

Introduction

Thank you for choosing to start a project application to request funding from the Investment Agriculture Foundation. We are excited to partner in projects that help British Columbia's agriculture industry adapt, diversify and grow!

Before you start the application process please take time to review the program guidelines (<http://iafbc.ca/funding-opportunities/buy-local/>) and our application writing webinar online (www.iafbc.ca) for tips on preparing a successful application.

Discuss your project idea with us to see if it fits with our available funding programs and strategic priorities

SUBMITTING THIS APPLICATION

You can submit your completed application to the Investment Agriculture Foundation of BC in one of the following ways:

Email:

If this is your first time applying to the Foundation send an e-mail to funding@iafbc.ca with your name, organization and contact information with your completed application attached.

If you have worked with the Foundation previously you can e-mail your application directly to the Project Manager you worked with previously.

Canada Post:

Your completed application can be sent to:

**Investment Agriculture Foundation of BC
PO Box 8248
Victoria, BC V8W 3R9**

NOTE: Should your project be approved for funding, you will be required to report on project progress with respect to activities, deliverables and communications, as well as results and overall success of the project. The information you supply in this application will be used to evaluate the progress of your project. Therefore, it is important to communicate any changes in your project plans to IAF as early as possible.

Foundation Use Only	Date Received:		Application Number:	
	Date Revised:			

Applicant Information (All fields are required)

Organization/Business Name:

Street Address or PO Box:

Town, Village or City:

Postal Code: Phone Number:

Facsimile Number: Website:

Business or Association Number:

NAICS code:

If you are using a Mac to complete this application, the from down boxes may not be available to you. You can add your NAICS code from: <http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=118464>

Designated Officer (Signing Authority on behalf of Applicant)

Officer's Name & Title:

Street Address or PO Box:

Town, Village or City:

Postal Code: Phone Number:

Facsimile Number: Email:

Lead Contact (If other than Designated Officer)

Officer's Name & Title:

Street Address or PO Box:

Town, Village or City:

Postal Code: Phone Number:

Facsimile Number: Email:

SAMPLE

Applicant Background

Please provide a brief description of your organization/company and products related to this project. Remember that only products which are produced and/or processed in BC are eligible. Visit (<http://iafbc.ca/funding-opportunities/buy-local/>) for more details.

In the area below please include an introductory sentence with the name of your organization/company, your location and a brief summary statement about what you do/produce/sell. If your organization hosts or participates in any "signature events" such as BC Veggie Day, for example, please indicate this and provide a specific date of the event if possible.

Describe your company or organization and the products that you produce and/or sell either direct to the end-consumer or through your value chain. Remember that your products must be 100% processed and packaged in BC with more than 85% of the product's main ingredients produce in BC. Where the main ingredients are not available in BC in sufficient quantities, the food must be processed and packaged entirely in BC. Describe how your product(s) meet these eligibility requirements.

Does your organization/company have an existing marketing plan? Yes No
(Please note this program cannot be used to fund the creation of a marketing plan.)

If you do have a marketing plan how does this project fit in with the objectives of that plan?

Describe how your BC Buy Local activities build on and strengthen your current marketing plan and activities. If your project integrates with your existing marketing channels, how will you differentiate the results and quantify the impact that the BC Buy Local funding has on your objectives including sales in dollar value and number of units sold? If you are positioning your product(s) into new consumer markets, how do these new markets fit with your current marketing plan and strategies?

Does your organization/company have an existing social media plan? If yes, please attach a copy of your social media plan is applicable Yes No

What are your organizations annual domestic (BC) revenue (required)	2016	2015	2014
	\$	\$	\$

Have you / your organization used the services of an external (third-party) consultant to prepare this application? Yes No

If yes, please provide the name of the consultant/firm:

Please note: There are a number of organizations that may offer to prepare your application for a fee, or for a percentage of the contribution amount. If you choose to contract with an organization that is offering this service, you should be aware that the consultant fees or commissions are not eligible for reimbursement or cost-share through this program. By submitting this application for funding, the applicant acknowledges that they are responsible for its content.

Has your organization participated in the Buy Local Program previously?

