



# Ohio Farmers' Market Advertising Cost Share Grant

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## 2011 Request for Applications

Application Deadline:  
4:00pm November 15, 2010

*Submit to: Donna Gilbride  
Ohio Department of Agriculture  
Bromfield Administration Building, Room 323  
8995 East Main Street  
Reynoldsburg, Ohio 43068  
1-614-644-5783*



# Ohio Department of Agriculture's Farmers' Market Cost Share Advertising Grant

1. **Eligibility.** All Ohio, *not-for-profit* farmers' market operations are eligible to participate in the Ohio Department of Agriculture's Farmers' Market Cost Share Advertising Program. Your market must be registered with the Ohio Department of Agriculture Food Safety Division and have an FEIN number that denotes status.
2. **Limits on Reimbursement.** The ODA will reimburse approved participants up to 50% but no more than \$1,500 of their eligible advertising expenses for the marketing of Ohio's non-profit farmers' market operations. The sum of reimbursements for any one farmers' market operation cannot exceed \$1,500 per application period. Reimbursements are subject to verification that the participants fulfill all terms and conditions of the Cost Share Advertising Program.
3. **Application.** All Ohio *not-for-profit* farmers' market operations wishing to participate in the program will submit a complete and accurate application that must **arrive** to the Ohio Department of Agriculture **on or before November 15, 2010**. If you are receiving grant monies for the 2010-2011 market year, you can apply for 2011-2012 grant monies. Your advertising grant dollars must be spent between July 1, 2011 through June 1, 2012.  
**Example:** Market advertising dollars spent in April & May 2011 for the 2011 market season may be submitted for reimbursement after July 1, 2011.

Applications to be sent to:

Ohio Department of Agriculture  
Attn: Donna Gilbride  
8995 East Main Street  
Reynoldsburg, Ohio 43068

4. **Program guidelines.** In order to receive reimbursement under the Cost Share Advertising Program all projects must display the following text: **This project was financed in part or totally through a cost share advertising program from the Ohio Department of Agriculture.** Failure to meet these conditions will result in rejection of the request for reimbursement.
5. **Award Determination.** The Ohio department of Agriculture had the sole discretion in awarding grants under the Farmers' Market Cost Share Advertising Program. The awarding of grants under this program is not on a first come first serve basis, but instead is based upon the need of Ohioans' to access fresh Ohio-grown produce. Priority will be given to those farmers' markets located in underserved or food desert areas of the state
6. **Program Administrator.** The Direct Marketing Program Manager for the Marketing Division will act as program administrator. All requests for reimbursement must be sent to the program administrator, who will verify that the projects conform to all rules of the program before authorizing any reimbursement of costs.
7. **Contract and Purchase Order.** Once the project has been approved by ODA, a contract will be drafted and mailed to participants. Upon receipt of the contract, sign and return it to the Marketing Division. Once the contract has been signed by all involved parties, a purchase order will be issued.

Remember, when submitting the request for reimbursement; include the purchase order number in the paperwork.

8. **Reimbursement Procedure.** When the approved project is complete, fill out a Reimbursement Request form indicating the total amount spent on the project. Please keep copies of all of the material accompanying your reimbursement request. In the event that the Program Administrator questions your compliance with the Program Rules, you will need these copies for your reference. You have until **June 1, 2012** to submit your reimbursement request. Late requests will not be accepted, nor will they be reimbursed. Reimbursement requests must include correct supporting documentation for materials as follows:
  - a. Print Advertising: an original full-page tear sheet of each ad, an original complete paid invoice for each publication, and statement of verification of circulation.
  - b. Radio Advertising: a cd or tape copy of the original ad which aired, an original complete paid invoice for each radio station, and statement of verification of listener reach.
  - c. Billboard Advertising: a photo of the billboard once the billboard is in place, an original complete paid invoice for each billboard placement, and a statement of verification for the approximate number of consumers reached.
  - d. Television Advertising: a DVD or VHS copy of the original ad as it aired, an original complete paid invoice for each radio station, and a statement of verification for the approximate number of viewers reached.
9. **Program Violation.** In the event that you do not comply with the Program Rules, you will be notified by mail. All violations will be handled on a case by case basis. ODA is the final arbiter and is responsible for all decisions regarding logo usage and eligibility for reimbursement.
10. **Method of Payment.** Once the request for reimbursement is approved and verified by the Program Administrator, a check in the amount approved by the ODA will be mailed. NOTE: Due to accounting procedures involved, please allow up to 8 weeks for receipt of the reimbursement check.

