

Multi-Business Dairy Agritourism Grant

FISCAL YEAR 2021 REQUEST FOR APPLICATIONS

The [Northeast Dairy Business Innovation Center](#) (NE-DBIC) announces the availability of funds through the Multi-Business Dairy Agritourism Grant Program, which will serve to elevate dairy businesses through agritourism across the Northeast region of the US. Projects funded through this program should engage multiple dairy businesses and promote the access and sale of regionally produced milk and related products.

Grants are available to applicants in all Northeast states: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

KEY DATES

RFA Release Date: February 8, 2022

Application Opens: February 22, 2022

Application Deadline: April 7, 2022 at 2:00 PM ET

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CONTACT

PROGRAM QUESTIONS

Kathryn Donovan
NE-DBIC Program Coordinator
Kathryn.Donovan@vermont.gov
(802) 585-4571

Brockton Corbett
Grants Support
Brockton.Corbett@vermont.gov

Support is available during business hours: Monday–Friday, 7:45 AM to 4:30 PM EST. Assistance may not be available shortly before deadlines.

WEBGRANTS TECHNICAL ASSISTANCE

Rebecca Brockett
Grants & Contracts Administrator
Rebecca.Brockett@vermont.gov
(802) 636-7016

RESOURCES FOR APPLYING

- Have questions about this grant? Visit our [Multi-Business Dairy Agritourism Grant Q&A](#).
- WebGrants Guides and resources for registering and applying can be found on our [Resources for Applicants and Recipients webpage](#).

REGISTERING IN WEBGRANTS

Applicants that have not previously registered in WebGrants will need to allow 1-2 business days for their registration to be processed. During that time, applicants will not be able to login to start an application. Please plan your application process accordingly.

SUBMISSION POLICY

It is the applicant’s responsibility to adhere to all application instructions including the submission dates and times included in this request for applications (RFA). The Northeast Dairy Business Innovation Center via the Vermont Agency of Agriculture, Food & Markets (VAAFMM) will accept the last validated electronic submission through the grants management system, [WebGrants](#), prior to the posted deadline as the final and sole acceptable submission of an application.

Submission or re-submission of incomplete or delayed applications after the posted deadline, barring exceptional circumstances will not be accepted.

WebGrants will prevent applications from being submitted after the cut-off time.

SUBMISSION CONFIRMATION

When an application has successfully been submitted, the applicant will receive a confirmation email from [<agriculturegrants.vermont@webgrantsmail.com>](mailto:agriculturegrants.vermont@webgrantsmail.com). Please add this email address to your “safe senders” list. If you do not receive this confirmation, please check your junk or spam folder.

I. PROGRAM OVERVIEW

QUICK FACTS

THE NORTHEAST DAIRY BUSINESS INNOVATION CENTER

The Northeast Dairy Business Innovation Center (NE-DBIC), hosted by the Vermont Agency of Agriculture, Food and Markets (VAAF), is one of four USDA-AMS Dairy Business Innovation Initiatives (DBII) in the nation. The NE-DBIC serves the 10-state Northeast region which includes Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont by supporting dairy businesses through projects that promote the development, production, marketing, and distribution of dairy products. Projects target dairy farms and processors while providing additional support through market research and technical assistance. Since its inception in 2019, the Northeast Dairy Business Innovation Center has received \$12.72 million to support projects in the Northeast region of the U.S.

ELIGIBILITY

Dairy producers, processors, or producer associations headquartered in the Northeast region of the United States may apply. Projects must directly engage multiple dairy farmers and/or processors producing dairy products within this same region.

AVAILABLE FUNDS

\$175,000

MINIMUM & MAXIMUM AWARD

Minimum: \$10,000

Maximum: \$25,000

PROJECT LENGTH

Up to 14 months. All grant activities must be complete by July 31, 2023.

FUNDING SOURCE

Funds are available through the Northeast Dairy Business Innovation Center which is made possible by funding through the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) through grant AM200100XXXXG003.

