

FORM A

Livestock & Commodity Exposition Competitive Grant

Organization name (no abbreviations): _____

Contact person: _____

(Note: All mailings will be sent to the organization in care of the contact person via email. Please make sure the email address listed below is accurate.)

Signature: _____

Phone: _____ **Email Address:** _____

Street address: _____

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

Type of organization:

Exposition: ____ County Fair: ____ Regional Fair: ____ Festival: ____

Sigma Vendor/Customer ID: _____

If your event is not registered with the State of Michigan as a vendor or customer, please visit Michigan.gov/SIGMAVSS to register or call (888) 734-9749.

Please select one of the Following:

Grant/Project Administrator: _____

Signature: _____

Phone: _____

Email address: _____

Title of project: _____

Proposed dates of project: _____

Where your program will 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, fair, festival, or statewide organization representing festivals?

(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	\$	%
Sponsorships and membership fees	\$	%

Describe "Other" funding sources obtained by the exposition, fair, festival, or statewide organization representing festivals 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)

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.)

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)