



Tompkins County Agriculinary Tourism

Farm to Fork Microgrant Program

Program Summary: The Ithaca/Tompkins County Convention & Visitors Bureau (a division of the Tompkins County Chamber of Commerce) has written it into their budget to advance Agriculinary Tourism Product Development in Tompkins County. A portion of this budget has been allocated to provide direct microgrants to farms, food and beverage producers, farm stands, and farmers markets to expand agriculinary tourism opportunities in Tompkins County with the following specific goals: increasing the number of farms, properties, and markets which are considered “visitor ready”, to increase visitor access, or to add new visitor amenities with the goal of enhancing tourism and economic development impacts to Tompkins County and its businesses.

Funding Available: Micro grants of up to \$500 will be available to farm and agriculinary businesses looking to start new agriculinary enterprises or to market or expand existing enterprises. The purpose of the grant is to help kick start new farm ventures or expand existing ventures, with a focus on initiating or expanding agriculinary tourism opportunities in Tompkins County. *This is a reimbursement grant:* monies will be disbursed within 30 days **after** receipt of final report (narrative, billing and photos).

In order to receive funding, the grant application must demonstrate the following:

- A farm, food or beverage business with a farming element, farm stand, or farmers market project in Tompkins County that will strengthen the Tompkins County tourism offerings.
- Project must demonstrate intention to grow tourism visitation and enhance visitor readiness.
- The project should be part of larger investment made by the farmer, business, or organization to receive preference. Matching funds are strongly encouraged.
- Preference will be given to applicants who have participated in the Cornell Cooperative Extension Farm Evaluation process.

Eligibility Criteria: Farms, food producers, beverage producers or farmer’s markets located in Tompkins County embarking on a new ag enterprise, or marketing or expanding an existing ag enterprise, with a specific focus on increasing tourism to their farm, market, or location; a focus on becoming visitor ready or enhancing/increasing visitor ready status. Examples of eligible projects could include: roadside signage, landscaping/beautification (entranceways, arches, clearing of land for a picnic area, etc.), promotional literature, digital marketing, addition of visitor restrooms, or other improvements required to allow a business to accept visitors and tourists.

Ineligible: Farms outside Tompkins County, farms using funds to underwrite existing operations.



Evaluation Criteria: Applications will be evaluated based on clarity, demonstrated need, capacity to deliver project goals, and value to visitor experience.

Submission Process: Please complete the application and submit *preferably by email* to kendall@visitithaca.com, or by mail to the Ithaca/Tompkins County Convention & Visitors Bureau (ITCCVB) 904 East Shore Drive, Ithaca, NY 14850. Applications will be accepted on a rolling basis until **September 1st, 2019**, or until grant funding is expended.

Note that additional supporting documentation is welcomed with your application, *but please keep your digital application to a single .pdf file*. Technical assistance is available to applicants from the Agriculinary Tourism and Marketing Coordinator.

Projects, final reports, invoices and photographic evidence will need to be submitted by **November 30th 2019** in order to receive the reimbursement.

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

If a project is time-sensitive, applicant should inform the Agriculinary Tourism and Marketing Coordinator and note project timeline requirements in the application narrative.

Required Project Report: A brief project report is due November 30th, and is required for reimbursement of project expenses. Project report page is included at the end of this form.

Questions? Please call (607) 272-1313 ext. #244 or email Kendall Blizzard, the Agriculinary Tourism and Marketing Coordinator, at kendall@visitithaca.com.



2019 Final Report:

Tompkins County Agriculinary Tourism *Farm to Fork* Microgrant Program

Due November 30, 2019

Farm or Business Name: _____

Contact Name: _____

Telephone #: _____

E-mail address: _____

Name/Address for reimbursement check *if different from above*

Please explain your project and were you able to complete it?

Did your goal/focus for this project change, if so, how and why?

**Please note that a change to an approved grant needs approval by Agriculinary Tourism Coordinator.*

Please outline what exactly was completed for the project:



How do you think this will bring in more visitors or make the business more visitor friendly?

How did this microgrant/project process go for you? Do you believe it was successful? Are there any ways we could improve the microgrant process?

Actual Budget Spent:

Funding Source	Amount	Use of Funding
Owner Financing/Equity		
Bank/Outside Funding Source		
TC Microgrant (Max \$500)		
Total Project Cost		

Don't forget to include:

- Three digital photographs (screenshots if digital) 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 payment. I understand the requirements and agree to abide by the terms:

Signature of Applicant

Date