FUNDING OPPORTUNITY DESCRIPTION

BACKGROUND

Dairy agritourism provides opportunity to better connect farmers, value-added processors, and consumers. Projects that support multiple farmers and processors present opportunities for dairy businesses to facilitate connection with peers, leverage marketing, improve the perception of dairy through consumer experience, and to increase consumption of dairy products. This grant opportunity is based on the 2021 Multi-Business Dairy Agritourism Grant Program, which funded projects that included web-based virtual tours, promotion of goat agritourism activities via a cooking magazine and social

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media campaign, and marketing campaigns event support for cheese trails, cheese festivals, on-farm events, camps, and a dairy 5k fun run.

ELIGIBILITY

ELIGIBLE APPLICANTS

Applicants eligible for these funds must fall into at least one of the following categories:

- 1) Dairy farmer (producer) that is:
 - a. headquartered or based in the Northeast; and
 - b. sources or produces milk within the Northeast; and
 - c. is a licensed dairy operation in compliance with all required state and/federal standards.
- 2) Dairy processors that transform raw milk into an edible product and:
 - a. is headquartered or based in the Northeast; and
 - b. sources or produces milk within the Northeast; and
 - c. if a value-added processor, products are manufactured within the Northeast; and
 - d. is a licensed dairy processor in compliance with all required state and/federal standards.
- 3) Dairy producer association/dairy council¹ which represents and promotes dairy products or dairy businesses of the Northeast.

While the following are ***not required to apply***, if applicant is awarded, they will need to provide:

- Certificate of Insurance listing the Vermont Agency of Agriculture, Food & Markets as an additional insured
- Current IRS Form W-9
- Unique Entity Identifier (UEI) number acquired via SAM.gov

Applicants who do not already have a DUNS number are encouraged to start this process during the application period to ensure a timely start to their grant, if awarded.

ELIGIBLE PROJECTS

Projects that support and engage multiple dairy farmers and/or processors will be eligible for grant funds for the development and marketing of dairy-focused agritourism activities. Activities should

¹ For the purposes of this grant a producer association group, also known as a trade association, industry trade group, business association, sector association or industry body, is an organization that: 1) was founded, 2) is funded by businesses that operate in a specific industry related to the dairy industry. Associations receiving the majority of their funds from producer check-off dollars are not eligible.

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be designed to raise awareness and consumption of regionally produced dairy products and must incorporate all the following criteria:

1. A minimum of 3 dairy farmers or processors are actively engaged in the project's agritourism activities.
2. A majority of the partner businesses/organizations are dairy businesses or producer associations. However, non-dairy businesses may also partner in the project if it can be demonstrated that their participation will enhance the visibility, awareness, access, and consumption of dairy.
3. The project enhances the visibility of Northeast dairy farms and/or value-added dairy products, incorporating an educational aspect to their agritourism activities
4. Project promotes the awareness, access, and consumption of Northeast-regionally produced milk and/or Northeast-regionally produced value-added products made from regionally produced milk

FUNDING PRIORITIES

Project approaches should address at least one of the following funding priority areas:

1. Facilitate new and/or long-term partnerships that promote regional dairy products
2. Further enhance existing partnerships
3. Integrate marketing activities through social media, web presence, ecommerce, mobile apps, or other technologies to reach consumers
4. Feature or collaborate with goat and/or sheep dairy businesses
5. Enhance existing dairy agritourism by developing partnerships across state lines

ALLOWABLE ACTIVITIES & COSTS

Projects may only include allowable costs and activities as outlined in the [2020 AMS Terms and Conditions](#) (8.0 Allowable Costs and Activities) which include, but are not limited to:

- Planning and event development
 - Itinerary or script development
 - Design and production of marketing materials, signage
 - Marketing campaign development and roll out
 - Marketing material development and production
- Online/social media engagement
 - Web design services
 - Mobile app development or integration
 - Digital marketing strategy
- Business planning services related to agritourism:
 - Strategic integration of agritourism into existing business model
- Materials and supplies costing less than \$5000 per item

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- Signage
- Printing, publications, distribution
- Event staging supplies
- Costs associated with:
 - Salaries, wages, fringe benefits as it relates to the project
 - Professional services
 - Technical assistance
 - Training

