

AGRITOURISM HOW-TO GUIDE

Navigating Augusta County requirements for starting your business and planning your event



Talk to us (and our friends)



Economic Development Staff

Introduction and guide to Augusta County

540-245-5619

staff@augustavabusiness.com

augustavabusiness.com

augusta-startup.com

visitaugustacounty.com



Small Business Development Center (SBDC)

Solidify business plans, marketing vision and financial projections

540-568-3227

krechjh@jmu.edu

valleysbdc.org



Staunton Creative Community Fund (SCCF)

Creative grant and loan funding

540-213-0333

kathy@stauntonfund.org

stauntonfund.org



Virginia Foundation for Agriculture, Innovation and Rural Sustainability (VA FAIRS)

Technical and grant assistance for rural agricultural areas to enable development

804-290-1158

ccook@vafb.com

vafairs.com

Augusta County Need-to-Know



Visit 18 Government Center Lane, Verona VA. Get to know:



Community Development *Register your business name; Check on zoning, building, planning and engineering; If an existing building is under consideration, ensure your use is permitted*
540-245-5700 or comdev@co.augusta.va.us



Commissioner of the Revenue *Register your business license; Farmers can be exempt from business licenses, but agritourism operators need to verify individual situations (i.e. bringing in outside product, holding events, on-farm lodging etc.); Event licensing depends on individual events, and it's better to understand now!*
540-245-5640



Treasurer's Office *Learn due dates for all taxes as well as business license fees*
540-245-5660



ATTENTION FOOD-BASED BUSINESSES!

Talk to the VA Department of Ag and Consumer Services and the Central Shenandoah Health Department (separate from the County and not located at the Government Center). Depending on your business model, you will need to discuss regulations and inspections with one of the organizations.
540-786-4569 (VDACS)
540-332-7830 (CSHD)



ATTENTION ALCOHOL-BASED BUSINESSES!

Talk to a local Alcohol Beverage Control (ABC) representative.
540-332-7800



Fun(d) Ideas

Augusta Small Business Loan Fund

Augusta County Tourism grants

ATTEND ANNUAL VIRGINIA AGRITOURISM CONFERENCE



JOIN YOUR NEIGHBORS!

Fields of Gold, the Shenandoah Valley agritourism trail, is a great marketing and networking organization.
spencer@cspdc.org or
540-885-5174



Vet your location

Working with zoning is imperative. Verify by-right uses prior to beginning work. Zoning code specifies what is allowed, and some uses require a special use permit from the Board of Zoning Appeals.

PLANNING YOUR EVENT

Guidelines to make note of as applicable to your event:



All **OUTDOOR Music and Entertainment Festivals** expecting 100 or more attendees must complete an event application.

Requirements include notifications to adjacent landowners as well as review by:

- Fire Department
- Health Department
- Rescue Squad
- Sheriff's Office

Contact Augusta County Administration
540-245-5100 or coadmin@co.augusta.va.us



At **events with vendors**, each vendor needs an individual Augusta County business license OR the event needs an overall vendor license to cover all vendors.

This license is required annually and covers unlimited events. It also serves as your business' overall business license. This license does NOT cover alcohol.

Contact Commissioner of
the Revenue Office
540-245-5640



All tents larger than 900 square feet OR with an occupancy load of more than 50 people (regardless of tent size) require a **Tent Permit Application**.

Agritourism farms are limited to 2 events per year, and the number of allowable attendees depends on acreage.

Contact Community Development
540-245-5700 or comdev@co.augusta.va.us



Make sure to **add your event** to the Fields of Gold calendar (if an agritourism event) and the Virginia Tourism Corporation calendar!



For any event involving alcohol at a business that does not normally serve alcohol, talk with an **Alcohol Beverage Control (ABC)** representative.

Contact Region 3 office, Augusta County
540-332-7800



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