

Agri-Experience Grant Program

Creating Agriculturally-Inspired Experiences

Yuma Visitors Bureau

Due September 15, 2011

The Yuma Visitors Bureau Agri-Experience Grant Program offers you the opportunity to apply for an Agritourism grant. Agritourism, as it is defined most broadly, involves any agriculturally-based operation or activity that brings visitors. Agritourism is a form of niche tourism that is considered a growth industry in many parts of the world, including the United States, Australia, Canada, Europe and the Philippines. Agritourism overlaps with Geotourism, Ecotourism, and Culinary Tourism.

According to the National Tour Association, an average group tour on a motorcoach spends anywhere from \$5,000 to \$11,000 per day in a community. The longer we can keep a group in our community, the better for our economy. Adding tour experiences enhances our ability to sell our destination and encourage multiple night stays. In addition, the Yuma Visitors Bureau celebrates our world-class agricultural community and is excited to offer experiences to visitors that will educate and celebrate Yuma agriculture.

The Agri-Experience grants are matching grants that are available to anyone who is interested in creating an agriculturally inspired experience for both tourists and locals. The Yuma Visitors Bureau is looking for experiences that are hands-on and interactive. The more exciting and interesting the experience, the more likely it will be successful.

Proposals must demonstrate a well-prepared plan of action. Markets for the product must have been researched and revenues and expenses must be projected. New and innovative plans for marketing products must also be evident. The interactive experience you are offering should be able to accommodate or service large groups of up to 50 people, the average number of guests on a typical tour.

A sound business plan must show potential profits from the Agritourism venture.

Examples of an experience that would qualify:

- A cooking class using locally grown ingredients
- A “U Pick” field where guests can pick a variety of crops. This would need to include a form of educational component (i.e. an oral presentation, recipes they can use, etc.)
- An opportunity to “shadow a farmer” for a day

- A tour of a plant, warehouse, etc. to showcase technology, equipment and/or implementation
- A Bed and Breakfast on or near a working farm

Matching grants are available at the following levels:

- \$2,500.00
- \$5,000.00
- \$10,000 .00

(All grants require a dollar-for-dollar cash match.)

Applicants may be required to make an oral presentation before members of the Agri-Experience Grant Committee.

If selected, a contract is to be approved by the applicant and the Yuma Visitors Bureau and cannot exceed 1 year in length. Grant funds will be disbursed in two payments; the first on October 1, 2011, and the second on January 31, 2012. Prior to receiving the second payment, all applicants will need to provide proof that they have expended an amount equal to the grant funds disbursed on October 1, 2011. Applicants will be required to complete a summary which will be due August 1, 2012, in order to apply for funding for the next grant cycle, if funds are available.

If you are selected to receive a grant, the Yuma Visitors Bureau will need to review your marketing materials before you officially market your experience. This review will be necessary in order to obtain your second payment in January.

In addition, if you are chosen to receive funding, the Yuma Visitors Bureau will do the following:

- Include your experience in our agritourism marketing materials throughout the year
- Include your experience in our agritourism section on our website (www.visityuma.com.)
- You may provide our Visitors Center (at the Quartermaster's Depot) with your rack brochures
- Include your experience in our media releases sent throughout the year

Application deadline is September 15th, 2011

For additional information please contact Kristan Sheppard at (928) 376.0100 or (928) 246.9108.

Agri-Experience Grant Application

A. APPLICANT INFORMATION

Name: _____ SSN (*Last four digits*): _____

Business Name: _____

Mailing Address: _____ County: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Business Tax ID # (if applicable): _____

Website: _____

Previous names used by applicant:

(If any, other than name listed above)

Number of years Farming/Ranching (if applicable): _____

Number of years in Agritourism (if applicable): _____

Driving directions from Yuma Visitor Information Center to your location:

(Located at the Quartermaster Depot: 201 N. 4th Ave. Yuma AZ 86364)

B. HISTORY

Have you received grant funding in the past? If yes, please complete the next three questions:

Entity/Source:

Dollar amount received: _____

What type of project was it for?

Applicants must receive a letter of endorsement from an agricultural specialist or a specialist in the field of their experience (i.e. dietician, restaurant owner, etc...) indicating they have reviewed the projections in this request. This may include, but is not limited to, extension educators, university faculty & staff, persons with a minimum of five years experience in the respective industry and/or loan officers. Please attach a brief resume for the applicant and applicant advisor along with the letter.

C. GENERAL DESCRIPTION OF THE PROJECT (attach a separate sheet if necessary)

1.) Amount of Funding Requested: \$ _____

Total Cost of Project: \$ _____

2.) If the committee decides to award you grant money, but not to the full extent requested, will the project still move forward? (If yes, please explain in detail how you can modify your plan or find other sources for funding.)

3.) Describe your current farm, ranch, or Agritourism operation (if applicable.):

4.) Please describe your proposed project in detail. (Please include what you plan to do, how it will help you diversify, potential income generated from project, challenges you may face, etc., and detailed information explaining how your proposed project will be hands-on and an interactive experience.)

5.) Describe your marketing strategy for this project. (Who is your target market, how and where will you sell the products, discuss market potential, competition, marketing area, etc.):

6.) Please explain in detail how the grant funds will be utilized? (i.e. to develop or fund marketing campaign, renovate a kitchen, building a garden, etc...):

7.) What funding source will you utilize to ensure that you provide matching funds for the project? (Please include any details that prove security and availability of those funds.):

8.) What expected outcomes do you foresee resulting from this project? (including financial gain):

9) Please attach a detailed timeline for the project with milestones and a projected completion date. (Please be sure to include the “open for business” date for the general public.):

10.) What are the critical risks or concerns that must be addressed in order to make this project a success?

11) Please list the name and phone numbers of two references who are familiar with your work:

Name _____

Address _____ City _____ State _____ Zip _____

Phone _____

E-Mail: _____

Name _____

Address _____ City _____ State _____ Zip _____

Phone _____

E-Mail: _____

D. BUSINESS STATUS

This Enterprise is:

_____ Sole Proprietorship

_____ Partnership

_____ Co-operative

_____ Domestic Limited Liability Company

_____ Non-profit

_____ Other (Specify)

Please provide the following information for all categories other than sole proprietors:

(If selected, you will need to submit supplemental information)

	Name	% Ownership	SSN <i>(Last Four Digits)</i>
1)	_____	_____	_____
2)	_____	_____	_____
3)	_____	_____	_____
4)	_____	_____	_____

E. BUDGET

ANNUALIZED TOTAL PROJECT BUDGET

- ❖ Please attach your budget indicating all the projected expenses and revenues for the first year of the project.
Be sure to include the matching funds that you will provide if you are awarded the grant.

F. INSTRUCTIONS

- a) Applications, including all supplements, should be limited to twenty (20) pages.
- b) Six (6) copies of the proposal must be delivered or mailed to the Committee at:

Yuma Visitors Bureau
Attn: Kristan Sheppard
202 South First Avenue, Ste. 202
Yuma, AZ 85364

G. CONCLUSION

By affixing your signature(s) to this application, you certify that you have read and understand the Guidelines governing award of these grants and agree to all conditions set forth therein and that all information contained in this application package is true to the best of your knowledge, information and belief.

The Yuma Visitors Bureau Agri-Experience Grant Committee reserves the right to modify or terminate any subsequent agreements with applicant if, at a future date the Agri-Experience Grant Committee becomes aware of material misrepresentation(s) contained in this application.

Name (type or print): _____ Date: _____

Signature: _____

Title: _____