



THE STATE
of **ALASKA**
GOVERNOR SEAN PARNELL

Department of Natural Resources

DIVISION OF AGRICULTURE
Central Office

1800 Glenn Highway, Suite 12
Palmer, Alaska 99645-6736
Main: 907.745.7200
Director's fax: 907.745-7112
Marketing & ARLF fax: 907.745.7242
Inspection fax: 907.745.7254



2013 Alaska Grown Cooperative Marketing Program

Request for Proposals ~ Application Deadline March 29, 2013

To: Interested Alaska Grown Producers, Marketers and Supporters

The Division of Agriculture is soliciting proposals for Cooperative Marketing Program (CMP) projects promoting Alaska Grown products in 2013. In order to participate you must be an authorized participant in the Division of Agriculture's Alaska Grown program. Maximum state funds to be allocated per project are up to \$2000.

The purpose of the CMP is to increase the demand for Alaska Grown products through industry-driven promotional projects. Requirements of the contract will include:

- Promotion of an Alaska Grown product or activity, not an individual business;
- Dollar-for-dollar match of every State dollar expended (in-kind match funds acceptable); and
- A final report of the project on Survey Monkey, required documentation and receipts, including matching funds.

Applicants should submit proposals following the proposal requirements outlined in the application. The application, evaluation methods, sample proposal and budget sheet can be found online at www.dnr.alaska.gov/ag/ag_grantsCMP.htm.

Proposals will be evaluated based on the relative need for the proposed activity, the importance of the problem to be addressed, benefits likely to be derived from the project in relation to the funds requested, the contribution of the contractor, how the Alaska Grown theme will be incorporated and if applicable, performance on previous grant contracts. Please see the criteria and points associated with each evaluation method. The Division of Agriculture intends to award multiple contracts from this solicitation.

Proposals must be received by the Division of Agriculture in Palmer (Division) office (see above address) by 5:00 pm on Friday, March 29, 2013.

Selected proposals will be announced by April 12, 2013. Projects and final reports must be complete and submitted to the Division by 5:00 pm on November 15, 2013. Grant reports must be submitted online through a service called Survey Monkey. Paper or emailed reports will not be accepted. Late project reports may not receive all of their funding and evaluation points will be reduced on future applications. If you have any questions, please contact Kristi Krueger at Kristi.Krueger@alaska.gov or at (907) 761-3858.

Sincerely, Kristi Krueger, Program Assistant



2013 Alaska GROWN Cooperative Marketing Program Application

Applications must be received by close of business (5:00 pm) **March 29, 2013**. Submit by email to Kristi.Krueger@alaska.gov, fax (907-745-7242), mail or in person to the Division of Agriculture in Palmer (1800 Glenn Hwy, Ste 12, Palmer, AK 99645).

Proposal Due Date: March 29, 2013

Applicants Notified by: April 12, 2013

Proposal Requirements:

Proposal must include the name, address, email address and telephone number of the primary applicant.

In order to address the increasingly competitive grant program, we must enforce the following requirements.

1. Application *must* be typed.
2. At least one letter of support.
3. Each proposal must have a title page that includes the project title and your contact information.
4. Please make sure the proposal is no more than four pages, including the budget. **The title page nor the letter(s) of support counts towards the total.**
5. Funds cannot be spent prior to award notification, receipts must be dated post-award.
6. You cannot reapply for the same grant more than three years in a row, and each year there must be new/ altered objectives, which demonstrates new development within the project.
7. Begin the proposal with a ½ page abstract, and then address each question outlined under “proposal content.” A successful project will provide clear goals and objectives, clearly state how it will benefit the industry, and why there is a need for the project proposed. The goals and objectives need to be specific, well-structured and brief. Present measurable outcomes, and what you hope to accomplish. Proposals that do not address valid industry needs and do not work cooperatively with the industry will not be considered for funding.
8. The CMP grant will **not provide funding for individual salaries**. If events are hosted, where labor is an essential part of the promotion of Alaska Grown products, we will consider how much of the labor we will cover. However, we will not specifically sponsor an individual’s salary. Matching funds can be met using labor/time. Please be specific in your explanation of matching funds, if matching with labor, how the cost is calculated, including hours and reasonable wage.

