1. Agenda

Documents: AGR_20150714_AG.PDF

1.I. Complete Packet

Documents: AGR_20150714_PK.PDF

CITY OF FITCHBURG
Planning Department

5520 Lacy Road
Fitchburg, WI 53711-5318

Phone: (608) 270-4256 ■ Fax: (608) 270-4275

www.fitchburgwi.gov

AGENDA
Agriculture and Rural Affairs Committee
Tuesday, July 14, 2015
4:00 p.m.
Meeting Room

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Agriculture and Rural Affairs Committee at ***4:00 p.m. in the Meeting Room*** at City Hall, 5520 Lacy Road to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://www.fitchburgwi.gov/677/Government-Channel)

1. Call to Order and Approval of Minutes
2. Public Appearances – Non-agenda Items
3. The Power of Tourism – Patrick Reinsma, Wisconsin Department of Tourism
4. Fitchburg Agriculture Route (FAR) Presentation/Discussion
5. Update on City of Fitchburg Comprehensive Agriculture Plan
6. Staff Report
7. Announcements
    a. Next Meeting Date
8. Adjournment

Note: It is possible that members of and possible a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711, (608) 270-4200.

CITY OF FITCHBURG
Planning Department

5520 Lacy Road
Fitchburg, WI 53711-5318

Phone: (608) 270-4256 ■ Fax: (608) 270-4275

www.fitchburgwi.gov

AGENDA
Agriculture and Rural Affairs Committee
Tuesday, July 14, 2015
4:00 p.m.
Meeting Room

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Agriculture and Rural Affairs Committee at ***4:00 p.m. in the Meeting Room*** at City Hall, 5520 Lacy Road to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://www.fitchburgwi.gov/677/Government-Channel)

1. Call to Order and Approval of Minutes
2. Public Appearances – Non-agenda Items
3. The Power of Tourism – Patrick Reinsma, Wisconsin Department of Tourism
4. Fitchburg Agriculture Route (FAR) Presentation/Discussion
5. Update on City of Fitchburg Comprehensive Agriculture Plan
6. Staff Report
7. Announcements
    a. Next Meeting Date
8. Adjournment

Note: It is possible that members of and possible a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711, (608) 270-4200.

CITY OF FITCHBURG
Planning Department

5520 Lacy Road
Fitchburg, WI 53711-5318

Phone: (608) 270-4256 ■ Fax: (608) 270-4275

www.fitchburgwi.gov

MINUTES

Agriculture and Rural Affairs Committee
Tuesday, May 19, 2015

Members Present: Roger Cohee, Ed Kinney, Tony Hartmann, Bill Horns, and George Vroman
(Excused absences: Marc Jones and Tom O'Brien)

Staff Present: Wade Thompson – Resource/Project Planner

1. Call to Order and Approval of Minutes

Chair Ed Kinney called the meeting to order at 4:03 p.m.

Motion by Bill Horns, second by George Vroman, to approve the minutes of April 21, 2015, carried unanimously.

2. Public Appearances – Non-agenda items

None.

3. Designation of Committee Chair and Vice-Chair

The Committee discussed tabling this item until all new appointments have been made to the Committee. Motion by Roger Cohee, second by Bill Horns, to table this item until all new appointments have been made to the Committee, carried unanimously.

4. Review of Fitchburg Agriculture Route Interpretive Signs

Thompson presented drafts of the Fitchburg Agriculture Route interpretive signs.

Chair Kinney asked if the signs would weather and retain their color. Thompson stated the signs will have a protective coating and that similar signs in the City Hall parking lot have held up well. Thompson stated he would discuss this issue with the sign designer and sign manufacturer.

Cohee asked that text on the sign referring to agricultural yields on Stoner Prairie soils be generalized, as yields change on an annual basis. Thompson stated he would work with Cohee to revise this text.

Thompson stated there were a few edits yet to be done on the signs, and that they should be ready for installation sometime this summer.

5. City of Fitchburg Comprehensive Agriculture Plan Work Session

Thompson presented a draft Common Council resolution he prepared, per Mayor Arnold's request, directing the Agriculture and Rural Affairs Committee to develop the Agriculture Plan. Thompson stated Arnold had requested the resolution come before the Council at their May 26 meeting, to be referred out to Plan Commission and the Committee.

The Committee discussed the draft resolution. Horns asked that reference to the City's long-term growth boundary be included in the resolution. The Committee agreed and directed Thompson to add this text to the resolution.

Horns also asked Thompson about the Plan approval/adoption process. Thompson stated he thought it would be beneficial for the Common Council to adopt the Plan, at their discretion. Thompson also stated he was waiting to hear back from City Attorney Mark Sewell as to whether the Plan would be best served as an appendix to the City's Comprehensive Plan or as a "stand-alone" document, similar to the City's Comprehensive Park, Recreation, and Open Space Plan.

The Committee discussed the desired approval/adoption process and agreed on the following, subject to Council approval:

1. Committee recommendation for Council adoption to Plan Commission;
2. Plan Commission recommendation for Council adoption to Council;
3. Council adoption;

The Committee directed Thompson to add the aforementioned desired approval/adoption process to the draft resolution.

The Committee also discussed the Council referral process and agreed on the following:

1. Referral of resolution by Council on May 26 to Plan Commission for their June 16 meeting (No Council referral to Ag and Rural);
2. Plan Commission review of resolution at their June 16 meeting. If no "major" changes, resolution would go back to Council for their June 23 meeting;
3. If "major" changes by Plan Commission, the Committee would schedule a meeting for June 22 or 23 to review changes, with resolution then going back to Council for their June 23 meeting;

Thompson stated he would prepare the referral of resolution in the aforementioned manner.

Thompson handed out some questions he had prepared related to agricultural issues to be discussed/addressed in the Agriculture Plan. The Committee discussed the questions.

Horns asked if proximity to urban areas had an effect on where large farming operations, including dairys, would potentially locate. Cohee stated yes, that proximity to urban areas would not be ideal for these types of operations, given future land use uncertainty and associated "urban" issues (traffic, etc.).

Vroman stated he thought the plan should reflect the desires of City agricultural landowners. Thompson agreed and stated the general intent of the plan was to identify new opportunities for City agricultural landowners, and to serve as a sort of agricultural "economic development" plan.

The Committee discussed issues related to costs in the agricultural industry, including fluctuating commodity prices, interest rates, and land prices.

Horns stated he thought the national, state, and regional context of agriculture should be identified in the plan, including opportunities for regional cooperation. Thompson stated he planned to incorporate this information in to the Plan.

Hartmann stated he had some entrepreneurial and governmental contacts throughout the region, and that he would reach out to them on the various agricultural issues that the Committee will be examining over the next few months.

Thompson asked if the lack of support services and infrastructure in the City was having a drastic negative effect on existing or potential future farmers in the City. Cohee stated he didn't think so, and that this lack of services/infrastructure is more of an inconvenience.

The Committee also discussed the desire to encourage more small-scale fruit/vegetable/livestock production for local production/consumption, given the City's unique attributes, including geography, local market demand, and predominance of small agricultural parcels. Thompson stated there are many more small-scale growers in the region looking for land to rent/buy than there are small-scale landowners looking to rent/sell to said growers. The Committee discussed various methods in which to encourage small-scale landowners to rent/sell to small-scale growers.

Cohee stated educating both agricultural landowners and general consumers is the key to advancing the agricultural industry. Kinney stated a "co-op" model in which multiple entities work one land parcel, overseen by a "land manager" type might be a model that could potentially work in the City. Thompson stated this model was being utilized in other areas of the country, and he could bring in some examples at the next Committee meeting.

Thompson asked Cohee what the future of the Hageman family dairy might be. Cohee stated that there is a younger generation in the family that will likely continue the operation in to the foreseeable future.

6. Staff Report

Thompson announced the Agriculture Past and Present Bike Tour, held on May 16, went well, with a turnout of approximately 30 people. Cohee stated that some tour participants mentioned they had trouble hearing the tour speakers, and that having the speakers utilize a microphone might be a good idea for future tours.

7. Announcements.

None.

a. Next Meeting Date

The next meeting was scheduled for July 21, 2015 at 4:00 p.m.

8. Adjournment

Motion by Horns, second by Jones, to adjourn at 5:42 p.m., carried unanimously.

Submitted by: Wade Thompson, Resource/Project Planner

Approved:

THE POWER OF TOURISM IN WISCONSIN

PRESENTED TO: Fitchburg

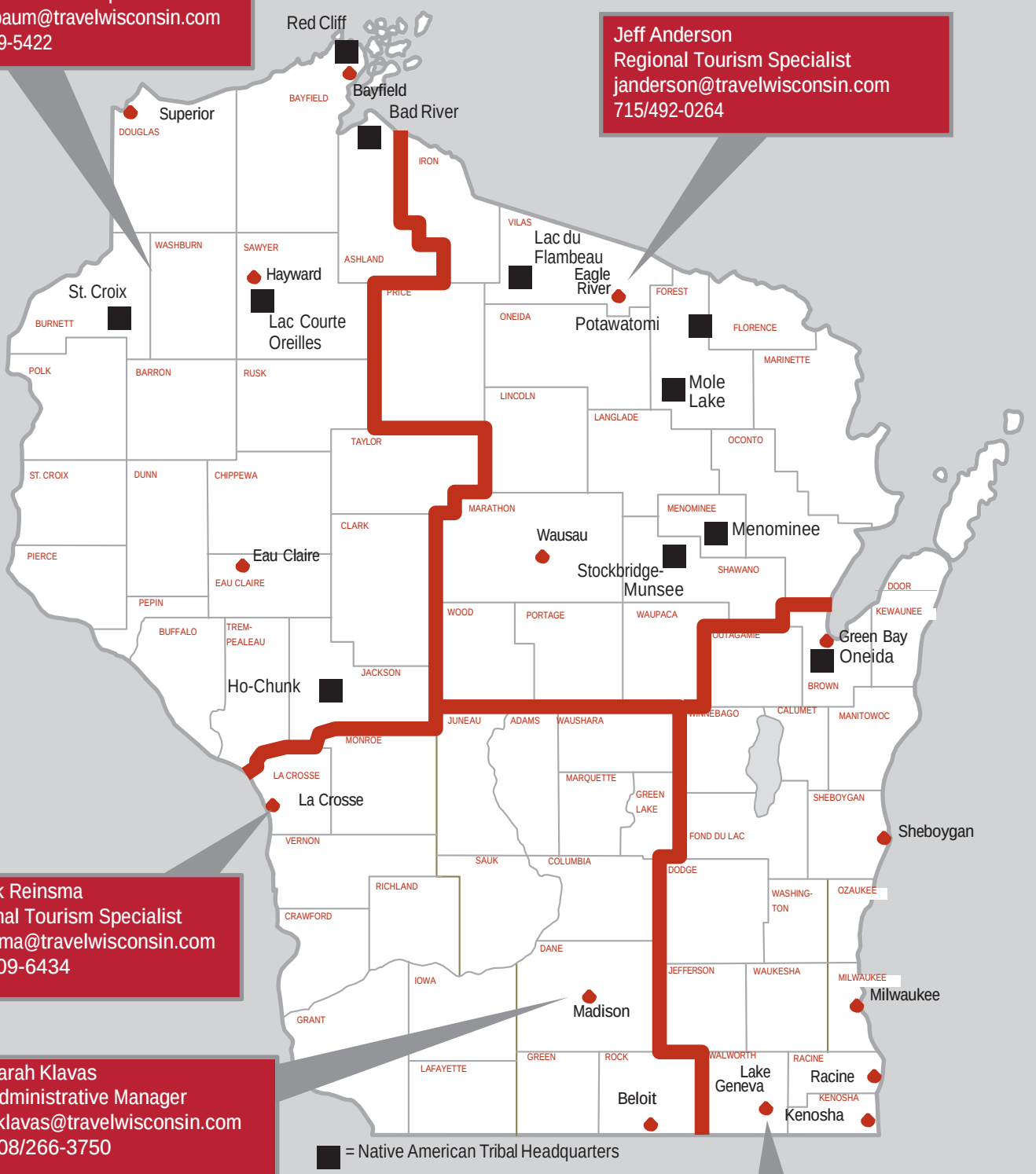
PRESENTED ON: July 14th, 2015

WISCONSIN
DEPARTMENT OF TOURISM

Wisconsin Department of Tourism
Regional Tourism Specialist Regions

Drew Nussbaum
Regional Tourism Specialist
anussbaum@travelwisconsin.com
715/299-5422

