

**Michigan Department of Agriculture and Rural Development
Guidelines for the FY 2015
Livestock and Commodity Exposition Competitive Grant**

Purpose

To award through a competitive grant process a total of \$50,000 to county fairs, regional fairs, local fairs or livestock and commodity expositions that are a non-profit 501(c) 3 or 501(c) 5.

Schedule

The grant program will adhere to the following timeline:

Grant Proposals due by 5:00 PM	November 14, 2014
Announcement of Recipients	February 1, 2015
Project/Program Duration	October 1, 2014 through September 30, 2015
Final Reports Due	October 15, 2015

Eligibility Requirements

Associations or other organized events hosting fairs or expositions are eligible to apply for grants. A fair or exposition means a congregation, gathering or collection of livestock and commodities that are presented or exposed to public view for show, display, swap, exchange, entertainment, educational event, instruction, advertising or competition.

- Organizations that have successfully gained contributions from outside sources will be considered before those that have not.
- Handwritten justification letters will not be accepted.

Funding Qualifications

- Fairs applying for the grant funding must have submitted all required year-end reports for the prior two years. Grant requests for new livestock and commodity classes that will increase the number of exhibitors and have a greater impact on the surrounding community will be given priority.
- Livestock Expositions exhibitor requirements:
 - a. If the show is an **All Species** show offering youth and open classes, then the show must have at least 200 exhibitors.
 - b. If the show is a **Single Breed show** or a **light horse show**, then the show must have at least 500 exhibitors.
- Promotional Grants: Expositions or Fairs applying for the promotional grants must show how the funds will impact attendance as well as the livestock and commodity industry.

Types of Eligible Expenses

Below are suggested types of eligible expenses, this is not an all-inclusive list:

- Financial support for awards in the form of premiums, equipment, products, etc.
- Promotional activities of the livestock and commodity expositions

Types of Ineligible Expenses

Below are suggested types of ineligible expenses, this is not an all-inclusive list:

- Salaries
- Labor costs
- IT equipment purchase or rental
- Machinery such as tractors or trailers
- Livestock purchased for use by an individual
- Building rentals

Funding Availability

This is a cost reimbursement grant and must have a dollar-for-dollar cash match. Grants will be awarded at a minimum of \$5,000 and maximum of \$10,000. Limit of one proposal per exposition or fair.

Reports

Final reporting dates will be identified in the final grant document.

Procedure for Submission of a Proposal

Complete the enclosed forms and use the prescribed format to complete a grant request. All grant proposals shall be submitted to the Michigan Department of Agriculture and Rural Development as defined in the timeline. Proposals shall be sent to:

Cinda L. Karlik, Grant Administrator
Michigan Department of Agriculture and Rural Development
P.O. Box 30017
Lansing, Michigan 48909

Proposals may also be faxed to (517) 335-1423 or email to karlikc@michigan.gov.

Grant Proposal Format:

1. Cover sheet with name of the project, date of application, and name of the exposition or fair.
2. Completed Form A (with completed W-9 form if necessary)
3. Completed Form B
4. Justification Letter that includes:
 - a. Project goals and objectives: Explain the need and purpose for the grant request and the ongoing impact this will have on the exposition or fair and the community.
 - b. How will the project promote active involvement from participants beyond the exposition or fair?
 - c. If the grant request is for premiums include a premium schedule.

FORM A

Livestock & Commodity Exposition Competitive Grant

Due November 14, 2014

(Complete Using Black Ink Only)

Organization name (no abbreviations): _____

Contact person: _____
(Note: All mailings will be sent to the organization in care of the contact person)

Signature: _____

Work phone: _____ **Home phone:** _____

Email address: _____

Street address: _____

City: _____ **State:** _____ **Zip Code:** _____

Type of organization:

Exposition: ____ County Fair: ____ Regional Fair: ____

Federal I.D. number: _____

Complete enclosed W-9 form if organization is not currently on file with the Michigan Department of Agriculture and Rural Development.

Grant/Project Administrator: _____

Signature: _____

Work phone: _____ **Home phone:** _____

Email address: _____

Title of project: _____

Proposed dates of project: _____

Where will your program be held: _____

Total grant amount requested: _____

FORM B

Performance Measurement Application Supplement

Providing the following information will assist MDARD in prioritizing this application. Follow-up data will help MDARD with the decision making process on future applications.

What is the anticipated increase in the following categories related to the occurrence of this project at the exposition or fair? (Compare to the most recent three year average)

	Most Recent 3-Year Average	Anticipated increase related to this project
Overall Attendance		%
Exhibitors		%
Gross Revenue	\$	%
Youth Livestock Sales	\$	%

Describe “Other” funding sources obtained by the exposition or fair as a percentage of the overall budget.

“Other” Source Type	% of Overall Budget

Include a separate document with the breakdown if more space is needed.

If requesting funding for promotions, describe anticipated increases in marketing efforts related to this project as a percentage of the average effort over the past three years. (Report in number of ads with type or in dollars)

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Provide a brief “outcome” description for the project that is directly related to the anticipated data above. (2-3 Sentences in the space below. If provided in the Justification Letter, then indicate so below.)

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- If awarded grant funds, I agree to provide post-project values for all data requested above as well as additional related details outlined in the final agreement. (Check box to indicate agreement)