

# 2010 Regional “Buy Local” Campaign Development Program

## Final Questions and Answers

- 1. Q – If they are willing, may we include a winery in our proposal that is located in a different region (as defined by this RFP)? Will this eliminate our proposal from consideration or jeopardize our competitiveness?**

A – One of the objectives of this grant program is to assist individual regional “buy local” campaigns develop in a manner which will build regional identify, provide statewide consistency and minimize consumer confusion. As stated on page 9 of the RFP, grant funds should be used to support only those businesses within the region. If an applicant wishes to include a farm or business that is located in a different region, the applicant should clearly justify the reason(s) for doing so. Although the application will not be considered ineligible if it includes a business outside of the identified I LOVE NY region, its score/ranking may be affected.

- 2. Q – The RFP indicates \$13,400 per region, is this accurate? Does this mean I have to share this total with other County proponents?**

A – As stated on pages 6 and 10 of the RFP, there is a total of \$13,400 available per region and the proposal “receiving the highest numerical score above the threshold in each region will be awarded.” The RFP also states on page 9 that “grant funds are expected to support multi-county, region-wide “buy local” campaigns, not those that represent a single county or municipality”.

- 3. Q – Is a Cooperative eligible to apply?**

A – As indicated on page 6 of the RFP, not-for-profit organizations (NFP) are eligible to apply. For-profit organizations are not eligible applicants. However, if a NFP would like to work with a for-profit on a project, they are free to do so.

- 4. Q – Would a project be eligible if it were to develop a name and printed material but not a logo?**

A – Section 2.2 of the RFP on page 6 entitled “Project Eligibility” states, in part: “At a minimum, each project must already have or as a result of this grant develop a regional campaign name, logo and at least one item of printed marketing material.” Therefore, a proposal which does not propose having “a regional campaign name, logo and at least one item of printed marketing material” in place at the conclusion of the project would not be eligible.

- 5. Q – What are the contract requirements for this RFP?**

A – The contract requirements are addressed in pages 11-12 of the RFP.

- 6. Q – Our organization is a well established “buy local” campaign within a specific area of the State. Our geographic area, however, as defined by our by-laws, encompasses all or parts of two counties that are located in two different regions identified in the RFP. Are we allowed to apply for this grant for the both regions? If yes, do we include both regions on one grant application or prepare two separate grant applications?**

A – See answer to question #1. Although the project described will support businesses within the respective regions and would not be considered ineligible, its score/ranking

would likely be affected. A project proposing one name, logo and at least one printed material to represent two identified I LOVE NY regions would not be consistent with the overall purpose of the program.

- 7. Q – We have a Harvest Calendar for our region that we would like to reprint and distribute more broadly. Would such a project be of interest, if we are not part of a broader regional campaign with partnerships and a campaign name? The Harvest Calendar would have some information about our working farm and educational center, but also on where to go to find other farms and farmers markets in the region (farms that produce specialty crops). The harvest calendar is a list of all these crops and when they are available year round (as fresh picked and as storage crops).**

A – See answer to question #4. A project to develop stand alone printed materials, as described above, without having or developing a regional campaign name and logo would not be eligible for this grant program.

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