

Sample CMP grant Proposal

Alaska Grown Honey

Contact Information:

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Project Abstract:

There are currently eight active apiaries within the state of Alaska. Most of the general population is not aware that they can purchase locally harvested honey. Each of these bee keepers does their best to have active hives that are properly placed within productive crop areas, to produce a flavorful, desired honey. This is a premium product, and we want to cooperatively advertise to create a greater awareness of Alaska Grown honey.

Together, with seven other honey producers, we will advertise the availability of Alaska Grown honey. We will do radio advertising, print advertising, and host a “Taste Alaska Grown Honey” event! Our radio advertising will be used as a medium to spread the “news” state-wide. The print advertisements will be used in areas with greater populations and also where the events will be hosted, to advertise the event. We will host two separate events. We will host an event in the Fairbanks region, and also in the south-central area. Honey will be available to taste at these events, and we will have educational materials, teaching the public how bees are handled, and how honey is harvested. The highlight will be on the tasting, in an effort to increase sales of Alaska Grown honey.

1. Advertise Alaska Grown Honey
 - a. We will use radio advertising to reach every area of the state, to increase awareness of the availability of Alaska Grown honey. We will contract the advertisement out to an agency that can put the ad together, and can reach a variety of stations around the state.
 - b. We will use print advertisements in the Anchorage Daily News and in the Fairbanks Daily News Miner. We intend to do greater advertising in the higher population regions, to ensure we reach a large customer base. Also, we will use print media to advertise our Taste Alaska Grown Honey event. We anticipate that at least 500 will attend the event in the south-central area, and 300 will attend in the northern region. If it seems appropriate, we will consider print advertising on the Peninsula as well.
 - c. Taste Alaska Grown Honey event will take place in Fairbanks on the Farmers Market property. We will contract to conduct this event on a day when the farmers market is not taking place. We will host the south-central event in Anchorage, at the park located on 9th Avenue. We will provide educational material on bee management and honey harvesting. We anticipate education, tasting the product and meeting the farmer, will encourage people to buy local.
2. We will provide surveys at the events, asking people how they heard about the event, if they were aware Alaska Grown honey was available, and ask them to rate the event. We will have staff available to do customer counts, to see if our outreach goals were successful, and also to gauge the popularity of the event, if we continue the tradition in future years. We will have the mobile Alaska Grown kiosk available at the event, and that is where those attending the event will conduct their survey. This will be posted at a visible location, with a staff member reminding people to take the short 3 question survey. We will also

- remind those who are conducting the customer counts to remind those attending to take the survey. We would like to ask for assistance with the customer counts, to educate staff on how to correctly conduct these counts.
3. The requested funds will be used to pay for the print and radio advertising, for event supplies, and property rental for the events held in Fairbanks and Anchorage. Matching funds will come from the 8 bee keepers participating in this grant. We will match by using funds for radio advertising, event supplies, property rental, event advertising and labor. Please see the budget breakout for details.
 4. We will work with a total of eight apiaries to advertise Alaska Grown honey. This will benefit the entire bee industry in Alaska, as all bee keepers are participating in this grant. We will be putting forth at least \$2500 of our personal funds to demonstrate to the general public that there is Alaska Grown honey available, an item not commonly recognized as a local product. We want to show the public that there are more local products available than realized.
 5. We will use the logo on all print media and thank the Alaska Grown program on our radio advertising for their support. We will also use the logo for advertising at our events. If possible, we would like to borrow an Alaska Grown banner from the Division of Agriculture for these events. We intend to have bumper stickers and other promotional Alaska Grown items available at the two Taste Alaska Grown honey events.
 6. We anticipate an increase in sales from those who were previously unaware of local honey availability. Mostly, we believe this will have a direct impact in two ways.
 - a. It will increase locally harvested honey sales. There are currently eight apiaries state-wide and we are looking to increase their market outlets and demand for their product.
 - b. We anticipate that with increased exposure of Alaska Grown in general, and creating a greater awareness of Alaska Grown local products, that the industry will benefit overall, as new customers seek additional locally grown products.
 7. This past year I contacted each bee keeper and I asked how their honey production was doing, and what they perceived their market outlets to be. They indicated that they had a tough time selling their honey and that they felt the public was unaware it was available. This prompted us to brainstorm on how we could create a greater awareness of our exceptional product.

We want to thank you for taking time to review our application and consider our proposal. We look forward to an opportunity to create a great awareness of Alaska Grown and to benefit the local apiaries, in an effort to retain and increase agriculture within the great state of Alaska.

	CMP Funds	Matching Funds
Radio Advertising	\$ 1,000.00	\$ 500.00
Print Advertising	\$ 500.00	
Event Supplies	\$ 200.00	\$ 300.00
Rent - Anchorage Location	\$ 200.00	\$ 500.00
Rent - Fairbanks Location	\$ 100.00	\$ 150.00
Event - Labor 40 hours * \$20/hr		\$ 800.00
Event Advertising		\$ 500.00
Total funds received: \$2000		
Total receipts (\$4750) for matching funds & funds received, attached.		
Total Funds Expended	\$ 2,000.00	\$ 2,750.00

Please describe how staff time will be utilized within your proposal and how you came to that value.

We will need receipts for all costs, including matching funds and staff time.

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