

MISSOURI AGRICULTURAL FOUNDATION AGRITOURISM GRANT PROPOSAL GUIDELINES

Missouri Agricultural Foundation
1616 Missouri Boulevard
Jefferson City, MO 65109

The Missouri Agricultural Foundation (Foundation) is pleased to announce a competitive solicitation process to award Agritourism Grant Program funds for grant proposals that include capital improvements in public facilities whose purpose is to support, promote and/or provide educational programming and tourism venues for Missouri agriculture.

TIMELINE

Proposals must be Submitted by: 11:59 PM, Central Standard Time (CST), July 14, 2017

Awards Announced: September 2017

Award Period: Thirty-six (36) months

AGRITOURISM GRANT PROGRAM OVERVIEW

Objective: The Foundation has established the Agritourism Grant Program to fund capital improvements in public facilities whose purpose is to support, promote and/or provide educational programming and tourism venues for Missouri agriculture. Projects that demonstrate an economic benefit and potential for sustainable revenue generation will be given priority.

Eligible Recipients: For-profit, non-profit, and governmental entities in Missouri are eligible to receive Agritourism Grant Program funds.

Award Amounts: The foundation is budgeting \$75,000 to the Agritourism Grant Program and anticipates funding one (1) grant. The foundation may consider individual awards that exceed the \$75,000 or multiple awards less than \$75,000 based on the merit of the application(s).

Funds Use: Grant funds must be used to make capital improvements (e.g. facility construction, renovation, updates, and repurposing) in public facilities whose purpose is to support, promote and/or provide educational programming and tourism venues for Missouri agriculture. Grant funds may be used only for direct costs.

Disbursement: Disbursements will be made on a reimbursement basis. If need is shown, disbursements may be made upfront or according to a payment schedule.

Match Requirements: The Agritourism Grant Program does not require a specific level of matching funds for the project. However, matching contributions show commitment to the project and will be weighted favorably in proposal evaluations. Letters of support or commitment must be included to support the reported match.

*If matching contributions are included in the proposal, letters of support and/or commitment must accompany the application describing the type and value of support leveraged for the project.

PROPOSAL GUIDELINES

Application Cover Page: Must be completed in full (see Appendix A).

Applicant Background This section provides the applying organization the opportunity to provide background including past efforts and successes in promoting Missouri agriculture. The following items should be addressed in this section and should be reemphasized in the proposal where appropriate.

- Mission statement and examples of past/current messaging programs;
- Target audience for messaging;
- Staffing ability to carry out the organizational mission and project identified in the

application;

- Examples of past successes in messaging and how those successes were measured;
- Survey types and results of past messaging campaigns;
- Attach any promotional materials already developed by the organization for past or present agritourism projects.

Project Outline: A project outline is a brief description of the project. The project outline should give an overview of what the project should accomplish. It should help both specialists and non-specialists to understand the project. It should include the missions of the applicant organization and the project. The project must include capital improvements in public facilities whose purpose is to support, promote and/or provide educational programming and tourism venues for Missouri agriculture. The following items must be clearly stated in the project outline.

- The primary message the project will deliver about Missouri Agriculture.
- The target audience the project plans to address.
- How this project falls within the scope of the applicant organization's mission.
- Objectives of the project.

Objectives: Project objectives should be measureable and relate to how the project's capital improvements in public facilities will support, promote and/or provide educational programming and tourism venues for Missouri agriculture.

Implementation: The project should address a successful resolution to the objectives listed. A project may have several problems to address and thus the project description for implementation should address each problem and the steps or phases to be implemented for successful completion. A project is a time-limited activity which can consist of different phases, such as a starting phase, an implementation phase, an ending phase and a consolidation phase. A short list of the phases which are necessary for the development and the implementation of the project help to create a basic structure. The project proposal should address the existing or new staffing needed to carry out the project mission and how that will be achieved.

The project should explain the resources the applicant has to support the objectives and mission of the project both financial and in personnel related support. The financial and personnel support to be leveraged must be documented through the project outline, implementation and the detailed budget.

Results: Proposals should provide a summary of planned accomplishments for the project. The most important results should be described briefly. The proposal should provide the anticipated annual number of visitors/participants at the venue. Measurable results that are tied directly to the project objectives will be weighted heavier during the proposal scoring process. Methods of determining measurable results and how the organization will use those results to continue the mission of the project beyond the contract period.

Duration: Proposals should define a timeline for project completion within the thirty-six (36) month contract.

Budget: Proposals should include a detailed budget that covers all possible costs.

