

Working Lands Enterprise Initiative Enterprise and Capital and Infrastructure Informational Session

Presentation by:
Noelle Sevoian, Agricultural Development Coordinator
October 14, 2014



WORKING LANDS ENTERPRISE INITIATIVE

www.vermontworkinglands.com

Welcome!

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Conference Room # 745-939-046



Thank you
Northeastern Vermont Development
Association in St. Johnsbury and
The Brattleboro Development Credit
Corporation

Purpose of this Webinar:

- ▶ To inform applicants about the Working Lands Enterprise Initiative and about details on the Request for Proposals:
 1. Background and purpose of the Working Lands Enterprise Initiative
 2. The three investment areas of the initiative (Overview of applicant eligibility and selection criteria, the applicant guide, application submittal)
 3. Dates, deadlines, and key contacts
 4. Q & A

- ▶ To inform the “Frequently Asked Questions” resource section of the Working Lands web–page

Administrative Support



Chelsea Bardot-Lewis, Agency of Agriculture, Food and Markets

Chelsea is the Business Development Administrator with the Vermont Agency of Agriculture. She administers the Working Lands Enterprise Initiative, and oversees out-of-state marketing initiatives. She has an M.S. in Agriculture Food and Environment from the Tufts University Friedman School of Nutrition Science and Policy, where she conducted the research for “A capacity assessment of New England’s large animal slaughter facilities as relative to meat production for the regional food system,” published in 2011. She lives with her husband Nate on Moonlight Farm in Waterbury, Vermont, an organic fruit and garlic operation.



Noelle Sevoian, Agency of Agriculture, Food and Markets (Presenting)

Noelle assists both the Working Lands Enterprise and Vermont Agricultural & Forestry Product Development Boards. She focuses on Communications, Outreach, Marketing, and Stewardship. Noelle has an M.S. in Community Development and Applied Economics from the University of Vermont, concentrating on Farm to Institution. In addition to her endearment for Vermont food and wood products, Noelle is an avid runner and cyclist and loves the great outdoors.

Administrative Support

Lauren Masseria, Agency of Agriculture, Food and Markets



Lauren Masseria is an Agriculture Development Coordinator with the Vermont Agency of Agriculture, Food and Markets. Lauren works closely with the Working Lands Enterprise team to support the data collection and analysis for grantees. Lauren is also engaged in the Forest Economic Sector Analysis which will identify the gaps and opportunities within the industry in the state of Vermont. Ingrained in all of Lauren's work is the goal of supporting livable, enjoyable places.

Melissa Moon, Agency of Agriculture, Food and Markets



Melissa is the Grants Administrator for the Agricultural Development Division with the Agency of Agriculture, Food and Markets and for the Working Lands Enterprise Initiative. She works closely with grant recipients to guide them through the entire process and to cheerlead them on toward project success while navigating the regulatory ins and outs of state grants.

Administrative Support

Jared Duval, Agency of Commerce and Community Development



Jared Duval is an Economic Development Director in Vermont's Department of Economic Development, within the Agency of Commerce and Community Development. His work is primarily focused on Vermont's working lands and green economy sectors. Jared earned his Master of Public Affairs (MPA) from Princeton's Woodrow Wilson School in 2014, with a concentration in Domestic Policy. Originally from the Upper Connecticut River Valley, he is part of the ninth generation of his family to call the Green Mountain State home. Jared resides in Montpelier with his wife, Joan, and their son.



Matt Langlais, Department of Forests, Parks and Recreation

Designee to Mike Snyder, Matt has 15 years of forestry experience. Since 2006 he has served as the Caledonia and Essex County Forester providing information, technical assistance, and outreach to Vermonters about managing and stewarding their forestland. Matt is also a Christmas tree grower, owning and managing Langlais Family Tree Farm in Burke, VT. He graduated from the University of New Hampshire with degrees in wildlife biology and forestry.