EXAMPLES: ELIGIBLE PROJECTS

- *Wages for staff time, marketing development expenses, and supplies to develop and market a cheese trail, festival, workshops, or an on-farm experience*
- *Hiring professional services to work with a set of farmers/processors that want to professionalize their agritourism offerings: services to work with businesses to develop messaging, public speaking skills, and education content for on-farm visits*
- *Design and launch of a marketing campaign for coordinated dairy agritourism activities for several farms near each other.*
- *Hiring a contractor to develop itineraries and coordinate the development of professional on-farm signage and supplies for an experience that can be sold to a tour operator as a package.*
- *Producer associations in close proximity work together to develop continuity of agritourism activities to leverage resources, cross-promote, and more fully develop existing agritourism offerings.*
- *Hiring a contractor to design a marketing campaign for a customizable dairy experience across a region.*
- *Multiple dairy processors develop an interactive virtual tasting experience.*
- *Wages and contractor fees to create and promote a virtual or in-person cooking or cheesemaking classes, including the packaging and shipping of materials for the event.*

Learn more about the [six grant projects](#) that were selected for funding in the 2021 Multi-Business Dairy Agritourism Grant, including grantee spotlights on a [goat dairy cooking magazine](#) in Maine and a Central New York [cheese trail and festival](#).

INELIGIBLE PROJECTS

- Projects that benefit only one entity
- Projects not primarily located within the Northeast region
- Projects that are for purchasing equipment over \$5,000
- Expenses that include unallowable costs/activities as outlined in the [2020 AMS Terms and Conditions](#) (8.0 Allowable Costs and Activities) which include, but are not limited to:
 - Construction or construction-related costs
 - Unrecovered indirect costs
 - Selling and marketing costs related to the promotion of a single organization

EXAMPLES: INELIGIBLE PROJECTS

- *A farmer-processor proposes renovating their farm store where they will start offering additional brands of local cheeses.*

SECTION I: PROGRAM OVERVIEW

- *Why isn't this eligible? This grant cannot pay for construction or construction materials; the farm/processor partners should be actively engaged in agritourism activities.*
- *What would make this eligible? Applicant uses matching funds to do the renovations on the farm store and uses grant funds to develop a weekend event at the farm to launch the renovated farm store, roll out an expanded selection of local cheeses, and has cheesemakers on-site to do workshops for the public.*
- *A dairy farm that produces beef and dairy products wants to host a food festival that features their burgers served with their own cheese. One ice cream maker will also participate, but most of the other vendors will be food trucks.*
 - *Why isn't this eligible? Agritourism events funded by this grant should primarily benefit dairy businesses and focus on dairy products. At least three farmers/processors should be directly engaged, and non-dairy participants should be ones that support the sales of dairy products.*
 - *What would make this eligible? The farm opts to focus on their dairy products, shifting to a "dairy day" event and bring in six additional value-added dairy processors and an apple grower to do apple and cheese pairings.*

MATCHING FUNDS

All proposals must show matching funds which represent at least 25% of the grant request to go toward the grant project. For instance, for a grant request of \$20,000, the applicant must demonstrate at least \$5,000 in match. Matching funds may be contributed by the applicant or by another organization and must take place during the grant period. The 25% required match may be any combination of cash and in-kind funds in any expense category.

Examples of cash match include funds in the bank, funds contributed by another organization, bank loans, applicant labor, and compensation of employees. Labor rates should be in line with current market rates.

Examples of in-kind match include goods or services provided during the grant period for which no expenditure is made (e.g., contractors, consultants, supplies, or equipment provided pro bono for the project; volunteer labor; and/or donated supplies that are not part of the normal cost of doing business). In-kind contributions must be made during the grant agreement period and be directly related to the project.

Example of an eligible budget:

Expense Category	Grant Funds Requested	Applicant Contribution - Cash Match	Applicant Contribution - In-kind Match
Personnel	\$7,000	\$3,000	
Fringe Benefits			
Travel		\$1,000	
Equipment			
Supplies	\$10,000		

SECTION I: PROGRAM OVERVIEW

Contractual/ Consultant			
Other	\$3,000		\$1,000
Total	\$20,000	\$4,000	\$1,000

LETTERS OF COMMITMENT/SUPPORT

At least two letters of commitment or support are required for this application. Letters should be provided from all project partners and match contributors. Additional letters will increase the competitiveness of the application.

