



Tompkins County Agriculinary Tourism

2023 Farm to Fork Microgrant Program

Program Summary: The Ithaca/Tompkins County Convention & Visitors Bureau, also known as Visit Ithaca, a division of the Tompkins Chamber, has a focus on advancing agriculinary tourism in Tompkins County. A portion of Visit Ithaca's budget has been allocated to provide microgrants directly to agriculture-based businesses and food and beverage businesses who source locally. The purpose of the microgrants is to enhance agribusinesses to be ready to welcome visitors and to expand agriculinary tourism offerings that will promote overnight visitation in Tompkins County. This grant is meant to subsidize a portion of the business's project cost. The project must fit within one of the following goals:

- [1] to enhance visitor readiness,
- [2] to add or improve public-facing activities, offerings, or amenities,
- [3] to enhance marketing/communication of your business,
- [4] or to generally enhance tourism and economic development in Tompkins County.

Funding Available: Microgrants of up to \$2,000 are available to agriculture-based businesses. *This is a reimbursement grant, with an expectation of business investment in the project of at least 50% of total project cost.* Monies will be disbursed within 30 days **after** receipt of the final report (form, invoices, and photos). Advanced funding may be made available depending on need and upon consultation with Grant Administrator Cloud Kelley.

To receive approval, the grant application must meet the following criteria:

- Business must be agriculture-based: farms and/or food/beverage producers; or restaurants which use a minimum of 20% locally sourced food and beverage products.
 - At least 50% of total funding will be allocated to farmers and producers;
 - Up to 50% of total funding will be allocated to restaurants.
- All restaurant applicants must complete additional questions outlined in the application form.
- Business must reside within Tompkins County.
- Project must demonstrate intention to grow agriculinary tourism within Tompkins County.
- Project should be part of larger investment made by the business.
- Incorporation of the Farm to Fork logo on the business's website linking to the Visit Ithaca Farm to Fork web page.
- Eligible to both for-profits and non-profits which relate to agriculinary tourism.
- Businesses must agree to onsite check in with Visit Ithaca six to twelve months following grant reimbursement to take photos/ view project; and to gather feedback from businesses about how the funded project has assisted their visitor engagement.



Examples of eligible projects corresponding to numbered goals outlined above:

- [1] Signage, beautification, renovations, accessibility requirements, restrooms.
- [2] Building a tasting room, creating an event, property planning/design.
- [3] Website consultation, logo design, promotional items.
- [4] Workforce attraction.
- [5] Creation of online ordering/shopping platform.
- [6] Operational expenses, on a case-by-case basis.
- [7] A more general category, this and all the categories are open to your unique ideas.

Ineligible:

- Businesses outside Tompkins County
- Use of funds to underwrite existing operational costs
- Farm-lodging properties not registered with Tompkins County Budget and Finance to collect occupancy tax
- Rent/occupancy expense

Evaluation Criteria: Applications will be reviewed in **two rounds of funding:**

- Round 1: March 13th, 2023, with applications due at 5pm,
- Round 2: May 1st, 2023, with applications due at 5pm.

Following the second round of funding, applications may be accepted on a rolling, first-come, first-serve basis, pending availability of remaining funding, through July 17th, 2023, or until all funds are expended, whichever comes first. Applications will be evaluated based on how relevant the project is to the goals outlined above and to the optimal goal of creating overnight visitation in Tompkins County.

Submission Process: Please complete the application and submit *by email* to ckelley@tompkinschamber.org.

Review Process: Once applications are received by the grant coordinator, they will be reviewed for completeness and eligibility. The Agriculinary Tourism Advisory Committee will be consulted and invited to provide feedback on the grant applications and final reports.

If a project is time-sensitive, applicant should inform the grant coordinator, Cloud Kelley, and note project timeline requirements in the email submission.

