

Pennsylvania Wine Marketing and Research Program Board
Grant Solicitation Announcement and Application Procedures

Date: July 29, 2017

The Pennsylvania Wine Marketing and Research Program Board (Program Board) annually, or more frequently as the availability of fund permits, solicits applications for grants to conduct promotion, marketing and research projects to increase the quality, profitability, production and sale of Pennsylvania wines, enhance the Pennsylvania wine industry and benefit Pennsylvania wine producers.

The Program Board was established by the Pennsylvania Department of Agriculture under authority of the Pennsylvania's Agricultural Commodities Marketing Act ("ACMA") at 3 Pa. C.S. §§ 4501-4513. Its composition, funding and duties were subsequently expanded in the Pennsylvania Liquor Code, specifically 47 P.S. § 4-488.1.

The Program Board makes awards of grants from its own funds generated by the methods set forth in ACMA and makes recommendations for the awarding of grants by the Pennsylvania Liquor Control Board from funds provided through the Pennsylvania Liquor Code.

This notice establishes the procedures by which grant applications will be solicited, reviewed and grants awarded.

1. **Grant Solicitation:** The Program Board will be accepting grant applications for the purposes, in the form, and according to the schedule set forth herein, for a period of not less than thirty (30) days commencing on the date of publication of this notice in the Pennsylvania Bulletin. Additional publication and dissemination of this notice shall be made to applicants who have previously submitted grant applications to, or received grants from, the Program Board, state universities and state-supported universities located in Pennsylvania, universities with colleges of agricultural science located in Pennsylvania, and individuals or entities who have requested notification from the Pennsylvania Department of Agriculture or the Program Board of grant availability.
2. **Process Overview.** The Program Board will employ the review process described below to select projects: (a) to fund by making a grant from its ACMA funds; or (b) to recommend to the Liquor Control Board for the making of a grant.
 - a. In the event of an ACMA-funded grant, the terms and conditions of the grant will be governed by a grant agreement between the Program Board and the applicant which shall be tendered to the applicant for execution, returnable in no more than thirty (30) days.
 - b. In the event of a recommendation to the Liquor Control Board to make and fund a grant, the decision as to whether to award a grant will be made by the Liquor Control Board. If the Liquor Control Board approves the grant recommendation, the terms and conditions of the grant will be governed by a grant agreement between the Liquor Control Board and applicant, which shall be tendered to the applicant for

execution by the Program Board on behalf of the Liquor Control Board, returnable in no more than thirty (30) days.

3. **Application Deadline.** Interested applicants must deliver a complete project proposal and grant application to the Program Board by 4:00 p.m. on Friday, September 1, 2017, if hand-delivered, or by mail post-marked on or before that same date. Applications should be addressed and delivered to:

Pennsylvania Department of Agriculture
Bureau of Market Development
ATTN: Agricultural Commodity Board Grant Program
2301 North Cameron Street
Harrisburg, PA 17110-9408

- a. Applicants are expected to participate by **conference call** to provide a brief 3-5 minute presentation of their proposal to the Program Board at its next scheduled board meeting on **Tuesday, September 5, 2017 at 10:00 am**. All applicants will be provided the conference call-in number and all relevant information for participation by email after the application deadline and all applications are received. It is important that applicants prominently include their email and phone contact information in their application.
4. **Format of the Project Proposal and Grant Application.** The Project Proposal and Grant Application shall be formatted as follows:

- a. **A cover page, titled Pennsylvania Wine Marketing and Research Program – Project Proposal and Grant Application**, providing: the title of the proposed project; the name and address of the applicant; the name, address, telephone number and e-mail address of the applicant's principal contact person for matters relating to the application; and the total maximum grant amount sought for the proposed project or program.
 - b. **Section 1, titled Statement of Purpose**, explaining or presenting: the purpose for which the grant funds would be utilized; details of the proposed project, including a statement of expected impact of outcomes, staffing for the project, and objectives and methodologies; and whether, how and to what anticipated extent, the proposed promotion, marketing or research project increases the quality, profitability, production and sale of Pennsylvania wines, enhances the Pennsylvania wine industry and benefits Pennsylvania wine producers.
 - c. **Section 2, titled Statement of Need**, explaining the need for the grant funds sought, and identifying the presence of any additional funding partners and the extent of that funding;
 - d. **Section 3, titled Budget**, presenting a detailed budget for the proposed project or program.
 - e. **Section 4, titled Criteria for Measuring Outcomes**, identifying methods for measuring outcomes.
 - f. **Section 5, titled Industry Involvement**, describing the extent of any support, participation and funding from Pennsylvania's wine industry, including any written confirmation of that support, participation or funding.
5. **Scoring of Applications.** The Program Board will evaluate each complete and timely-filed project proposal and grant application it receives, which shall include a 100-point scale assessing:

- a. up to 20 points for the project needs statement;
- b. up to 20 points for the expected impact of project outcomes;
- c. up to 20 points for the promotion, marketing or research methodology;
- d. up to 20 points for project evaluation; and
- e. up to 20 points for support and participation from industry.

6. **Scores.** Upon completion of evaluations, the Program Board will prepare a record identifying each complete and timely-filed project proposal and grant application received and the numerical score assigned to each. In the event of an ACMA-funded grant, the Program Board shall award grants based upon its evaluation and scoring. In the event of one or more recommendations to the Liquor Control Board to make and fund a grant, the Program Board shall transmit to the Liquor Control Board the project proposal and grant application, along with the score assigned to it by the Program Board and any other information deemed relevant by the Program Board or requested by the Liquor Control Board. Request will be made by the Program Board that the Liquor Control Board respond to all recommendations for grant approval within thirty (30) days.

7. **Term of Grants and Extensions.** It is anticipated that applications will be submitted for projects that are performed and completed by the conclusion of the state fiscal year (July 1 through the following June 30) in which application is made. However, the Program Board may award, or recommend that the Liquor Control Board approve, grant funding for multiyear projects or extensions of an on-going project, if the Program Board identifies that a multi-year term or an extension advances the grant's objectives. Requests for extensions of on-going projects shall be made, evaluated and processed in accordance with all the requirements of this notice.

8. **Notice of Award.** Applicants shall be notified by mail of the decision on their grant applications by the Program Board. Best efforts will be made to do so within sixty (60) days of the application deadline.

9. **Grant Agreement.** With the mailed grant award notice, the Program Board will provide applicants with a grant agreement for execution and return within thirty (30) days. The Program Board will obtain the required signature on the grant agreements, including the Liquor Control Board, if necessary, and any other required Commonwealth entities, and return a copy to the applicant. No grant agreement is effective and work should not commence until all required signatures have been applied to the grant agreement. Among the terms of the grant agreement shall be a requirement that the grant recipient provide the Program Board full and complete access to all records relating to the performance of the project and submit such information as the Program Board may require.

10. **Non-Matching Cost-Reimbursable Grant.** Grants made hereunder do not require the applicant secure or devote a matching sum to the project. Payment of grant funds will occur on a reimbursement basis only.