- **Letters of Commitment** should articulate project partners' involvement and identify the contributions they will make to ensure the project's success. Match contributors should describe and assign value to their match commitment (including financial or in-kind support). All project partners should describe their role and level of commitment in the project.
- **Letters of Support** should articulate general support from other organizations/businesses and should describe the benefits of the project both for the applicant business and the greater dairy sector.

HOW TO APPLY

All applications must be submitted via the WebGrants system at agriculturegrants.vermont.gov. No paper applications will be accepted. Applications will be accepted from February 22, 2022 – April 7, 2022 at 2:00 PM ET.

Applicants that have not previously registered in WebGrants will need to allow 1-2 business days for their registration to be processed. During that time, applicants will not be able to login to start an application. Please plan your application process accordingly.

Be advised that technical assistance with WebGrants may not be available shortly before deadlines; please plan accordingly.

We strongly advise that you submit your application ahead of the deadline. WebGrants will prevent applications from being submitted after the cut-off time.

APPLICATION REVIEW

Applications will be reviewed by a multi-state NE-DBIC advisory committee comprised of representatives from Northeast state agriculture agencies/departments, agriculture extension agencies, and dairy-industry stakeholders.

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AWARD INFORMATION

All applicants will be notified of the NE-DBIC decision of whether to award funds to their project. Awards will be up to 14 months in length.

KEY DATES

DATES MAY BE SUBJECT TO CHANGE

February 8, 2022	Request for Application (RFA) released
February 22, 2022	Application opens
April 7, 2021 at 2:00 PM ET	Application closes
Early May 2022	Applicants notified of award status
May/June 2022	Estimated project start date
January 30, 2023	Interim report due
July 31, 2023	Project end date
August 30, 2023	Final report and survey due

II. FULL APPLICATION

The application content is listed below but may be subject to change. Please reference the [WebGrants Application Guide](#) for guidance on completing your application in the WebGrants system.

APPLICANT INFORMATION

Applicant Information

- Business/organization name, legal entity (e.g., LLC, sole proprietor, etc.), primary contact information

Applicant Eligibility

- Is the applicant a dairy farmer/producer? If yes:
 - Is the applicant headquartered or based in a Northeast state (CT, DE, MA, ME, NH, NJ, NY, PA, RH, or VT)?
 - Does the applicant source or produce milk that originates within the Northeast?
 - Is the applicant a licensed dairy operation in compliance with all required state and/federal standards?
- Is the applicant a licensed dairy processor in compliance with all required state and/federal standards? If yes:
 - Is the applicant headquartered or based in a Northeast state (CT, DE, MA, ME, NH, NJ, NY, PA, RH, or VT)?
 - Does the applicant source or produce milk that originates within the Northeast?
 - Does the applicant manufacture dairy products in the Northeast?
- Is the applicant a dairy producer association/dairy council that represents and promotes dairy products and dairy businesses of the Northeast? *For the purpose of this grant, a producer association group, also known as a trade association, industry trade group, business association, sector association or industry body, is an organization founded and funded by businesses that operate in a specific industry.* If yes:
 - Describe your producer association/dairy council, addressing: 1) founding members, 2) how association is funded, 3) industry scope covered by the association, and 4) association activities.
 - If your association/council encompasses products other than dairy, describe how you will ensure that the project will benefit dairy only.
 - Does this association/council receive funds from producer check-off dollars? If yes:
 - What percent of your association/council's annual operating budget comes from producer check-off dollars?
- Describe your business/organization in terms of size (gross sales, number of employees, production volume), products, markets, and number of years in business.
- Describe your business's strategy for business growth and positioning. How does this grant address your long-term vision?

