

247.802 Duties of Office of Agritourism.

The Office of Agritourism shall perform all duties necessary to carry out the purposes of KRS 247.800 to 247.810, including but not limited to:

- (1) Within the first year of its creation, developing a statewide master plan for implementation of KRS 247.800 and this section. The Office of Agritourism shall report on the plan to the Agritourism Advisory Council at the request of the council;
- (2) Developing a unified Kentucky agritourism marketing strategy between the Department of Agriculture and the Tourism, Arts and Heritage Cabinet to promote Kentucky agritourism. The strategy shall include but not be limited to promotion of Kentucky agritourism through the creation of an agritourism Web site and advertisement through various media outlets;
- (3) Coordinating efforts to educate the general public about the importance of Kentucky's agricultural heritage and industry;
- (4) Developing regional agritourism development plans for each of the nine (9) tourism regions as follows:
 - (a) Bluegrass;
 - (b) Cave;
 - (c) Green River;
 - (d) Eastern Highlands-North;
 - (e) Eastern Highlands-South;
 - (f) Louisville-Lincoln;
 - (g) Northern Kentucky;
 - (h) Southern Lakes and Rivers; and
 - (i) Western Lakes and Rivers;
- (5) Providing support, education, and resource materials for all interested persons, to include but not be limited to existing Kentucky agritourism businesses, displaced tobacco farmers and others engaged in agribusiness within the state, and other Kentuckians with the intent of developing an agritourism business. The agritourism office shall provide this assistance in the following areas, to include but not be limited to:
 - (a) Agritourism opportunities, networks, product development, and entrepreneurship;
 - (b) Agritourism funding opportunities, including but not limited to grants, loans, and partnerships; and
 - (c) Insurance and infrastructure concerns of the agritourism industry;
- (6) Working and partnering with federal, state, and local organizations to carry out the purposes of KRS 247.800 to 247.810;
- (7) Reporting to the Agritourism Advisory Council, as created in KRS 247.804, annually or at the request of the chair, and in accordance with subsection (1) of this section; and
- (8) Considering the recommendations of the Agritourism Advisory Council, in

accordance with KRS 247.806(2).

Effective: June 25, 2009

History: Amended 2009 Ky. Acts ch. 16, sec. 64, effective June 25, 2009. -- Amended 2005 Ky. Acts ch. 95, sec. 49, effective June 20, 2005. -- Created 2002 Ky. Acts ch. 250, sec. 2, effective July 15, 2002.