



Hawai'i Agri-Tourism Support Mini-Grants

Prepping Your Application

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What is this funding for?

- New/Developing agri-tourism operations in Hawai'i
- Capacity building projects
- Expand and enhance agri-tourism projects
- We want to see a vision
- We want projects to produce growth



Who is eligible?

- Attendees of the Hawai'i Agri-Tourism Webinar Summer Series 2020 (3 sessions – live or recorded)
- Be able to provide 20% cash match
- Ag operations
- Tourism operations with an agricultural partner
- Non-profit and for-profit



Tell me more!

- You can request up to \$3000
 - Don't forget about that 20% match!
- Project timeline: October 1, 2020 – March 31, 2021
- Application deadline: 11:50 PM HST
Wednesday September 9, 2020

Hawai'i Agri-Tourism Support Mini-Grants

Request for Applications

Application Deadline: September 9, 2020 11:59 PM HST

Through a partnership and collaboration with Hawai'i Tourism Authority (HTA), Hawai'i Agri-Tourism Association (HATA), and GoFarm Hawai'i (GFH), O'ahu Resource Conservation & Development Council (O'ahu RC&D) seeks grant applications from new and developing agri-tourism operations on any of the Hawaiian Islands to support the implementation of capacity building projects.

Scope:

Agri-tourism offers visitors opportunities to look behind the scenes and experience agricultural locations across the State that are accessible and authentic. Hawai'i's farms and rural communities are ideal venues to offer these activities. This mini-grant program aims to expand or enhance new and existing agri-tourism projects. Proposed projects are expected to capture growth throughout the granting period. Proposals may be collaborative with public and private partners.

Eligibility:

- Only attendees of the Hawai'i Agri-Tourism Webinar Summer Series 2020 are eligible to apply (this includes participants who attend live webinars AND participants who watch the 3 listed sessions as recordings). A step-by-step review of the mini-grant application will be provided at the August 6th webinar.
- Applicants must commit a 20% matching contribution in cash.
- Applicants may be agricultural operators, or tourism operators with an agricultural partner; collaborations are encouraged.
- Both non-profit organizations and for-profit businesses are eligible to apply¹.

Details of Award:

All project funds must be used to expand or enhance agri-tourism operations. Total available funding is \$45,000. Applicants can request up to \$3,000 and must commit a 20% matching contribution to the project in cash. O'ahu RC&D will provide funding directly to the applicant for the awarded amount on a reimbursement basis. All activities supported by the mini-grant must be completed between October 1, 2020 and March 31st, 2021. Only one submission will be considered for each applicant; if multiple applications are submitted, only the first one received will receive consideration.

Potential Project Examples

- Example 1: Creating a unique farm tour experience: coordination and marketing to make reservations and book guests, hire transportation and labor to host tours (i.e Farm-to-table tour/caravan).
- Example 2: Collaborative project between multiple businesses to create a product that can be sold in stores, online, and/or at the farmer's market and direct-to-consumer.
- Example 3: Host an on-site or virtual workshop: Marketing materials and services needed to host a workshop on your farm site or the purchase of your product to be used during a workshop hosted for visitors for co-branding.
- Example 4: Online store/booking development.

¹ Non-profit organizations will only be eligible for one HTA award in any given fiscal year.

Allowable Costs:

Grant funds may be used for:

- Marketing collateral development for collaborations
- Marketing plan development to increase revenue
- Transportation or operation support to host a farm tour
- Supplies and packaging
- Software
- Services
- Promotions

Grant funds may NOT be used for:

- Purchase of equipment or organic materials (i.e. livestock, plants, soil)
- Marketing surveys
- Permitting/licensing support
- Food
- Disposable Items

Evaluation Criteria

Submissions that meet all eligibility criteria will be scored based on:

1. **30% Likelihood of successful implementation:** applicant presents a concise, well-defined plan, and all proposed activities are feasible with realistic costs and implementation timeline.
2. **25% Return on investment:** the proposed activities will have a positive, financial impact on the applicant's operation.
3. **10% Collaboration** with partner company, farm or organization to enhance the quality of the offering (all partners should be identified in the project outcomes and provide a letter of support to be included with the application).
4. **25% Clear outcomes and measurable results:** the proposed activities have specific outcomes and a plan to measure results in terms of the number of residents and non-residents served (Residents and non-residents must be counted separately, but will be scored equally) and other measures of success defined by the applicant.
5. **10% Long-term impact:** the proposed activities are of strategic importance for the long-term success of the applicant in agri-tourism.

Submission Process:

To apply, please complete all sections I-III of the Application starting on Page 3 and follow instructions on the last page (Page 8) for submitting all Application documents by email.