Working Lands Enterprise Board Members

<http://workinglands.vermont.gov/boards/wleb>

- ▶ Chuck Ross, (Secretary of Agriculture, Food and Markets or designee) Chair
- ▶ Designee – Jolinda LaClair, (Deputy Secretary of Agriculture, Food and Markets)

- ▶ Mike Snyder, (Commissioner of Forests, Parks and Recreation or designee)
- ▶ Designee – Matt Langlais, (County Forester)

- ▶ Pat Moulton, (Secretary of Commerce and Community Development or designee)
- ▶ Designee – Lucy Leriche, (Deputy Secretary of Commerce and Community Development)

- ▶ Joe Nelson, (One representative of the VT forest industry who is a forester) Consulting Forester

- ▶ Emma Marvin, (One representative actively engaged in commodity maple production) Butternut Mountain Farm

- ▶ Mike Rainville, (One representative actively engaged in wood products manufacturing) Maple Landmark – SLOT TO BE FILLED THIS FALL

- ▶ Brian Kemp, (One representative of the two largest membership-based agricultural organizations in VT who is NOT a dairy farm) Mountain Meadow Farms

Working Lands Enterprise Board Members

- ▶ **Beverley Thurber, (One representative of Vermont's dairy industry who is also a dairy farmer)**
Lilac Ridge Farm
- ▶ **Kathleen Wanner, (One representative of a membership-based forestland owner organization)**
Executive Director of the Vermont Woodlands Association
- ▶ **Eleanor Léger, (One representative who is actively engaged in value-added agricultural products manufacturing)** Eden Ice Cider
- ▶ **Eric DeLuca, (Two representatives actively engaged in providing marketing assistance, market development, or business and financial planning)** University of Vermont Continuing and Distance Education
- ▶ **Robin Scheu, (Two representatives actively engaged in providing marketing assistance, market development, or business and financial planning)** Addison County Economic Development Corporation
- ▶ **Jo Bradley, (Manager of VT economic Development Authority or designee)** Manager of VT Economic Development Authority
- ▶ **Designee – Sarah Isham (Senior Agricultural Loan Officer)**
- ▶ **Ellen Kahler, (Executive Director of VT Sustainable Jobs Fund or designee)**
- ▶ **Designee – Janice St. Onge (Flexible Capital Fund VSJF)**
- ▶ **Gus Seelig, (Executive Director of VT Housing and Conservation Board or designee)**
- ▶ **Designee – Ela Chapin, (Director of the Farm Viability Program)**

Introduction

- ▶ Background and Purpose of the Working Lands Enterprise Initiative
- ▶ Request for Proposals Instructions and Application: The Three Investment Areas of the Initiative
- ▶ Dates, Deadlines, and Contact Information
- ▶ Q & A

Background and Purpose of the Working Lands Initiative

- ▶ The Vermont Council on Rural Development (VCRD) founded and led the Council on the Future of Vermont which conducted a comprehensive study and found that over 97 percent of Vermonters polled endorsed the value of the working landscape as key to VT's future; which was higher than any other value expressed by the people of Vermont.
- ▶ The Working Landscape Partnership was created to unite Vermonters working together to implement key policy and program efforts to advance Vermont's working landscape. The Partnership is made up of individuals and organizations dedicated to advancing the farm, forest and value-added natural resource economy as a vital foundation for the future of Vermont.
- ▶ "Investing in our Farm and Forest Future", is the action plan of the Vermont Working Landscape Partnership. In 2012, the Partnership successfully promoted the development of the Vermont Working Lands Enterprise Fund with the passage of the Working Lands Enterprise Bill.
- ▶ Today, VCRD continues to work to promote the growth of this fund and to support and celebrate a new generation of businesses on the land.

Background and Purpose of the Working Lands Initiative

Goals of the Initiative:

1. Stimulate economic development effort on behalf of Vermont's agriculture and forest product sectors by systematically advancing entrepreneurship, business development, and job creation
2. Recognize and build on the similarities and unique qualities of Vermont's agriculture and forest product sectors
3. Increase the value of Vermont's raw and value-added products through the development of in-state and export markets
4. Attract a new generation of entrepreneurs to Vermont's Working Landscape
5. Provide assistance to agricultural and forest product businesses in navigating the regulatory process

Background and Purpose of the Working Lands Initiative

Goals of the initiative, continued:

