



STATE OF MISSOURI  
DEPARTMENT OF AGRICULTURE  
AG BUSINESS DEVELOPMENT DIVISION  
**2021 RETAIL STORE PROMOTION MATCHING GRANT APPLICATION**  
*Grant funds are provided as reimbursement only.*

APPLICATION INFORMATION (PLEASE PRINT OR TYPE)			
<b>REQUESTED BY</b>			
NAME OF RETAIL STORE			
CONTACT			AMOUNT REQUESTED
MAILING ADDRESS			
CITY	STATE	ZIP CODE	COUNTY
PHONE	EMAIL ADDRESS		
SELECTION CRITERIA FOR RETAIL STORE PROMOTION MATCHING GRANT PROGRAM APPLICATIONS			
<b>Grant Size:</b>	Up to \$1,000 will be reimbursed per approved project.		
<b>Applications Due:</b>	April 2, 2021		
<b>Award Date:</b>	On or before April 16, 2021		
<b>Project Completion:</b>	On or before May 31, 2021		
<b>Purpose:</b>	To increase awareness, understanding and promote retail locations that carry Missouri products to the local community through the production of signs, billboards, advertising, print and radio media that encourages the purchase of those local products.		
<b>Reimbursement Requirement:</b>	Paid receipts and evidence of completed promotional materials/projects showing the use of the "Missouri Grown" logo must be included with the Project Inspection Notice prior to reimbursement. Radio advertisements must include a written script including a similar statement to "This ad is brought to you by the Missouri Grown program."		
CRITERIA			
<b>Credibility and Merit:</b>	Project principles must be able to demonstrate the capability and qualifications to deliver the desired results and implement the proposed actions. In cases where delivery is dependent upon volunteers or consumers, commitment and demand must be demonstrated. Measureable outcomes should be included.		
<b>Impact Potential:</b>	Projects must clearly define how the promotional and marketing materials will increase the sales of Missouri products and overall sales at the retail store.  Projects should quantify the number of persons directly impacted including: producers and the size of the neighborhood or community the project will serve.		
<b>Matching Funds:</b>	Projects must demonstrate matching funds of cash or in-kind donations equal to the amount of the request or greater. In-kind donations may not exceed 50 percent of the matching contributions. Total matching funds must be 1:1 with requested grant funds.		
<b>Timeliness:</b>	Projects must demonstrate a reasonable and feasible work plan and time for delivery. Project costs must be paid in full by the retail location by May 31, 2021 to be able to receive reimbursement.		

**Overview of Retail Store and list of Missouri Grown members (minimum of 5) included in location: (500 Word Limit)**

**I. DETAILED PROJECT DESCRIPTION: (What are you using the funds for?) Projects can only include items from the eligible expenses list.**

**II. IMPACT POTENTIAL & EXAMPLES OF HOW IT WILL INCREASE THE SALES OF MISSOURI GROWN PRODUCTS**

III. LIST DETAILED COSTS FOR THE PROJECT AND HOW THE FUNDS WILL BE ALLOCATED

Description	Grant Request	Cash Match	In-Kind Match	Total
<b>TOTALS:</b>				

IV. LIST ANY OTHER ORGANIZATIONS PARTICIPATING IN OR PROVIDING MATCHING FUNDS, THEIR ROLES IN THE PROJECT AND CONTACT INFORMATION

**PROGRAM SPECIFICATIONS**

- A selection committee will determine grant recipients.
- The selection committee will select recipients based upon information provided on this application.
- Grant recipients will be notified on or before April 16, 2021.

Completed 2021 Retail Store Promotion Matching Grant applications should be forwarded to the following address:

Missouri Department of Agriculture – Retail Store Promotion Grant  
 Ag Business Development Division  
 Attn: Christi Miller  
 1616 Missouri Boulevard  
 Jefferson City, MO 65109  
**FAX: (573) 751-2868**  
  
 Or electronically to:  
 Christi.Miller@mda.mo.gov

Applications may be obtained by calling 866-466-8283 or visiting our website at [agriculture.mo.gov](http://agriculture.mo.gov).  
Hearing impaired Missourians may contact the Department through Relay Missouri: 1-800-735-2966 (TT/TDD).

**APPLICANT SIGNATURE**

By signing this document, the following are understood by the applicant:

- Signing this document does not constitute an approved reimbursement by the Missouri Department of Agriculture.
- The information provided is true and correct to the applicant’s understanding.
- Grant funds are provided as reimbursement only.
- Successful applicants must complete the project or phase(s) of the project detailed in the application and submit all documentation by May 31, 2021.
- Documentation requirements include:
  - Evidence of completed promotional materials/projects showing the use of the “Missouri Grown” logo;
  - All paid invoices;
  - Proof of matching funds, which may include; paid invoice(s) or letter(s) detailing the provided match.
  - Matching funds must equal a 1:1 match to grant funds requested for reimbursement. Matching funds can be in-kind or cash match; cash match must be greater than 50% of the total match provided.
- Reimbursements will only be completed once all required documentation has been received.
- Failure to submit the required documentation by May 31, 2021 may result in the forfeiture of funds.
- Awarded projects experiencing issues that impact completion should contact the Department for guidance.

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Authorized Signature

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Date