Please review the *Grant Application Form*, *Proposal Narrative*, and *Application Checklist*. The application should provide an overview of your proposed project, and identify specific outcomes or results.

Completed applications must be submitted via email to frankie.koethe@oahurcd.org no later than 11:59pm HST on Wednesday, September 9th, 2020.

Questions regarding this application can be submitted to O'ahu RC&D at frankie.koethe@oahurcd.org no later than 11:59 PM HST on Friday, September 4th, 2020..

All applicants will be notified of the review committee's results by email on or before October 1st, 2020.

I. Applicant Information

General Application Information	
Applicant Name(s):	
Business Name:	
Mailing Address:	
Physical Address of Project if different:	
City and Zipcode:	
Phone Number:	
E-Mail Address:	
Website and Social media handles:	
Financial Information	
Grant Funds Requested	\$
Funds Provided by Applicant (at least 20% of the funds requested or \$600, must be in cash and documented):	\$
Additional Funds Provided by Applicant	\$
In-Kind Contributions	\$
Total Project Budget (total of above)	\$

Project Success. If you implement your proposed project:					
		2020	2021	2022	2023
How many additional visitors do you project per year?	Resident visits:				
	Non-resident visits:				
	Total Visitors:				
What is the expected increase in revenue?		\$	\$	\$	\$

Is your operation registered with the State of Hawai'i?

Yes _____ No _____

Did you attend 3 of the live/recorded sessions of the Hawai'i Agri-Tourism Webinars 2020 (1 county market opportunity, 1 compliance & planning, 1 grant application session)?

Yes _____ No _____

II. Proposal Narrative

Background Information: Provide a brief history of your organization, farm, ranch and its agricultural/tourism operation. (300 words or less)

Project: Provide a brief summary of the project you plan to implement. (300 words or less)

Activities/Outcomes:

Describe your key project activities and projected timeline in the table below (Projects must be completed between October 1, 2020 and March 31, 2021).

Project Activity	Projected Completion Date
<i>Example 3: Host an on-site workshop/event</i> 1. Draft promotional materials for collaboration event. 2. Disperse promotional materials, taking media inquiries. 3. Complete marketing plan for collaboration project. 4. Hold proposed agritourism event.	1. November 1, 2020 2. December 1, 2020 3. January 29, 2021 4. February 6, 2021

Additionally, what are the expected outcomes of the project activities in the above table? (100 words or less)

Collaboration: Describe any partners in this project and the specific role/responsibility they will play in your proposed activities. (100 words or less)

Budget Notes: justification or explanation of revenues, visitor counts or expenses (300 words or less)

Identify costs for the proposed project, including the 20% matching contribution (listed as: other cash) from the applicant in the budget table provided.

Example:

Project Expense Item(s)	HTA Grant	Other Cash	Total	Source of Other Cash
Marketing Materials	2000.00	1000.00	3000.00	Personal Contribution

Project Expense Item(s)	HTA Grant	Other Cash	Total	Source of Other Cash

Results: Are there any additional long term impacts of the proposed project? If yes, how will you measure these impacts? (100 words or less)

III. Application Checklist:

**Marked items: Optional but will score higher for awarding than applicants who do not submit these items.*

	Applicant Information Form completed (I)
	Proposal Narrative - all questions/sections completed (II)
	Application Checklist completed (III)
	Most recent bank statement of applicant - to show proof of match amount required (PDF)
	W-9 Form (completed and signed) (PDF)
	Letter of Commitment from Applicant (PDF)
	*Letter(s) of Support from collaborative project partner(s) - only required for applications that include partners. (PDF)
	Completed Application (sections I, II, III) in the original PDF format (not printed then scanned) AND all additional attachments in PDF format listed in section III, emailed to frankie.koethe@oahurcd.org by the deadline of 11:59 PM (HST) on September 9 th , 2020.

Frankie.koethe@oahurcd.org

Hawaii Agri-Tourism Mini-Grant Submission - Frank n Beans

Aloha Frankie,

Please see my completed application attached and supporting documents.

Mahalo nō,
Frank n Beans LLC
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FNBexampleAgritourismMiniGrants-RFP-2020-... (290K) ×

W9 Form (1).pdf (223K) ×

2020.08 FNB Bank Statement.pdf (153K) ×

LOC-FnBHawaii.pdf (71K) ×

LOS-TourismLLC.pdf (71K) ×

Undo Redo Sans Serif T B I U A List Bulleted List Numbered List Table Link Unlink

Send A U Link Smile Face Screen Share Lock Edit



Get Started Today!

Go to application:

oahurcd.org/hta-mini-grants

Questions & grant submission to:

frankie.koethe@oahurcd.org