Jeff Anderson
Regional Tourism Specialist
janderson@travelwisconsin.com
715/492-0264



Patrick Reinsma
Regional Tourism Specialist
preinsma@travelwisconsin.com
608/209-6434

Sarah Klavas
Administrative Manager
sklavas@travelwisconsin.com
608/266-3750

■ = Native American Tribal Headquarters

David Spiegelberg
Regional Tourism Specialist
dspiegelberg@travelwisconsin.com
262/515-2806

AGENDA

TOURISM AS A BUSINESS TOOL

TOURISM'S IMPACT ON:

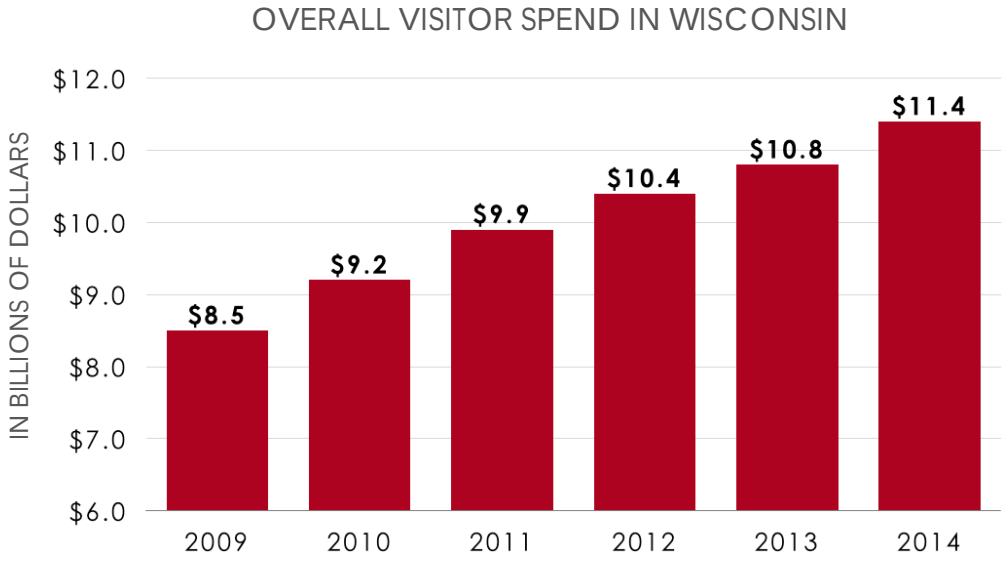
- REVENUE
- EMPLOYMENT

TOURISM + MARKETING RELATIONSHIP

A BREAKDOWN OF TOURISM

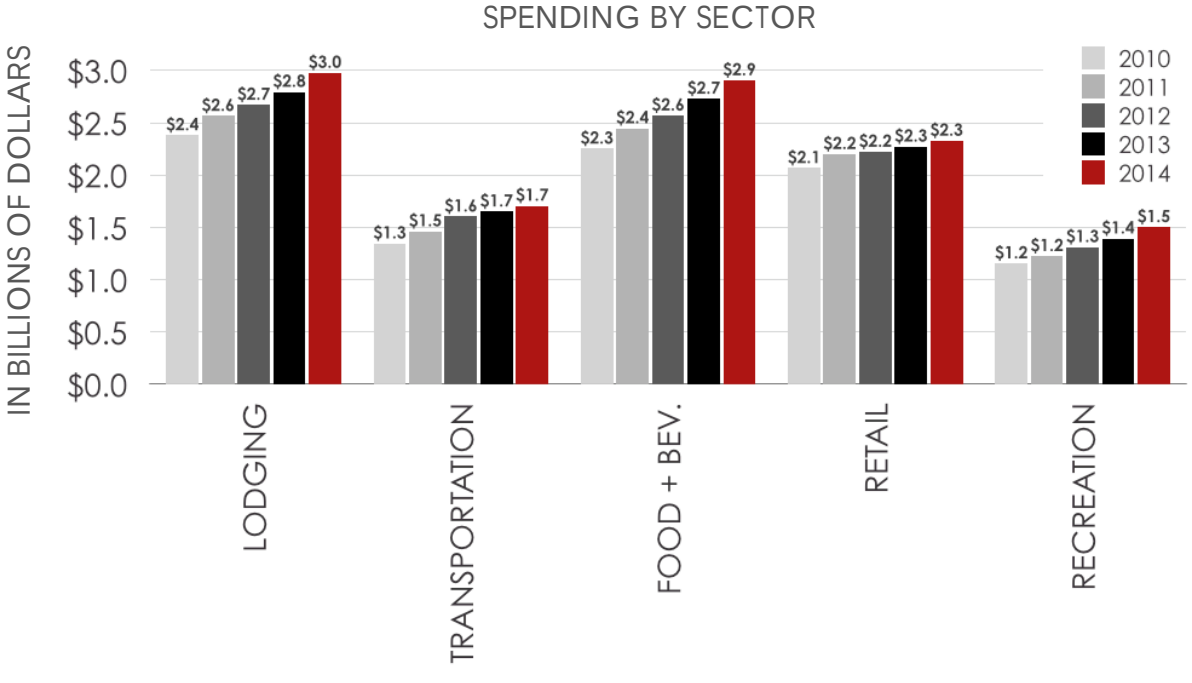
TOURISM AS A BUSINESS TOOL

TRAVEL EXPENDITURES 2009-2014



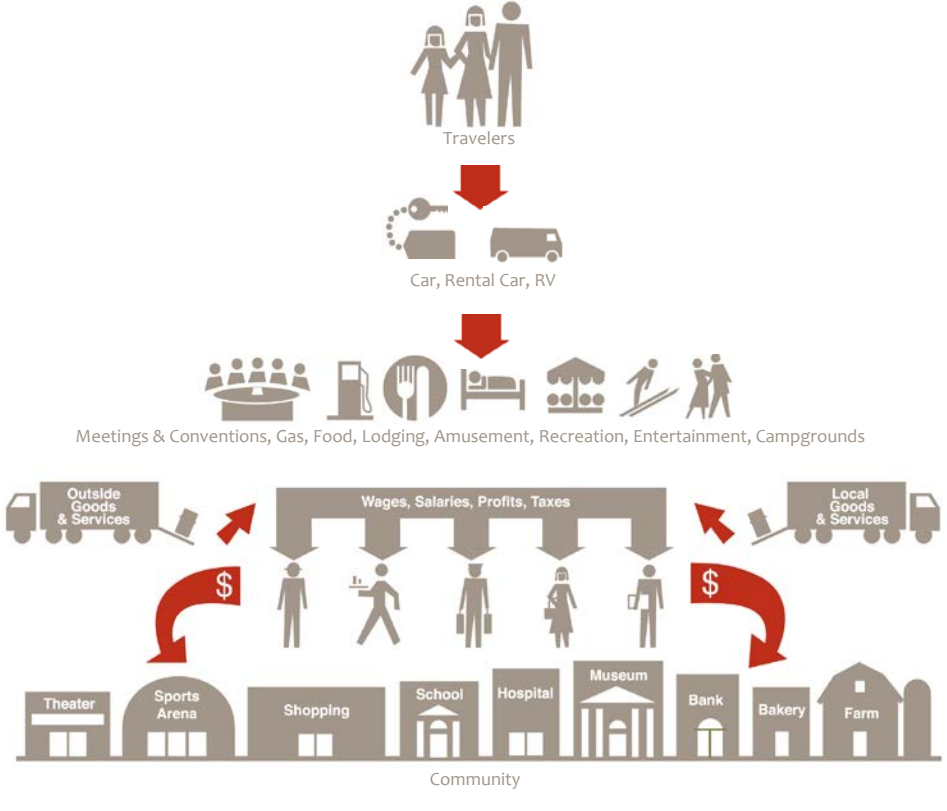
Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

TRAVEL EXPENDITURES BY SECTOR 2010-2014



Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

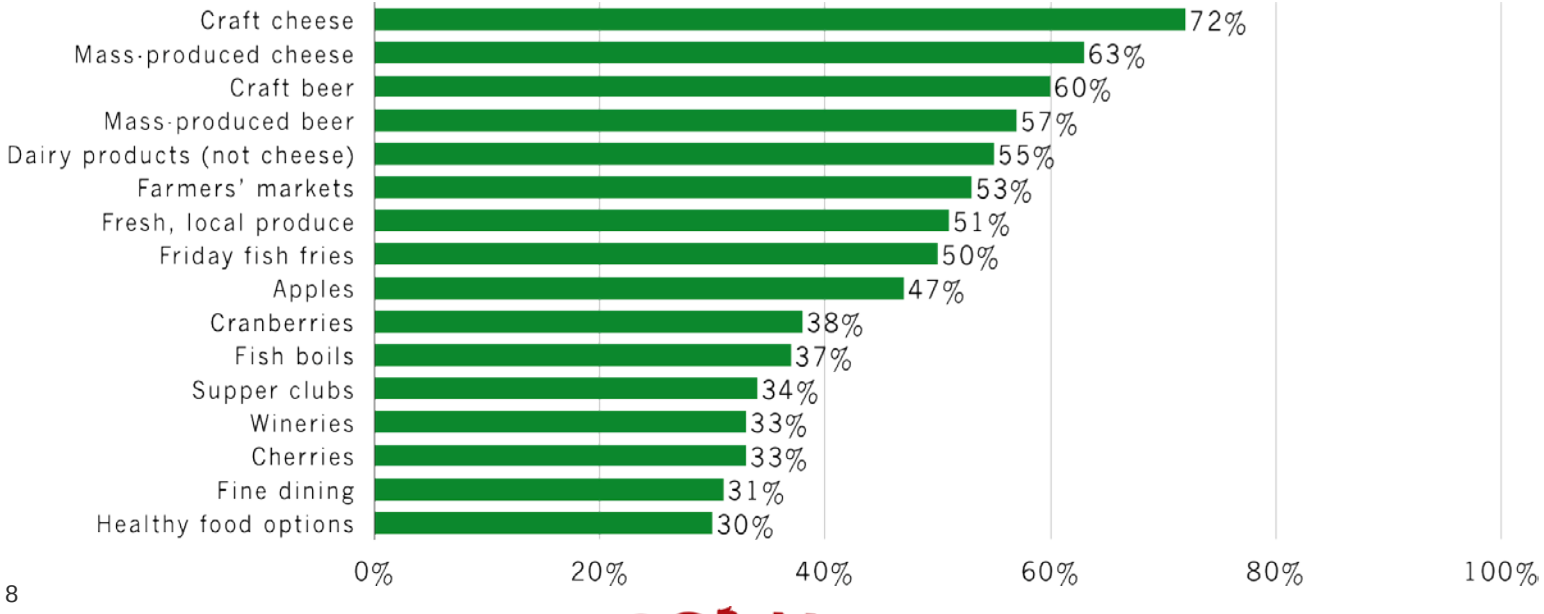
ECONOMIC IMPACT OF TRAVELER EXPENDITURES



