

# Introducing the Visit NC Farms Mobile Phone App: Your Community's Farm Connection

The N.C. Department of Agriculture and Consumer Services recently launched the Visit NC Farms app to connect tourists with local farms, farmers markets and agricultural events in communities across the state.

In 2016, our state saw nearly 10 million daytrippers. Those visitors do not spend any nights away from home, but travel at least 50 miles one-way. Furthermore, they are increasingly interested in rural and agricultural activities. There are significant social, economic and environmental benefits to promoting Agritourism in your community.

The pilot project was launched in Orange County last fall. "Early Adopter" counties or regions are compiling agriculture-based assets in their communities now. The goal is to expand the project statewide. To do that, we need support from county decision makers such as yourself.



## How Do I Get My Area in the App?

### STEP 1

#### Gather Your Materials

Create an inventory of farm assets in your community

### STEP 2

#### Assemble Your Team

Connect with your tourism office, business development center and local agriculture resources. Identify point person to be Mobile App Administrator for your community.

### STEP 3

#### Import Your Data

Your data is imported into the app with assistance from the app development team. Customized sections for your needs will be created to maximize the experience and the benefits for visitors.

### STEP 4

#### Promote Your Farms

Seek out marketing opportunities to share the mobile app in your community and increase usage by residents and tourists alike.

## See for yourself!

- 1. While connected to Wifi, download the Visit NC Farms app** from the App store. It may take a few minutes to gather all data.
- 2. Explore the app** using data from the pilot program in Orange County. You can see for yourself what the app can do for your county and agritourism community.
- 3. Share the app with your local decision makers.** Let your decision makers know you'd like to bring your county to the platform.



## How Much is the Investment?

We are pleased to partner with YellowDog: Creative and Oak City Apps on this project. A scaled investment plan has been created to accommodate the wide range of county resources and tourism budgets across the state.

- **First 50 assets:** \$5,500 one-time payment + \$300 monthly maintenance fee
- **Each additional 50 assets:** \$1000 one-time payment

The \$300 monthly maintenance fee covers the following:

- Continued support for any bugs /crashes that occur on the app or websites.
- Support for any changes that may be needed for any future versions of iOS or Android.
- Periodic analytics reports for app downloads and usage.
- Small feature requests to your farm listings.

## Promotional Materials

After your community's data has been imported, it's time to promote your farms. Our partner, YellowDog: Creative has created promotional materials that offer a cohesive look, feel and message including:

- One-page Fact Sheets
- Buttons
- Roadside Signage
- Web and Social Media Graphics
- Posters
- Banner Stands
- Window Clings
- Tabletop Posters

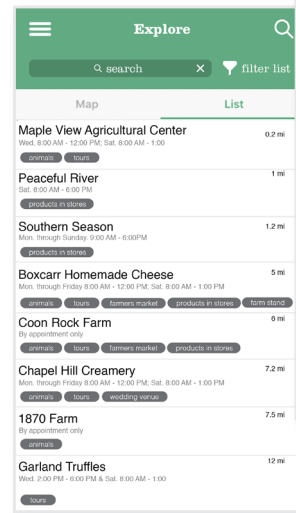
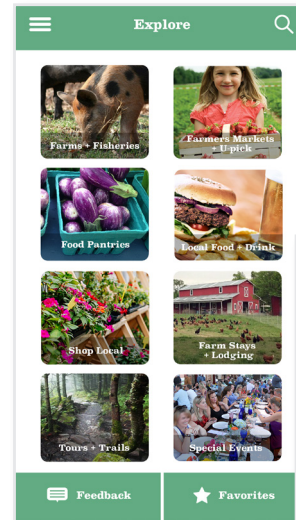
## How do we get started?

When considering the Visit NC Farms App, there are five expectations:

1. Phone opt-in of inventory of assets.
2. Administrative support to manage the app program.
3. Commitment to promotional materials.
4. Ongoing maintenance and management of the app content.
5. Impact reports are requested to understand how the app is going and to gather insight to enhance the user experience. Each county/region will receive monthly analytics reports to include user download data with tips to maximize the app's potential.

An individual county or group of counties is asked to submit a comprehensive budget detailing the number of assets, local promotional materials desired with a county/regional plan and budget for administrative support and monthly maintenance once the app is active in the community.

Learn more about the app program at [VisitNCFarmsToday.com](http://VisitNCFarmsToday.com). You will discover the North Carolina communities that have adopted the app and get connected to the agriculture, tourism and economic development stakeholders and county/regional app administrators that are leading the effort.



### SAMPLE SCREENS



### WINDOW CLINGS



### BUTTONS



### STICKERS



### BANNER STAND