

Fact Sheet

Grants for Agritourism Operations



INTRODUCTION

Securing grant funding for your agritourism operation is a strategic process that demands careful planning, effective networking, and a deep understanding of funders' priorities. This guide outlines essential strategies and considerations to enhance your chances of obtaining financial support to grow and develop your agritourism business.

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PURPOSE OF AGRITOURISM GRANTS

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Grants targeting agritourism projects typically aim to achieve one or more of the following objectives:

- **Promotion of Tourism and Local History:** Encouraging visitors to explore and appreciate the unique culture and heritage of a region.
- **Job Creation:** Generating employment opportunities within the community.
- **Economic Vitality:** Boosting local economies through increased visitor spending.
- **Increasing Accessibility:** Making rural and agricultural experiences more accessible to a wider audience.
- **Environmental Conservation:** Supporting practices that preserve and protect natural resources.



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POTENTIAL FUNDING SOURCES FOR AGRITOURISM

When looking for grant opportunities, consider these potential sources:

- Local and Regional Tourism Agencies
- Economic Development Agencies
- Private Non-profits focused on environment, education, and access
- Environmental and Conservation Agencies and Foundations
- Historic Preservation Agencies and Non-profits



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GRANT APPLICATION CONSIDERATIONS

To increase the likelihood of success, your grant application should:

- **Align with the Funder's Goals:** Clearly demonstrate how your project supports the objectives of the funding entity.
- **Evaluate Funding Potential:** Research the funder's track record, including their history of awards, success rates, and the size of grants typically awarded.
- **Assess Requirements:** Ensure your ability to meet the conditions associated with the grant, including any matching funds or reporting obligations.





PREPARATION STEPS FOR GRANT APPLICATIONS

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- Develop a Comprehensive Business Plan: Outline your business objectives and identify projects that could benefit from grant funding.
- Build a Strong Network: Connect with advisors, industry groups, and others who can provide insights and support.
- Identify Funding Opportunities: Stay informed about grant timelines and opportunities through subscriptions and network recommendations.
- Prepare for Matching Funds: Ensure you have access to the necessary financial resources, as many grants require a cash match.

TIPS FOR A STRONG GRANT PROPOSAL

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- Narrate a Compelling Story: Explain the importance of your project and its potential impact.
- Showcase Your Experience: Highlight your qualifications and those of your team.
- Address Scoring Criteria Thoroughly: Provide detailed and relevant responses to all application questions.
- Request a Reasonable Amount: Ensure the funding you ask for is appropriate for your business size and the scope of the project.
- Focus on Feasibility: Avoid overcommitting and ensure your project is practical and cost-effective.



CONCLUSION



By following these guidelines, you can improve your chances of crafting a successful grant application that supports the growth and sustainability of your agritourism operation. Remember, a well-prepared application not only demonstrates your project's value but also your commitment to contributing positively to your community and the broader agritourism industry.

Additional Resources:



- Cornell Cooperative Extension Agritourism: <https://cals.cornell.edu/cornell-cooperative-extension/work-teams/agritourism>
- Cornell Cooperative Extension Agritourism YouTube Channel: <https://www.youtube.com/@cceagritourism>
- NYS Department of Agriculture & Markets: Expand Your Farm: <https://agriculture.ny.gov/farming/expand-your-farm>
- Natural Resources and Conservation Services: <https://www.nrcs.usda.gov/programs-initiatives/cig-conservation-innovation-grants>
- USDA Grants: <https://www.usda.gov/topics/farming/grants-and-loans>