WI KNOWN FOR
ITS STAPLE FOODS

TRAVELERS THINK HIGHLY OF MOST OF WISCONSIN'S OFFERINGS

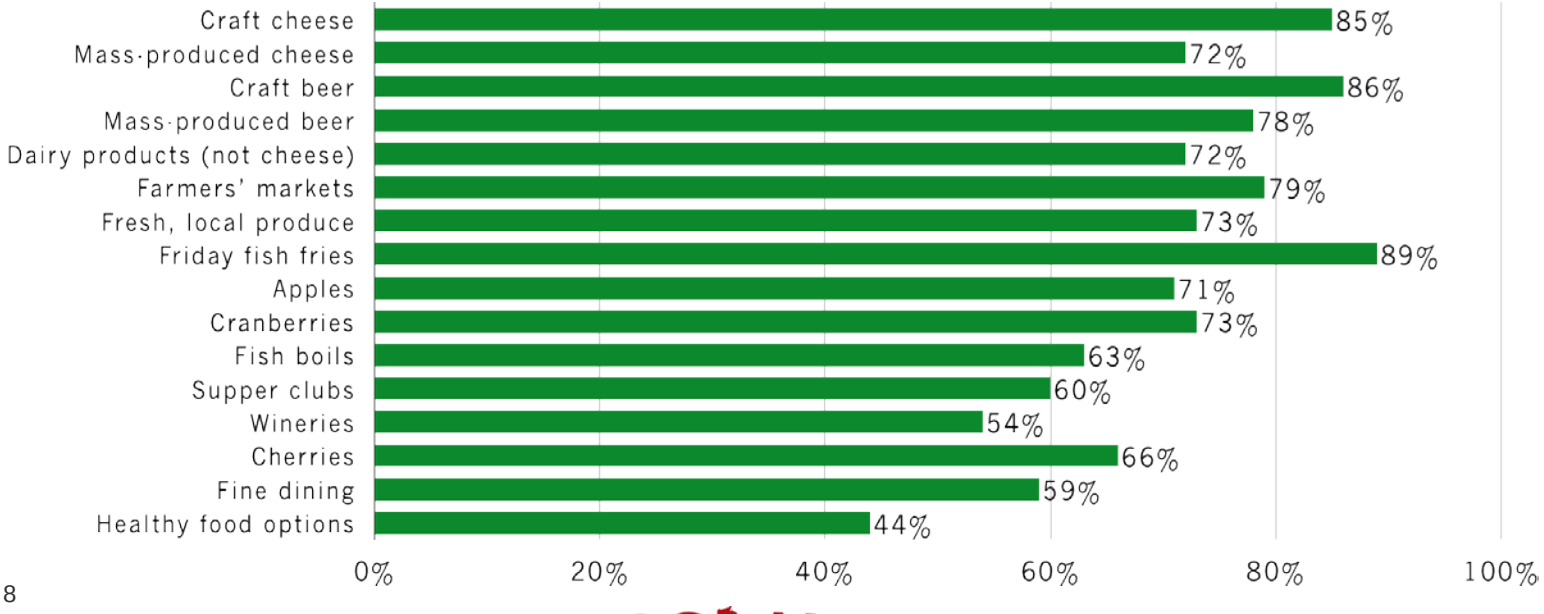
Q: ON A SCALE OF 0-10, WITH 0 BEING NOT AT ALL, AND 10 BEING ABSOLUTELY, I BELIEVE WISCONSIN IS A GOOD DESTINATION TO ENJOY: (% who ranked it 8-10)



WAVE 8

WISCONSIN'S OFFERINGS: MILWAUKEE

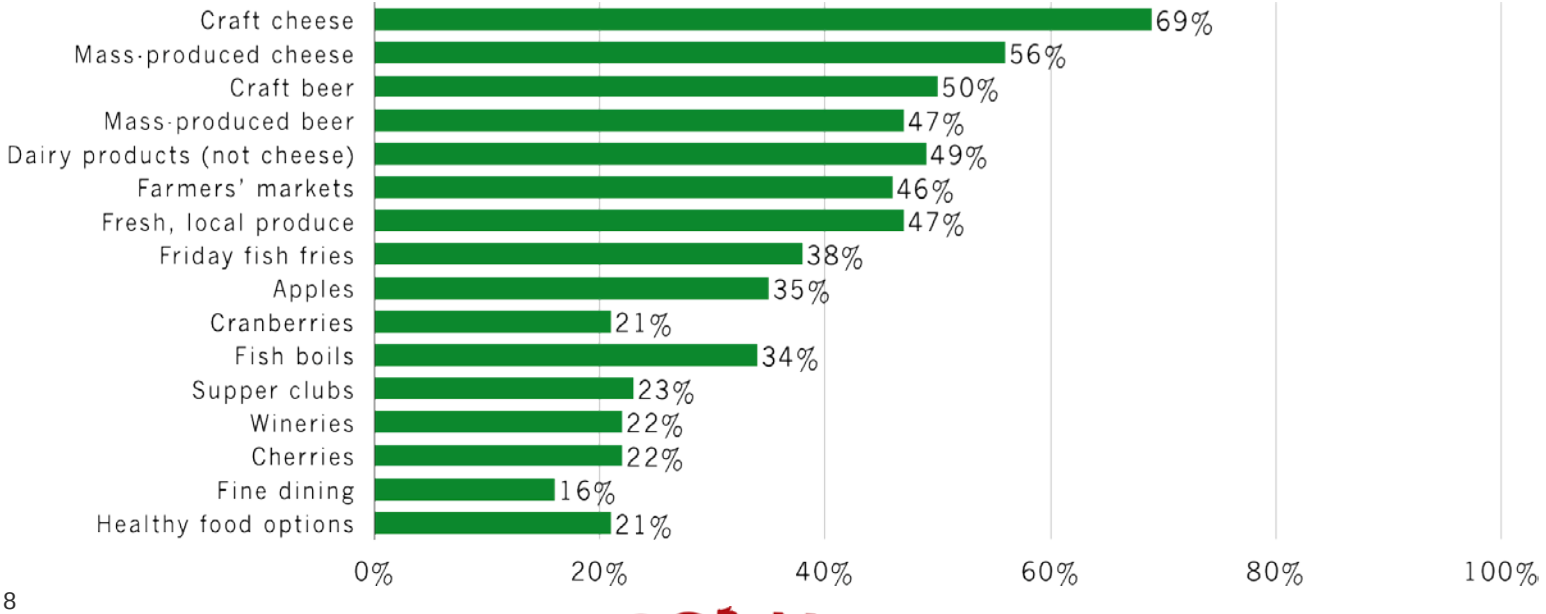
Q: ON A SCALE OF 0-10, WITH 0 BEING NOT AT ALL, AND 10 BEING ABSOLUTELY, I BELIEVE WISCONSIN IS A GOOD DESTINATION TO ENJOY: (% who ranked it 8-10)



WAVE 8

WISCONSIN'S OFFERINGS: CHICAGO

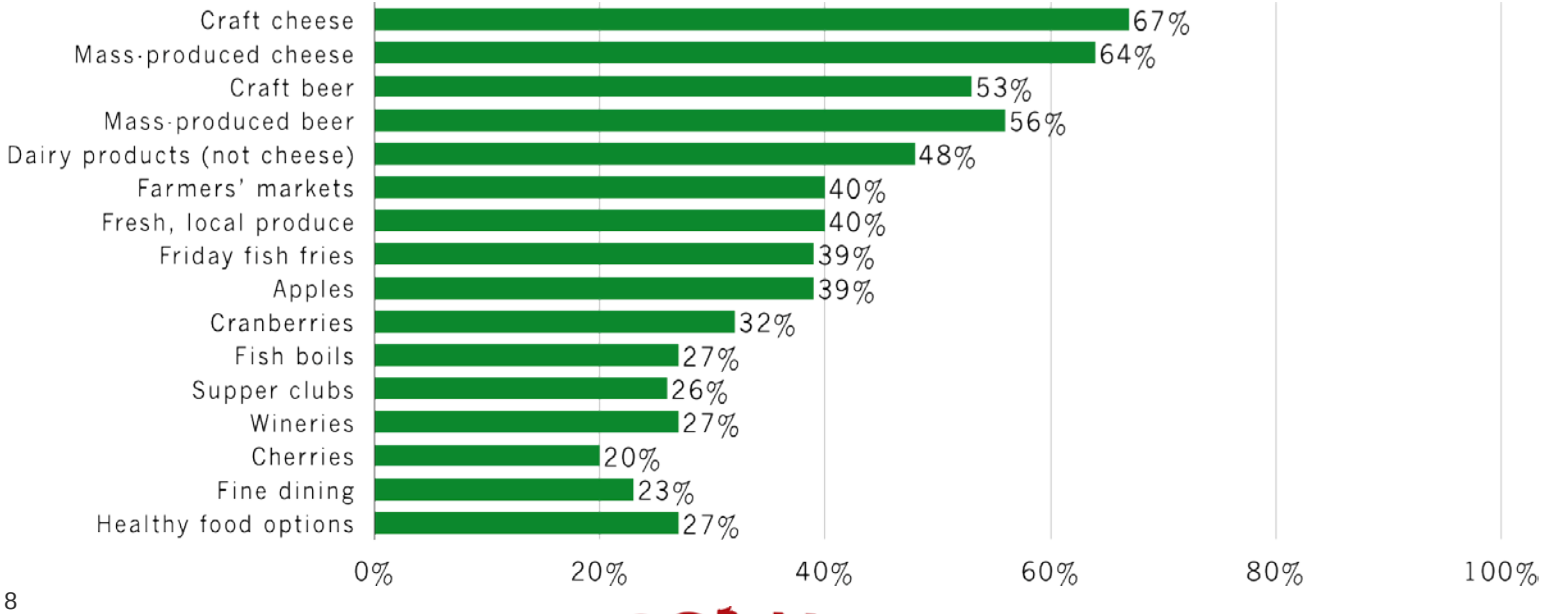
Q: ON A SCALE OF 0-10, WITH 0 BEING NOT AT ALL, AND 10 BEING ABSOLUTELY, I BELIEVE WISCONSIN IS A GOOD DESTINATION TO ENJOY: (% who ranked it 8-10)