6. Use Vermont's brand recognition and reputation as a national leader in food systems development, innovative entrepreneurship, and as a "green" state to leverage economic development and opportunity in the agriculture and forest product sectors
7. Promote the benefits of Vermont's working lands, from the economic value of raw and value-added products to the public value of ecological stability, land stewardship, recreational opportunities, and quality of life
8. Increase the amount of state investment in working lands enterprises, particularly when it leverages private and philanthropic funds
9. Support the people and businesses that depend on Vermont's renewable land-based resources and their sustainable and productive use

Background and Purpose of the Working Lands Initiative

Mission

The Vermont Working Lands Enterprise Board is an impact investment organization whose mission is to grow the economies, cultures, and communities of Vermont's working landscape by making essential, catalytic investments in critical leverage points of the Vermont farm and forest economy, from individual enterprises to industry sectors.

Vision for Future Success

Vermont prospers and its unique sense of place thrives in large part because of intelligent investment in the people and enterprises that comprise its farm, food, and forest based systems.

Background and Purpose of the Working Lands Initiative

- ▶ The initiative was passed in the 2012 Legislative Session, bringing a renewed commitment to Vermonter's values.
- ▶ In FY 2013 – \$986,500 to invest into Vermont's working landscape. Investments were made into 36 projects leveraging an additional \$750,000 in matching funds. Working Lands investments included:
 - ▶ Twenty Enterprise Investment Recipients, 14 grants in agriculture and six in forestry were awarded, totaling \$220,000. The Enterprise Investment Area included grants ranging from \$3,000–\$15,000 to new and growing agriculture and/or forestry based enterprises.
 - ▶ Eight Service Provider Grant Recipients, Six grants in agriculture and two in forestry were awarded, totaling \$369,802.
 - ▶ Eight Capital & Infrastructure Investment Recipients, Four enterprises in each of agriculture and forestry – eight projects total – were awarded \$411,522.

Background and Purpose of the Working Lands Initiative

- ▶ In FY 2014 – \$1.1 million to invest into Vermont’s working landscape. Investments were made into 37 projects leveraging an additional \$1.8 million in matching funds. Working Lands investments included:
 - ▶ Nineteen Enterprise Investment Recipients, 16 grants in agriculture and 3 in forestry were awarded, totaling over \$300,000. The Enterprise Investment Area included grants ranging from \$3,000–\$15,000 to new and growing agriculture and/or forestry based enterprises.
 - ▶ Eight Service Provider Grant Recipients, five grants in agriculture, two in forestry, and one in both ag and forestry were awarded, totaling just over \$400,000.
 - ▶ Ten Capital & Infrastructure Investment Recipients, seven grants in agriculture, and three grants in forestry were awarded, totaling over \$450,000 in grants.

Three Investment Areas

1. Agriculture and Forestry & Forest Products: Enterprise Investments: \$3,000–\$20,000 grants.

Due 11/19/2014

2. Agriculture and Forestry & Forest Products: Working Lands Service Provider Grants: \$10,000 – \$150,000 grants.

LOI's Due 11/12/14, Full Application Due: 2/27/15

3. Agriculture and Forestry & Forest Products: Capital and Infrastructure Investments: \$15,000 – \$75,000 grants.

LOI's Due 10/29/14, Full Application Due: 1/30/14

Request For Proposals (RFPs):

1. Agriculture and Forestry & Forest Products: Enterprise Investments: \$3,000–\$20,000 grants. *FY 13 WLEB recipient cannot apply

Due 11/19/14

Eligibility: For: Vermont agriculture, food systems, forestry and/or forest products enterprises involved in the production of agriculture and/or forest related products (including farm and/or forest landowners). Investment areas may include: infrastructure, marketing, market development, working capital, business development and technical assistance to meet a need not already filled by existing programs.

The applicant must be in compliance with state regulations (i.e. land, water, unemployment compensation, taxation, child support) and in good standing with the state of Vermont at the time of application and must remain so during the entire grant period.

- Vermont applicants must be registered with the Secretary of State at the time of application submission. Out of state partners are allowed but work must be completed in the state.
- Previous Working Lands Enterprise Investment grant recipients are not eligible for FY 2015 Working Lands funds unless applying in the Capital and Infrastructure Investment area.

