

# Heritage Farm 2019 Master Plan Summary

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Public Works

February 19, 2020



# Presentation Purpose

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- Respond to council's request for the 2019 Master Plan overview
- Provide a summary of current programs, partners, visitors and projects
- Review 2019 master plan public process
- Discuss short-term financial suggestions
- Share long-term financial suggestions
- Request council action



# Sample of Current Programs

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- 4-H restorative garden
- Veterans garden
- Composting demonstration
- Food bank garden
- Organic garden
- Community garden
- Greenhouses and plant sale
- Queen Bee rearing
- Pollinator garden
- WSU High Tunnel research
- Permeable paving demonstration
- Agricultural research (hops, mushrooms, hazel nuts, berries, grains)
- Heritage orchard
- Terrace garden
- Mason bees
- Bat houses
- NOAA weather station
- Others



# Community Access: 3000 visitors

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- Small Acreage Business Planning
- Person In Charge Food Safety training
- Pre-Diabetes Education
- Food Preservation Classes
- 4-H youth events & trainings
- Gardening & Pruning Workshops
- Small Ag Expo
- Partners In Careers
- Others



# Community Involvement

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- **1300+** youth visited the farm to learn about growing food, harvesting food, composting and the food system in their community
- **286** local farmers studied diversifying crops and farming techniques
- **252** gardeners were empowered to grow food for their families and share with others
- **147** food service employees learned safe food handling procedures
- **70** pre-diabetics learned to manage their food choices and activities to avoid getting diabetes



# Guiding Principles - 2010 Master Plan

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- Celebrate our agricultural heritage
- Maintain WSU's presence through programs, research & office facilities
- Showcase & promote sustainable agricultural & building practices
- Support agricultural research that encourages sustainable farming practices
- Enhance community wellness & inspire life-long learning
- Promote community volunteerism
- Integrate a variety of activities & resources while providing community access



# Changes Since 2010 Master Plan

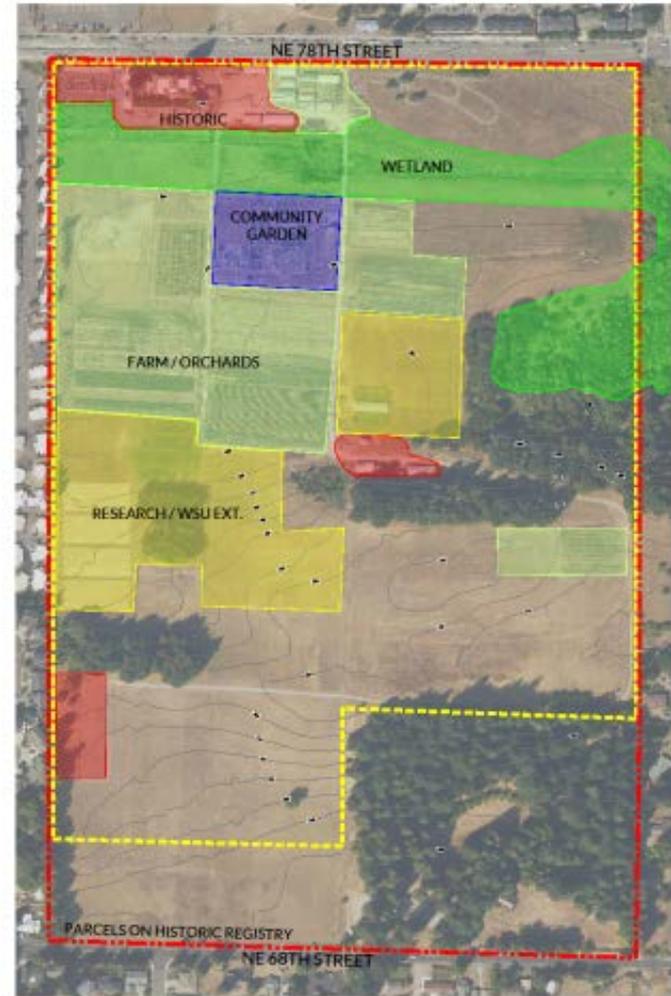
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- Boundary line adjustment for Hazel Dell Park
- New parking lot
- New greenhouse
- Living farm constructed elsewhere
- Cemetery boundary delineated
- Washington Historic Register, National Register of Historic Places & Clark County Historic Register
- Interpretive trail plan
- Preservation and maintenance plan



# Current Farm Land Uses

- WSU Extension
- Clark County Food Bank
- Master Gardeners
- Partners in Careers
- Community Gardeners
- PacNW Queen Bee Rearing Club
- Clark College



# 2019 Master Plan Summary

- Reviews changes-to-date
- Validates guiding principles and priorities
- Outlines financial strategies
- Remains flexible



