

OREGON AGRITOURISM POLICY WEBINAR

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Presented By: Erika Polmar
Policy Lead, Oregon Agritourism Network
Agritourism Business Operator, Plate & Pitchfork

Growing Your Business with Agritourism Land Use & Policy Considerations Webinar Notes

1. Agritourism comes in many shapes and sizes. Growing your business means you'll need to carefully consider how the new activities will impact you, your community and the public.
2. No matter what activity you're adding, it's imperative that you talk to your local regulatory agencies such as:
 - a. County Planners
 - b. Health Department
 - c. Fire Marshall
 - d. Oregon Department of Agriculture
 - e. Oregon Liquor Commission
3. In 2011 the Oregon Legislature passed Senate Bill 960 which created a process by which a county may conditionally approve agritourism and other commercial events or activities that are related to and supportive of agriculture in an area zoned for farm use. The key elements of this bill are:
 - a. If you currently have a working farm, you may have the opportunity to invite the public to enjoy your farm
 - b. You may charge the public a fee for the additional service, event or activity that you are offering
 - c. These activities must be related to your primary business
4. Agritourism activities are varied and not all require the same permits. For instance:
 - a. A farm stand permit offers the opportunity to hold promotion activities and small gatherings without the need for additional permitting
 - b. In order to have a larger event, perhaps one with food vendors and music, an additional permit would need to be obtained even if you already have a farm stand permit
 - c. Wineries must adhere to a different set of standards even though they are often on farm land. Wineries have more flexibility, for instance they may rent their space to a third party and a farm may not (See #6 for more details)
 - d. If agritourism permits are not available in your county your planner may suggest that you pursue a mass gathering permit for events
 - e. Farm stays may be permissible in an exclusive farm use area with application for a home occupation permit, although this is considered an agritourism activity it is not an agritourism permit

5. Land use permits are the foundation of your permitting process, but they are not the only permit you'll need. You may need:
 - a. Food service permits from your local health department or the ODA
 - b. Liquor service permits from the OLCC

6. Wineries may offer activities such as:
 - a. Tastings & tours
 - b. Outdoor concerts
 - c. Celebratory gatherings such as weddings
 - d. Facility rentals
 - e. Limited-service restaurants
 - f. Bed & Breakfast accommodations

The specifics of these activities are determined by the size of the winery and the size of the vineyard that are contiguous to the land the winery is occupying.

7. When you're in the draft stage of writing your business plan, call your planning office for assistance and guidance. Here are a few tools:
 - a. This list offers contact information for all of the planning offices in Oregon
<http://industry.traveloregon.com/content/uploads/2017/03/ORCountyPlanningDept3.2017.pdf>
 - b. And this is a glossary of common land use terms
http://industry.traveloregon.com/content/uploads/2017/02/03_A-Z_Glossary_of_Common_Land_Use_Terms.pdf
 - c. When you call your planner make sure to have your property address or tax lot number in hand.

8. No questions are off limits when you talk to your planner. Be sure to ask what other permits they anticipate you needing for your project.

9. Building codes and permits are very important to consider if you're renovating an old structure or adding a new one. A simple change, like converting a bedroom into a guest room for someone not related to you will require permits for things like fire & life safety devices.

10. All of this information and more can be found on the Travel Oregon website. Follow this link to access the policy section of the Agritourism Handbook. While you're there be sure to check out the other resources that will help you with your business and marketing plan development!

<http://industry.traveloregon.com/industry-resources/toolkits/welcome-oregon-agritourism-handbook/iii-complying-legal-regulatory-requirements/>