

Memorandum



Date: January 22, 2008

To: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Report on agritourism opportunities

Agenda Item No.
12(B) 1

On April 24, 2007, the Board of County Commissioners adopted Resolution R-436-07 (attached), directing the County Manager to conduct a fact finding mission and develop strategies to promote agritourism and diversity agriculture in Miami-Dade County.

On August 28-30, 2007, a small group of county staff as well as local farmers and agricultural leaders conducted a fact finding mission to the Finger Lakes Region of New York. This mission focused on efforts that the Finger Lakes Region took in converting an economically depressed traditional agricultural area to a thriving industry with the addition of wineries, bed and breakfast inns, restaurants, retail establishments and other ancillary uses to compliment the traditional agriculture in the area.

The County delegation visited three counties in the region and met with elected officials, community leaders, county planners, business owners and farmers. These individuals were very accommodating and provided the group with a wealth of knowledge and information on the agritourism industry in their region.

Since returning from the fact-finding mission, staff has further reviewed and developed objectives for Miami-Dade County's agricultural areas. These strategic objectives have been coordinated in conjunction with the Farm Bureau, Greater Miami Convention & Visitors Bureau, the Department of Planning & Zoning and representatives of the industry.

Lessons Learned:

- The importance of community teamwork in creating a viable agricultural & agritourism industry
- Restrictive zoning doesn't work. Adding allowable uses that are ancillary and complimentary to agriculture can increase the ability for growers to generate additional revenue.
- Look at agricultural zoning issues from an economic development perspective and not just from a regulatory/land use perspective; conserving farmland is an admiral goal, but in order to do so growers need to be viable. The more options provided for the industry, the more opportunity growers have to be profitable and sustainable.
- Understand the there are no "silver bullets."
- Agriculturalists, planners, elected officials and residents recognized the industry was in dire straights and made a concerted effort to allow it to change and flourish with the goal being a viable industry.

Next Steps:

- Industry representatives (farmers, planners) and elected officials need to agree there is a problem and understand that current practices don't work.
- Create an economic plan for the future viability of the industry and implement the plan.

Immediate Steps:

- Understand what the industry needs to be viable.
- Decide what we want the area to look like, both now and in the future.

Following are short and long term strategies that are recommended for implementation in order to promote, enhance and expand agritourism opportunities in Miami-Dade County.

Short term Strategies:

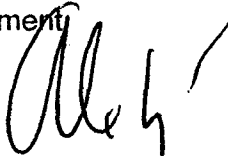
- Allow for the added value of agricultural products by expanding the interpretation of the ancillary to agriculture use restrictions in the Comprehensive Development Master Plan.
- Implement the Regional Branding Program and promote the use and availability of local products with a concentrated marketing campaign.
- Increase participation in and promotion of the Redland Tropical Trail.

Long term Strategies:

- Identify impediments to agri-tourism in the zoning code and present to the Board of County Commissioners recommended changes that allow for agri-tourism uses.
- Present the bed and breakfast ordinance to the Board of County Commissioners for consideration.
- Submit a directional signage program to the Board of County Commissioners for consideration.
- Present the Board of County Commissioners an expanded list of ancillary uses to be allowed under the winery ordinance.
- Provide Agriculture with representation on the Tourism Development Council.
- Obtain partnerships, funding and a location for an agricultural-technology research park and agri-business incubator.
- Request assistance from the Florida Department of Agriculture and Consumer Services Division of Marketing and Development for the development of a state supported retail farmers market.
- Seek interested parties for the development and operation of a culinary institute in the South Miami-Dade area that focuses on the use of local products.

These strategic objectives will also be further reviewed and vetted with industry and community representatives. As we move forward, the Board will be kept informed and provided with any appropriate legislative changes that may be required. A preliminary plan and progress report will be presented to the board within 90 days.

Attachment



Alex Muñoz
Assistant County Manager

MEMORANDUM

Agenda Item No. 11(A)(9)


TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: April 24, 2007

FROM: Murray A. Greenberg
County Attorney

SUBJECT: Resolution directing the
County Manager to conduct a
study relating to wineries in
the southern portion of
Miami-Dade County

The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Dennis C. Moss.


for: Murray A. Greenberg
County Attorney

MAG/jls



MEMORANDUM

(Revised)

TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: April 24, 2007

FROM: Murray A. Greenberg
County Attorney

SUBJECT: Agenda Item No. 11(A)(9)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

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Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(9)
04-24-07

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MANAGER TO ASSIGN APPROPRIATE STAFF TO CONDUCT A FACT-FINDING MISSION AND TO DEVELOP STRATEGIES TO PROMOTE AGRITOURISM AND DIVERSIFY AGRICULTURE IN MIAMI-DADE COUNTY AND TO REPORT BACK TO THE BOARD WITHIN 180 DAYS

WHEREAS, promotion and diversification of agriculture in the southern portion of Miami Dade County is important to the social, economic and environmental welfare of Miami-Dade County; and

WHEREAS, tourism is the leading economic engine in Miami Dade County; and

WHEREAS, nearly two million visitors visit Everglades and Biscayne National Parks annually and many of such visitors travel through the southern portion of Miami-Dade County to visit these national parks; and

WHEREAS, several million other visitors bypass the southern portion of Miami-Dade County area to visit the Florida Keys; and

WHEREAS, the economic potential for agritourism in the southern portion of Miami-Dade County has not been fully realized; and

WHEREAS, activities that support development of agritourism and promotion and diversification of agriculture in the southern portion of Miami Dade County are in the best interest of the welfare of all of Miami Dade County,

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Board of County Commissioners hereby directs the County Manager to assign appropriate staff to conduct a fact-finding mission and to develop strategies to promote agritourism and to

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diversify agriculture and such strategies should include but not be limited to creating farmers markets, promoting the sale of locally-grown produce and by-products in local retail outlets, promoting wineries and wine-related retail outlets, organizing food and wine festivals featuring local food, wine and chefs, developing ordinances to encourage ancillary uses that increase tourism opportunities related to agriculture such as bed and breakfast-type lodging establishments and to report back to the Board within 180 days.

The foregoing resolution was sponsored by Commissioner Dennis C. Moss and offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

- | | |
|----------------------------------|--------------------|
| Bruno A. Barreiro, Chairman | |
| Barbara J. Jordan, Vice-Chairman | |
| Jose "Pepe" Diaz | Audrey M. Edmonson |
| Carlos A. Gimenez | Sally A. Heyman |
| Joe A. Martinez | Dennis C. Moss |
| Dorrin D. Rolle | Natacha Seijas |
| Katy Sorenson | Rebeca Sosa |
| Sen. Javier D. Souto | |

The Chairperson thereupon declared the resolution duly passed and adopted this 24th day of April, 2007. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF COUNTY
COMMISSIONERS

HARVEY RUVIN, CLERK
By: _____
Deputy Clerk

Approved by County Attorney as _____
to form and legal sufficiency.
Eric A. Rodriguez

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