Proposal Content Requirements:

Project abstract: Provide a ½ page summary of the project and its objectives and then address the questions below:

1. What are the specific goals and objectives of this project?
2. How will accomplishments be evaluated and measured? Please be very specific, and be sure to include how you will execute these evaluations.
3. How will the funds be utilized, *including* the matching funds? Please also site the source of matching funds. For example, if \$2000 is awarded, \$2000 in matching funds needs to be expended. We will need receipts for all funds expended, including matching funds. In this example, we would need receipts showing \$4000 of expended funds.
4. How will you work cooperatively to market Alaska Grown products? Use this response to explain how the industry will benefit from you receiving this grant versus your personal gain.

5. How do you plan to use the Alaska Grown logo? Please be specific on what print items/ advertisements you intend the logo to appear on/in i.e. radio ads referencing Alaska Grown. ALL LOGO USE MUST BE PRE-APPROVED to ensure correct logo (ie; ® is used and NOT ™ symbol within the logo design).
6. How will your project impact buyers, sellers and the agriculture industry?
7. What evidence did you see in the industry that indicated there was a significant need for the project proposed?

The following criteria will be used to evaluate the CMP grant proposals: Total Points Possible = 100

1. Application: (10 points)
Please refer to the sample application provided on our website at: www.dnr.alaska.gov/ag/ag_grantsCMP.htm. Proposal is well-written and clear; please clearly outline your goals and objectives, and clearly demonstrate how you will meet each goal and objective. The application will be evaluated on how comprehensive it is and follows the directions provided in the request for proposals.
2. Budget: (15 points)
Please use the budget worksheet provided by the Division or follow the example provided closely. The budget will be evaluated on how clearly it defines how the funds will be used, where the matching funds will come from, and the use of the funds.
3. Cooperative Marketing: (40 points)
The basis of this grant is to offer an opportunity for producers and those involved in the agricultural industry to work together cooperatively to market agricultural products and promote Alaska Grown. Your proposal will be evaluated to see how you will be utilizing the Alaska Grown logo and if you are working cooperatively to market Alaska Grown agricultural products. This grant is not intended solely for private business gain.
4. Industry Support: (10 points)
How will your project impact the agricultural industry? We will evaluate the overall impact your project will have on the industry. You must provide at least one signed letter of support from a member of the agriculture industry who will endorse your project.
5. Evaluation Methods: (15 points)
How will the goals and objectives of the proposal be evaluated, i.e. surveys, customer counts, increased business? Solid evaluation methods are necessary, with a clear plan on how to *execute* these evaluation methods. If you were previously awarded a grant, we will review to see if evaluation methods were carried out, and if they were successful. If they were *not* successful, are new evaluation methods being utilized? This is an integral part of the application and project.
6. Previous Projects: (10 points)
The proposal will be evaluated by previous projects completed by the applicant/business applying. If projects were late, incomplete, or did not meet the objectives set forth in the project, this will affect the evaluation of the current proposal. If you have not been previously awarded a grant with the Division of Agriculture, you will not be penalized and will be granted 10 points automatically. If you previously had an incomplete project, a 0 will be granted.

The Division of Agriculture has written a sample proposal. You have permission and are encouraged to follow the format displayed on the sample proposal. The Division has also provided a sample budget outline to follow. Use this when presenting your budget information. This budget outline is in Microsoft Excel. You can download it off of our website and save it to your computer, to use. It will automatically total the numbers you enter. Please go to: www.dnr.alaska.gov/ag/ag_grantsCMP.htm or www.dnr.alaska.gov/ag and click on grants, to access these documents.

If you have any questions when working on this proposal please contact Kristi Krueger at Kristi.Krueger@alaska.gov or at (907) 761-3858.