



RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
AND RURAL DEVELOPMENT

JAMIE CLOVER ADAMS
DIRECTOR

Strategic Growth Initiative Application Proposal (FY 14)

Requested funding \$. 00

To: Michigan Department of Agriculture & Rural Development

Nancy Nyquist

Grant Administrator

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E-mail nyquistn@michigan.gov

Send completed application in a word document to MDA-grants@michigan.gov

From: Organization Name

Contact Person

Address

Phone Number

FAX Number

EMAIL Address

Cover Page: Include the employer identification number. If you are not already registered with the State of Michigan as a vendor, please go to this website for directions on how to register for a Vendor Identification Number.

http://www.michigan.gov/budget/0,1607,7-157-13404_37161-179392--,00.html

Project Title: The title should adequately describe the project.

Project Partners: Include the partner organization's name that plans to oversee the project.

Executive Summary: Include a project summary of 200 words or less. This section must contain a summary of the proposed project suitable for dissemination to the public. It should be a self-contained description of the project and should contain a statement of objectives and methods to be employed.

Project Purpose and Potential Impact: The following questions shall be addressed in this section:

- A. What is the specific issue, problem or need to be addressed by the project?
- B. Why is the project important and timely?
- C. What are the objectives of the project?
- D. How is the project innovative in its approach or desired outcomes? Please describe.
- E. How does this project impact the industry and/or the general public?
- F. What is the potential economic impact of the project if available?
- G. Has the project been submitted to or funded by another Federal or State grant program? Please indicate Yes or No. If yes, how does the project compliment or build upon work done previously? What is the other funding source?

What primary subcategory are you applying for?

- Workforce Development
- Technical Assistance
- Applied Research and/or Commercialization
- Value Added Processing
- Exporting

Measurable Outcome(s): Describe at least **one** distinct, quantifiable, and measurable outcome(s) that support the project's purpose. These outcomes are program-focused, measurable, specific, and clear. Your measurable outcome(s) should include:

Goal: The objective you are seeking (i.e. increasing number of growers).

Target: The specific number, percentage, dollar amount, etc. that you are hoping to achieve. (Example: 250 growers participating by the projects end).

Benchmark: The baseline number, dollar amount, etc. that you are measuring from (if known). (Examples: 2010 sales in this market were \$1.5 million; there is no benchmark established—this is new training).

Guide to Developing Outcome Measures

The outcomes should include a goal, performance measure, benchmark, and a target. The following four steps provide guidance on how to develop outcome measures.

1) Determine what the project will accomplish, i.e., the intended results of the project, generally expressed as a GOAL or OBJECTIVE.

Goals or objectives should be:

A. Based on a needs analysis, realistic results you hope to achieve through the project activities.

B. Specific.

C. Outcome-oriented. Outcome-oriented objectives identify the ultimate *result*, while the work plan activities identify *how* you intend to achieve the objectives. When developing outcome-oriented objectives, ask “why” you are performing each activity; and specify not only what will be achieved, but also when those results will be achieved.

2) Figure out how to measure the results and select the PERFORMANCE MEASURE.

For each objective identified in step 1, select the performance measure. Performance measures are measures/indicators used to observe progress and measure actual results compared to expected results. They are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices); although in certain circumstances qualitative measures are appropriate.

3) Determine the BENCHMARK for each measure and set TARGET goals for future performance.

For each measure identified in step 2, determine the benchmarks against which you will measure. Benchmarks are usually determined by researching past circumstances in the area you are trying to measure. As an alternative, you may use benchmarks established by third parties accepted as the standard-setters in your industry. If data does not exist, describe the lack of data. It may be appropriate in the first year to set vague targets, such as “improvement” where any increase represents outcome achievement, and set more concrete targets in subsequent years when benchmark data is available. Use the benchmark data to set targets for the quantity of change expected.

Work Plan: List all activities that will be performed to accomplish the objectives of the project. Be specific about what will be done. Clearly indicate who will conduct the work. Include appropriate timelines for the project and expected date of completion. It may be helpful to put this information into a chart (see provided sample) and insert into your application.

Budget Narrative: Include total estimated cost for the project with a breakdown of grant dollars. The budget should contain a narrative in paragraph format for each project in order to determine the costs are reasonable and allowable. In the budget narrative, provide information for the budget categories listed below:

• **In-kind Funds** - will not be accepted. Match dollars are not required, but if being used to support any portion of the project must be included in the budget worksheet.

