

## Who's got it? We do, Troy says

Slogans are meticulously crafted to reveal something unique and motivating to potential visitors. The City of Troy, N.Y., is trying a different, more vague approach.

Troy recently launched its new tourism campaign, "Troy Has It!", aimed toward attracting visitors both locally and beyond to visit.

The initiative was designed to showcase the unique experiences, attractions and opportunities that the City of Troy has to offer residents and visitors, according to a press release.

It was funded through the unspecified support of the Troy Redevelopment Foundation (TRF).

According to the release, this tourism initiative will highlight key facets of the city, such as:

- A thriving arts and entertainment scene with galleries, public art displays, performances, and live music events.
- A diverse culinary landscape.
- Troy's history, architecture, heritage and museums.
- Events such as the Troy Turkey Trot, Victorian Stroll, Troy Night Out, Troy's Farmers Market, Rockin' on the River and Powers Park Concert Series.

See [troyhasit.com](http://troyhasit.com) or go on social media through the City of Troy Facebook, Instagram and X (formerly Twitter) profiles.

– [troyrecord.com](http://troyrecord.com)



Photo: South Dakota DNR

## Destinations seek to harvest ag resources

**Agri-tourism.**

**Agro-tourism.**

**Agtourism.**

**However you label it, this specialty has grown exponentially and that is likely to continue. Here are some examples from across the country.**

**South Dakota** celebrates its heritage by offering a range of agricultural tourism experiences.

Some visitors spend time on farms and ranches, while others come to experience world class hunting and fishing in the Black Hills.

Dave Ciani and his wife Teri have built their award-winning outfitting business to give visitors unique experiences.

Creating habitat has been key as they've built their own wildlife oasis to welcome hunters and anglers throughout the year.

The couple's High Prairie Outfitters in Spearfish started two years ago when

the husband-and-wife team bought 300 acres that were habitat ready. Pennington County Commissioner Gary Drewes said agriculture and tourism go hand-in-hand.

"Tourism is critical to the state of South Dakota, and it fits right along with our number one industry being agriculture. Quite frankly, in the hills, the number one industry may be tourism at this point in time."

– [sdpr.org](http://sdpr.org)

Local leaders in **Washington State** look at Yakima County's 2,952 farms, and they don't just see agriculture operations that grow fruits, vegetables and grains. They see tourist attractions. They see opportunities for out-of-towners to hike, ride horses or snowshoe through rural farmlands — or take educational tours, play in corn mazes, go on hayrides, pick their own fresh produce.

**Continued on page 2**



## Destinations harvest agricultural resources

Continued from page 1

Agritourism and other travel issues and trends were discussed last month as the Yakima Convention and Event Center hosted the State of Washington Tourism Conference.

More than 300 attendees were registered for at least one of the event's three days, organizers said.

Topics addressed at the conference's breakout sessions included a variety of marketing issues, the importance of welcoming visitors from all walks of life, and several panel discussions on responsible outdoor travel and recreation.

– *yakimaherald.com*

### Franklin County, Vermont,

farms have taken notice of the growing need for agrotourism to expand their customer base and are changing with the times to keep up with changing consumer interests.

Recently, farm owners Guy and Beth Choiniere have incorporated a multitude of multi-use trails and other events onto farm property, all with the express purpose of getting the Highgate community together and increasing foot traffic.

Gagne Maple is another Franklin County farm that has changed its tune in recent years when it comes to agrotourism.

Jason Gagne, one of the current owners of the farm, said the farm's current formula, which invites local tourists in to view the processes behind the maple products, is essential to their success and staying power.

– *samessenger.com*

**Arizona** tribes are trying to tap into the potential of agritourism to reshape their communities financially.

The nonprofit Arizona American Indian Tourism Association (AAITA) met recently to showcase uniquely Native flavors at the Arizona Indigenous Edible Experience.

More than 19,000 Native farmers and ranchers tend to nearly 80% of all farmlands in Arizona.

The Navajo Nation is most poised to reap the possible profits in Arizona. Almost 16 million acres of farmland is managed by more than 16,000 Navajo owned and operated farms. They generate about \$67 million in agricultural products sold annually.

– *kjzz.org*

The **Linn County, Iowa**, Board of Supervisors last month unanimously amended an ordinance to streamline ideas for agricultural tourism in the county, looking to spur destinations that blend the economic benefits of tourism with Iowa's agricultural destinations.

The new ordinance streamlines the approval process for most agritourism operations, reducing off-site parking requirements and reducing or eliminating application requirements.

– *thegazette.com*

In **Maryland**, the Montgomery County Council has introduced a zoning text amendment that could allow farms in the to add up to 10 "accessory structures" on their properties for overnight stays.

Marc Potash, the owner of a 300-acre property in Beallsville, said: "Imagine going to the Ritz-Carlton or

the Four Seasons" where each unit would be "like a small cabin," but cushier. "Like any high-end hotel" but "not over the top."

Potash is a tech executive who has become involved in rye production and is in the process of establishing a distillery on the property he calls Sugarloaf Farm.

He proposed the zoning change, explaining that it would allow farmers to have "an additional revenue source, and then you could also combine it with education too."

According to county documents, under the zoning text amendment, overnight stays would be permitted as part of the activities related to agricultural tourism like hayrides, corn mazes, educational tours and workshops.

– *wtop.com*

In **Michigan**, the inaugural Michigan AgriTourism Summit has been announced for May 8, 2024, in Traverse City. The one-day event aims to draw together Michigan farmers, municipal officials, and rural community stakeholders in an attempt to foster growth in the state's agritourism industry.

Summit organizers cite the economic power of Michigan's agriculture and tourism industries but attest that there is still plenty of room to grow for both, and especially if and when they overlap. The sharing of best practices among Summit attendees will be at the forefront of the inaugural event.

Sponsors are Michigan State University Extension, Traverse City Tourism, Northern Michigan College, 9/10 News, and Promote Michigan.

– *secondwavemedia.com*