Request For Proposals (RFPs):

2. Agriculture and Forestry & Forest Products: Working Lands Service Provider Grants: \$10,000 – \$150,000 grants.

LOI's Due 11/12/14, Full Application Due: 2/27/15

Eligibility: Projects may include, but are not limited to: Production-specific assistance; feasibility studies for new products: assessing demand, scale, financial viability, environmental and social impacts, product research services; market development; business and financial planning; succession planning; organizational, regulatory, and/or business development assistance.

- The applicant must be in compliance with state regulations (i.e. land, water, unemployment compensation, taxation, child support) and in good standing with the state of Vermont at the time of application and must remain so during the entire grant period.
- Vermont applicants must be registered with the Secretary of State at the time of application submission.
- Working lands Service Provider grantees are eligible to apply for multiple years.

Request For Proposals (RFPs):

3. Agriculture and Forestry & Forest Products: Capital and Infrastructure

Investments: \$15,000 – \$75,000 grants.

LOI's Due 10/29/14, Full Application Due: 1/30/15

Eligibility: Capital and Infrastructure Investment grants are available to Vermont agricultural and/or forestry & forest products based businesses for capital investments that will increase operational capacity and have an impact beyond their immediate business or organization. Eligible activities include, but are not limited to: specialized personnel, access to land (acquisition or easements); building and equipment costs (e.g., processing, storage, distribution); long-term working capital, information technology; farm or forest based renewable energy business expansion; and other collaborative ventures that build capacity within the supply chain, open new markets, and/or create a replicable, innovative model.

- The applicant must be in compliance with state regulations (i.e. land, water, unemployment compensation, taxation, child support) and in good standing with the state of Vermont at the time of application and must remain so during the entire grant period.
- Vermont applicants and/or their business must be registered with the Secretary of State at the time of application submission.
- Working Lands Capital and Infrastructure grant recipients are ineligible for further Working Lands funds until three years after the start date of their first grant (Example: Grant start date 6/4/2013. Applicant not eligible for further WLEB funding until 6/4/2016). Enterprise Investment grant recipients are not eligible for FY 2015 Working Lands funds unless applying for Capital and Infrastructure Investment area project funding.

Letters of Intent

Service Provider LOIs Due 11/12/14

Capital and Infrastructure LOIs Due 10/29/14

II. Agriculture, Food Systems, Forestry and Forest Products: Service Provider Grants

- 1. (350 words) Please provide an overview of your project and how requested and matching funds will be used. Please explain why your project is being proposed (e.g. important, timely, innovative). What will be the most important outcomes of your project? If funds will be used within an existing technical or business assistance program, how long has the program been operating?
- 2. (350 words) Describe the need for the services to be provided and how the project will impact both primary businesses supported as well as other businesses and activities along the supply chain.
- 3. (350 words) Describe your organization, its experience and success in providing similar services, and the expertise of any partner organizations expected to participate in the project.
- 4. (350 words) Please list those who are interested in the service(s) this proposal will provide, letters of support are strongly encouraged.
- 5. Budget Template and Narrative

III. Agriculture, Food Systems, Forestry and Forest Products: Capital and Infrastructure Grants

- 1. (350 words) Please provide an overview of your project and how requested and matching funds will be used. Please explain why your project is being proposed (e.g. important, timely, innovative). What will be the most important outcomes of your project?
- 2. (350 words) Describe your business or organization, its experience and successes with similar activities, and the expertise of any partner businesses or organizations expected to participate in the project.
- 3. (250 words) Describe the proposal's benefit to the supply chain it impacts.
- 4. Budget Template and Narrative

Enterprise Investment Project Criteria

- Provides a budget that uses between \$3,000 – \$20,000 of Working Lands Enterprise Funds.
- Provides 25% cash match of total requested WLEB funds.
- Applicant labor associated with the project (once grant agreement is assigned) is an eligible expense.
- Costs and labor associated with regular day to day operations of this business are not eligible for Working Lands Enterprise Funds.
- Project must be completed within 12 months after contract/grant agreement start date.
- Primary beneficiaries are Vermont agriculture, forestry & forest products based businesses (including farm and/or forest landowners).

