

# Rowan County Destination Development - Patterson Farm Agritourism

Rowan County Tourism partnered in the advancement of agritourism at Patterson Farm Market & Tours by engaging in the development of a comprehensive 10-year master plan. This plan outlines a long-term vision for tourism growth while guiding new agritourism development. Initial investments and new tourism product has already occurred to enhance the visitor experience through new adventure based attractions ensuring agritourism remains a premier feature of Rowan County.

This initiative expands upon Patterson Farm's established role as a family and group destination while positioning Rowan County as a leader in agritourism adventure. By blending tradition with new opportunities for engagement, the project strengthens community identity, attracts repeat visitors, and builds long-term sustainability for the visitor economy. Destination development investments were made in accordance with NC Session Law 2017-202.



## Benefit to the Destination

### Strengthened Agritourism Identity

Builds upon Rowan County's rural heritage and enhances an established farm attraction with new experiences.

### Destination Engagement & Pride

Adds highly sharable attractions, festivals, and public art that create memorable experiences and reinforce local identity.

### Public-Private Partnerships

Supports a model that fosters collaboration, increases investment, and provides new opportunities for visitors.

### Expanded Recreational Offerings

Introduces adventure attractions, such as ropes courses, that broaden recreational options for families, visitors and groups.

## Benefit to the Visitor Economy

### Destination Awareness & Appeal

Creates new attractions that drive growth in destination visibility through sharable, adventure-focused experiences.

### Increased Visitation & Overnight Stays

Encourages extended trips and repeat visits, generating additional tourism revenue.

### Diversified Audiences

Expands Patterson Farm's reach to new markets while retaining its core audience.

### Economic Growth

Generates visitor spending, supports local businesses, and creates job opportunities for Rowan County.

