

Applicant Name: \_\_\_\_\_

**NEW YORK STATE  
DEPARTMENT OF AGRICULTURE AND MARKETS  
REQUEST FOR PROPOSALS**

**Regional “Buy Local” Campaign Development**

**APPLICATION TEMPLATE**

**Instructions:**

1. Provide all the information in the requested format. Failure to do so may result in a reduced rating or disqualification of a proposal.
2. Part B – Project Details must be **no more than 5 pages**, not including letters of support. Acceptable font is Times New Roman, 12 pitch. All margins must be 1 inch.
3. Part C – Budget Information must be **no more than 2 pages**. Use the format provided.
4. Type all information if possible. Handwritten applications should be clearly legible.
5. Identify all pages of the Application in numerical order.
6. Staple each copy of the proposal in the upper left hand corner of the Application. *Do not use binders, folders, report covers, etc.*
7. Attach all required attachments, drawings, photos, support letters, etc. at the end of the Application Form.

Region: \_\_\_\_\_

**PART A – APPLICANT INFORMATION**

**Applicant:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

**Principal Contact for the Applicant:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_      Alternate Phone: \_\_\_\_\_

Fax: \_\_\_\_\_      E-mail: \_\_\_\_\_

**Type of Applicant (choose appropriate designation):**

- Local, State or Indian tribal government entity
- Not-for-profit organization
- Local/county/regional tourism board or agency
- Industrial Development Authority

**Region (see page 5 of RFP for map)**

- |   |  |
|---|--|
| <input type="checkbox"/> The Adirondacks      | <input type="checkbox"/> Greater Niagara         |
| <input type="checkbox"/> Capital-Saratoga     | <input type="checkbox"/> Hudson Valley           |
| <input type="checkbox"/> The Catskills        | <input type="checkbox"/> Long Island             |
| <input type="checkbox"/> Central New York     | <input type="checkbox"/> New York City           |
| <input type="checkbox"/> Chautauqua-Allegheny | <input type="checkbox"/> Thousand Islands-Seaway |
| <input type="checkbox"/> Finger Lakes         |  |

**Minimum Deliverables (check one only)**

- Project already has a campaign name, logo and at least one printed marketing material. Please list and attach example. \_\_\_\_\_
- Project DOES NOT already have a campaign name, logo and at least one printed marketing material but will as a result of this grant. If one or more currently exists, please list and attach example. \_\_\_\_\_

**Has this project or any portion of it been submitted to or funded by another federal or State grant program?**    Yes       No

If yes, please indicate which program and date \_\_\_\_\_

**PART B – PROJECT DETAILS** (This section must not exceed 5 pages with 1 inch margins.  
 Acceptable font is Times New Roman, pitch size 12.)

**1. Applicant Expertise**

*Describe your organization’s expertise in working with the agriculture industry to increase consumer awareness, recognition and sales of locally produced foods and agricultural products. Include the number of organizational members and/or volunteers you represent.*

**2. Potential Impact**

*Describe the estimated potential impact of the proposed project, including – if possible -- estimated economic impact. At a minimum you must address how many specialty crop producers will benefit from the project.*

**3. Measurable Outcomes**

*Describe at least one distinct, quantifiable and measurable outcome that directly and meaningfully supports the project’s purpose of building consumer awareness and increased sales of regional food and agricultural products. The outcome oriented objective must define an event or condition that is external to the project and that is of direct importance to the intended beneficiaries and/or the public. Use the table format below to indicate how and when the project outcome(s) will be measured.*

Objective/ Measurable Outcome	How will the Project Outcome(s) be Measured
1-	
2-	

**Example:**

10% increase in specialty crop sales within region	Survey participating producers, processors and/or buyers to obtain pre- and post- project local sales data.
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**4. Work Plan**

*Use the table format below to briefly explain the activities that will be performed in order to accomplish the objectives of the project, who will do the work of each activity, and timeframe. Attach resumes or otherwise indicate how individuals implementing the project activities are suitably qualified.*

Task/Project Activity	Personnel Responsible	Timeframe (month)
•		
•		
•		

**5. Project Oversight**

*Explain who is going to oversee the grant and their level of experience. How are they going to ensure that the grant activities are properly completed and documented?*

**6. Project Partners**

*List the project partners who will be involved with this project. Explain their role and level of commitment. Attach letters from each project partner indicating their level of commitment.*

**PART C – BUDGET INFORMATION (This section must not exceed 2 pages)**

Complete the below table and provide sufficient explanatory information in bullet or paragraph format in the narrative column. All requested budget items/activities should correlate to the purpose/goals of the project and demonstrate that they are reasonable and adequate for the proposed work.