• **Administration Expenses** - The department will not accept any proposal with a budget line of administration expenses. (pre-award costs, proposal costs; depreciation or use allowances on buildings and equipment; costs of operating and maintaining facilities; general administration and general expenses; and personnel, legal, information technology, and accounting administration.)

- Indirect costs are not allowable under this grant program.

Budget Snapshot: Provide a brief overview (see attached sample) of what your budget will be in the following categories:

Personnel: For each employee or project participant, indicate their position or title, the percent of full time equivalents (FTE), and the corresponding salary for the FTE. Those not directly employed by the applying entity would be listed as subcontractors or consultants in the “Contractual” category.

Fringe Benefits: List all mentioned in Personnel that are eligible for benefits, include the type of benefit, salary calculated in the Personnel section and rate of calculation of each benefit.

Travel: For each trip, please provide the destination, purpose, number of trips, number of travelers and number of days travelling, estimated airfare costs, estimated ground transportation costs, estimated lodging and meals costs; and estimated mileage rate and costs for the travel. If you are following your organization written travel policies, please indicate that fact.

Supplies: Provide an itemized list of any materials needed to accomplish this project. Be sure to include quantity of item and the total dollar amount for each item.

Contractual: Provide a short description of the services each contract covers and indicate if the cost is a flat rate fee or hourly rate.

Other: Provide detailed descriptions of other costs such as conferences or meetings, communications, speaker/trainer fees, publication costs, and data collection, and other budgeted costs associated with the project. Provide a detailed description of all other direct costs such as:

Conferences/Meeting – Costs of holding a conference or meeting are included in this category. Some examples are the rental of facilities or equipment for the meeting. Details of costs for each conference or meeting should be broken out and provided in the budget. When paying for the travel of a person to attend a conference, meals and lodging may be included in the cost without additional justification. Costs will be evaluated on reasonableness and appropriateness.

Communications– Mailings, postage, express mail, faxes, and telephone long distance charges. Provide the estimated cost for this category.

Speaker/Trainer Fees – Provide the amount of the speaker’s fees and a description of the services they are providing.

Publication Costs – Provide the estimated cost of printing of brochures and other program materials or scientific or technical journals, as well as an estimate of the number of pieces to be printed/published.

Data collection – Provide the estimated cost of collecting performance data to measure the project outcome measures.

Project Oversight: Who (name, title) is responsible for the project? How will oversight be performed and in what time frame? Who or what organization will oversee the project activities?

Proposed Work Plan (Sample)

<u>Strategic Growth Initiative</u>		
Proposed Work Plan		
Tasks	Responsible Individual	Completed by
Meeting of partners to review project plans and responsibilities.		days after project approval
Organize a planning committee		October 1
Mailing sent to potential sponsors for xxx Event.		Early October
Event held		December
Conduct two seminars		February/March
Conduct three meetings		January/February/ March
Update information and materials to website		January to March
Perform a content review and updates to the website		March to August
Process project invoices and financial reporting		As required
Prepare grant reports		As required

PROPOSED BUDGET PLAN: (Sample)

Item	Grant Funds	Matching Funds (optional)	Project Totals
Salaries			
Executive Director (.2 FTE, \$ Annual Salary)	\$	\$0	\$
Manager, (.2 FTE, \$ Annual Salary)	\$	\$0	\$
Total Salaries	\$	\$0	\$
Fringe Benefits- % (Social Security and Medicare %, State Unemployment Insurance %, Workman's Compensation Insurance %, Disability Insurance %, Retirement %, Health Insurance Supplement %)			
Executive Director	\$	\$0	\$
Manager	\$	\$0	\$
Total Fringes	\$	\$0.00	\$
Domestic Travel			
Travel for grant (approximately miles @ \$./mile)	\$	\$0	\$
Lodging- 4 nights () for 2 people @ \$ /night	\$	\$0	\$
Meals- for 2 staff members for 4 nights @ \$ person/night	\$	\$0	\$
Total Domestic Travel	\$	\$0	\$
Materials & supplies			
Copies of training materials, supplies etc.	\$	\$0	\$
Meeting Room rental (rooms @ \$ / room day rental)	\$	\$0	\$
Total Materials & supplies	\$	\$0	\$
Contracts			
	\$	\$0	\$
Hotel - (event name). This is a fixed rate.	\$	\$0	\$
Total Contracts	\$	\$0	\$
Other			
Please describe	\$	\$0	\$
Total Other	\$	\$	\$
Total Direct Cost	\$	\$	\$
Total Project Cost	\$	\$	\$