



Buncombe County Board of Commissioners

Request for Board Action

Meeting Date: 4/6/2021

Consent Agenda

Department:

Budget

Presenter(s):

Jennifer Barnette, Budget

Contact(s):

Jennifer Harrison, Agriculture & Land Resources Director
Ariel Zijp, Farmland Preservation Coordinator

Subject:

Visit NC Farms App

Brief Summary:

Agriculture & Land Resources has received \$8,300 to fund the Visit NC Farms App. The app is a statewide agritourism application created by the NC Department of Agriculture (NCDA) and funded individually by each county in NC. These funds will add Buncombe County content to the statewide app and support agricultural operations throughout the county.

The \$8,000 revenue includes \$4,250 from NCDA to cover marketing materials and initial app startup costs, \$800 from the Buncombe Farm Bureau nonprofit board to fund a summer intern to help launch the app, and \$3,250 from Buncombe Farm Bureau Insurance to fund remaining expenses. No new county dollars are required.

Recommended Motion & Requested Action:

Approve budget amendment

County Manager's Comments & Recommendation:

County Manager recommends as presented