

# Agribusiness and Agritourism Review: Diversified Agriculture Bylaw Implementation

## Communications Strategy

November 2022

## Communications Strategy

On November 15, 2022 Sturgeon County Council approved a bylaw to support and grow agribusiness and agritourism ([Bylaw 1597/22](#)). The bylaw is based on the [recommendations of the Agribusiness and Agritourism Review Task Force](#) (AARTF) and incorporates public feedback shared at two public hearings.

In its final report presented to Council in April 2022, the task force recommended that Sturgeon County develop and implement a public communications plan to educate residents about the bylaw and diversified agriculture.

### Goal and objectives

The over-arching goal of this work is for Sturgeon County to have planned growth through agricultural preservation and supports. To realize this, Agribusiness and agritourism operators – existing and prospective – must know how the diversified agriculture bylaw impacts what they need to do to comply with the bylaw.

The following short-term objectives will help move towards achieving this goal:

- Sturgeon County landowners, agricultural producers, agribusiness and agritourism operators and event venue operators know how the bylaw impacts them.
- Existing and prospective agribusiness, agritourism and event venue operators in Sturgeon County understand what they need to do to comply with the bylaw.

### Audiences

Our audiences include the following:

- existing and prospective agribusiness, agritourism and event venue operators
- Property owners near existing operations
- Property owners in Sturgeon County
- Employees
- Board members (Economic Development Advisory Board and Agricultural Services Board)

### Tools and tactics

Although messaging will be adapted according to the audiences and their information needs, similar tactics will be used for our primary and secondary audiences, including the following:

- **Information session(s)** for the public to learn about the diversified agriculture bylaw, its purpose and how it could apply to different groups. This will also address the application process for agribusiness, agritourism and event venue operations and the notification process for nearby property owners. **Invitations** (postcards) for the information session(s) to be mail dropped to property owners.

- **Webpage Updates** to provide an overview of the diversified agriculture bylaw, its purpose and how it could apply to different groups. This will also address the application process for agribusiness, agritourism and event venue operations and the notification process for nearby property owners.
- **News Release** to announce the approval of the diversified agriculture bylaw and direct media and their readers/viewers to the webpage for more information.
- **Social Media** to notify followers of the diversified agriculture and direct them to our website for more information.
- **Direct Resident Mailout (Letter and Brochure)** sent to existing agribusiness, agritourism and event venue operators notifying them of the diversified agriculture bylaw, its purpose, how it applies to them, notification processes, and what operators may need to do to apply / explore their own opportunities. Brochure to be available to public at information sessions as well.
- **Economic Development E-newsletter** to announce the approval of the diversified agriculture bylaw and direct readers/viewers to the webpage for more information.
- **Print Newspaper Ads** to promote the information sessions about the diversified agriculture bylaw.
- **Social Media Ads** to promote the information sessions about the diversified agriculture bylaw.
- **Roadside Signage** to promote the information sessions about the diversified agriculture bylaw.
- **Information/Training Session** which would be delivered to employees and board members to provide an overview of the diversified agriculture bylaw, its purpose and how it could apply to different groups.

Throughout the communications and marketing activities, we will monitor feedback from our key audiences and adjust messaging and tactics accordingly.

Tactics will be initiated/developed immediately following approval of the bylaw. Since the approval of the proposed bylaw and timing of such is not guaranteed, we cannot yet provide a detailed timeline.

## Budget

There is a suggested budget of \$15,000, with internal resources used where possible. This will be funded through a re-allocation of previously approved budgets (via Planning and Development Services).

Costs will be for tactical implementation (estimates below):

- Mailout to operators: \$1,000 plus \$300 mailing
- Brochure: \$1,500
- Information session(s): \$1,000 each x 4

- Postcard invitations: \$2,500 plus \$2,000 mailing
- Newspaper advertising: \$1,500
- Social media (paid): \$200
- Information/training session(s): \$250 each x 4
- Graphic design: \$1,000