.4%
Corn maze	5.1%

#9 in country (# of farms)

#6 in country (tree production / acreage) www.virginiachristmastrees.org



WHY PROVIDE???

RANKED MOTIVATIONS FOR OPERATING IN THE AGRITOURISM SECTOR

-
- #1 For additional income
 - #2 Market farm products
 - #3 To share a lifestyle or way of living with others
 - #4 To fully utilize farm resources
 - #5 Provide service / opportunity to the community
 - #6 Educate / teach people about farming
 - #7 Decrease dependence on income source
 - #8 Hobby; for fun; to keep active
 - #9 For employment of family members
 - #10 Tax incentives
 - #11 The loss of government ag programs



Japan's Ocean Dome





https://www.google.com/search?hl=en&site=imghp&tbm=isch&source=hp&biw=1093&bih=510&q=corn+stalk&oq=corn+stalk&gs_l=img.3..0110.901.8784.0.9030.23.16.6.1.1.0.158.1607.9j6.15.0....0...1ac.1.64.img..1.22.1632.0..0i10k1.GJGrkrOaWUw#hl=en&tbm=isch&q=seed+sprouting&imgrc=LdmDVkwthiBlgM:



https://www.google.com/search?q=virginia+farming+license+plate&espv=2&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjZSoupzTAhVISSYKHZ1LDQoQ_AUIBigB&biw=1093&bih=510#imgrc=tFPzwIJ6W0qfoM:

VISITATION

- Average visitation per venue: 5,356
- Statewide: 7.5M *visits* per year
- Non-locals account for 42%



WHY VISIT???



https://www.google.com/search?q=funny+grocery+store+food+signs&espv=2&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwji9ajg3q7TAhXCIVQKHV62DuAQsAQIIQ&biw=1093&bih=471#imgc=ap1sVNEG_gYoyM:



<https://www.google.com/search?q=funny+grocery+store+food+signs&espv=2&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwji9ajg3q7TAhXCIVQKHV62DuAQsAQIIQ&biw=1093&bih=471&dpr=1.25#imgsrc=oLl85iWJid9xCM:>



<https://www.google.com/search?q=funny+grocery+store+food+signs&espv=2&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwji9ajg3q7TAhXCIVQKHV62DuAQsAQIIQ&biw=1093&bih=471&dpr=1.25#imgc=IXraRP0Bs2AAXM:>

MOTIVATIONS FOR VISITING AN AGRITOURISM VENUE (LISTED ALPHABETICALLY)

- Availability of good food, beer, and/or wine
- Bonding with family and friends
- Educational / experiencing something new
- Enjoying the outdoors
- Fun / entertainment
- Live close by / passing through / visiting friends or family in the area



\$\$\$

STATEWIDE

ON-FARM SPENDING ATTRIBUTED TO AGRITOURISM IN VIRGINIA

	ON-FARM SPENDING AMOUNT
FARM PATRON SEGMENT:	
Local Visitors to Farm Businesses (excluding wineries, vineyards, breweries or distilleries)	\$72.4M
Non-Local Visitors to Farm Businesses (excluding wineries, vineyards, breweries or distilleries)	\$84.1M
Local Visitors to On-Farm Wineries, Vineyards, Breweries or Distilleries	\$25.7M
Non-Local Visitors to On-Farm Wineries, Vineyards, Breweries or Distilleries	\$34.1M



In 2015 visitors to Virginia's agritourism farm businesses spent an estimated \$1.5B throughout the state:

Approximately, 17% of this total was spent at the agritourism venues; the remaining 83% was spent outside the venues, but inside the Commonwealth.

OFF-FARM SPENDING ATTRIBUTED TO AGRITOURISM IN VIRGINIA (10 LARGEST SECTORS)

SPENDING CATEGORY	SPENDING AMOUNT
Hotels / Motels	\$225.2M
Restaurants, fast food, bar (including off-farm breweries and distilleries)	\$223.6M
Entertainment (e.g. off-farm sports / attractions)	\$214.3M
Groceries / convenience items (including off-premise farmer's markets)	\$149.5M
Transportation expenses other than gasoline	\$146.2M
Gasoline	\$109.4M
Souvenirs	\$97.4M
Clothing	\$60.0M
Camping fees and charges	\$41.0M
Sporting equipment	\$40.8M