Required Deliverables: Completed projects, final reports, copies of invoices and photographic evidence will be submitted and reviewed on a rolling basis, no later than December 1st, 2023, to receive reimbursement. Please see the bottom of this form for the final report.



Questions? Please email Cloud Kelley, Business & Workforce Development Specialist at CKelley@TompkinsChamber.org, who serves as grant coordinator of the Agriculinary Tourism Microgrants.



2023 Application:

Tompkins County Agriculinary Tourism *Farm to Fork* Microgrant Program

All applicants must complete the following.

Farm or Business Name: _____

Contact Name: _____

Does your business reside in Tompkins County? Y____ N____

Physical Address: _____

Telephone #: _____

E-mail address: _____ Website: _____

Years in business: _____ Amount requested (maximum \$2000): _____

My business is open to the public... (select one)

during regularly scheduled hours | by appointment only | during special events | other (please describe)

Please describe your agritourism business/restaurant and its goods/services.

Please briefly describe the project and why it is necessary for your business.



Which goal (outlined on pg. 1) are you looking to accomplish? [1] [2] [3] [4] (select at least one)
Please explain how this project would support the goal.

How does this project relate to, support, and expand agricultural tourism in Tompkins County?

How do you anticipate visitation changing as a result of your project?

Please briefly describe the project timeline, including your anticipated completion date.
(Note: the project, report and its deliverables must be completed and sent in by Dec. 1, 2023)



Please briefly describe your project budget, including all sources of funding and how each will be used. Then fill out accompanying table.

Planned Budget:

- Please only list relevant sources (not all sources must be met)

Funding Source	Amount	Use of Funding
Owner Financing/Equity		
Bank/Outside Funding		
Microgrant (Max. \$2,000)		
Other (Please specify)		
Total Project Cost		

Restaurant Applicants Only:
 (All others may continue to end of application)

Please explain what “locally-sourced” means to you. (200-300 words)



What is your business currently doing to support local agriculture businesses? (200-300 words)

What is your business currently doing that sets you apart as a business that sources locally? (200-300 words)

How will these requested funds directly expand your business's current support of local agriculture and agricultural products? (200-300 words)



All applicants must agree to the following.

I understand that a change to an approved grant needs approval by grant coordinator, Cloud Kelley. I understand I am required to submit a project description, digital photographs and all invoices prior to reimbursement. I have reviewed and agreed to the guidelines, including a post-project check-in with grant coordinator six months following reimbursement of funds. I understand the requirements and agree to abide by the terms:

Signature of Applicant

Date

Printed name of Applicant



2023 Final Report:

Tompkins County Agriculinary Tourism *Farm to Fork* Microgrant Program

Due December 1st, 2023

Farm or Business Name: _____

Contact Name: _____

Name for the reimbursement check to be made out to.

Address for the reimbursement check to be sent to.

Please briefly reiterate your project.

What, if any challenges, did you face in completing the project?



Did your project change at all, if so, how and why?

Note: Changes to an approved grant needs approval by Grant Coordinator.

Please outline what exactly was completed for the project.

Which numerical goal (pg. 1) did you choose? How will this project help you achieve that goal?

How did your project impact visitation to your business? How are you judging/ measuring the change?



Did the microgrant process meet your expectations? Are there any ways we could improve the microgrant process?

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Actual Budget Spent:

Funding Source	Amount	Use of Funding
Owner Financing/Equity		
Bank/Outside Funding		
Microgrant (Max. \$2,000)		
Other (Please specify):		
Total Project Cost		

Testimonial about your microgrant experience:

Don't forget to include:

- Three digital photographs demonstrating project implementation



- Copies of all invoices to be reimbursed, with verification of total project expenditures

I understand I am required to submit a project description, digital photographs and all invoices prior to reimbursement. I have reviewed and agreed to the guidelines, including a post-project check-in with grant coordinator six months following reimbursement of funds. I understand the requirements and agree to abide by the terms:

Signature of Applicant

Date

Printed name of Applicant