Service Provider Project Criteria

- Provides a budget that uses between \$10,000 – \$150,000 of Working Lands Enterprise Funds.
- Indirect or overhead costs are allowed for up to 10% of project budget. *also referred to as facilities/administrative costs.
- Provides 50% cash or in-kind match of total requested WLEB funds.
- Project must be completed within 15 months after grant agreement start date.

Capital and Infrastructure Project Criteria

- Provides a budget that uses between \$15,000 – \$75,000 of Working Lands Enterprise Funds.
- Provides 100% match (at least 50% of match must be in cash) of total requested WLEB funds.
- Please note: applicant labor associated with the project is eligible for Working Lands funds; it may be also used as match. Labor rates should be in line with current market rates. Costs incurred prior to signing of a full grant agreement are not eligible.
- Project must be completed within 18 months after grant agreement start date.
- Primary beneficiaries are Vermont agriculture, forestry & forest products based businesses (including farm and/or forest landowners).
- Businesses with revenue of over \$2.5 million dollars will need to provide detailed justification on why this project would not happen without Working Lands funds.

Match Requirements

- ▶ **1. Agriculture, Forestry & Forest Products: Working Lands Enterprise Investments**

- ▶ **\$3,000 – \$20,000**

- ▶ Applicant must provide a cash match equal to at least 25% of the amount of Working Lands Enterprise grant requested. Match must be identified at the time of proposal application and in place at the time of the award.

For Example:

\$10,000 WLEF grant:

$\$10,000 \times .25 = \$2,500$ minimum cash match

$\$10,000 + \$2,500 = \$12,500$ (total Working Lands project cost = WLEB request + cash match amount)

- ▶ **2. Agriculture, Forestry & Forest Products: Working Lands Service Provider Grants**

- ▶ **\$10,000 – \$150,000**

- ▶ Applicant must provide a minimum 50% cash and/or in-kind match of grant amount requested

For Example:

\$20,000 WLEF grant

$\$20,000 \times .50 = \$10,000$ minimum cash and/or in-kind match

$\$20,000 + \$10,000 = \$30,000$ (total Working lands project cost must be equal to or greater than this amount)

- ▶ **3. Agriculture, Forestry & Forest Products: Working Lands Capital and Infrastructure Grants**

- ▶ **\$15,000 – \$75,000**

- ▶ Applicant must provide a minimum 1:1 match (includes in-kind and at least 50% cash) of grant amount requested)

For Example:

\$20,000 WLEF grant

$\$20,000 \times 1.0 = \$20,000$ minimum total match

($\$20,000 \times .50 = \$10,000$ minimum cash match)

$\$20,000 + \$20,000 = \$40,000$ (total Working Lands project cost must be equal to or greater than this amount)

Match Requirements

Match Waiver – In compelling cases the Working Lands Enterprise Board may consider a match waiver. A request for waiver must include a strong justification narrative and accompany the application. A one-page waiver request may be attached in the “Other Attachments” section online, our online application submission system. Please submit in a doc or pdf format.

Examples of cash match include funds in the bank, third party funds, and applicant labor that is not associated with the regular day to day operations of the business. Labor rates should be in line with current market rates. Loans may be considered as a cash match only if the loan is directly correlated to the project and must not exceed the amount of the loan payments made during the grant period.

Examples of in-kind match include goods or services provided during the grant period for which no expenditure is made (i.e. contractors, consultants, or equipment provided pro bono for the project, volunteer labor, and/or donated supplies that are not part of the normal cost of doing business). In-kind contributions must be made during the grant agreement period, and must be directly related to the project. Verification for in-kind contributions that are over-valued will not be accepted.