WAVE 8

WISCONSIN'S OFFERINGS: TWIN CITIES

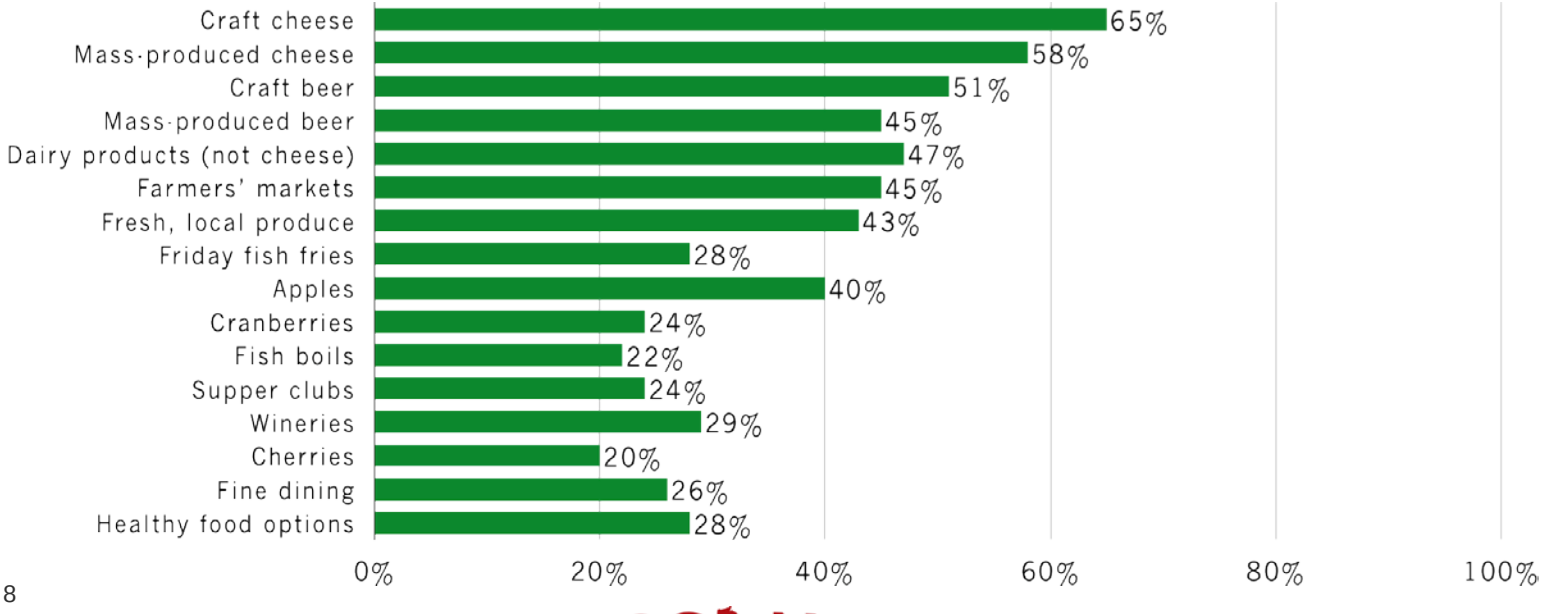
Q: ON A SCALE OF 0-10, WITH 0 BEING NOT AT ALL, AND 10 BEING ABSOLUTELY, I BELIEVE WISCONSIN IS A GOOD DESTINATION TO ENJOY: (% who ranked it 8-10)



WAVE 8

WISCONSIN'S OFFERINGS: EASTERN IOWA

Q: ON A SCALE OF 0-10, WITH 0 BEING NOT AT ALL, AND 10 BEING ABSOLUTELY, I BELIEVE WISCONSIN IS A GOOD DESTINATION TO ENJOY: (% who ranked it 8-10)



TOURISM'S IMPACT ON REVENUE

$923 BILLION

DIRECT SPENDING ON TRAVEL IN THE U.S. BY DOMESTIC AND INTERNATIONAL TRAVELERS IN 2014

Source: U.S. Travel Association, 2014

$1.4 BILLION

WISCONSIN STATE AND LOCAL TAXES GENERATED (DIRECTLY + INDIRECTLY) BY TRAVELER SPENDING IN 2014

Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

$1 BILLION

FEDERAL GOVERNMENT TAX REVENUE GENERATED BY TRAVELER SPENDING IN WISCONSIN IN 2014

Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

2014 TOURISM TOTAL BUSINESS SALES

DANE COUNTY

1.9 BILLION

PRESENTED TO:
Fitchburg

WISCONSIN
DEPARTMENT OF TOURISM

PRESENTED ON:
July 14th, 2015

$620

ADDITIONAL ANNUAL TAXES PER HOUSEHOLD IF REVENUE GENERATED BY TOURISM TAXES DISAPPEARED

Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

2014 STATE & LOCAL TAXES DUE TO TOURISM

DANE COUNTY

142.3 MILLION

PRESENTED TO:
Fitchburg

WISCONSIN
DEPARTMENT OF TOURISM

PRESENTED ON:
July 14th, 2015

TOURISM'S IMPACT ON REVENUE

- TOURISM ISN'T A "NICE TO HAVE," IT'S A "NEED TO HAVE"
- OUR STATE AND LOCAL GOVERNMENTS DEPEND ON THE REVENUE FROM TOURISM
  - INFRASTRUCTURE
  - EDUCATION
  - CARE FOR ELDERLY

TOURISM'S IMPACT ON REVENUE

- TOURISM HAS A HAND IN ALL OTHER IMPORTANT SECTORS OF THE STATE'S ECONOMY
- IF WE DON'T BRING THE TRAVELERS TO OUR STATE, SOMEONE WILL BRING THEM TO THEIRS

TOURISM'S IMPACT ON EMPLOYMENT

187,650

NUMBER OF JOBS IN WISCONSIN SUSTAINED (DIRECTLY + INDIRECTLY) BY THE TOURISM INDUSTRY

Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

1 IN 13

RATIO OF WISCONSIN JOBS SUPPORTED BY TRAVELER SPENDING

Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

2014 TOURISM TOTAL EMPLOYMENT

DANE COUNTY
20,300 JOBS

PRESENTED TO:
Fitchburg

WISCONSIN
DEPARTMENT OF TOURISM

PRESENTED ON:
July 14th, 2015

TOURISM'S IMPACT ON EMPLOYMENT

- EMPLOYMENT IN TOURISM IS AN IMPORTANT PART TO "GETTING WISCONSIN BACK TO WORK"
- EMPLOYMENT IN TOURISM IS CRITICAL TO ALL SECTORS
- EMPLOYMENT IN TOURISM CAN BE A STEPPING STONE OR A LIFE-LONG CAREER

TOURISM + MARKETING: THEIR RELATIONSHIP

42%

PERCENT OF MIDWEST TRAVELERS WHO HAVE A DESTINATION THEY VACATION TO EVERY YEAR

Source: Wisconsin Proprietary Quantitative Research

TOURISM + MARKETING: A SYMBIOTIC RELATIONSHIP

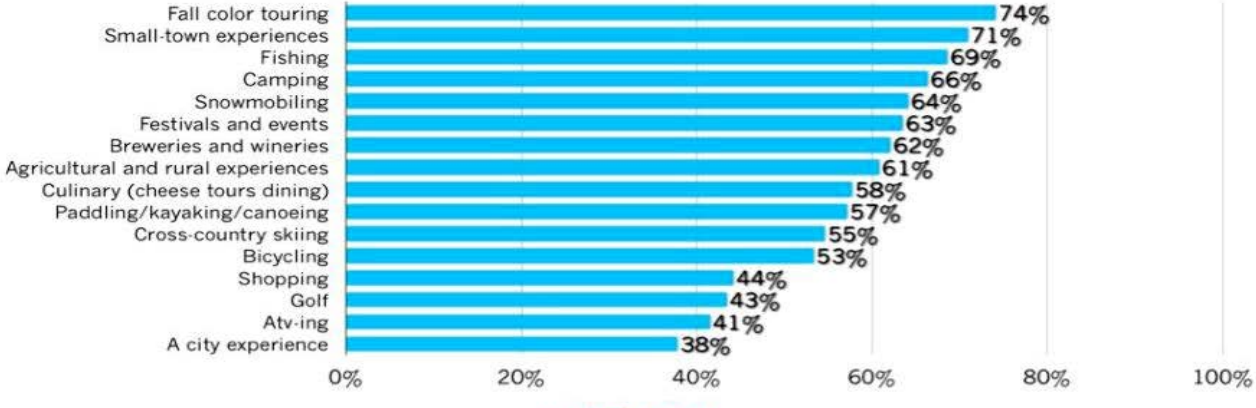
- TOURISM CREATES MARKETING, MARKETING CREATES TOURISM – EACH NEEDS THE OTHER
- MARKETING DRIVES AWARENESS OF THE STATE AND ITS OFFERINGS
- MARKETING DIFFERENTIATES US FROM OUR COMPETITION

TOURISM + MARKETING: A SYMBIOTIC RELATIONSHIP

- INVESTMENT IN MARKETING IS A NECESSITY, NOT A LUXURY
- COLORADO CASE STUDY:
  - SEVEN YEAR HIATUS IN MARKETING CAUSED 30% DROP IN U.S. TRAVEL MARKETSHARE
  - AND LOSS OF STATE REVENUE OF $2 BILLION ANNUALLY
  - PEOPLE WON'T JUST COME TO YOUR DESTINATION, THEY NEED TO BE REMINDED

TRAVELERS BELIEVE THERE IS A LOT TO DO IN WISCONSIN

Q: ON A SCALE OF 0-10, WITH 0 BEING NOT AT ALL, AND 10 BEING ABSOLUTELY, I BELIEVE WISCONSIN IS A GOOD DESTINATION TO ENJOY: (% who ranked it 8-10)