Yes

No

If yes, please provide details of the previous project and details regarding the project results.

Provide the Buy Local application number and a brief summary of the project's results.

Please choose one of the organization types and sector groups that best describes your organization.

Organization Type

Sector Group

Project Description

Proposed Start Date:

Cannot start before the project approval date

Proposed Completion Date:

Must complete within 12 months of approval date

Note: Project activities undertaken before the date of approval are not eligible for funding. Projects should be completed within one year.

Project Title: *Your titles should capture the essence of your project in 10 words or less.*

What is your BC Buy Local "Call to Action" or BC Buy Local campaign name?

Project Summary

Briefly describe the specific project related goals and activities of your project in about 150 words. Identify what specific issue or opportunity your project addresses (the why of your project). Also include the "who, what, where and when" of your project. You may find it easier to write this section after you have completed the rest of the application form. Please do not include too much detail in the summary as you will be asked to provide further details relating to both your goals and activities later in the application. (Maximum 1200 Characters)

This section is important and should summarize the details of your proposal and how they support the achievement of the proposal's objectives. You should describe your target market and how your BC Buy Local "Call to Action" and each of the activities, as listed in the budget, will result in an increase in sales and revenue for your product(s). All activities must be "new and incremental" and not part of your normal business operations. Ongoing activities are not eligible for cost-sharing. If you are using consultants and or contractors to implement the strategies/tactics, what value do the consultants and/or contractors add to your proposed project? If you are using your own staff, only the incremental costs of staff time are eligible during of the BC Buy Local promotion only. How will you collect the data to verify and validate the impacts of our BC Buy Local project.

Project Goals

Your goals set out what it is you intend to accomplish, what difference your project will make and what results you anticipate. Example of goals are to increase sales, or to, differentiate BC produced or processed agrifood and seafood products from out-of-province products.

Your project goals must be quantifiable and measurable. If your objective is to increase sales, gain new listings at retail or foodservice, increase the number of website visits, you will need to have a performance plan in place before and following the promotion to track and measure the achievement of your project goals. A list of required performance measures as they relate to setting of goals is listed on the last page of the application form. Awareness building activities must be directly linked to an increase in sales and sales revenue.

Please indicate if your product includes a "BC" brand identifier on any of the following:

Are you adding a new "BC" brand identifier to any of the following?

- | | | | |
|--------------------------|----------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | Project Packaging | <input type="checkbox"/> | Point of Sales |
| <input type="checkbox"/> | Vehicles | <input type="checkbox"/> | Social Media (e.g. Facebook, Twitter) |
| <input type="checkbox"/> | Promotional Materials | <input type="checkbox"/> | Website |
| <input type="checkbox"/> | Advertising and Promotions | <input type="checkbox"/> | Signage |
| <input type="checkbox"/> | Media/News Releases | <input type="checkbox"/> | Other: (Add details below) |

Other Details:

In-store demos.

Are you willing to acknowledge government support in all cost-shared materials?

Will your project activities be delivered in-house or will you be contracting with consultant(s)?

- | | |
|--------------------------|------------------------|
| <input type="checkbox"/> | In-house staff |
| <input type="checkbox"/> | Contract Consultant(s) |

Will this project result in the creation of a new job or position within your organization?

If you are using consultants, please include the company/consultants name and their qualifications for this project with your completed application.

If you are using consultants and /or contractors to implement the strategies/tactics, what value do the consultants and/or contractors add to your proposed project? When you use these services, please ensure that you as the applicant are responsible for understanding the Program guidelines and requirements should your application be approved. The applicant (in contrast to the consultant and/or contractor) is the primary contact for the project.

Note: A copy of the consultants supporting invoices will be required for reimbursement of project expenses.

Will this project involve multiple levels a retail value chain? (Check all that apply to this project)

- | | | | |
|--------------------------|---------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Retail/Consumer Locations | <input type="checkbox"/> | Institutions |
| <input type="checkbox"/> | Hotels | <input type="checkbox"/> | Government venues |
| <input type="checkbox"/> | Restaurants | <input type="checkbox"/> | Farmers markets |
| <input type="checkbox"/> | Direct farm gate, etc. | | |

Please detail how this project will fit within the value chain.

