Tompkins County Agriculinary Tourism

2024 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. Agritourism is the linking of agricultural production and/or processing with tourism to attract visitors to a farm, or other agricultural business for the purpose of entertaining or educating the visitors while generating income for the farm, or business owner. *A portion of Visit Ithaca's budget has been allocated to provide microgrants directly to agriculture-(tourism) based businesses as well as food and beverage businesses who source locally, and **who are interested in expanding their engagement.*** 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, therefore monies will not be received until project completion and final report is submitted with supporting documentation. For example, to receive a $2,000 grant, you must have incurred project expenses of at least $4,000. If the work is part of a bigger project, select the piece that is most applicable to the guidelines of the grant.* Monies will be disbursed within 30 days **after** receipt of the final report (form, invoices, and photos).

To receive approval, the grant application must meet the following criteria:
- Business must be agritourism-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 who source locally.
- All restaurant applicants must complete additional questions outlined in the application form.
- Business must be located within Tompkins County.
- Site Visit and project discussion with grant coordinator
- Project must demonstrate intention to grow agriculinary tourism within Tompkins County.
- 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 before grant approval, during project, and at the completion of project to gather feedback 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

Application Deadline: Applications will be due:
- April 1st, 2024, by 5pm,
- If funding remains, a second round will be considered.

Submission Process: Please complete the application and submit *by email* to Sarah@visitithaca.com.

Review Process: Once applications are received by the grant coordinator, they will be reviewed for completeness and eligibility, and a site visit scheduled. The Agriculinary Tourism Advisory Committee will be consulted to review and score eligible grant applications. Applications will be reviewed within 3 weeks of application due date.

Required Deliverables: Completed projects, final reports, copies of invoices and photographic evidence can be submitted and reviewed on a rolling basis, no later than December 1st, 2024, to receive reimbursement. We reserve the right to reallocate funds if the deadline is not met. Please see the bottom of this form for the final report.

Questions? Please email Sarah Imes, Tour & Travel Manager at Sarah@visitithaca.com, who serves as grant coordinator of the Agriculinary Tourism Microgrants.

2024 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 agriculinary 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 <u>*must be completed and sent in by Dec. 1, 2024*</u>*)*

Please briefly describe your project budget, including all sources of funding and how each will be used. If this is part of a larger project, describe the piece relative to this application. Fill out the 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 signature section 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)

How do you track out of town visitors vs. locals?

All applicants must agree to the following.

I understand that a change to an approved grant project requires approval by grant coordinator, Sarah Imes. I understand I am required to submit a project description, digital photographs and all invoices <u>prior to reimbursement</u>. 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