

Halifax County Farm & Market Stroll



Policies and Guidelines

Date: Saturday, May 20, 2017 from 10 am until 4 pm

Objective: Promote Halifax County's Farms, and agritourism awareness, visitation opportunities by sponsoring a one-day agritourism event, increase awareness, and educate the public about farming in Halifax County, and inform consumers about what products and services are available at local farms.

Responsibilities of the County / Tourism / Committee:

- Publication - Produce a Farm & Market Stroll publication, with input from farm participant's completed Registration Form. Distribute via available outlets. Provide copies to participants for display at their farms. Post Farm & Market Stroll information on the websites and social media accounts.
- Advertise the event - Create and publish print ads in local and possibly regional publications, and where appropriate possibly on radio and television.
- Provide participant surveys to farm owners.
- Provide a standard event sign-in sheet for use at individual farms.

Responsibilities of the Farm:

- Cooperate and provide text for the brochure by the deadline set forth by the Committee.
- Agree to not charge an entrance fee; charges are permitted, however, for the products and particular attractions.
- Participants must be located in Halifax County, VA.
- Have an educational component, such as demonstrations (potting plants, land stewardship, uses of herbs, animal shearing or other care), and if possible informational poster(s) / pamphlets about your farm, products, or methods.
- Provide your own insurance coverage. Participant must have a general liability policy in place that covers property and surrounding land with a minimum limit of \$300K. The County of Halifax must be listed as an additional insured on the policy. A copy of your Certificate of Insurance should be submitted with the completed registration form.
- Have ample parking for visitors on the day of the event that is clearly marked and safe.
- Provide proper staffing levels for event.
- Obtain specific permits as applicable such as prepared food items and follow all rules and regulations as set forth by permitting organization.
- Have a visitor's sign-in sheet and share a copy of the sheet with the Committee within two weeks after the event.
- Complete and return to the Committee the post-event survey form.
- The event is rain or shine. There is no rain date.

2017 Registration Form

2017 Registration Form: Due NO LATER than March 15, 2017

The Halifax County Farm and Market Stroll will be Saturday, May 20, 2017. Please provide information as it should appear in the final brochure. We will edit for formatting consistency. If you have questions about the form, please contact Kimley Blanks, Agricultural Marketing Director, at kimley.blanks@co.halifax.va.us or call 434-476-3300 ext. 3331.

Items marked with an asterisk (*) must be completed

Farm Name*

Main Contact Name*

Phone*

Website

Email*

Farm Address*

Use your 911 address for utilization of GPS

City*

Zip*

Directions from Nearest Town*

Are You a Farm?* Yes No If yes, please describe the products/services you offer*

Farm Description*

Free Activity / Children's Activity*

Will you offer item(s) for sale?* Yes No If yes, what items will you offer?*

Icons for Brochure Listing*

Please check all that apply. Icons in the brochure will represent the offerings during the stroll.

Kid Friendly Food Available for Purchase Pick Your Own

Add'l Activities w/ fee Public Restrooms Available Animals

I agree to abide by the Halifax County Farm & Market Stroll Policies & Guidelines.

Signature: _____ Date: _____

If you are unable to meet all of the requirements above, please contact us. We would like to discuss possible options with you.

Please return to: Halifax County Farm & Market Stroll, P.O. Box 699, Halifax, VA 24558