Budget Template for Enterprise Investments

| Project Sources and Uses | Working Lands Request | Applicant Contribution | | Match from other sources | Total Project Cost |
|------------------------------|-----------------------|------------------------|---------|--------------------------|----------------------|
| | | Cash | In-Kind | | |
| Salaries/Wages | \$ | \$ | \$ | \$ | \$ |
| Benefits | \$ | \$ | \$ | \$ | \$ |
| Consultant/Professional Fees | \$ | \$ | \$ | \$ | \$ |
| Permits/Fees | \$ | \$ | \$ | \$ | \$ |
| Construction | \$ | \$ | \$ | \$ | \$ |
| Acquisition | | | | | |
| Land | \$ | \$ | \$ | \$ | \$ |
| Buildings | \$ | \$ | \$ | \$ | \$ |
| Machinery/Equipment | \$ | \$ | \$ | \$ | \$ |
| Travel | \$ | \$ | \$ | \$ | \$ |
| Supplies | \$ | \$ | \$ | \$ | \$ |
| Other | \$ | \$ | \$ | \$ | \$ |
| Subtotal | \$ | \$ | \$ | \$ | Total Project: \$ |

Budget Narrative for Enterprise Investments

Budget Narrative (350 total word limit):

- Details of line items (provide details for the purpose and use of funds)
- Describe other efforts to fund this project with other sources, and why those efforts have not been sufficient.
- Please be sure to indicate whether all matching funds are committed, or if not, your plan and timeline for securing such commitments.
- Please provide the source(s) for all matching funds listed in the template.
- Describe how this project will drive future investment in your business.
- If match waiver requested, please provide justification here.

Budget Template for Capital and Infrastructure Investments

| Project Sources and Uses | Working Lands Request | Applicant Contribution | | Match from other sources | Total Project Cost |
|------------------------------|-----------------------|------------------------|---------|--------------------------|----------------------|
| | | Cash | In-Kind | | |
| Salaries/Wages | \$ | \$ | \$ | \$ | \$ |
| Benefits | \$ | \$ | \$ | \$ | \$ |
| Consultant/Professional Fees | \$ | \$ | \$ | \$ | \$ |
| Permits/Fees | \$ | \$ | \$ | \$ | \$ |
| Construction | \$ | \$ | \$ | \$ | \$ |
| Acquisition | | | | | |
| Land | \$ | \$ | \$ | \$ | \$ |
| Buildings | \$ | \$ | \$ | \$ | \$ |
| Machinery/Equipment | \$ | \$ | \$ | \$ | \$ |
| Travel | \$ | \$ | \$ | \$ | \$ |
| Supplies | \$ | \$ | \$ | \$ | \$ |
| Other | \$ | \$ | \$ | \$ | \$ |
| Subtotal | \$ | \$ | \$ | \$ | Total Project: \$ |

Budget Narrative for Capital and Infrastructure Investments

Budget Narrative (350 total word limit):

- Please answer the following narrative questions. Please be as specific and clear as possible.
- Details of line items (provide details for the purpose and use of funds).
- Describe other efforts to fund this project with other sources, and why those efforts have not been sufficient.
- Please be sure to indicate whether all matching funds are committed, or if not, your plan and timeline for securing such commitments.
- Please provide the source(s) for all matching funds listed in the template.
- If requesting funds for land acquisition, please specify how this use of funds will help you meet your goals. Please note that if you are invited to submit for a full application, you will need to provide additional documentation.
- If match waiver requested, please provide justification here.

Project Work Plan Template

Needed for both Enterprise Investment and Capital and Infrastructure Investment Applications

| Project Activity - Describe the project activities that are necessary to accomplish the objectives. Make sure you include your performance monitoring/data collection activities. If you request funds for travel, these activities must also be included. | Who will do the work? Indicate the project participants who will do the work of each activity. If you request grant funds for personnel and contractors, you must include them in the work plan to demonstrate the requested funding is warranted. | When will the activity be accomplished? Please describe your project timeline, and include project start date, milestones, and projected completion date. Describe how the project can begin promptly and finish within a 12 month time frame |
|---|---|--|
| | | |

Goals, Performance Measures, and Outcomes Template

Needed for both Enterprise Investment and Capital and Infrastructure Investment Applicants

A) Goals, Performance Measures, and Outcomes Template

Fill in the table identifying the goals, performance measures, and expected outcomes of the project.

Project goals (Submit up to 5)

Why your project is being proposed and what you wish to accomplish.