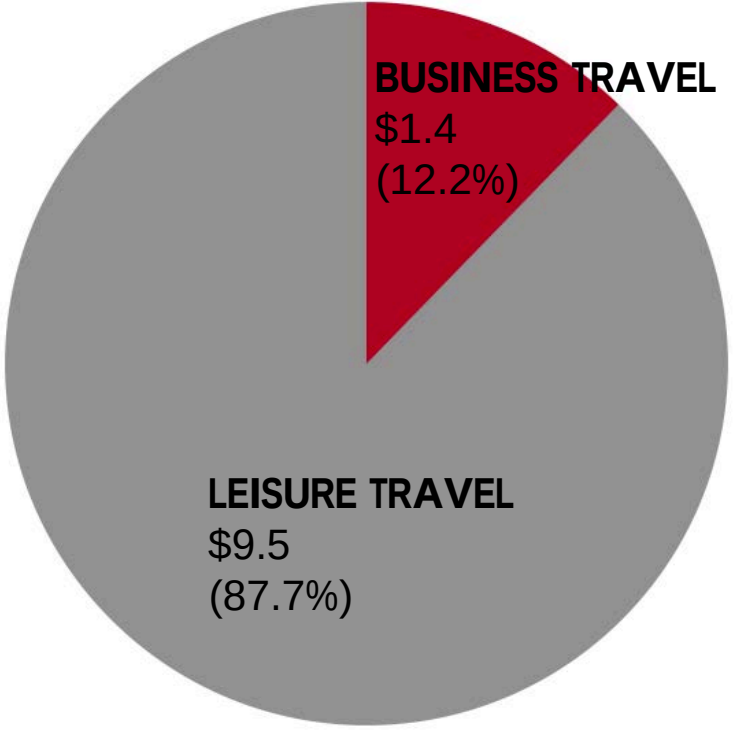


WAVE V

WISCONSIN DEPARTMENT OF TOURISM

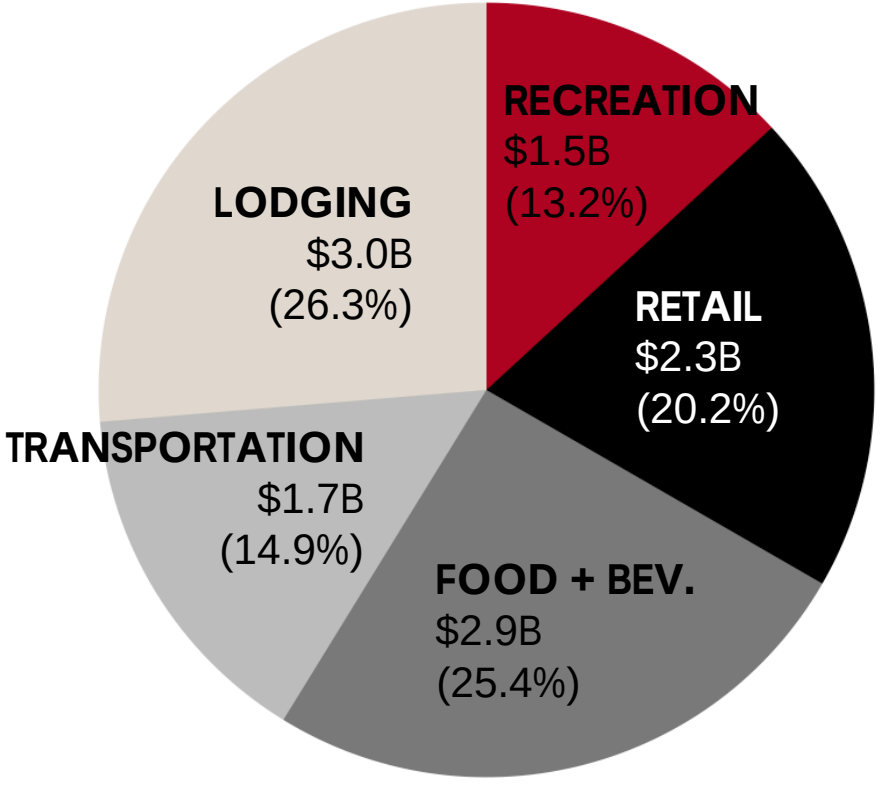
BREAKDOWN OF TOURISM BY SECTOR

EXPENDITURES BY TRAVEL PURPOSE



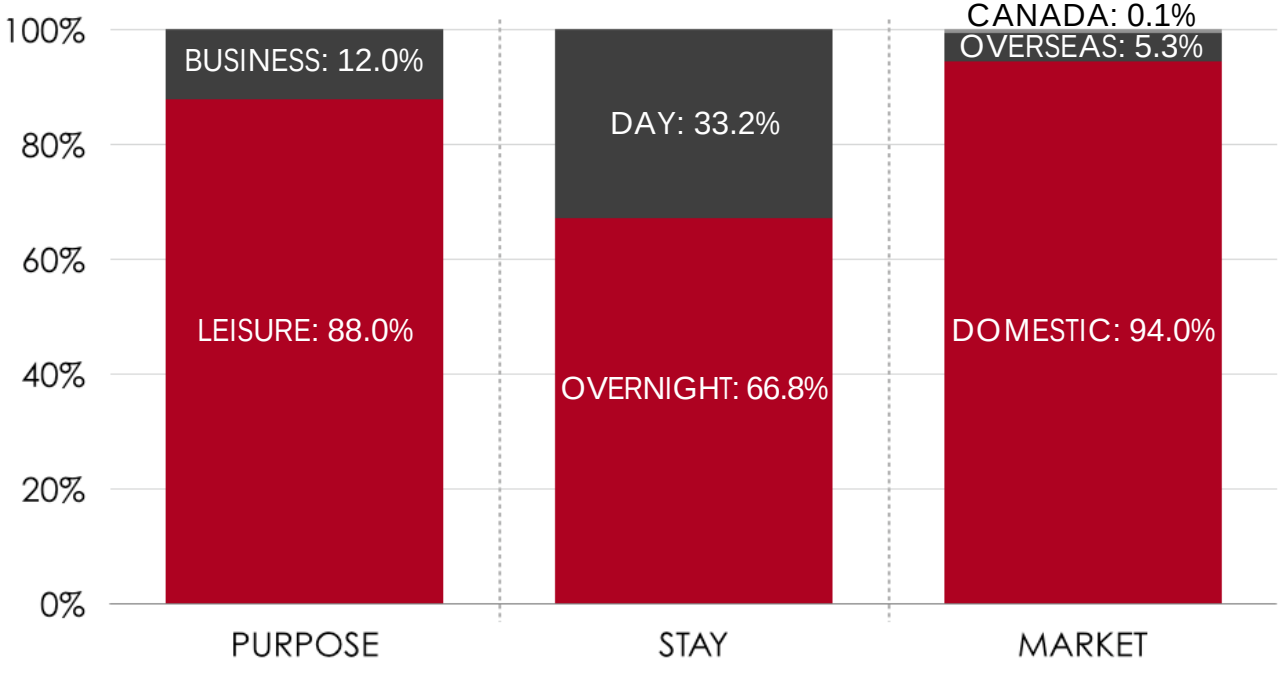
Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

EXPENDITURES BY TRAVEL COMPONENT



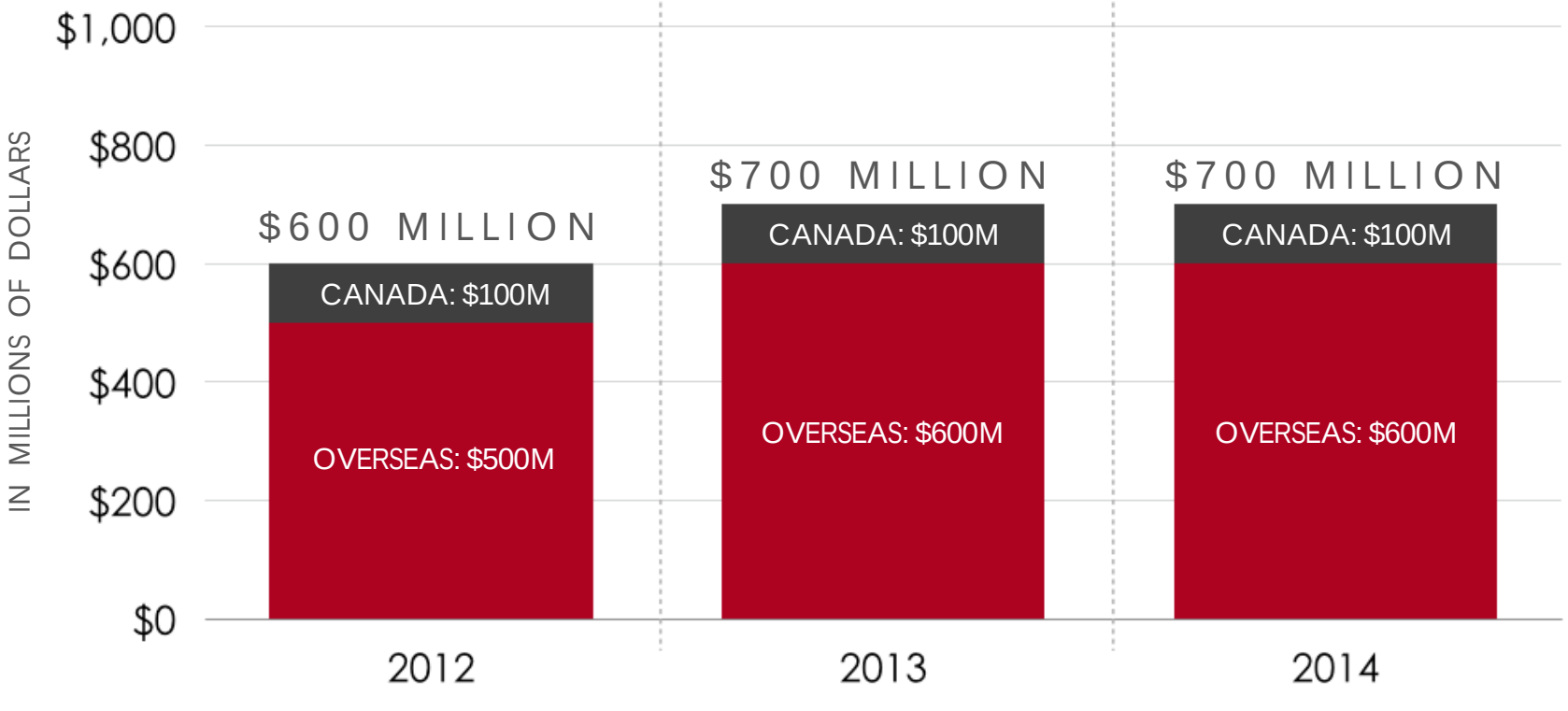
Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