STATEWIDE “ECONOMIC ACTIVITY” AND “IMPACT FROM TRAVELERS” ATTRIBUTED TO AGRITOURISM

EFFECT TYPE	ECONOMIC ACT. (RANGE)	ECONOMIC ACT. (MEAN)	ECONOMIC IMPACT FROM TRAVELERS (RANGE)	ECONOMIC IMPACT FROM TRAVELERS (MEAN)
Direct	\$1.2B → SAME	\$1.2B	\$506.2M → \$632.8M	\$569.5
Indirect	\$480M → SAME	\$480M	\$206.3M → \$257.9M	\$232.1
Induced	\$498M → SAME	\$498M	\$210.7M → \$263.4M	\$237.1
TOTAL OUTPUT	\$2.2B → SAME	\$2.2B	\$923.3M → \$1.2B	\$1.0B

➤ STATE AND LOCAL TAX REVENUES: \$134.7M

STATEWIDE EMPLOYMENT, LABOR INCOME, AND VALUE-ADDED ATTRIBUTED TO AGRITOURISM

EFFECT TYPE	EMPLOYMENT: FULL-TIME EQUIVALENT JOBS (FTEs)	LABOR INCOME	TOTAL VALUE-ADDED
Direct Effect	16,386	\$521.8M	\$671.3M
Indirect Effect	2,585	\$155.1M	\$283.9M
Induced Effect	3,179	\$162.2M	\$293.7M
Total Effect	22,151	\$839.1M	\$1.2B



When agritourism farm business revenues deriving from off-farm markets, off-farm restaurants, and off-farm festivals are also included in the economic modeling:

The amount of economic activity produced by Virginia's agritourism sector increases by approximately 40% to a total of \$3.0B.



\$\$\$

REGION-BY-REGION

VISITOR SPENDING ATTRIBUTED TO AGRITOURISM IN EACH VIRGINIA REGION

VIRGINIA REGION	LOCAL VISITORS	NON-LOCAL VISITORS	SPENDING IN THE STATE (INCLUDES ON AND OFF THE FARM)
Blue Ridge Highlands	344,819	249,697	\$120.0M
Central Virginia	891,560	645,612	\$311.3M
Chesapeake Bay	111,833	80,983	\$39.1M
Coastal: Eastern Shore	93,194	67,486	\$32.2M
Coastal: Hampton Roads	410,055	296,937	\$142.4M
Heart of Appalachia	55,917	40,491	\$19.4M
Northern Virginia	1,096,587	794,081	\$383.1M
Shenandoah Valley	736,236	533,136	\$255.8M
Southern Virginia	270,264	195,708	\$94.0M
Virginia Mountains	366,565	265,443	\$127.5M
TOTALS:	4.3M	3.2M	\$1.5B

ECONOMIC ACTIVITY ATTRIBUTED TO AGRITOURISM IN EACH VIRGINIA REGION

VIRGINIA REGION	TOTAL ECONOMIC ACTIVITY (RANGE)	TOTAL ECONOMIC ACTIVITY (MEAN)
Blue Ridge Highlands	\$156.4M → 170.0M	\$163.1M
Central Virginia	\$440.0M → SAME	\$440.0M
Chesapeake Bay	\$53.0M → 55.2M	\$54.1M
Coastal: Eastern Shore	\$42.1M → \$45.8M	\$44.0M
Coastal: Hampton Roads	\$201.9M → SAME	\$201.9M
Heart of Appalachia	\$25.3M → \$27.5M	\$26.4M
Northern Virginia	\$541.3M → \$562.9M	\$552.1M
Shenandoah Valley	\$362.6M → SAME	\$362.6M
Southern Virginia	\$122.5M → \$133.2M	\$127.8M
Virginia Mountains	\$173.4M → \$180.6M	\$177.0M

ECONOMIC IMPACT FROM TRAVELERS IN EACH VIRGINIA REGION

VIRGINIA REGION	ECONOMIC IMPACT FROM TRAVELERS (RANGE)	ECONOMIC IMPACT FROM TRAVELERS (MEAN)
Blue Ridge Highlands	\$67.0M → 91.1M	\$79.0M
Central Virginia	\$187.3M → \$234.1M	\$210.7M
Chesapeake Bay	\$22.5M → \$29.3M	\$25.9M
Coastal: Eastern Shore	\$23.0M → \$25.0M	\$24.0M
Coastal: Hampton Roads	\$87.1M → \$108.9M	\$98.0M
Heart of Appalachia	\$10.9M → \$14.8M	\$12.9M
Northern Virginia	\$239.3M → \$287.6M	\$263.4M
Shenandoah Valley	\$156.1M → \$195.1M	\$175.6M
Southern Virginia	\$52.6M → \$71.5M	\$62.0M
Virginia Mountains	\$74.4M → \$96.9M	\$85.7M