<b>SECTION I – BUDGET SUMMARY</b>			
	<b>Regional “Buy Local” Grant Funds</b>	<b>Funds From Other Sources *</b>	<b>Narrative Explanation</b>
<b>Budget Categories</b>			
<b>Personnel</b>	NOT ALLOWED		
<b>Fringe Benefits</b>	NOT ALLOWED		
<b>Travel</b>	NOT ALLOWED		
<b>Equipment</b>	NOT ALLOWED		
<b>Supplies</b>	NOT ALLOWED		
<b>Contractual</b>	\$		
<b>Other</b>	\$		
<b>TOTAL</b>	\$		

\* Matching funds are not required for this program; however funds provided by this program cannot be used to support non-specialty crops. Non – specialty crop portions of the project must be funded from other sources. Applicants will be required to maintain adequate documentation to support this requirement.

### Instructions for Completing Part C

1. **Personnel** - For each project participant, indicate their title, the percent of full time equivalents (FTE), and the corresponding salary of the FTE.
2. **Fringe Benefits** - Indicate the rate of fringe benefits for each salary.
3. **Travel** - Indicate the destination, purpose of trip, number of people traveling, number of days traveling, total airfare costs if applicable, total ground transportation costs if applicable, total lodging and meal costs if applicable, and total mileage costs for the travel if applicable.
4. **Equipment**- Indicate anticipated purchases or rental costs of equipment and its intended use. List separately each item of equipment, its intended use, and its cost. Equipment is an article of nonexpendable, tangible personal property having a useful life of more than one year an acquisition cost which equals or exceeds \$5,000. If under \$5,000, please include under supplies.  
  
-Capital expenditures for general purpose equipment, buildings and land are not allowable as match.  
-Capital expenditures for special purpose equipment are allowable as direct costs, provided that items with a unit cost of \$5,000 or more. The special purpose equipment must solely enhance the competitiveness of eligible specialty crops and benefit the specialty crop industry.
5. **Supplies** - Provide an itemized list of projected supply expenditures and the dollar amount for each item.
6. **Contractual** - Provide a short description of the services each contract covers and the flat rate fee or the total hourly rate. Compensation for individual consultant services should be reasonable and consistent with that paid for similar services in the marketplace.
7. **Other** - Provide detailed descriptions of other costs such as conferences or meetings, communications, speaker/trainer fees, publication costs, and data collection, and other budgeted costs associated with each project.
8. **Program Income** - If program income will be earned on any project, indicate the nature and source of program income and the estimated amount. For example, if registration fees are being collected at a conference as part of the project, indicate the estimated amount of registration fees that will be collected.

**NOTE:** *The Department may request additional information as deemed necessary to more fully determine the reasonableness of project costs.*

# REGIONAL “BUY LOCAL” CAMPAIGN DEVELOPMENT

## CHECKLIST FOR PROPOSAL ELIGIBILITY AND COMPLETENESS

Please complete and sign this checklist and submit it with your application form.

### APPLICATION

- ( ) Proposal submitted in time to be **received** by the Department’s Division of Fiscal Management by 4:30 p.m., February 23, 2012\*
- ( ) Proposal submitted by eligible applicant, as described in RFP \*
- ( ) Original and 3 copies of proposal submitted
- ( ) All questions in Application Form completed
- ( ) Part B - Project Details is no more than 5 pages in length
- ( ) Part C – Budget Information is no more than 2 pages in length
- ( ) *Potential Impact* section indicates number of specialty crop and non-specialty producers that will benefit from the project

### PROJECT

- ( ) Brand developed and marketing/media plan fully completed by July 2012.
- ( ) 60% of the budget for implementing marketing/media plan spent by August 31, 2012 with the remaining 40% spent by December 31, 2012.
- ( ) Project’s activities are consistent with RFP goals to increase a region’s ability to market and promote sales of specialty crops \*\*

### BUDGET AND COSTS

- ( ) Indicates percentage of project funds that will directed towards specialty crops vs. non-specialty crops\*
- ( ) Proposal does not request more than \$18,550\*\*
- ( ) Grant funds used to solely enhance specialty crops, as described in the RFP\*\*
- ( ) No indirect costs included\*\*
- ( ) All costs for which grant funds are requested are eligible \*\*
- ( ) Amounts entered on all budget sheets relate and correspond with each other

**\* Required element of proposal. Applications not meeting this requirement will be returned and not considered for funding.**

**\*\* If the proposal does not meet these requirements only the portion of the proposal that includes eligible costs up to \$18,550 will be considered for funding.**

Signature of applicant \_\_\_\_\_ Date: \_\_\_\_\_