### **How does the Match Program work?**

The ODA's Marketing Division will reimburse up to 50% but not more than \$1,500 of valid, documented expenses for the advertising of Ohio's non-profit farmers' market operations. Please note: the sum of reimbursements per non-profit farmers' market operation cannot exceed \$1,500 per calendar year.

Funds may be used to offset costs for such advertising programs including, but not limited to:

- Print
- Radio
- Billboard
- Television
- Reusable market bags

Funds may **not** be used for non-advertising items, such as:

- Office equipment and supplies
- Postage
- Buildings, permanent displays, permanent road signage

## ODA's Marketing Division Responsibilities

ODA's Marketing Division is the contact for guidance and assistance in: developing proposals, submitting applications, and meeting administrative and reporting requirements involved in managing a funded project. The division may:

- Convey suggestions or recommendations to the potential applicants regarding possible projects, and encourage regional projects
- Establish and conduct appropriate review and evaluation procedures for project proposals and funding requests
- Review progress reports and final reports, requests for reimbursement and final financial statements
- Conduct spot reviews of project-related expenditures and assess project activities during on-site visits
- Provide or help to arrange technical assistance for projects
- Reserve the right to withhold all or partial payments when projects are not in compliance with all applicable Ohio statutes and regulations

## Contractor Responsibilities

Contractor bears the primary responsibility to formulate and administer projects, including:

- Ensure that application is complete and submitted by the announced deadline
- Ensure that proposals contain sufficient detail as to the need, objectives, work plan, resource requirements, and expected results
- Provide complete contact information including an e-mail address for the person overseeing the project and for the principal implementer
- Ensure proper accounting procedures (GAAP) are followed and that funds are spent in compliance with policies and procedures of State Accounting and the Ohio Department of Agriculture
- Submit a final report that includes reimbursement form, outputs/outcomes summarizing accomplishments including quantitative measures where possible, and copies of any printed materials or promotional items purchased with ODA funds, along with release of funds document (explains that all projects within realm of contract are complete and additional leftover funds will be placed back in cost share pool)
- Provide accurate invoices along with proof of payment (Ex: canceled check or credit card receipt) for all expenses to be reimbursed

## How does the program work?

- The ODA will determine the amount of funding available.
- Application(s) to be completed and forwarded to ODA's Marketing Division by **close of business on November 15, 2010**.
- Applications for funding should include:
  - A. **Registration form** completed and signed.
  - B. **Executive Summary**, not longer than one-page, 12 pt. font
  - C. **Background and justification for project**. Include specific information that demonstrates the extent of the problem to be addressed, the number of people or operations affected, and/or potential economic impact of the project.
  - D. **Work plan**. Explain briefly how the objective will be accomplished, including time lines, and who will do the work.
  - E. **Media plan**. Where and how will the advertisements be placed (print, radio, etc.)?
  - F. **Anticipated outcome**. Describe what will be accomplished and how success will be measured.
  - G. **Budget information**. Provide a budget that shows how ODA funds will be used.

- H. **Letters of support and commitment.** (If applicable) Letters from cooperators and evidence of commitment to the project.
- Applications will be evaluated against the priorities by ODA's Marketing Division staff and a third party. Additional information may be requested from the applicant.
  - After approval by the ODA's Marketing Division, the staff will issue a request for a contract. Once the contract has been executed, an Ohio Department of Agriculture Purchase Order will be issued and all invoices related to the contract should note the Purchase Order number.
  - Requests for reimbursement must be received not later than June 1, 2012. All expenses must be paid within thirty days of the end of the reimbursement cycle.