Entity History

SECTION II: FULL APPLICATION

- Has your business/organization received any federal or state grant in the past 5 years?
- Have you or your project partners received any (federal, state, or other) grants **for this specific project** in the past 5 years? If yes:
 - List the grants received.
 - Describe the work done under these grants.
 - How will the work in this grant differ from and/or build upon that work?
- Have you applied for, or do you plan to apply for, other grant(s) in conjunction with this grant? If yes:
 - Please list the other grants you will apply for/have applied for in conjunction with this grant.
- Has your business ever been unable to complete or adhere to granting requirements for a grant you were awarded? If yes:
 - Describe the circumstances that prevented you from completing/adhering to the requirements of your grant(s).
- Describe why you and your staff are qualified to complete this project, as proposed.
- Rate your business's experience in implementing similar past work/projects related food safety improvements. (*Select from dropdown: significant experience, some experience, no experience*)
- Have you received technical assistance related to food safety in preparation of the project, or do you plan to receive related technical assistance during this grant project?
 - List name/organization providing relevant technical assistance

PROJECT DESCRIPTION

Project Details

- Summarize the proposed project in a couple of sentences.
- Provide a comprehensive project summary which describes 1) any relevant background for the project, 2) the agritourism activities you will provide, 3) the impacts of this project on all project partners, 4) how it will engage consumers and educate them about dairy, 4) how it will promote awareness, access and consumption of dairy products.
- Provide a projected workplan/timeline of your project activities.
- Provide a proposed end date for your grant. (Between Nov. 1, 2023 and July 31, 2023.)
- List all project partner businesses/organizations and their locations (town, state).
- Will activities take place in more than one physical location?
- Describe how project partners are connected or aligned (geographically, thematically, by species, etc.) to provide a cohesive set of agritourism activities.
- Do you have non-dairy businesses as project partners?
 - If so, describe how their participation will enhance the visibility, awareness, access, and consumption of dairy.
- Provide an explanation of 1) why these grant funds are needed and 2) how the project would or would not move forward without these funds.
- How do you plan to sustain the activities implemented through this project beyond the grant period?

SECTION II: FULL APPLICATION

- To increase the competitiveness of your application, select any or all of the funding priorities addressed in your proposed project:
 - Facilitate new and/or long-term partnerships that promote regional dairy products
 - Further enhance existing partnerships
 - Integrate marketing activities through social media, web presence, ecommerce, mobile apps, or other technologies to reach consumers
 - Feature or collaborate with goat and/or sheep dairy businesses
 - Enhance existing dairy agritourism by developing partnerships across state lines
- For each funding priority you identified above, explain how your project addresses the priority.

Supporting Documentation

Please upload any documentation that shows the development of the project idea, partnerships, funding received, and/or the viability of your business. *Examples can include but are not limited to: previous work that this project will build upon, business plans, bids, or documentation that provides further context for your proposed project that you feel was not otherwise addressed in this application.*

Letters of Commitment or Support

- At least two letters of commitment or support are required for this application. Additional letters will increase the competitiveness of the application. Letters should be provided for ALL match contributors and listed partners in the project.
 - **Letters of Commitment** should articulate project partners' involvement and identify the contributions they will make to ensure the project's success. All match contributors should describe and assign value to their match commitment (including financial or in-kind support). All project partners should describe their role and level of commitment in the project.
 - **Letters of Support** should articulate general support from other organizations/businesses and should describe the benefits of the project both for the applicant business and the greater dairy sector.

BUDGET

Please complete the following budget table, listing all grant requests and match contributions. Grant funds requested must align with the allowable costs detailed in the [2020 AMS Terms and Conditions](#) (8.0 Allowable Costs and Activities).

Match contributions: Projects must demonstrate matching funds of at least 25% as cash and/or in-kind sources. (e.g. \$20,000 of requested funds requires at least \$5,000 in match contributions.)

- Do not need to adhere to AMS allowable costs
- Match contributions are not required to reflect 25% per expense line, but they must make up 25% of the total grant ask. (For example, a grant request of \$7,000 in supplies and \$5,000 in personnel could be matched with \$6,000 of equipment.)