Each of your project goals should have corresponding performance measures and outcomes.

Your project goals should be aligned with at least one or more of the [Working Lands Enterprise Initiative's](#) goals.

Food system organizations and businesses, please review the 25 goals in [Chapter 2](#) of the Farm to Plate Strategic Plan to relate to your projects expected impact. Forestry & forest products businesses may wish to review the [Wood Products Strategic Plan Update](#) for additional reference.

Goal Example: Lower meat processing costs and processing bottlenecks.

Performance measures

Ways in which the effectiveness of project will be measured.

Well written performance measures should be simple, easy to understand, realistic, worthwhile and must be quantifiable measurements of the project's progress that are easily validated and audited.

Performance Measure Example: pre and post project meat processing costs and pre and post project meat processing time.

Expected outcomes

What are the impacts and changes you anticipate will occur due to project work: on you and on your quality of life?

How will your project enhance your business? Please quantify your response, and briefly state how you think this will take place.

Expected Outcome Example: 10% decrease in meat processing costs and 20% decrease in meat processing time.

Goals, Performance Measures, and Outcomes Template

Needed for both Enterprise Investment and Capital and Infrastructure
Investment Applicants

| Goals | Performance Measures | Expected Outcomes |
|--|--|---|
| Lower meat processing costs and processing bottlenecks | pre and post project meat processing costs and pre and post project meat processing time | 10% decrease in meat processing costs and 20% decrease in meat processing time. |
| | | |
| | | |
| | | |
| | | |



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Applicant Checklist

1. Thorough review of Guide for Applicants.
2. Thorough review of Attachment C if applying for \$10,000 of funds or greater.
3. Documents attached with Application:
 - Goals/Performance Measures/Outcomes Template
 - Budget Template and Narrative
 - Project Work Plan Template
 - Business Plan (for Capital and Infrastructure Applicants)
 - Optional Attachments (up to three attachments i.e. financials, drawings/plans, photos, letters of support)

Online Submittal of Application

- ▶ **All applications must be electronically submitted online. It is imperative that you prepare the application and all templates/attachments in full and save to your computer or to an external drive BEFORE entering your data into the electronic application. It may be most helpful to create your application as a Word document and then cut and paste online. The application DOES NOT save data. If you leave the application for any reason, all the data that you have entered will be lost. Note that the application will automatically reset after 24 hours and your data will be lost. Be ready to complete your entry in one sitting and submit it.**

Scoring Criteria

1. Agriculture, Forestry & Forest Products: Working Lands Enterprise Investments

- ▶ **Quality of Proposal and Concept** –The proposal is clear and complete. The applicant is ready to receive funds and begin promptly and demonstrates previous experience and skills necessary to conduct the proposed activities. The project, as described, identifies relevant performance measures and is likely to accomplish the stated outcomes. Projects showing innovation are encouraged.
- ▶ **Impact** – The project demonstrates how it will enhance Vermont’s working landscape (e.g., increases business profits, improves product value/quality, improves access to markets, enhances business operations, creates an innovative replicable model, creates or retains jobs, and/or enhances the Vermont brand), with measurable outcomes.
- ▶ **Need** – The application demonstrates a clear need for the project and the need for Working Lands Enterprise funding. The requested funds leverage other funds, and the project cannot be fully funded through other sources. Without these particular funds in this form, the project would happen more slowly, in a less desirable fashion, with a lower probability of success, or would not happen; and/or an urgent window of opportunity to advance a business, value chain, or industry as a whole would be missed.
- ▶ **Sustainability** – The project contributes to long-term sustainability/viability of working landscape businesses, builds partnerships, and demonstrates a plan for long term financial viability beyond the Working Lands grant period. Projects that credibly outline anticipated positive impacts based on measurable financial, social, and environmental criteria will be given preference.
- ▶ **Leveraging Funds** – Applicant must provide a cash match equal to at least 25% of the amount of Working Lands Enterprise grant requested. Match must be identified at the time of proposal application and verified as in hand at the time of the award.