# Public Engagement and Communications

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- Online Survey – Early 2019 (~800 participants)
- Community Meeting #1 – January 2019
- Community Meeting #2 – April 2019
- Heritage Farm Advisory Team #1 - January 2019
- Heritage Farm Advisory Team #2 – February 2019
- Heritage Farm Advisory Team #3 – March 2019
- Council work session – April 2019
- Planning Commission hearing – May 2019
- Council work session – January 2020
- Heritage Farm Advisory Meeting – January 2020
- Email blasts & social media



# Survey of Farm & Garden Priorities

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- 93% prioritized more WSU Extension & Master gardener programs
- 89% prioritized continuing composting demonstrations
- 85% prioritized wetland enhancement
- 85% prioritized more community gardens



# Survey of Business Development Suggestions

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- 82% prioritized establishing a farmers market on the farm
- 85% prioritized a farm stand or store front for local produce
- 82% prioritized farm-to-table or tasting events
- 81% prioritized incubator farms
- 65% prioritized building a food hub or commercial kitchen



# Survey of Educational Priorities

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- 91% prioritized farming education programming
- 88% prioritized promoting outdoor events and festivals
- 85% prioritized establishing demonstration gardens
- 84% prioritized the expansion of agricultural research
- 79% prioritized building of an interpretive trail



# Proposed 2019 Master Plan

- The master plan acknowledges recent changes and offers future direction
- Open up farm land for more efficient use and management
- Locate interpretive trail loop
- Add programming space including event space, offices, flexible lease space
- Implement short and long term financial strategies



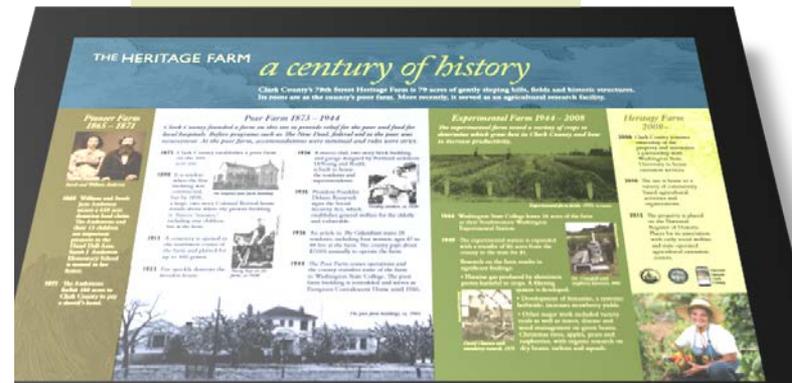
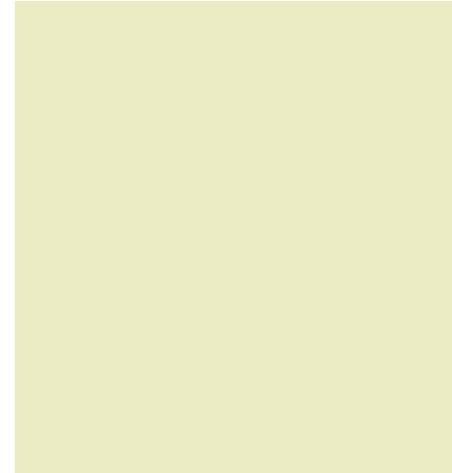
# 2019 Master Plan: North Section - Enlarged



# Walking the Interpretative Trail



Loop trail will connect the farm to the neighboring community and encourage healthy physical activity.



The interpretive signs along the trail will help connect the visitor to the County's agricultural heritage.



# 2019 Master Plan Revenue Suggestions

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- Short term:

- Increase social media marketing
- Review leases and fees
- Set a cost recovery target
- Charge for services
- Introduce fees for service/equipment rentals

- Long term:

- Support Friends of the Farm Foundation in building a financial portfolio
- Engage public/private partnerships in constructing significant new capital improvements
- Farm friendly flex space lease off of 78<sup>th</sup>



# Foundation Revenue Suggestions

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- Increase lease rates on all parcels by 10%
- Increase the “% of profit” fees on projects
- Fees for Service to farm projects beyond basic services
- Increase the number of community gardens and associated fees
- Charge for use of meeting rooms; Add ‘event’ fees
- Explore events with corporate sponsorships
- Friends of Heritage Farm Foundation memberships
- Collaborate with local events and activities to be held at Farm
- Expand social media & website



# Other Financial Suggestions

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- Reduce general fund:
  - Extension services
  - Facility services
  - Farm support and equipment services
  - Farm coordination services



# County Council Options

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- Approve 2019 Master Plan
- Approve 2019 Master Plan with Planning Commission recommendations
- Send 2019 Master Plan back to Planning Commission for additional review
- Provide staff guidance on next steps



# Thank you!

## Comments and questions

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