SECTION II: FULL APPLICATION

Budget Table (example)

Expense Category	Grant Funds Requested	Applicant Contribution - Cash Match	Applicant Contribution - In-kind Match
Personnel	\$7,000	\$3,000	
Fringe Benefits			
Travel		\$1,000	
Equipment			
Supplies	\$10,000		
Contractual/Consultant			
Other	\$3,000		\$1,000
Total	\$20,000	\$4,000	\$1,000

FINANCIALS & OUTCOMES

Budget Narrative

- Total funds requested and amount of matching funds.
- List each 1) match source, 2) each contribution amount (and specify if it is cash or in-kind), and 3) describe how the contribution will be used to accomplish your project activities.
- Are all matching funds/contributions committed at this time?
 - If not, provide the sources and timeline/plan for securing these commitments:

Complete the following questions **only for expenses that are covered by grant funds** (not matching funds, which should be detailed in questions above). Please thoroughly describe each category for which you are requesting grant funds, answering all parts of each question.

- Are 'Personnel' expenses included in the 'Grant Request' column of your above budget?
 - Personnel: for each individual whose time can be directly attributed to grant activities, provide 1) individual's title and role, 2) hourly rate, 3) expected number of hours, 4) grant funds requested:
- Are 'Fringe Benefit' expenses included in the 'Grant Request' column of your budget? If yes:
 - Fringe Benefits: for each of the project's salaried employees, provide the 1) fringe benefit rate and 2) grant funds requested.
- Are 'Contractual/Consultant' expenses included in the 'Grant Request' column of your above budget? (Note that multiple bids may be required.) If yes:
 - Contractual/Consultant: List each anticipated contractor/consultant service. For each, provide: 1) grant funds requested, 2) description of services, and 3) justification for why the services are necessary for the success of this project
- Are 'Supply' expenses included in the 'Grant Request' column of your above budget? If yes:

SECTION II: FULL APPLICATION

- Supplies: List each supply (with a description if needed). For each, provide: 1) per unit cost, 2) # units purchased, 3) grant funds requested, and 4) justification for how this supply is necessary for the success of this project
- Are 'Travel' expenses included in the 'Grant Request' column of your above budget?
 - Travel: For each trip: 1) list expense types (airfare, car rental, hotel, meals, mileage, etc.) and associated grant funds requested, 2) number of travelers, and 3) justification for how this travel is necessary for the success of this project.
- Are 'Travel' expenses included in the 'Grant Request' column of your budget? If yes:
 - Travel: For each trip: 1) list expense types (airfare, car rental, hotel, meals, mileage, etc.) and associated grant funds requested, 2) number of travelers, and 3) justification for how this travel is necessary for the success of this project.
- Are 'Other' expenses included in the 'Grant Request' column of your budget? If yes:
 - Other: Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit and provide justification for how the expense is necessary for the success of this project. (E.g. meetings/conferences, communications, rental expenses, ads, publication costs, data collection.)

Anticipated Program Income

Any program income generated during the grant period must be used to further the objectives of the grant project. Program income includes, but is not limited to: income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); and registration fees for conferences, workshops, events, etc. Recipients are not required to report program income earned after the grant period.

- Do you anticipate having any program income? If yes:
 - List any anticipated sources of incomes generated by the activities covered by this grant:
 - How much income is expected to be earned by those activities (in \$)?
 - Describe how you will reinvest the program income into the project to enhance the education, promotion, or consumption of Northeast-regionally produced dairy products:

Expected Outcomes

- Describe how you will evaluate the success of your project, including metrics you will track to show your progress.
- What is the percent increase in sales that you anticipate from these grant activities for your business? (E.g. If your sales were \$50,000 before & \$60,000 after: $(\$60,000 - \$50,000) / \$50,000 \times 100 = 20\%$)
- What is the percent increase in sales that you anticipate from these grant activities for all project partners combined?
- How many new or existing outlets do you expect consumers to use to buy your business's dairy products for each of the categories below? If not applicable to your business/organization, enter zero (0).
 - Number of farmers markets

SECTION II: FULL APPLICATION

- Number of grocery stores
- Number of wholesale markets
- Other outlets
 - If other outlets, please list.
- As a result of this grant, do you expect an increase in revenue for your businesses? If yes:
 - Please estimate the increase in revenue (in \$)
- As a result of this grant, do you expect an increase in revenue for your grant project partners?
 - Please estimate the increase in revenue for all project partners combined (in \$):
- How many jobs are expected to be maintained and/or created because of this grant projec

