

Appendix C: Required Format for Project Plan 2019 Farm Transition Grant

Use the following section headings when writing the project plan. Be thorough in each section addressing all questions/statements below.

1. **Cover Sheet** – Name of business and contact information.
2. **Introduction** – Use this as an opportunity to introduce your business to the reviewers. Include information such as:
 - a. How long have you been in business?
 - b. What do you produce and how many acres are in production? How/why has that changed over the years?
 - c. What are your future project and business plans?
3. **Project Explanation** – Explain in detail what your project is and what it's going to accomplish.

Explain how the project will improve your agribusiness. Explain business operations before and after project is complete.
4. **Funding Requirements and Proposals** – Summarize the budget. Include information such as:
 - a. Where the match is coming from (cash, loan, other grant, etc.)
 - b. Sufficient explanation and justification of the financial support requested

5. **Project Timeline** – Include all project milestones and related deadlines. Include information such as:

- a. When you need to begin the project
- b. When necessary activities/tasks to complete the project will occur
- c. When the project will be completed

Below is an example of how to present this information:

Task	Task Completion Date	Person Responsible for Completing Task
Notified of grant award	_____ days from final contract signing	DoAg
Contractors hired	_____ week(s) from final contract signing	Farm Owner
Retail store construction completed	_____ month(s) from final contract signing	Contractor
Electrical work completed		Electrician
Retail display items purchased		Farm Owner
Plumbing completed	_____ days from final contract signing	Plumber
Retail display items installed	_____ week(s) from final contract signing	Farm Owner
Etc.	_____ month(s) from final contract signing	
Stand open for retail business	No later than (Month, Day, Year)	Farm Owner

6. **Target Markets** – What expanded, additional, or new market(s) will your project allow you to serve or reach? Include information such as:

- a. The number or volume of people, markets, products, etc.
- b. How will you change your marketing?

7. **Business Goals and Objectives** – Identify three to five goals for the next five and 10 years? How does the proposed project contribute to those goals?

What objectives will be accomplished to reach each goal?

Goal vs. Objective

A *goal* is defined as a broad-based result.

Example: A new farm store will be open for business by June 2018.

An *objective* is defined as a step taken towards achieving a goal. There are often multiple objectives that must be completed in order to measure progress and reach the goal/outcome.

Example: Objectives to meet the goal of opening a farm store by June 2018:

1. Hire an architect to design the building
2. Go out to bid and select a contractor to build the building
3. Bring in stone and level for parking area
4. Hire an electrician to install electrical
5. Purchase and identify delivery date(s) for display cases and shelving
6. Move produce and other materials from current sales location to new retail store
7. Promote the opening of the new store
8. Open store in June 2018

Hiring a contractor is an objective, not a goal. Goals are broad-based results of objectives.

8. Outcome – Identify an outcome you strive to achieve as a result of completing this project.

An *outcome* is defined as a quantifiable result.

Example: There will be a 7% increase in sales in 2018 as a result of the new retail farm store.

9. Financial History – Provide copies of IRS Schedule F, Schedule C, or Form 1120S for the last three years starting with the most recently filed.

10. Project Summary and Conclusions – Summarize the project, explaining why the project will succeed and how it relates to your business goals for the next five to ten years. How does the project help to sustain and promote Connecticut agriculture? What are the long-term benefits to the applicant and target markets as a result of this project?