The end-consumer is the final audience for the BC Buy Local Program. If you are working with distributors, retailers or other value chain/supply-chain members, your combined activities must still add the end-consumer market.

Project Activities:

Describe the steps and tasks you'll undertake to achieve the objectives you've developed for your project. Be as thorough as possible and organize your activities in a logical sequence, whether by objectives, by stages or milestone, or by type of activity. Being thorough will help when it comes time to develop your project budget.

What "new and incremental" activities are you proposing to do and how are you proposing to do them?
Identify and qualify your target audience.
Determine performance measures for each of your goals.
Develop the unique BC Buy Local "Call to Action."
Ensure you have completed your due diligence to ensure that the activities selected will suit your marketing needs.
Support the implementation of the project.
Collect the results, performance measures and submit complete reports and in a timely manner.
Consider the milestones that will help to inform you on the project's success measures and whether you are on target.

Expected Results:

Provide an estimate and rationale of the quantifiable (measurable) sales increase, expressed as a percentage in either dollars and/or volume, that is expected due to the activities described in this project

As a result of this buy local campaign, we achieved the following:

- Sales Revenue—24% sales increase
- Sales volume—230,000 bottles
- Number of new sales agreements—2
- Number of new product listings—4
- Number of new partnerships with value chain members—2
- Increase in website visits—2,000 "new" visitors
- Change in social media traffic—40% increase
- Number of event participants—400
- Media coverage—5 articles in local daily papers.

What are you expecting the result of this project to be? Performance measures will be required at the activity level as well as at the overall project level. Before submitting your application please think about how you will measure the following outcomes. Remember to include costs associated with performance measures in your project budget.

Describe your benchmarks for success. How did the BC Buy Local Program impact your sales revenue, sales units sold, number of new agreements signed, number of new product listings, number of jobs created, changes in social media traffic, media coverage and other deliverables? Your own unique performance plan and tracking system set up for pre and post promotion will help you track and measure your results.

Please indicate if your project will measure changes in the following:

- | | |
|---|---|
| <input type="checkbox"/> Sales volume | <input type="checkbox"/> Number of participants at a specific event |
| <input type="checkbox"/> Sales revenue | <input type="checkbox"/> Extent of media coverage |
| <input type="checkbox"/> Number of visits to your website | <input type="checkbox"/> Amount of social media traffic |

New product listings with
retailers or food service

New value chain partnerships

PLEASE NOTE THAT YOUR FINAL REPORT MUST INCLUDE AN EVALUATION OF THOSE ITEMS THAT YOU HAVE IDENTIFIED AS EXPECTED RESULTS. (For example, increased sales revenue should include sales data from before and after the project completion as a comparative measure.)

If you are planning to measure sales increases as part of this project please indicate your sales growth target (in dollars) and your sales volume target (in units).

Sales Growth Target:	\$900,000
Sales Volume Target:	300,000 bottles

Project Deliverables:

List all of the expected deliverables to be produced as a result of this project. Deliverables are the tangible products and services arising out of your project activities, such as publications or other promotional materials, a presentation or event, a media release, or a service delivered to a target group. Include costs associated with deliverables in your project budget.

Describe the tangible outputs of your BC Buy Local project. Are you placing new retail ads with your BC Buy Local "Call to Action"? Are you adding a BC Buy Local message or graphic to new labels? Remember that the program will not cost-share expenses for producing and printing labels, but only the incremental cost of adding a BC identifier to the label. If you are doing in-store demos, what BC Buy Local materials will you have on-site? Product samples are not an eligible expense. All advertising and promotional materials must target the end consumer. B2B shows and activities such as commercial buying shows and sell sheets are ineligible. **It is very important to submit all your BC Buy Local deliverables for approval to IAF communications before you place your order or launch your activities. Only those deliverables that were approved can be cost-shared.** If you are modifying your website, only those pages dedicated to BC Buy Local will be eligible for cost-share.

Note: Physical samples of materials produced and supporting invoices for production costs will be required for reimbursement of project expenses.

