

## Community Futures Wild Rose Agritourism Workshop - May 14, 2019

### Summary Report

Please find the following, a summary of our CFWR agritourism workshop May 14, 2019, 2:00pm – 4:30pm. The report is divided into the following sections: who attended, emerging themes, challenges, conclusion and next steps.

Thank you very much for your participation, input and support into this session and we are excited to share our findings which follow and to help with growing agritourism in the region.

#### **Attending:**

|   |                                    |
|---|------------------------------------|
| Jeff Fleischer, Rocky View County                       | Christina Stender, EH Farms        |
| Lonna Hogan, CDN Badlands                               | Paula Beekman, 4 Sisters Farms     |
| Andi Dzilums, Travel Alberta                            | Rosemary Wotski, Poplar Bluff      |
| Russ Muenchrath, Wheatland County                       | Eric Burton, Factor 5              |
| Terri Kinsmen, Rocking R Guest Ranch                    | Alexandra Ross, Town of Strathmore |
| Pamela Nesbit & Shane Rubbelte, Whitefeather Inv.       | Wendy Gerbrandt, CFWR              |
| Matt Boscariol, Wheatland County                        | Keleigh Cormier, ClearThink Group  |
| Brenda Hansen-AB Economic Development Trade and Tourism | Pierre Cormier, ClearThink Group   |

#### **I. Emerging Themes:**

Emerging themes by percentage, from the group, include tie votes between - Culinary (food & beverage) (29%) and Our History (linking past to present) (29%) and lifestyle (culture) (16%). Other themes emerging: education & marketing (11%), landscapes / geographic diversity (6%), Indigenous (6%) and holistic agriculture (3%).

*Conclusion:* The two primary themes to expand and develop into an agritourism strategy and action plan for the region are:

- Culinary
- Our history and lifestyle ‘out here’ (linking past to present and lifestyle/culture)

#### **II. Challenges:**

Challenges identified by the group and rating of urgency by percentage are summarized in the table below.

| Challenge  | Rating of Urgency in Percent | Comments   |
|--|------------------------------|--|
| Land use / regulations / permitting / zoning / insurance | 50%                          | Time, shovel ready, road studies - expensive to start-up development, neighbourhood issues, zoning issues, lack of agritourism knowledge, Cost |
| Weather / Environment / Climate Change                   | 29%                          | Affects all and no control over it   |
| Bridging everyone together                               | 21%                          | What’s here, resources available, modernization, promotion and marketing   |

*Conclusion:* The most urgent challenges represented by the group: land use, regulations/ permitting / zoning / insurance, followed by weather/environment/climate change and bridging everyone together.

#### **III. Conclusion and Next Steps:**

The study team will use the input from the workshop to develop opportunities (5) around the two high-level themes of “Culinary” and “Our history and lifestyle out here” (linking past to present and lifestyle/culture). These opportunities will then have action plans developed which will be shared with the group.

These opportunities and action plans will be presented at a gathering in the fall for feedback and development of an agritourism strategy for the region.

We wish you all a great summer with your family and friends and we look to seeing you in the fall. Please keep an eye out in your emails for the date.

If you have any questions, concerns or feedback please reach out to the study team at 780-922-3211 or email [keleigh@clearthinkinc.com](mailto:keleigh@clearthinkinc.com). Thank you!