- Direct costs (e.g. labor and materials)
- Indirect costs (e.g. administrative expenses) should be included.
- Matching contributions if applicable with corresponding letters of support or commitment by contributing organizations.
- Show the applicants availability of financial resources for the duration of the project and beyond.

All grant funds must be used to fund the direct costs of capital improvements in public

facilities whose purpose is to support, promote and/or provide educational programming and tourism venues for Missouri agriculture.

Proposal Format: Proposals should meet the following formatting guidelines:

- Completed Cover Page located in Appendix A
- Include a table of contents (not counted towards page limits);
- 10-page maximum length for proposal narrative including:
 - Applicant background
 - Project outline
 - Project objectives
 - Implementation
 - Results
 - Duration
- Budget should use the form located in Appendix B
- Supporting documentation (are not counted towards the narrative page limit but should be limited to 10-pages):
 - Examples of past successes in messaging and how those successes were measured;
 - Survey types and results of past messaging campaigns;
 - Attach any promotional materials already developed by the organization for past or present agritourism projects.
- Letters of support/commitment (do not count towards the page limitations for the proposal narrative or supporting documentation)
- 8 ½” x 11” paper
- 12 point Times New Roman font size (smaller fonts may be used in tables, charts and graphs as long as they are clearly legible)
- Single spaced
- 1” margins
- Numbered pages

Proposal Submission: Proposals may be submitted electronically to:

Madeline.Thomas@kynetec.com
CC: Alan.Freeman@mda.mo.gov
CC: mahonrj@slu.edu

Subject: Missouri Agricultural Foundation Agritourism Grant;

Or mailed to:

Missouri Agricultural Foundation
c/o Missouri Department of Agriculture
1616 Missouri Boulevard
Jefferson City, MO 65102

SCORING CRITERIA

Credibility and Merit: (20%)

Project objectives must clearly define the scope of the project and provide for measurable outcomes. The objectives must define how the project’s capital improvements in public facilities will support, promote and/or provide educational programming and tourism venues for Missouri agriculture.

Impact Potential: (30%)

Projects must clearly demonstrate current need and demand for the proposed capital improvements. Projects should identify the short, intermediate and long-term benefits for

Missouri agriculture and how the proposed capital improvements in public facilities will impact educational programming and tourism venues for Missouri agriculture that extends beyond the 36 month project scope. Projects should indicate the anticipated annual number of visitors/participants at the venue and identify the missions of the organization and project.

Outcome Connections: (20%)

Projects must demonstrate how outcomes are achieved and steps required. If the project has multiple phases, a list of the phases which are necessary for the development and implementation of the project should be included. Projects should define how each phase and potential outcome is connected to supporting, promoting and/or providing educational programming and tourism venues for Missouri agriculture. Projects should identify problems that may be encountered and steps for addressing the potential problems.

Timeliness: (10%)

Projects must demonstrate a reasonable and feasible work plan and time for delivery. Projects should demonstrate the potential impact on educational programming and tourism venues for Missouri agriculture and ability to implement results in a timely manner.

Budget: (20%)

Projects should include a budget that shows all possible costs (direct and indirect). Budgets should include cash and/or in-kind matching funds, if any and supported by letters of support or commitment by organizations supporting the project. The budget should also identify expected long-term financial commitments that will support the project beyond the project life.



2017 Agritourism Grant Proposal Capital Improvements in Public Facilities

APPLICATION INFORMATION (PLEASE PRINT OR TYPE)			
NAME OF APPLICANT/ORGANIZATION		For Office Use Only	
		Application Number:	
CONTACT NAME		TITLE	
MAILING ADDRESS			
CITY		STATE	ZIP CODE
FEDERAL TAX ID NUMBER		DUNS NUMBER <i>(individuals and federal agencies are exempted, to obtain a DUNS Number http://fedgov.dnb.com/webform)</i>	
PHONE	FAX	EMAIL ADDRESS	
PROJECT TITLE (10 words or less):			
Funding from Other Sources (Please include if the project will be or has been submitted to or funded by another Federal or State grant program, as well as the dollar amount requested from that agency/organization):			
<u>Total Project Cost</u>	<u>Grant Request</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
\$	\$	\$	\$
<p>Certification: I certify to the best of my knowledge that the information in this application is true and correct and that I am legally authorized to sign and submit this application on behalf of this organization, which is legally eligible to enter into a grant contract.</p>			
_____		_____	
Printed Name of Authorized Signatory		Signature	
_____		_____	
Title		Date	

