



# New Jersey Agritourism Grant Program (NJATP)



*The purpose of the New Jersey Agritourism Grant Program (NJATP) is to award grants to eligible agricultural businesses to support New Jersey's Tourism and Agritourism Industry. This program seeks to fund projects that enhance educational and/or entertainment-related Agritourism activities conducted by New Jersey agricultural businesses. Applicants may request between up to \$100,000 in grant funding. For more information regarding program requirements, please refer to the Notice of Funding Availability (NOFA).*

## APPLICANT INFORMATION

Organization Name:

EIN/Tax ID Number:

Authorized Organization Representative (AOR):

Title:

Phone Number:

Email Address:

### **Physical Address**

Street:

City:

State:

Zip:

### **Mailing Address (If different from above)**

Street:

City:

State:

Zip:

### **Social Media Links**

Website:

Facebook:

Instagram:

YouTube:

Other:

## ORGANIZATION MEMBERSHIP

Please indicate below if your organization participates in any of the following programs. (Note: membership in any of the programs below will not factor into the review of your application)

**New Jersey Farmers' Direct Marketing Association**

**Jersey Fresh (including Jersey Grown and Jersey Raised)**



## APPLICANT ELIGIBILITY

Please select the entity type that best describes your operation. Please check the option that **most accurately** describes your operation.

**Farm** – any place from which \$1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the year.

**Ranch** – a farm, as defined above, or area devoted to raising horses, cattle, sheep or other livestock.

**On-Farm Brewery** – a farm or agricultural business which possesses either a plenary, limited, or restricted brewery license to sell malt alcoholic beverages in New Jersey.

**On-Farm Distillery** – a farm or agricultural business which possesses either a craft distillery or plenary distillery license to sell distilled alcoholic beverages in New Jersey.

**On-Farm Winery** – a farm, as defined above, or agricultural business which possesses either a plenary or farm license to sell wine, hard cider and/or mead in New Jersey.

**Brewery / Distillery / Winery** – a stand-alone business not on a farm that produces and serve both alcoholic and non-alcoholic drinks and other products; and also serve to host entertainment and special events.

**Other Agricultural or Agritourism Business** (enter description here) –

Please select the yearly income range applicable to your business, based on prior year gross income figures.

**\$1,000 – \$500,000**

**\$501,000 – \$1,000,000**

**\$1,000,000 or more**

**By checking this box, I self-certify that my organization meets the criteria required to qualify for this program, as defined in the NJATP Guidelines.**

## PROJECT INFORMATION

Project Title:

Project Start Date:

Project End Date:

PROJECT TYPE (IF NOT A MARKETING CAMPAIGN, YOU MAY SELECT MORE THAN ONE OPTION)

**Education**

**Entertainment**

**Event**

**Marketing Campaign**

## PROJECT ACTIVITY CATEGORY

*Identify all Agritourism categories that fit your project's activity.*

U-Pick / Pick-Your-Own

Animal Rides

Guided / Self-Guided Tour

Agricultural Exhibit or Museum

Crop Art / Crop Mazes

On-Farm Demonstrations

Agricultural Product Tasting

Other:

## PROJECT NARRATIVE

**DESCRIBE YOUR AGRITOURISM OPERATION (250 WORDS OR LESS)**

*Provide a brief description of your agritourism operation. Include details about your operation such as acreage, yearly visitors, etc.*

## DESCRIBE YOUR AGRITOURISM GRANT PROJECT (750 WORDS OR LESS)

*Provide a summary of your agritourism grant project, including eligible activities, objectives, and a general scope of work.*

PROVIDE THE SPECIFIC ISSUE, PROBLEM, OR NEED THAT THE PROJECT WILL ADDRESS (500 WORDS OR LESS)

Provide a brief description of the specific need this grant funding will address for your organization.

NEW JERSEY AGRICULTURAL PRODUCTS PRODUCED AND/OR SOURCED

List all agricultural products produced by your operation, and/or any products sourced from New Jersey that are relevant to your grant project. Priority will be given to New Jersey Agritourism businesses whose agricultural products are either primarily sourced from or produced in NJ.

Product Type	Volume (yearly)	Produced On-Farm OR Sourced from NJ?

## EXPECTED PERFORMANCE MEASURES

Please realistically identify the expected number for each outcome that can be measured and traced back to approved project activities.

OUTCOME 1: INCREASING VIABILITY OF YOUR AGRITOURISM BUSINESS			
#	Description	Expected Numbers	N/A
1.1	Increased sales of New Jersey Agricultural Products (% change)		
1.2	Total number of consumers who consumed more New Jersey agricultural products		
1.3	Total number of consumers who gained knowledge about New Jersey Agriculture		
1.4	Number of additional local agricultural products sourced/produced		
OUTCOME 2: INCREASING ECONOMIC IMPACT OF NEW JERSEY'S AGRITOURISM INDUSTRY			
#	Description	Expected Numbers	N/A
2.1	Number of new jobs added to the New Jersey Agritourism Industry		
2.2	Number of additional overnight stays generated in surrounding region		
2.3	Number of novel agritourism activities introduced to your area		
OUTCOME 3: IMPLEMENTATION AND DISSEMINATION OF AGRITOURISM BEST PRACTICES			
#	Description	Expected Numbers	N/A
3.1	Number of stakeholders that gained knowledge about Agritourism best practices		
3.2	Number of stakeholders who implemented new safety plans		
3.3	Number of new or improved systems related to Agritourism		
OUTCOME 4: EXPANDING MARKETING AND EVENT PROMOTION CAPACITY THROUGH SOCIAL MEDIA			
#	Description	Expected Numbers	N/A
4.1	Number of additional website visitors added (number or % change)		
4.2	Increased social media engagement across all platforms (number or % change)		
4.3	Number of event attendees added as a result of marketing activities		
4.4	Additional ticket sales/revenue generated as a result of marketing activities		
4.5	Other:		

## DATA COLLECTION FOR EXPECTED PERFORMANCE MEASURES

*Please describe the data collection methods you will use to measure the performance for the noted outcomes you identified on the previous page.*

## STAKEHOLDER AND PARTNER COLLABORATION

*Describe any stakeholders or partner collaborations you will include to promote tourism to your area. This may include other businesses, restaurants, hotels, etc. to drive tourism.*

## PROPOSED GRANT BUDGET

## BUDGET TABLE

Please complete the table below with an itemization of all requested expense items and the relevant budget category. Allowable project costs should fall into the following categories: **Personnel, Equipment, Supplies, Contractual, Advertising/Marketing, or Other.**

Description of Expense	Category	Funds Requested
	Total Funding Requested	

BUDGET SUMMARY

Budget Category	Funds Requested
Personnel	
Equipment	
Supplies	
Contractual	
Advertising/Marketing	
Other	
Total Funding Requested	

BUDGET NARRATIVE

*The budget narrative must provide enough detail for reviewers to easily understand how costs were determined and how they relate to the Project Narrative and Expected Outcomes. The budget narrative must show a relationship between planned work and the costs incurred.*