EXPENDITURES BY MARKET SEGMENT



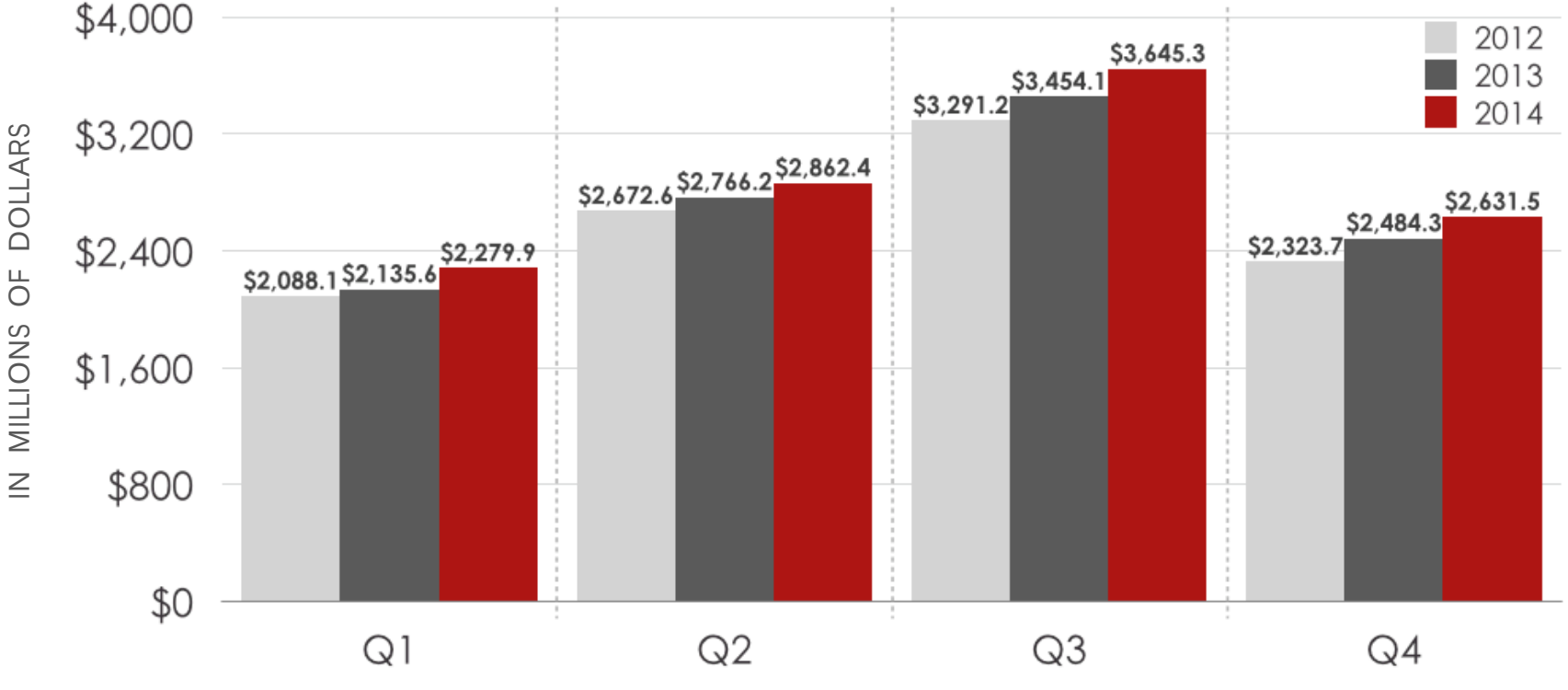
Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

INTERNATIONAL SPENDING REMAINS CONSISTENT



Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

INCREASE IN SPENDING, REGARDLESS OF SEASON



Source: Tourism Economics; The Economic Impact of Tourism in Wisconsin; April, 2015

DEPARTMENT OF TOURISM: RESOURCES

- CUSTOMER SERVICE PROGRAM
- GRANT PROGRAMS
- COMMUNICATION SERVICES
- WEB MARKETING
- PUBLICATIONS DEVELOPMENT
- RESEARCH
- CO-OP ADVERTISING
- TRAVEL GREEN WISCONSIN

Wisconsin Department of Tourism Marketing Resources

GRANT PROGAMS

- Joint Effort Marketing (JEM): If you have original ideas, we'd like to consider helping with funding. Our grant programs could be the key to getting that idea off the ground. Categories include new and existing events, sales promotion, and destination marketing.
- Ready, Set, Go! (RSG) Sports Marketing: There is a serious economic impact to be made in attracting sports events to your community. In fact, this is one of the fastest growing tourism niches around. This grant program helps destinations with up-front funds to secure competitive events.
- Tourism Information Center (TIC): Serving our guests while they are on the road is core to Wisconsin's warm hospitality. This grant program is designed to assist non-profits in this role with their operating expenses.
- Meetings Mean Business (MMB): Meetings and conventions are a competitive niche tourism market with significant growth potential. This grant program is designed to assist Wisconsin destinations with financial assistance for facility costs or host destination expenses and to help Wisconsin destinations in their efforts to attract regional and national meetings or conventions.

COMMUNICATION SERVICES

- Communications staff works with the media, the general public, diverse and niche audiences to promote Wisconsin travel opportunity and reinforce the state's brand of fun. The communications team provides public relations and marketing guidance and media lists to the tourism industry.

WEB MARKETING

- The tourism database (also known as the Extranet) is a free marketing resource for tourism industry partners. The data feeds content on TravelWisconsin.com and the iPhone and Android apps. It is the source of the Fall Color and Snow Conditions reports. The data is considered when planning publications, weekly radio spots, PR/news stories and to visitors who call 800-432-TRIP.

PUBLICATIONS DEVELOPMENT

- All Department publications – printed and online – are generated from current data in the Department's database. To be sure that your business or destination is included in these publications, first verify that your information is complete and accurate in our database. You can add to or update that database at anytime by contacting your chamber of commerce or CVB, or by contacting the Department via tourinfo@travelwisconsin.com.

RESEARCH

- The Department coordinates a variety of marketing and economic impact research programs. This body of work includes primary research and the interpretation/ application of pertinent secondary data.

CO-OP ADVERTISING

- The Co-op Advertising Program is based on industry input coupled with the latest trends in advertising. The Department regularly reviews and adds print and on-line advertising offerings to the mix. Plus, you can promote your latest events, packages and deals through the co-op email program.

TRAVEL GREEN WISCONSIN

- Travel Green Wisconsin certifies tourism businesses that have made a commitment to reducing their environmental impact. Travel Green Wisconsin can provide you with a point of differentiation that aligns with the state's overall tourism promise of stewardship.

QUICK REFERENCE GUIDE:

- **Consumer website: www.travelwisconsin.com**
- **Industry site: industry.travelwisconsin.com**
- **Governor's Conference on Tourism: www.wigcot.org**

WISCONSIN
—DEPARTMENT OF TOURISM—

SO WHAT DOES THIS ALL MEAN?

- TOURISM HAS BEEN, AND WILL REMAIN, AN INDUSTRY CRUCIAL TO WISCONSIN'S ECONOMIC GROWTH
- SO LET'S BRING SOME MORE PEOPLE HERE ACROSS ALL FOUR SEASONS!
- FOR MORE INFORMATION ON THE IMPACT OF TOURISM, GO TO INDUSTRY.TRAVELWISCONSIN.COM
- ATTEND THE GOVERNOR'S CONFERENCE ON TOURISM
  - WISCONSIN DELLS, WISCONSIN
  - MARCH 13-15, 2016

DISCUSSION

Fitchburg Agriculture Route (FAR)

Wade Thompson, Resource/Project Planner

June 2015

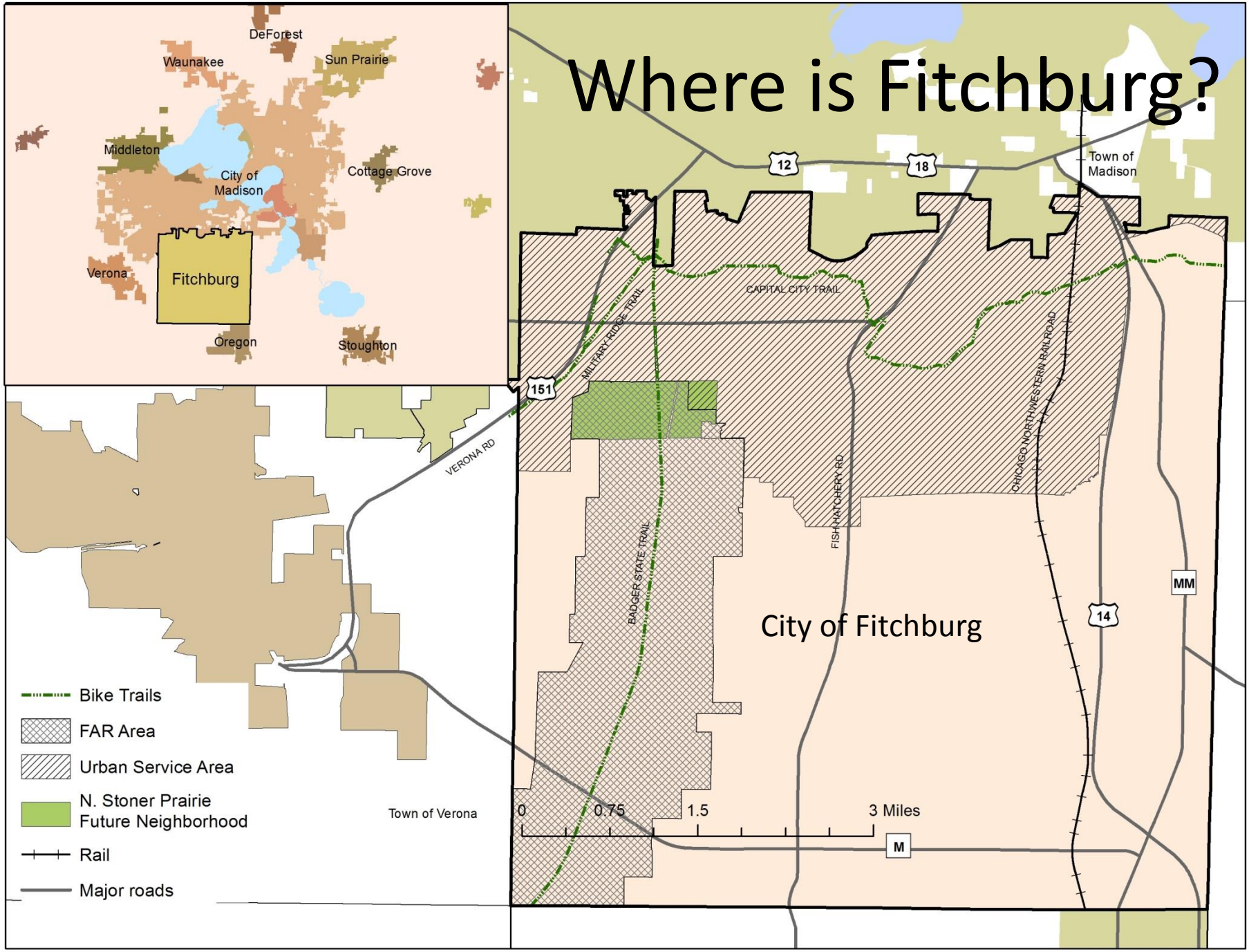
THE CITY OF Fitchburg

PLANNING & ZONING

Overview

- Where/What is Fitchburg?
- What is an agricultural cluster / agricultural tourism?
- Who is developing agricultural clusters and agricultural tourism opportunities?
- How does Fitchburg fit into the agritourism and agricultural cluster picture?
- **How do you fit into the FAR vision?**

