**Appendix C: Required Format for Project Plan**

**2020 Farm Transition Grant**

Use the following section headings when writing the project plan. Be thorough yet concise in each section addressing all questions/statements below. Project plans are typically between 5-7 pages.

1. **Cover Sheet –** Name of business and contact information.
2. **Introduction –** Introduce your business to the reviewers. Include information such as:
   1. How long have you been in business?
   2. What do you produce and how many acres are in production? How/why has that changed over the years?
   3. 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. The reviewers will be looking for a statement that begins with “This project will…..”

How the project will improve your agribusiness? Provide a before and after of business operations once the project is complete.

1. **Funding Requirements and Proposals –** Summarize the budget. Include information such as:
   1. Where the match is coming from (cash, loan, other grant, etc.)
   2. Sufficient explanation and justification of the financial support requested
2. **Project Timeline –** Include all project milestones and related deadlines. Include information such as:
   1. When you need to begin the project
   2. When necessary activities/tasks to complete the project will occur
   3. 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** |
| Contractors hired | \_\_\_\_\_ week(s) from final contract signing | Farm Owner |
| Retail store construction completed | \_\_\_\_\_ month(s) from final contract signing | Contractor |
| Plumbing completed | \_\_\_\_\_ days from final contract signing | Plumber |
| Electrical completed | \_\_\_\_\_ week(s) from final contract signing | Farm Owner |
| Retail display items installed | \_\_\_\_\_ month(s) from final contract signing |  |
| Stand open for retail business | No later than (*Month, Day, Year)* | Farm Owner |

1. **Target Markets –** What expanded, additional, or new market(s) will your project allow you to serve or reach? Include information such as:
   1. The number or volume of people, markets, products, etc.
   2. How will you change your marketing?
2. **Business Goals and Objectives** – Identify at least one project goal. How does the project goal work towards the business goals for the next three to five (or more) years?

*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 and usually accomplished after the project is done.

*Example:* There will be a 7% increase in sales in 2020 as a result of the new retail farm store.

1. **Financial History –** Provide copies of IRS Schedule F, Schedule C, or Form 1120S for the last three years starting with the most recently filed. These can be added after the Project Plan or embedded into the plan itself.
2. **Project Summary and Conclusions –** Summarize the project.

Explain:

* how it relates to your business goals
* how the project helps to sustain and promote Connecticut agriculture