EMPLOYMENT, LABOR INCOME, AND VALUE-ADDED IN EACH VIRGINIA REGION

Virginia Region	Effect Type	Full-time equivalent jobs	Labor Income	Total (\$) Value -Added	
Blue Ridge	Direct	1,290	41.1M	52.9M	Per capita: \$252
Highlands	Indirect	204	12.2M	22.4M	
	Induced	250	12.8M	23.1M	
	Total	1,744	66.1M	98.3M	
Central Virginia	Direct	3,347	106.4M	136.9M	Per capita: \$148
	Indirect	527	31.6M	57.9M	
	Induced	648	33.1M	59.9M	
	Total	4,522	171.1M	254.6M	
Chesapeake Bay	Direct	421	13.4M	17.2M	Per capita: \$192
	Indirect	66	4.0M	7.3M	
	Induced	81	4.2M	7.5M	
	Total	568	21.5M	32.0M	

EMPLOYMENT, LABOR INCOME, AND VALUE-ADDED IN EACH VIRGINIA REGION

Virginia Region	Effect Type	Full-time equivalent jobs	Labor Income	Total Value -Added (\$)	
Coastal – Eastern Shore	Direct	345	11.1M	14.2M	Per capita: \$587
	Indirect	55	3.3M	6.0M	
	Induced	67	3.4M	6.2M	
	Total	468	17.8M	26.5M	
Coastal – Hampton Roads	Direct	1,528	48.8M	62.8M	Per capita: \$70
	Indirect	242	14.5M	26.6M	
	Induced	297	15.2M	27.5M	
	Total	2,067	78.5M	116.8M	
Heart of Appalachia	Direct	209	6.7M	8.6M	Per capita: \$80
	Indirect	33	2.0M	3.6M	
	Induced	41	2.1M	3.7M	
	Total	282	10.7M	15.9M	
Northern Virginia	Direct	4,120	130.9M	168.4M	Per capita: \$109
	Indirect	648	38.9M	71.2M	
	Induced	797	40.7M	73.7M	

EMPLOYMENT, LABOR INCOME, AND VALUE-ADDED IN EACH VIRGINIA REGION

Virginia Region	Effect Type	Full-time equivalent jobs	Labor Income	Total Value -Added (\$)	
Shenandoah Valley	Direct	2,747	87.7M	112.8M	Per capita: \$420
	Indirect	435	26.1M	47.7M	
	Induced	534	27.3M	49.3M	
	Total	3,716	141.0M	209.8M	
Southern Virginia	Direct	1,010	32.2M	41.4M	Per capita: \$254
	Indirect	160	9.6M	17.5M	
	Induced	196	10.0M	18.1M	
	Total	1,366	51.8M	77.1M	
Virginia Mountains	Direct	1,370	43.7M	56.2M	Per capita: \$251
	Indirect	217	13.0M	23.8M	
	Induced	266	13.6M	24.6M	
	Total	1,853	70.2M	104.5M	

