

Regional “Buy Local” Campaign Development Grant Questions

Q: The grant announcement reads as if there would only be one award from each district. Correct?

A: Yes, there will be only one award per region and as stated on page 7 of the RFP. Grant funds must be used to support multi-county, region-wide “buy local” campaigns.

Q: Can the consultant fees include fees for public relations person and graphic designers for branding?

A: Personnel costs are not allowable for this grant. The Department will be providing professional services for brand development, including graphic design.

Q: Our group is trying to determine if the focus of the grant is to promote specialty crops or to promote and increase sales of locally produced farm goods (buy local). This is especially important as we feel a promotional campaign that links the traveling public to farmers’ markets and farm would get the most “bang for the bucks”. What products can the grant funds be used for?

A: Grant funds can be used to promote specialty crops only and must support a broad range of specialty crops within a region; however, matching funds may be used to support non-specialty crop farm products, so long as adequate documentation is maintained (see sections 1.5, 3.1 of RFP).

Q: We are a little unclear as to the type of agency that is eligible to compete in your RFP. Do you mean only tourism agencies or are advertising/marketing agencies able to participate?

A: Eligible applicants include:

- Local, State or Indian tribal government entities
- Not-for-profit organizations
- Local/county/regional tourism boards or agencies
- Industrial Development Authorities

The agencies referred to in the RFP are those that are public (local or regional) tourism entities. Private, for-profit, advertising/marketing agencies are not eligible to receive funds through this RFP.

Q: Will the Department host and maintain each region's website after creation or is it the awardee's responsibility?

A: The Department will host and manage the umbrella web site, which will include a description of the program, general "buy local" information, and a link to each region. Individual regions/campaigns will be responsible for keeping their sites updated, with Department oversight of the content.

Q: We are a full-service agency that has produced two regional awareness campaigns for state or region-centric food manufacturers and growers. May we discuss our project ideas with you?

A: Department personnel are unable to discuss the specifics of any proposal prior to official submission. If you would like to partner with an eligible applicant to submit a proposal, please see the Proposal Submission Requirements (page 3 of the RFP) and the Eligibility section (page 6 of the RFP).

Q: Can there be more than one application per region?

A: More than one application per region may be submitted; however, please note that there will not be more than one award per region.

Q: Is there a mechanism in place within your agency to facilitate connections between potential partners?

A: No, there is no mechanism in place at the Department to connect organizations with potential partners for this grant opportunity.

Q: We are interested in applying for the next grant cycle. Will funds be available in 2013?

A: At this time the Department does not know whether it will have future rounds of grant funding for this program.