Scoring Criteria

2. Agriculture, Forestry & Forest Products: Working Lands Service Provider Grants

- ▶ **Quality of Proposal and Concept** –The proposal is clear and complete. The applicant is ready to receive funds and begin promptly, and demonstrates previous experience and skills necessary to conduct the proposed activities. The project, as described, identifies relevant performance measures and is likely to accomplish the stated outcomes. Projects showing innovation are encouraged.
- ▶ **Impact** – The project demonstrates how it will enhance Vermont’s working landscape (e.g., increases business profits, improves product value/quality, improves access to markets, enhances business operations, creates an innovative replicable model, creates or retains jobs, and/or enhances the Vermont brand), with measurable outcomes.
- ▶ **Need** – The application demonstrates a clear need for the project and the need for Working Lands Enterprise funding. The requested funds leverage other funds, and the project cannot be fully funded through other sources. Without these particular funds in this form, the project would happen more slowly, in a less desirable fashion, with a lower probability of success, or would not happen; and/or an urgent window of opportunity to advance a business, value chain, or industry as a whole would be missed.
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- ▶ **Leveraging Funds** – Applicant must provide a cash or in-kind match equal to at least 50% of the amount of Working Lands Enterprise grant requested. Match must be identified at the time of proposal application and verified as in hand at the time of the award.

Scoring Criteria

3. Agriculture, Forestry & Forest Products: Working Lands Capital and Infrastructure Grants

- ▶ Quality of Proposal and Concept –The proposal is clear and complete. The applicant is ready to receive funds and begin promptly and demonstrates previous experience and skills necessary to conduct the proposed activities. The project, as described, identifies relevant performance measures and is likely to accomplish the stated outcomes. Projects showing innovation are encouraged.
- ▶ Impact - The project demonstrates how it will enhance Vermont’s working landscape and impact the supply chain (e.g., increases business profits, improves product value/quality, improves access to markets; enhances business operations; creates an innovative replicable model, creates or retains jobs, and/or enhances the Vermont brand), with measurable outcomes.
- ▶ Need – The application demonstrates a clear need for the project and the need for Working Lands Enterprise funding. The requested funds leverage other funds, and the project cannot be fully funded through other sources. Without these particular funds in this form, the project would happen more slowly, in a less desirable fashion, with a lower probability of success, or would not happen; and/or an urgent window of opportunity to advance a business, value chain, or industry as a whole would be missed.
- ▶ Sustainability - The project contributes to long-term sustainability/viability of working landscape businesses, builds partnerships, and demonstrates a plan for long term financial viability beyond the Working Lands grant period. Projects that credibly outline anticipated positive impacts based on measurable financial, social, and environmental criteria will be given preference.
- ▶ Leveraging Funds - Provides 100% match (at least 50% of match must be cash) of the total Working Lands Enterprise grant requested. Match must be identified at the time of proposal application and verified as in hand at the time of the award.

Timeline

▶ **1. Agriculture, Forestry & Forest Products: Working Lands Enterprise Investments**

Full Applications due: 11/19/14

Applicant notification: February 2015

Grant Agreements in place no earlier than: 3/27/15

▶ **2. Agriculture, Forestry & Forest Products: Working Lands Service Provider Grants**

Letter of Intent due: 11/12/14

LOI notification: Late January 2015

Full Applications due: 2/27/15

Applicant notification: Late April 2015

Grant Agreements in place no earlier than: 5/19/15

▶ **3. Agriculture, Forestry & Forest Products: Working Lands Capital and Infrastructure Grants**

Letter of Intent due: 10/29/14

LOI notification: December 2014

Full Applications due: 1/30/15

Applicant notification: Late March 2015

Grant Agreements in place no earlier than: 4/13/15

Contact Information

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Purpose of this Webinar (recap):

- ▶ To inform Applicants about the Working Lands Enterprise Initiative and details on the Request for Proposals:
 1. Background and purpose of the Working Lands Enterprise Initiative
 2. The three investment areas of the initiative
(Overview of applicant eligibility and selection criteria, the applicant guide, application submittal)
 3. Dates, deadlines, and key contacts
 4. Q & A

- ▶ To inform the “Frequently Asked Questions” resource section of the Working Lands web-page

Thank you very much!

Q & A