STATE AND LOCAL TAXES ATTRIBUTED TO AGRITOURISM ACTIVITY BY REGION

VIRGINIA REGION

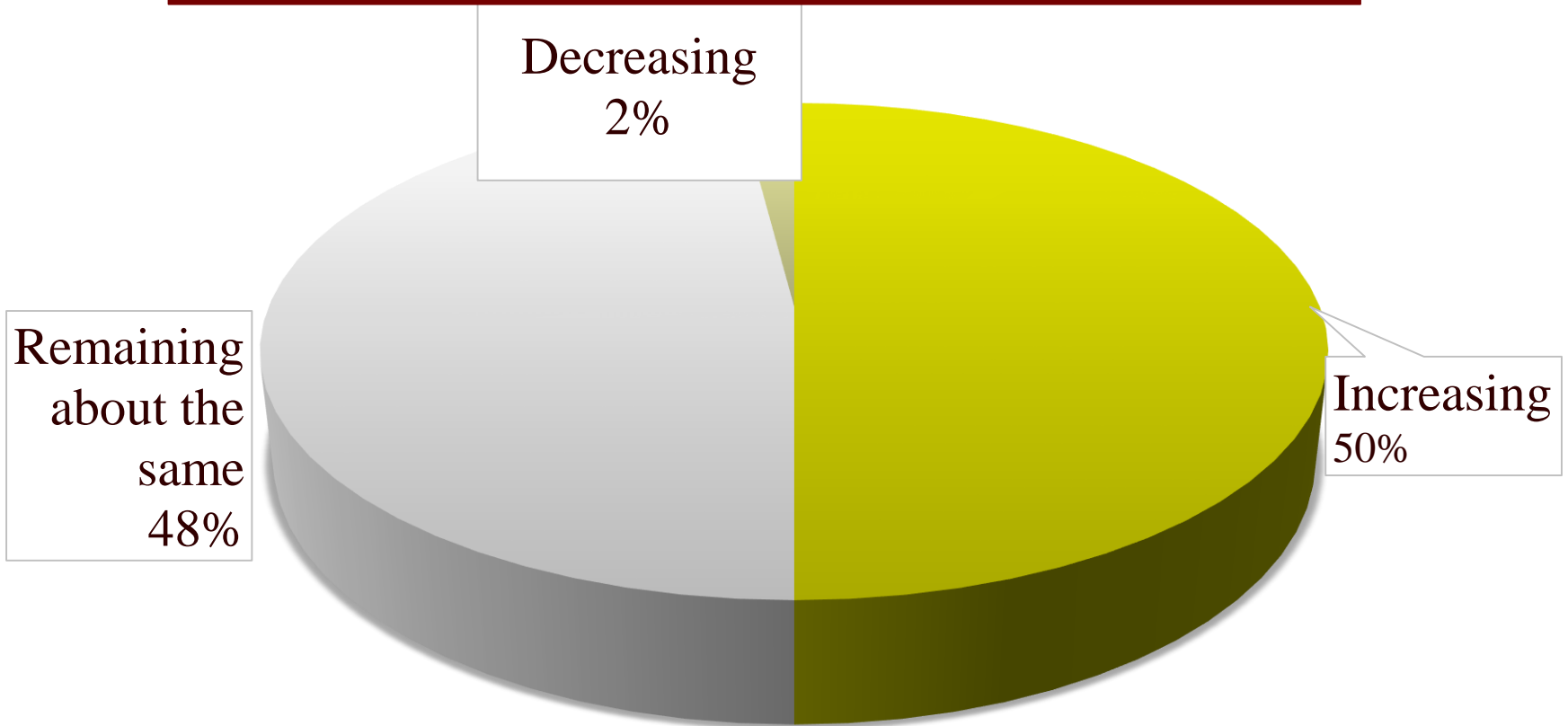
STATE AND LOCAL TAXES

Blue Ridge Highlands	\$10.6M
Central Virginia	\$27.5M
Chesapeake Bay	\$3.5M
Coastal – Eastern Shore	\$2.8M
Coastal – Hampton Roads	\$12.6M
Heart of Appalachia	\$1.7M
Northern Virginia	\$33.8M
Shenandoah Valley	\$22.6M
Southern Virginia	\$8.3M
Virginia Mountains	\$11.3M

