

VACO'S 79TH ANNUAL CONFERENCE



Growing Your Economy Through Agriculture

November 11, 2013



William "Billy" Vaughn
Assistant County Administrator



- Best Beer Town in the Blue Ridge/Best Mountain Towns
Blue Ridge Outdoors, Nov. 2013
- Food Road Trips: Tastes of Excellence and the Unexpected
Blue Ridge Country, Nov. 2013
- America's Top Mountain Bike Towns
USA Today, Oct.2013
- Harrisonburg, VA: Hiking and Intransitive Verb Paradise
Tripleblaze.com, Oct. 2013
- Harrisonburg: More than a "College Town" & Hooked on Fly Fishing in Harrisonburg
PackedSuitcase.com, Oct. 2013
- Mountain Biking Harrisonburg, VA
Singletracks.com, Oct. 2013
- 20 Best Hotel Breakfasts in America
The Daily Meal, Oct.2013
- Mountains, Main Streets, and Prizes, too, in the Valley
Recreation News, Oct.2013
- Snapshots: Rocktown Wine & Dine Festival
Blue Ridge Life, Oct. 2013
- Leaves, Laughs & Luxury: 25 Great Fall Destinations
Blue Ridge Country, Sept/Oct. 2013

Metro Area Accolades



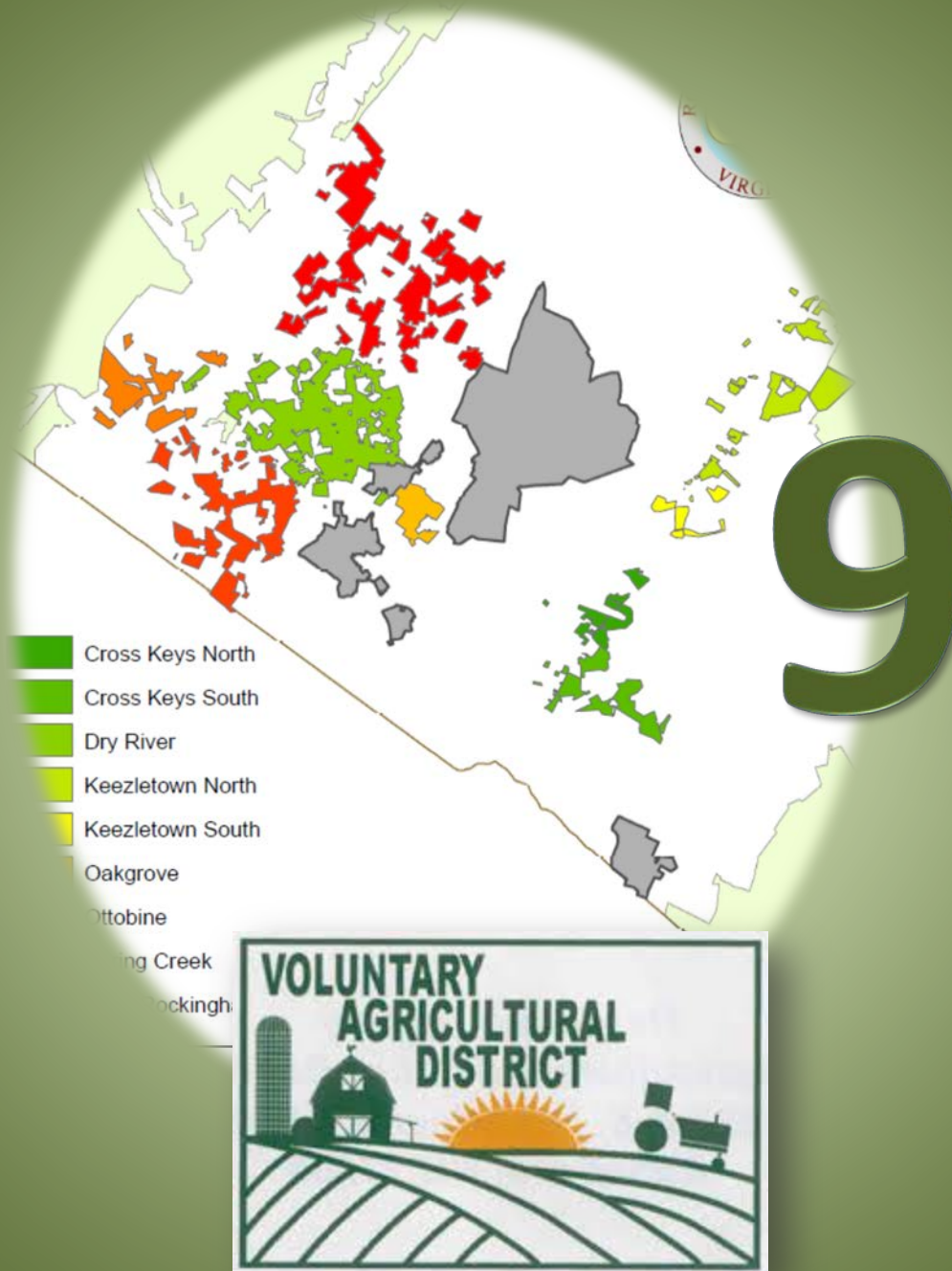
#1 AG COUNTY



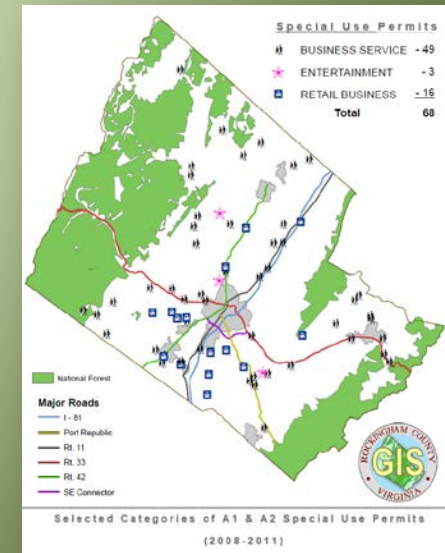
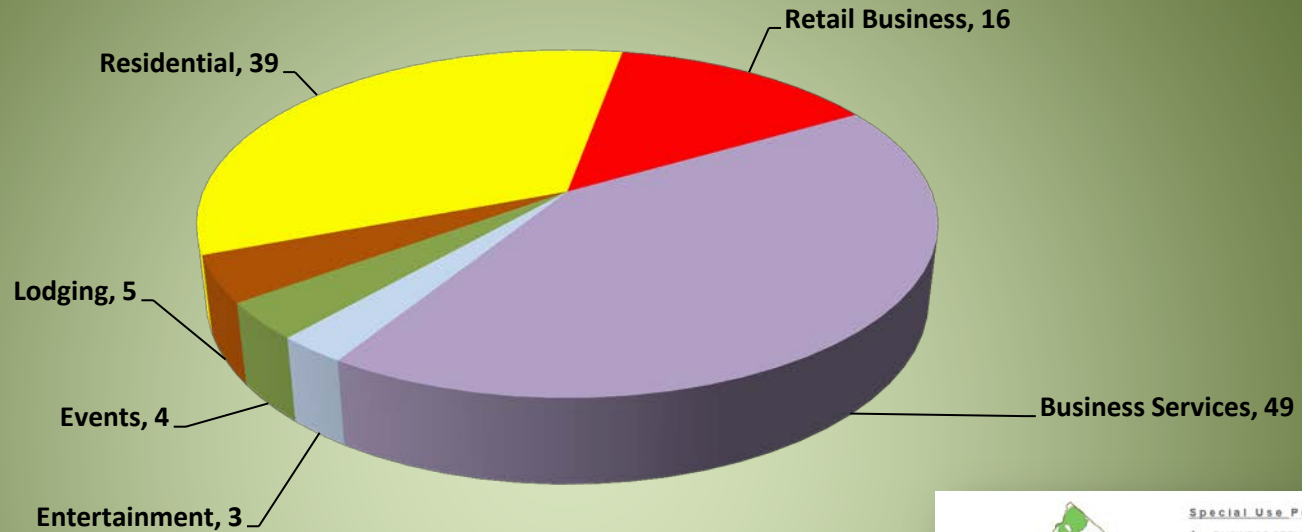
1/3