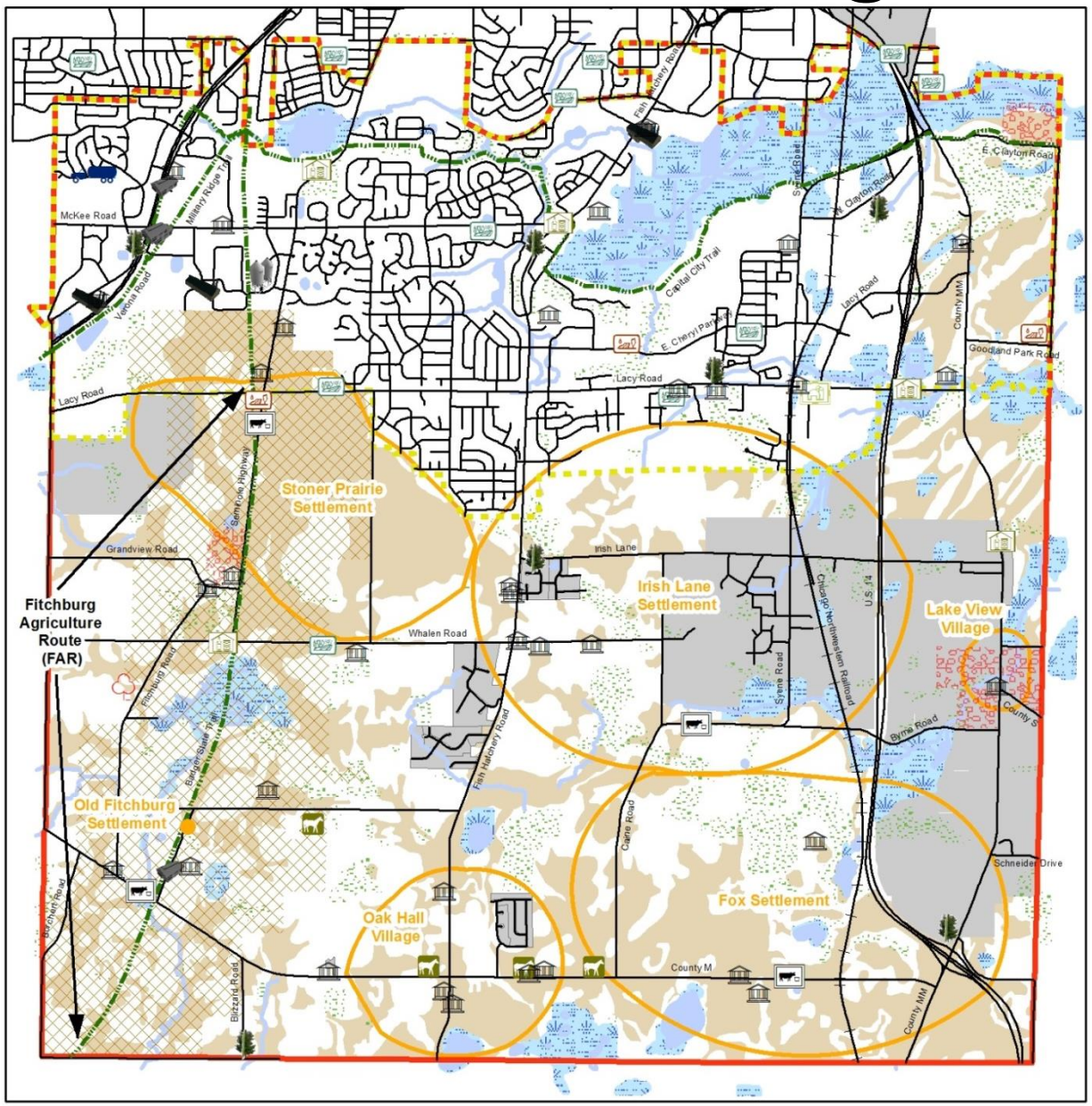
Where is Fitchburg?



What is Fitchburg?

- An “urban/suburban/rural” City with over 26,000 residents.
- The City has a prominent agriculture history and identity:
  - John Stoner was the first farmer in what is now the City of Fitchburg. in 1837, and the third farm in all of Dane County.
  - The City is currently home to 4 dairy farms, 4 beef cattle farms, 6 horse farms, and 5 vegetable/fruit farms.
  - Dairy farms in the City produce almost 1.8 million gallons of milk annually.
  - Agriculture in the City produces over $14 million in business income annually.
  - The City has over 11,000 acres of land in agricultural use, about half the total acreage in the whole City.

What is Fitchburg?



What is an Agricultural Cluster?

- Diverse agricultural and ag-related enterprises:
  - Located in relative proximity
  - Cooperate to enhance skills and market access
  - Employ social networks to support and grow individual businesses
  - Mutually benefit from location specific knowledge
  - Work together to respond to new demands, such as environmental goals

→

→

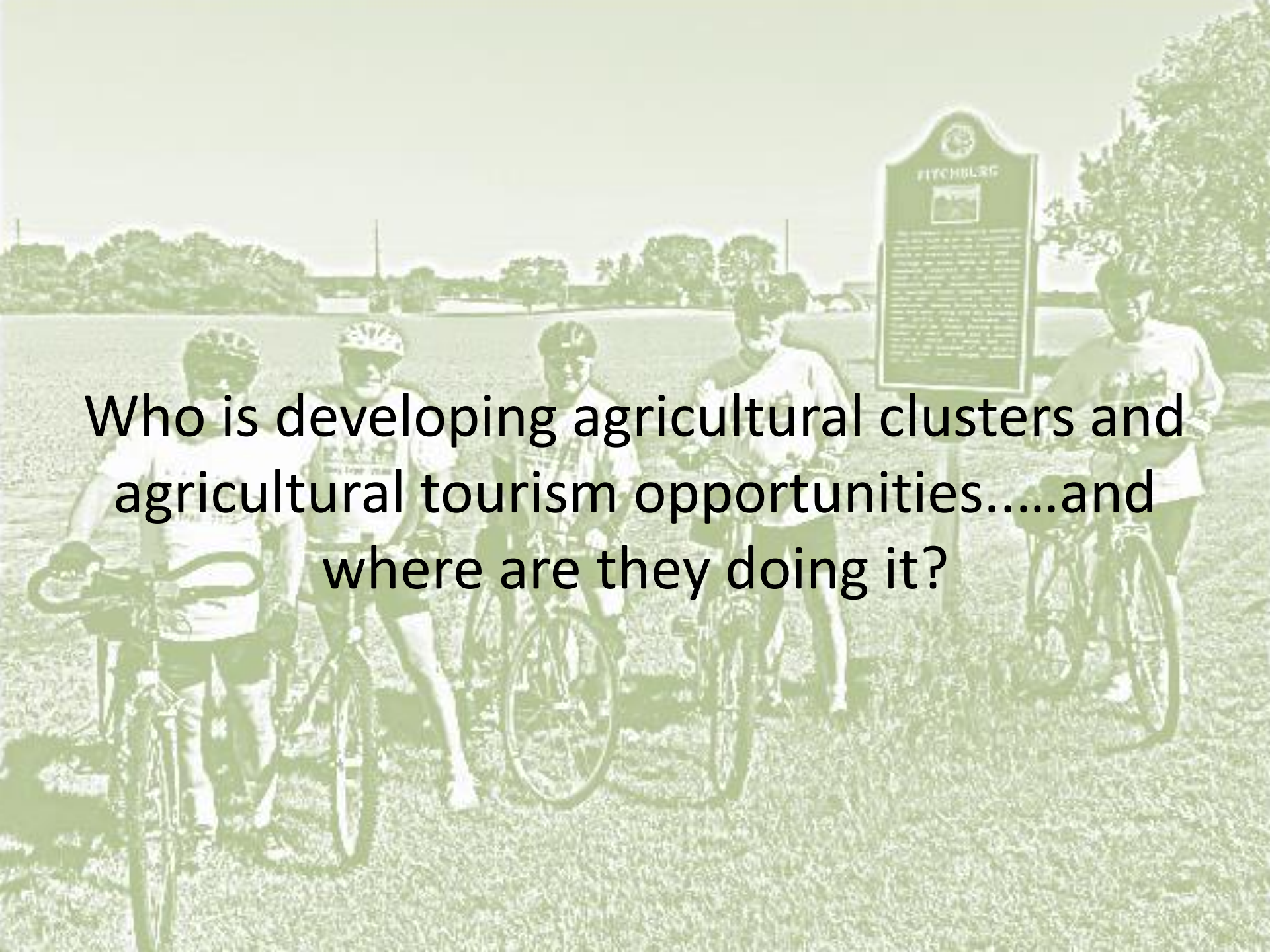
THE FARM CAFÉ

What is Agritourism?

Allows visitors to interact directly with growers, farmers, brewers, vintners, cheesemakers, etc. by picking, tasting, petting, touring and staying.

Creates a "value-added" enterprise for farmers, landowners, and businesses to enhance profitability, while connecting urban and rural residents.

Agriculture clusters + Agritourism = Sustainable and unique community development



Who is developing agricultural clusters and agricultural tourism opportunities.....and where are they doing it?

Silos and Smokestacks National Heritage Area

"Silos & Smokestacks National Heritage Area preserves and tells the story of American agriculture and its global significance through partnerships and activities that celebrate the land, people, and communities of the area."

Includes farm and winery tours, museums, historic sites, parks and nature centers, and lodgings spanning across **nearly half of Iowa**

Riverside County Farm Trail (CA)

Featured farms span the **90 mile** county, but clusters of **≈6 sq. mi.** areas throughout county

Categories include wineries, traditional working farms, holiday farms, and stands and markets

Brings together cheesemakers to feature and market artisan cheeses.

Cheesemakers may be open for tours, tour by appointment, or closed to visitors.

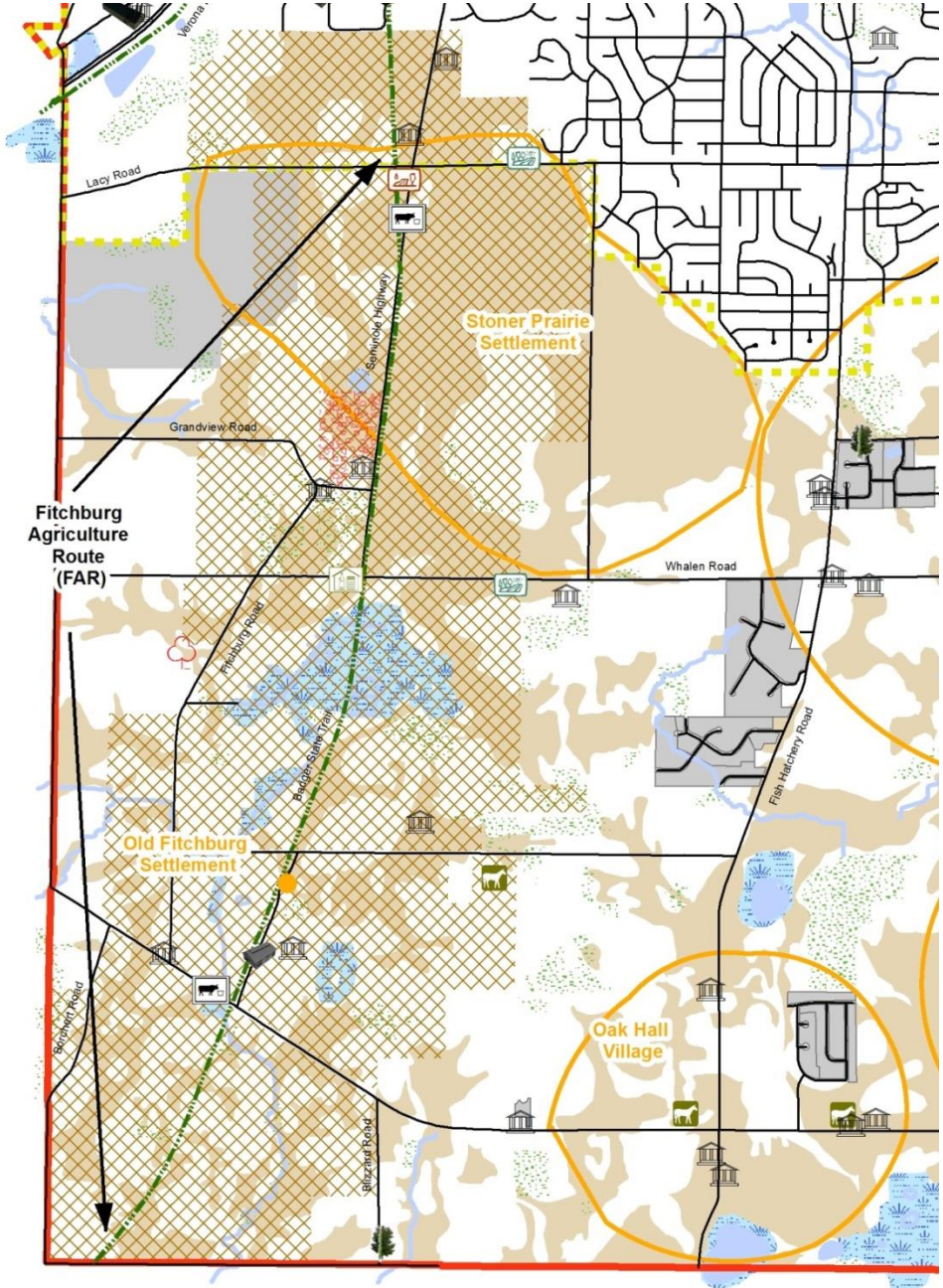
The map to the right shows the **two-county** cheese trail, though the online platform features cheesemakers from **across the state**.