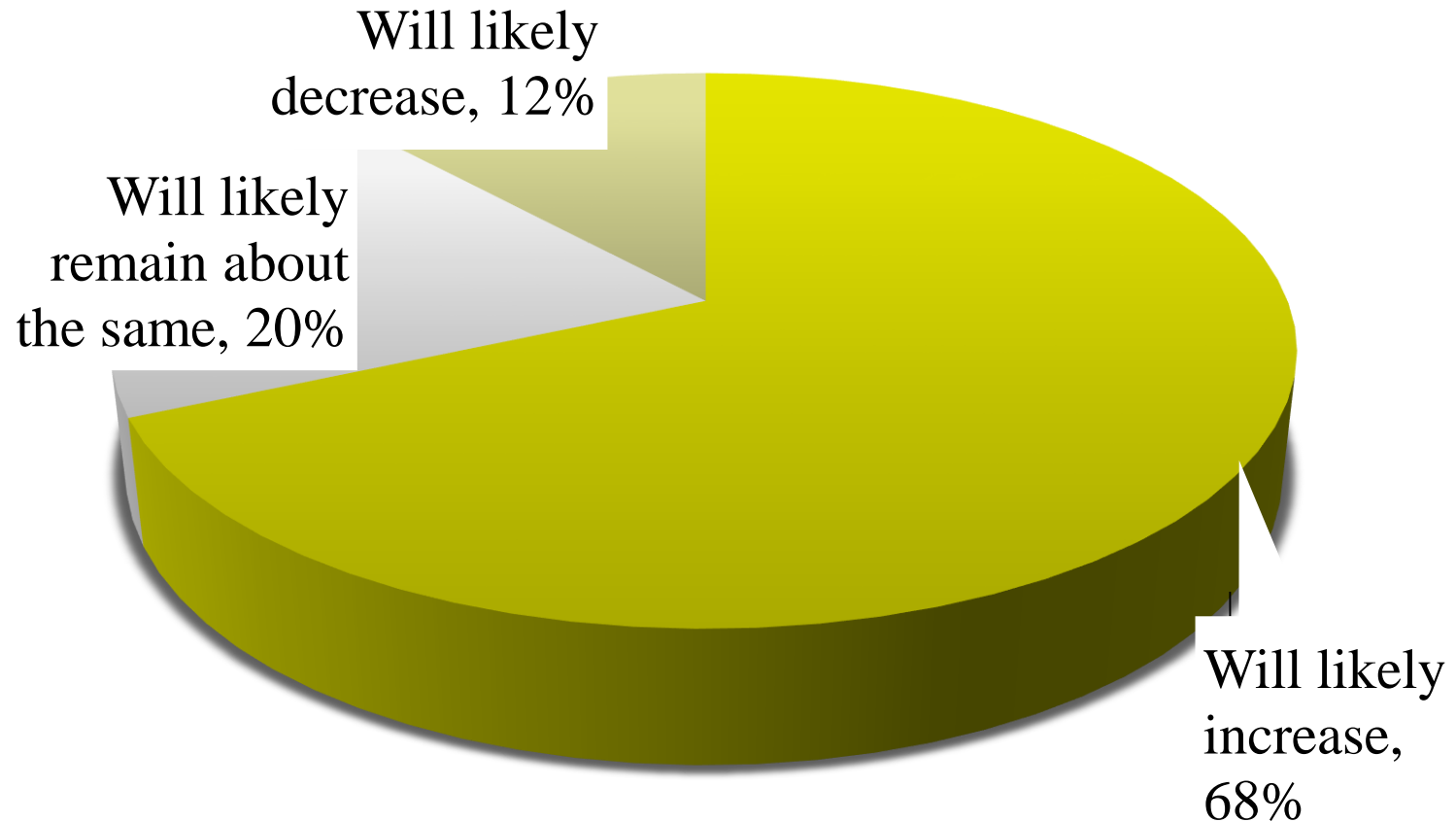


INDICATORS OF FUTURE SUCCESS

THE AMOUNT OF MONEY SPENT BY EACH VISITOR OVER THE PAST 5 YEARS HAS BEEN...



**IN COMPARISON TO 2015, THE
ESTIMATED TOTAL VISITORS TO
YOUR FARM BUSINESS IN 2016...**



FUTURE SUCCESS (CONTINUED)

Patron Attachment:

- ❑ 61% more than one outing/trip per year
- ❑ 45% more than one venue per outing/trip

FUTURE SUCCESS (CONTINUED)

Socioeconomic variety:

- ❑ One-third of visitors report household incomes below state mean / median
- ❑ One-quarter of visitors report household incomes above \$100K

FUTURE SUCCESS (CONTINUED)

The Principle of Cumulative Attraction

CONCLUDING REMARKS



The Uncertainty of Mother Nature:

- ❑ \$428K in personnel expenses
- ❑ \$8.0M in operating expenses (other than personnel)
- ❑ \$378K in capital improvement expenses

CONCLUDING REMARKS (CONTINUED)

Where Do We Go From Here?

CONCLUDING REMARKS (CONTINUED)

The Central Message

Consider this...

Ore. Court Limits Agri-tourism at Farm Stands

December 10, 2013

8+1 0 Like 9

Davis Wright
Tremaine LLP

DEFINING SUCCESS TOGETHER

Davis Dwight & Tremaine LLP
Oregon business law firm

By Michael Gelardi

A land use decision by the Oregon Court of Appeals could impact farm marketing activities



search

Natural Resource Headlines

- Good news for studs, logs, home constr...
- House vote to stop EPA land grab

Same Day
AUTO SERVICE

Japanese Car Specialists

Sept. 18, 2014 | Sign In | 69° Overcast
See complete forecast

LJWORLD.COM
LAWRENCE JOURNAL WORLD

Business Directory Events Obituaries Classifieds Jobs R
News Sports KU sports Health Entertainment

Active for Wednesday, April 2, 2014

**County approves new agritourism regulations,
removes moratorium on applications**

Email Print Facebook Tweet Post a comment

Colorado

Wait . . . Are we ready? Questions & Observations

Personal Privacy Protection Caucus

Legislation Eases Agritourism Hurdles



If Governor McAuliffe agrees, small farmers could operate agritourism activities under less restrictive regulations ... thanks to legislation that has now passed both houses of the General Assembly. The new law would prohibit local governments from requiring special-use permits and imposing stringent noise regulations unless there's a substantial impact on public welfare or safety. As Virginia Public Radio's Anne Marie Morgan reports, while small farmers

embraced this bill, they did not get everything they wanted during the legislative session.