III. SCORING CRITERIA

REVIEWER SCORING CRITERIA

Project Proposal (60 points)

Project overview and workplan illustrates an impactful and realistic project that will fully engage at least three dairy businesses in dairy agritourism activities that increase consumer awareness, access, and consumption of regionally produced dairy products. Applicant provides clear and relevant reasoning for timely need for funding and can show that they have a reasonable plan for sustaining the activities implemented in this project past the grant period.	30 points
Applicant demonstrates that their project is well-aligned with funding priorities and provides details to support that.	10 points
Applicant submitted supporting documentation that clearly and comprehensively illustrates that the grant funds will be a sound investment and will help the entity meet its food safety goals.	10 points
Applicant's narrative responses and letters of commitment/support collectively demonstrate the potential for project success. Any listed project partners have described their involvement and role in the project. Any match contributors have written which describes their match contribution and assign value to the contribution.	10 points

Budget (40 points)

Budget and narrative are realistic and sufficient to accomplish the work proposed. Applicant has leveraged the required percentage of match contribution.	15 points
Applicant has provided sufficient detail for budget categories: <ol style="list-style-type: none"> 1. Match sources and details are clear, and 2. Fund requests are detailed thoroughly in the budget narrative. 	15 points
Applicant provides reasonable expected outcomes via: <ol style="list-style-type: none"> 1. A useful plan for evaluating the success of their project including appropriate metrics to track. 2. Proposal includes at least two (2) of the following: <ul style="list-style-type: none"> • Increase in sales • Increase in revenue • Job creation and/or retention • New/existing outlets for consumer access to business's dairy products. 	10 points

IV. GRANT MANAGEMENT & REPORTING

GRANT AGREEMENT & PAYMENT

Prior to receiving funding, successful applicants must sign a grant agreement with the Northeast Dairy Business Innovation Center via Vermont Agency of Agriculture, Food & Markets (VAAFAM) indicating their intent to complete the proposed project and authorizing NE-DBIC/VAAFAM to monitor the project's progress. The grant agreement will include provisions (terms and conditions) set by the State of Vermont as well as any program-specific requirements. Review [Attachment C - Standard State Provisions and Contracts and Grants](#) (12/15/2017 Revised).

Prior to commencement of work and release of any payments, grantee will be required to submit:

- A. A certificate of insurance consistent with the requirements set forth in Attachment C of the grant agreement [Not required if grantee has a current certificate of insurance on file with the Agency of Agriculture.]
- B. A current [IRS Form W-9](#) (Request for Taxpayer Identification Number and Certification), signed within the past six months
- C. A Unique Entity Identified number, acquired through SAM.gov
- D. Documentation verifying pledged matching funds, as applicable.

GRANTEE PAYMENT SCHEDULE

Unless negotiated differently with the grant manager on a case-by-case basis:

- **Initial payment: 40%** of the total grant will be paid to the grantee upon receipt of certificate of insurance and Form W-9, confirmation of SAM.gov registration, and claim submission in WebGrants. Failure to submit all required documents and an executed copy of the grant agreement within 30 days of receipt may result in the loss of awarded funds.
- **Second payment: 40%** of the total grant will be issued upon approval of grantee's interim performance report by the grant manager and receipt of a claim in WebGrants.
- **Final payment: 20%** of the total grant will be issued upon approval of grantee's final performance report, the completion and submission of a survey provided by the grant manager, and receipt of a claim in WebGrants.

The final performance report is due no later than 30 days after the grant end date. Final invoices must be submitted to the State within 45 days of the grant expiration date. Invoices submitted before the completion of an interim or final report will not be paid until the report has been received, reviewed, and accepted by the grant manager. The State cannot reimburse the grantee for work performed or expenses incurred prior to the notice of award or after the expiration date of the grant.