92%

LAND AREA



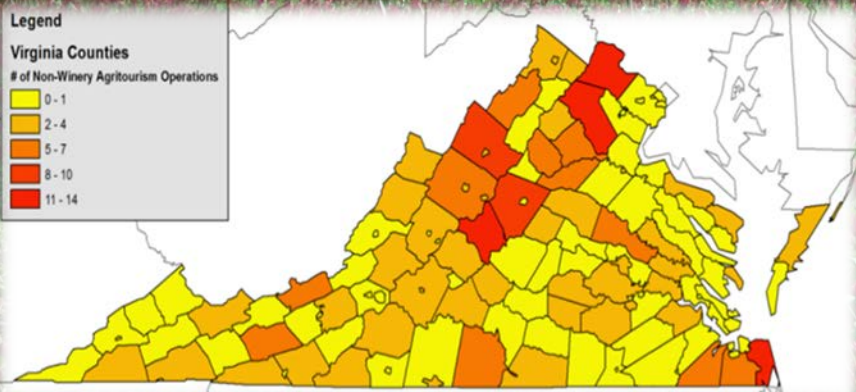
Agriculturally-Zoned Areas



Farm First Enterprise Program



Agricultural Tourism



PUBLIC GATHERINGS



SECONDARY INCOME GENERATOR





LOCAL AGRICULTURAL ECONOMY

EDUCATIONAL OPPORTUNITIES



REGIONAL ECONOMY



SUP v F²EP



SUP v F²EP

APPLICATION PROCESS



SUP v F²EP

APPLICATION PROCESS

\$550 Fee

**One Application
Per Activity**

Up to 90 Days

SUP v F²EP

APPLICATION PROCESS

\$550 Fee

**One Application
Per Activity**

Up to 90 Days

\$25 Fee

**One Application
Per Farm Per Year**

Up to 45 Days

Sec. 17-307. – Secondary Income Generators.

Secondary Income Generators (SIG) are F²EP activities **designed to support and promote business, tourism, educational opportunities, and economic development in the County as it relates to making agriculture viable and sustainable.** SIG's may vary in commodity, operational process and seasonal activities and are commonly divided into three (3) major group categories; entertainment, retail, and food services. The following list is intended to be a guide to the types of activities, sales and products defined as SIG's. If a specific requested activity is not listed, the County may consider allowing activities deemed similar to one or more of the following:

Entertainment:

- Petting farm and animal feeding
- Children's birthday parties
- Children's general playground equipment that does not require inspection under the Virginia Statewide Building Code.
- Wagon ride (onsite)
- Tours and hayrides
- Meetings and picnics
- Farm festivals and contests

Food Concessions:

- Kitchen and dining facilities may serve food and bakery items. All food franchises and products are strictly prohibited. The kitchen shall comply with other applicable zoning ordinances and any local and state agency regulations and inspections.

Retail Activity:

- Retail area or roadside stand selling in-season fruit and vegetables grown on the farm or from other local growers. Also may include locally-grown plants or horticultural items, locally-made maple syrup, honey, jams and jellies.
- Local crafters and artisans selling their goods.
- Bakery items
- Christmas trees, wreaths, garland, handcrafted Christmas ornaments and decorations.
- Farm-related promotional items such as t-shirts, bags, and caps.
- Meat and dairy products.

Pumpkin Farmer



Johnnie







MORE VENDORS
←

TROPICAL ROOTS FARM
• Fresh Produce • Eggs • Plants • More!

FARMERS MARKET
• Keep your dog on a leash!













\$550



\$550



\$550



\$550



\$550



\$550



\$550



\$550



\$550





Farm First Enterprise Program



Regulations

- Farming must be Primary Use
- Activities must be Seasonal
- Signs must be Temporary
- Lighting must be no more Intense
- Majority of Goods must be Local



Farm Building

- Must be at least 36 months old
- No Change of Use Permit Required
- Structure Permit Required
- Liability Insurance

Agency Review



- 1 Week – 1 Month => Portable Toilets
- 1 Month – 6 Months => Restroom Trailers
- More than 6 Months => Permanent Facilities



- **Commercial Entrance Permit**
- **Low-Volume Commercial Entrance?**
- **Hybrid Approach?**



THANK YOU!



EMERSON LAINE
VAUGHN
1st Grandchild