How does Fitchburg fit into the agritourism and agricultural cluster picture?

Fitchburg Agriculture Route (FAR)

- 4-mile stretch of the Badger State Trail, running through the City's agricultural lands
- Development of an "Agricultural Main St" along the Badger State Trail
  - Community gardens, fresh produce, winery/brewery, ice cream shop, bed and breakfast, artisan cheese production/sales, museum/interpretive center
- Creating "place" out of "space"
- Sustainable and economically feasible rural development strategy

Fitchburg Agriculture Route (FAR)



Existing elements

Hickory Knoll Farms B&B

Agricultural fields

Stoner Prairie Dairy

Epplegaarden U-Pick

Historic Settlement – Old Fitchburg

Existing elements

Infrastructure for retrofit

High traffic counts

High recreational user counts

Enterprise sites

Proximity to urban markets

Initial FAR Development

- Annual bike tour (began in 2013)
  - 50+ attendees….City and regional attendees.

- Interpretive agricultural/history trail signs (Install early 2015)

What makes the FAR unique?

- Existing infrastructure/enterprises
- Geographically compact – 4 mile stretch of trail
- Supportive local government (City of Fitchburg)
- Proximity to major roads (Seminole Highway and County highways) and a bike/ped trail (Badger State Trail) = **car and bike/pedestrian customers/user**
- Minutes from a large urban market (250,000+ people) demanding local agricultural products

FAR Future Opportunities

… you pedal a few minutes before stopping at the ***North Stoner Prairie Community Gardens*** *to see how your carrots are doing…*

…to your right you catch a glimpse of the ***O'Brien Dairy Farm and Creamery****…*

… you decide on the ***Polo Grounds Coffee and Bakery*** *for a scone and some espresso…*

…too early for a drink from ***Roaring Judy Brewery****…*

FAR Future Opportunities

*…You pass the **Stoner Prairie Winery**… Maybe I'll pick up a bottle of red for dinner tonight on the way back…*

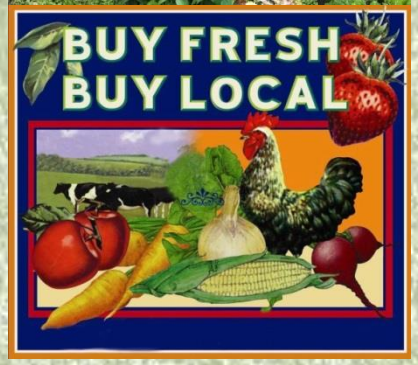
*…You see a sign identifying these lands as part of the **Fitchburg Slow Food Growers and Producers Association**. You've see their signs at the Capital Square Farmers Market…*

*…I bet the kids would get a kick out of the all the old tractors and other farm equipment located at the **Old Fitchburg Museum**…*

You grab your bike out rack, swing your leg over it and start pedaling north, back home. You think of all the things you've seen in your 20 minute, 4 mile bike ride… and of course the beautiful rolling landscape of south central Wisconsin… and people, lots of people.

FAR Impacts

- Tourism/recreation
- Economic development
- Farmland preservation
- South-central Wisconsin identity



Why are you here?
How do you fit into the FAR vision?

FAR Development and Enhancement Feasibility Study……

FAR Development and Enhancement Feasibility Study

- Existing Conditions
- Entrepreneurial/Landowner Interest
- Potential Business Models/Enterprises
- City/Region Economic Impact
- Recommendations…..land use regulation, outreach/marketing, committees, City support and incentives, etc.

Stakeholder Roles

Government

- Vision and plan
- Policies and codes
- Incentives and market development strategy
- Infrastructure/service provision

Landowners and Businesses/ Entrepreneurs

- Evaluation of interest and feasibility
- Inventory of opportunities and obstacles

Advisors (Academic, Non-profit, etc)

- Models for success
- Regional context/case studies
- Specialized knowledge outside of city scope

Mayor Steve Arnold
Introduce by

Planning Dept.
Drafted by

Plan Commission
Referred To

May 26, 201
Date

RESOLUTION R-63-15
A RESOLUTION DIRECTING THE CITY'S AGRICULTURE AND RURAL AFFAIRS COMMITTEE TO DEVELOP THE AGRICULTURE PLAN

WHEREAS, the State of Wisconsin is known nationally and internationally for its agricultural industry; and,

WHEREAS, agriculture contributes approximately 88 billion dollars annually to the state's economy, and provides 413,500 jobs annually for state residents (11.9% of total state employment); and,

WHEREAS, agriculture accounts for 3.4 billion dollars annually of economic activity in Dane County, provides 17,294 jobs annually for County residents, with the County ranking first among all counties in the state in value of agricultural products sold, hosting the nation's premier dairy event (World Dairy Expo), serving as home to the nation's largest producer-only farmers market (Dane County Farmers Market), and known nationally for development of a "sustainable local food system", premised on processing and distributing agricultural commodities in close proximity to where they are produced; and,

WHEREAS, the City of Fitchburg (hereafter "City") is unique among cities in the state, with approximately 11,000 acres of land within its municipal borders currently in agricultural use, about half the City's total acreage; and,

WHEREAS, John Stoner, the first farmer of European descent in what is now the City, farmed the area near Seminole Highway and Lacy Road (now known as Stoner Prairie) in 1837, becoming the third farm in all of Dane County; and,

WHEREAS, the City's current agriculture and rural land use profile is as follows:

- Home to 4 dairy farms, 4 beef cattle farms, 5 vegetable/fruit farms, and 6 horse farms;
- 1.8 million gallons of milk produced annually;
- 14 million dollars in business income annually;
- 12 known small-scale agriculture or community garden operations;

WHEREAS, agriculture is vital to the history, identity, and economic and ecosystem health of the City, and preserving the City's agricultural resources and sustaining and enhancing its agricultural community and economy provides a path towards ensuring the following:

- Agriculture will remain a vital component of the City's economy, providing goods, services, and jobs;

- A healthier ecosystem in the City, providing for cleaner air and water, and sustaining valuable and unique plant and animal populations and their habitat;

- Opportunities for cooperation between the City and other local government units and non-profit organizations, advancing a regional agriculture vision for the benefit of all City residents;

- The City maintains and enhances its unique identity and history;

WHEREAS, the City's Agriculture and Rural Affairs Committee (hereafter "Committee") serves as an advisory committee to the City's Plan Commission, overseeing agricultural issues in the City as well as other issues affecting the City's rural areas and its residents, with Sec. 6-539 of the City's Code of Ordinances identifying the following as specific Committee powers, duties, and responsibilities:

- Study the potential future of agriculture in the City;

- Develop and recommend policies to promote sustainable and economically viable agriculture in the City;

WHEREAS, recent efforts by the Committee include development of the Rural Residential Development Criteria (RRDC), the Rural Cluster Zoning Ordinance, the Small-Scale Agriculture and Community Gardens Program, a partnership with UW-Madison's Graduate Program in Urban and Regional Planning to develop a study/report on development of the Fitchburg Agriculture Route (FAR), FAR interpretive/cultural signage, and the Agriculture Past and Present Bike Tour; and,

WHEREAS, to provide coordinated and consistent direction towards preserving the City's agricultural resources, and sustaining and enhancing its agricultural community and economy, and following in the example of other City plans developed to address specific land uses and/or City development issues, including the City's *Comprehensive Park, Recreation, and Open Space Plan* and *Forward Fitchburg*, the Committee is proposing development of the *City of Fitchburg Agriculture Plan* (hereafter "*Plan*"); and,

WHEREAS, the *Plan's* proposed general intent and purpose, conforming to and consistent with the City's Comprehensive Plan and long-term growth boundary contained therein, is to provide a holistic and integrated approach to agriculture in the City, and provide agricultural opportunities to City landowners, by undertaking the following:

- Inventory and analyze existing, historical, and future conditions in the City, and identify City agricultural issues;

- State goals and recommendations to address City agricultural issues over a 10-year period, and identifying procedures and work tasks to implement recommendations and achieve goals;

WHEREAS, the *Plan* is proposed to specifically identify, analyze, and address agriculture issues, as follows:

- Agricultural land protection and preservation;
- Existing and potential future market demands, including both large-scale and small-scale production;
- Agricultural land/operational costs;
- Agricultural support services and infrastructure;
- The relationship and compatibility between agriculture and urban/suburban development;
- The next generation of farmers and farm operators;
- Environmental aspects of agriculture, including natural resource protection;
- Cultural and "place-making" aspects of agriculture;

WHEREAS, the desired Common Council *Plan* adoption process will consist of a recommendation for adoption by the Agriculture and Rural Affairs Committee to the Plan Commission, a recommendation for adoption by the Plan Commission to the Common Council, and subsequent adoption by the Common Council.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Common Council of the City of Fitchburg herewith directs the City's Agriculture and Rural Affairs Committee to develop the Agriculture Plan, in accordance with the aforementioned statements.

Adopted by the Common Council of the City of Fitchburg this 23rd day
Of June, 2015.

Patti Anderson
Patti Anderson, City Clerk

Approved: 6/25/15

Stephen L. Arnold, Mayor

Ag Plan Development:

General Timeline – 2015-16

1. Committee initial work sessions – **March, April, July, and August 2015**

2. Committee submit plan development "charge" request to Plan Commission – **May 2015**

3. Public open house and workshop (opportunity for public input and comment) – **September 2015**

4. Committee public open house/workshop follow-up work session – **October 2015**

5. Staff prep of draft plan – **October/November 2015**

6. Staff presentation of draft plan to Committee – **January 2016**

7. Staff presentation of draft plan to Plan Commission – **January 2016**

8. Public open house and workshop – Draft review (opportunity for public input and comment) – **Early 20116**

9. Committee wrap-up work session and final review/approval of plan – **Early 2016**

10. Plan gets sent up the "food chain" (i.e. Plan Commission and Council) ?? – **Early 2016**

DRAFT 4-21-2015