SECTION IV: GRANT MANAGEMENT & REPORTING

REPORTING REQUIREMENTS

The following reporting is required under this grant program:

1. Grantees will submit an Interim Performance Report mid-project which may include:
 - a. Summary of status of grant activities
 - b. Description of successes and challenges
 - c. Discussion of any modifications deemed necessary and justification for changes
 - d. Documentation of any marketing/promotion of project
 - e. Photos/documentation that demonstrates grant activities.
 - f. Expenditures to date
2. Grantees will submit a Final Performance Report and complete a survey no later than thirty (30) days from the grant end date. Final reports may include:
 - a. Summary of achievements from this project including impacts on the community, public, and other businesses/organizations
 - b. Description of any challenges or changes to the project
 - c. Lessons learned from this project
 - d. Opportunities that arose from the completion of this project
 - e. Plans to build on the work completed under this grant
 - f. Representative documentation and photos representative of the full breadth of activities under this grant
 - g. Final expenditures
 - h. Project outcomes:
 - i. Results of grantees measurements of success
 - ii. New and existing outlets
 - iii. Sales increases
 - iv. Increases in revenue
 - v. Jobs maintained/created
3. A post-grant survey will include questions which pertain to metrics regarding the following:
 - a. Increase in consumption of and access to dairy projects
 - b. Increase in sales of dairy products
 - c. Development of new market opportunities for dairy producers and processors
 - d. Dairy farmer/processor satisfaction of grant activities

The NE-DBIC/VAAFM reserves the right to utilize and/or summarize information and photos provided through these reports to use on publications/promotions.

NE-DBIC via VAAFM reserves the right to modify reporting requirements during the project. Information submitted in any report under this program will be a public record. Failure to adhere to reporting requirements and deadlines may disqualify the grantee from future grant opportunities through the NE-DBIC or State of Vermont.

SECTION IV: GRANT MANAGEMENT & REPORTING

CERTIFICATE OF INSURANCE

A certificate of insurance (COI) is a common requirement for businesses and organizations; most agents are familiar with it. The State of Vermont must be listed as an additional insured on the grantee's policy. We recommend forwarding the insurance requirements below to prospective insurers for accuracy:

Insurance: Before commencing work on this Agreement the Party must provide certificates of insurance to show that the following minimum coverages are in effect. It is the responsibility of the Party to maintain current certificates of insurance on file with the State through the term of this Agreement. No warranty is made that the coverages and limits listed herein are adequate to cover and protect the interests of the Party for the Party's operations. These are solely minimums that have been established to protect the interests of the State.

Workers Compensation: With respect to all operations performed, the Party shall carry workers' compensation insurance in accordance with the laws of the State of Vermont. Vermont will accept an out-of-state employer's workers' compensation coverage while operating in Vermont provided that the insurance carrier is licensed to write insurance in Vermont and an amendatory endorsement is added to the policy adding Vermont for coverage purposes. Otherwise, the party shall secure a Vermont workers' compensation policy, if necessary, to comply with Vermont law.

General Liability and Property Damage: With respect to all operations performed under this Agreement, the Party shall carry general liability insurance having all major divisions of coverage including, but not limited to:

Premises - Operations

Products and Completed Operations

Personal Injury Liability

Contractual Liability

The policy shall be on an occurrence form and limits shall not be less than:

\$1,000,000 Each Occurrence

\$2,000,000 General Aggregate

\$1,000,000 Products/Completed Operations Aggregate

\$1,000,000 Personal & Advertising Injury

Automotive Liability: The Party shall carry automotive liability insurance covering all motor vehicles, including hired and non-owned coverage, used in connection with the Agreement. Limits of coverage shall not be less than \$500,000 combined single limit. If performance of this Agreement involves construction, or the transport of persons or hazardous materials, limits of coverage shall not be less than \$1,000,000 combined single limit.

Additional Insured. The General Liability and Property Damage coverages required for performance of this Agreement shall include the State of Vermont and its agencies, departments, officers and employees as Additional Insureds. If performance of this Agreement involves construction, or the transport of persons or hazardous materials, then the required Automotive Liability coverage shall include the State of Vermont and its agencies, departments, officers and employees as Additional Insureds. Coverage shall be primary and non-contributory with any other insurance and self-insurance.

Notice of Cancellation or Change. There shall be no cancellation, change, potential exhaustion of aggregate limits or non-renewal of insurance coverage(s) without thirty (30) days written prior written notice to the State.