Communication Strategy:

Outline your target audiences. Describe how you will engage target audiences about your project/product. Describe how you will share project information and results. Include costs associated with communications activities in your project budget.

The BC Buy Local program is targeted to the end-consumer, yet your project may include others from your value chain. What is your end-consumer demographic? How/why does your product(s) appeal to your targeted end-consumer? How will you make the connection between the BC Buy Local and your product(s)? What tactics do you currently use to target your primary audience and how will you integrate your BC Buy Local "Call to Action" into these tactics?

If you are considering a Public Relations campaign to media outlets, which outlets and how will they impact on your sales and revenue growth and help you to achieve your goals?

If you are adding a BC Buy Local component to your website, how will you drive existing or new customers to the site and how will this increase your sales?

If you are integrating a social media campaign into our project, please identify the special social media tools you are considering and why?

Are you adding specific BC Buy Local advertising? Please identify the medium and explain why these have been elected.

If you are creating promotional materials, please be very specific and clearly identify each tool (e.g. recipe card, banner, poster, sign, shelf-talker, menu insert, etc.).

Note: Communication materials MUST be approved prior to release. Unapproved items may not be considered eligible. Receipts and supporting invoices for communications materials will be required for reimbursement of project expenses.

- Media Releases
- Newsletters
- Website Updates
- Presentations

- Social Media
- Advertising
- Promotional materials
- Outreach/events
- Media Relations (interviews, articles, etc.)

Note: You may wish to attach a copy of your business/organization's communication plan with your completed application. (Optional)

Project Budget

Please complete the accompanying "Buy Local" project financials spreadsheet and submit it with your completed application.

The amount of cost-shared funding applied for must be considered reasonable relative to the applicant's annual sales in the previous and current years. The maximum funding available as a percentage of reported annual revenue is 30%.

First-time applicants are eligible to receive up to 50% cost-shared funding for new and/or incremental activities to a maximum of \$75,000. Applicants funded through a previous Buy Local project are eligible to receive up to 35% cost-shared funding for new and/or incremental activities to a maximum of \$52,500.

In your project budget (Appendix B), remember to include all of your proposed activities and the cost. Please be as concise and specific as possible when describing each activity. Note all activities must be completed within the duration of the Buy Local project.

Each budget line item must be identified as new and incremental in the budget (Y/N).

Project salaries & benefits: Only the incremental staff salary costs for working on approved activities is eligible.

Hiring new staff is not an eligible cost.

Equipment & Suppliers: Capital assets are not eligible for cost-share. Equipment & supplies might include items required for in-store demos or guerilla marketing campaigns. Product samples are not eligible for cost-share.

Travel: Costs to travel to and back from an approved activity must be reasonable and no more than two individuals to travel for the purpose of selling the product(s).

Contracted Services: If you have identified a consultant or contractor in your application, you would add the cost of their services here.

Other: Costs listed under “other” should include an explanatory note.

Admin: This is where you list and identify your administration costs for ongoing oversight and management of your project. Activities such data collection and reporting she be included here.

Project Reporting

Should your application be successful, each client must have a performance in place at the beginning of each project to measure the performance of the cost-shared project. Performance measures must be tracked and reported on in the Final Report. Required performance measures include each of the following as applicable to your project:

- Dollar value of increased sales (e.g. \$20,000 in new sales over the previous year)
- Volume of increased sales (e.g. 200 new units sold over the previous year)
- Number of new sales agreements signed as a result of the buy local campaign
- Number of new cost-shared marketing materials created (e.g. brochures, videos, posters, signage, shelf talkers, etc.)
- Number of new product listings at retail and/or food service resulting from the campaign
- Number of new partnerships with value chain members resulting from the campaign (e.g processors, retailers, restaurants, institutions, etc.)
- Number of new jobs created
- Changes in the number of website visits (e.g. number of new visits, increase in traffic).
- Changes in the amount of social media traffic
- Number of participants at a special event
- Extent of media coverage generated by the buy local campaign.
- New economic activity (e.g. number of new customers, new services, etc.)

During the course of your project it will be necessary to track this information for reporting purposes.