01:17

that multiple lawmakers have already expressed an interest in seeing
id.
FBF hopes will be addressed in any legislat
statute
certain immunity to landowners who have made their land available

Sen. Bill 51 would prohibit Virginia counties from regulating the management of agritourism for-profit events; the sale of agricultural or silvicultural (forest) products or related items; the preparation or sale of foods that are not otherwise in violation of state law and other customary activities without a "substantial impact on the health, safety or general welfare of the public."
Localities would not have the authority to require a special-use permit for any of the activities listed above.

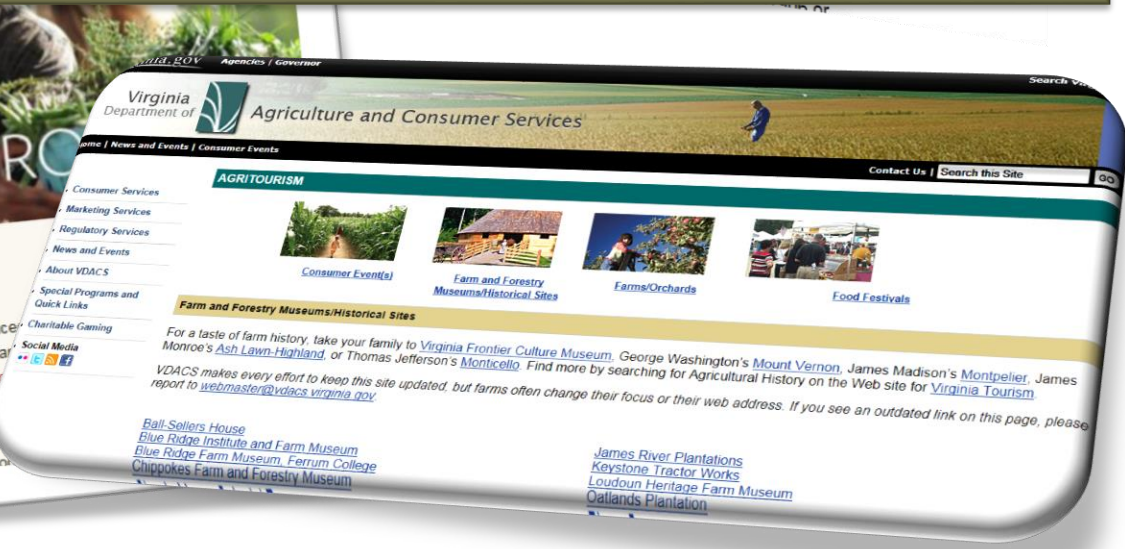
No local ordinance regulating sound produced by the activities listed above could be more restrictive than the general local noise ordinance, except if an ordinance regulates the sound of outdoor amplified music.

Sen. William Stanley, R-Moneta, says SB51 would empower farmers. "We want to make sure that we're encouraging agritourism," Stanley said, "that we're encouraging the product of the small farmer to be brought to market on the farmer's terms, rather than being the captive of a vender."

SB51, which was introduced by Sen. Richard Stuart, R-Montross, passed the Senate this past week with a



Regions Respond





Regions Respond

- ❑ Understand the challenges
- ❑ Discuss the ideas of agritourism
- ❑ Inventory your resources & explore the options
- ❑ Establish a network of partners
- ❑ Build a plan
- ❑ Ensure transparency & integrity
- ❑ Remain persistent



Regions Respond

Cast Down Your Bucket



THANK YOU

Vincent P. Magnini, Ph.D.

Associate Professor
Virginia Tech
Pamplin College of Business
540.553.5594
magnini@vt.edu

Esra Calvert, M.S.

Director of Research
Virginia Tourism Corporation
804.545.5549
ecalvert@virginia.org

Martha A. Walker, Ph.D.

Community Viability Specialist
Virginia Cooperative Extension
Virginia Tech, CALS
Department of Agricultural &
Applied Economics
434.766.6761
walker53@vt.edu



Virginia Cooperative Extension

Virginia Tech • Virginia State University