

**BUY LOCAL 2017/18 APPLICATION SUMMARY**

<b>Applicant:</b>	s.21	<b>Project Number:</b>	s.21
<b>Project Title:</b>	s.21		
<b>Industry Sector:</b>	Fishing	<b>NAICS code</b>	s.21
<b>Start Date:</b>	s.21	<b>End date</b>	s.21
<b>Executive Summary:</b>	s.21		
<b>Expected</b>			

# **BUY LOCAL 2017/18 APPLICATION SUMMARY**

Results:	s.21				
Total Cash Cost:	s.21	Amount Requested:	s.21	Percentage (%) of cash cost	s.21
AGRI Review:					
Is the applicant eligible?	s.21				
Are <b>ALL</b> proposed activities NEW and eligible?					
Is the funding request reasonable?					
Has the applicant received Buy Local funding already?					
Project Ranking (1=low 5=high) Criteria include: Repeat applicant (low ranking); first-time applicant (high ranking);adequate annual sale and financial viability (high ranking); adequate evaluation plan (high ranking); new job creation (high ranking);complete information (high ranking); aligns with AGRI Strategic Goals (high ranking)					
Recommendation:	s.13,s.21				

**BUY LOCAL 2017/18 APPLICATION SUMMARY**

	s.13,s.21
Comments	s.21
Program Manager	



## Buy Local Program 2017/2018 Application Form

### 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](http://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](mailto: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:	s.21	Application Number:	s.21
	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:   
**11 – Agriculture, forestry, fishing and hunting**

**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:

## 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.*

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Does your organization/company have an existing marketing plan? s.21 Yes s.21 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?

s.21

Does your organization/company have an existing social media plan? If yes, please attach a copy of your social media plan is applicable s.21 Yes s.21 No

What are your organizations annual domestic (BC) revenue (required)	2016	2015	2014
s.21			

Have you / your organization used the services of an external (third-party) consultant to prepare this application? s.21 Yes s.21 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? s.21 Yes s.21 No

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

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

**Organization Type**

Choose an item.

Corporation/For Profit

**Sector Group**

Choose an item.

Aquaculture

**Project Description**

**Proposed Start Date:**

s.21

**Proposed Completion Date:**

s.21

*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.*

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**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)*

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### 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 agrifoods from out-of-province products.

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

s.2  
1

Project Packaging  
Vehicles  
Promotional Materials  
Advertising and Promotions  
Media/News Releases

s.2  
1

Point of Sales  
Social Media (e.g. Facebook, Twitter)  
Website  
Signage  
Other: (Add details below)

Other Details:

Are you willing to acknowledge government support in all cost-shared materials? Choose an item.

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

s.2  
1

In-house staff  
Contract Consultant(s)

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

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



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**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)

s.21	Retail/Consumer Locations	s.21	Institutions
	Hotels		Government venues
	Restaurants		Farmers markets
	Direct farm gate, etc.		

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

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**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.*

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**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*

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*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.*

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

s.21 Sales volume

Sales revenue

Number of visits to your website

New product listings with  
retailers or food service

s.21

Number of participants at a specific event

Extent of media coverage

Amount of social media traffic

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:

Sales Volume Target:

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**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.*

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**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.*

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**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.

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Media Releases  
Newsletters  
Website Updates  
Presentations

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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.

**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.

Page 13 to/à Page 14

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