

Texas Wine Regional Partnership Grant Application

The Texas Department of Agriculture (TDA) developed the Wine Regional Partnership Grant Program to enhance the growth, visibility, and awareness of the Texas wine industry.

This Texas Regional Partnership Wine Grant promotes the Texas wine industry and Texas agriculture products. The program allows recipients to increase their current marketing of Texas wine at wine-related events, festivals and educational activities across Texas. These grants are initiated through TDA's GO TEXAN program, a focused, broad-based strategic marketing initiative that advocates goods or services produced or value added in the Lone Star State.

Important Information About the Grant Selection Process

Funding for the Wine Regional Partnership Program is limited; therefore, not all projects will be selected. Grants are awarded throughout the year; however, once program funds have been exhausted, no further grants will be awarded until new appropriations for the regional partnership program are received.

Selection Criteria

TDA will review all submitted projects and select those that make a substantial impact on the Texas wine industry and that coincide with overall TDA objectives. Applications will be evaluated based on a scoring matrix, you must score 85 out of 100 points to qualify for funding. All applicants are encouraged to be GO TEXAN members or associate members and may apply for funding each new fiscal year.

Important factors that will be assessed when considering each proposal include:

- Event History
- Attendance
- Feasibility
- Promotion and Benefit to the Texas Wine Industry -
- Public Interaction
- Industry Participation – How many Texas wineries will be featured.
- Involvement with GO TEXAN
- Necessary Event Follow-up

TDA will employ a fair and impartial process, using experienced agency staff as a review panel, to ensure that the best projects are selected for funding. All staff involved in the application review and scoring process are covered by strict standards governing ethics and conflicts of interest to ensure that each application receives an impartial and unbiased review.

Requirements for Participation in the Regional Partnership Program

Grant applicants must meet the following criteria:

All Texas wineries must be invited to participate – TDA will provide the grantee the most current winery list. Because some activities are small in size, participation may be limited to a first come, first serve basis.

Grant recipients must be compliant with all Texas Alcoholic Beverage Commission (TABC) rules and regulations and provide documentation stating that they are in compliance.

Grant recipients may NOT use state funds to purchase Texas wine.

Grant recipients must detail appropriate security procedures for the event or activity, including the presence of adequate security and law enforcement personnel, based on the type and size of the event or activity.

If wine or other alcoholic beverages will be served at the event or activity, grant recipients submit documentation that demonstrates all servers have been trained to eliminate the selling or serving of alcoholic beverages to intoxicated or underage persons.

Every applicant must furnish a proposed budget/quote, giving TDA a short summary of the event along with an itemized budget detailing how requested funds would be spent. A proposed form of budget/quote is attached to this application. [Applications that fail to meet the minimum requirements discussed above will not be considered for funding]. Grant Recipients must submit the assessment survey that comes with their application.

Regional Partnership Grant – Helpful Hints

Showcase the GO TEXAN mark in all promotional materials.

Invite other GO TEXAN program member companies to participate when possible – this is a great way to diversify the event with additional Texas agricultural producers.

Submit your event information to TDA so we can help showcase and promote your event on our state's wine Web site and TDA's GO TEXAN Members Corner.

How Grant Funding Can Be Used

Texas wine funds may be used for goods or services deemed necessary to conduct a successful wine sampling or event. Examples include:

- Wine buckets, tables, table skirts, tents, signage, displays, plates, wine glasses and chairs.
- Speaker Fees: Compensate speakers/presenters who provide educational information about the Texas wine industry.

- Advertising and Marketing: Once approved, the GO TEXAN mark should be present on all promotion materials. All artwork using the GO TEXAN mark should be approved by TDA (if applicable) prior to printing, publishing or production.

Note: If travel is involved as part of the requested grant funds, organizers must adhere to state rules and travel guidelines.

Regional Partnership Grant - Payment Process

All Texas wine grants have criteria that each recipient must follow. Recipients must comply with TDA guidelines in order to receive funding at the conclusion of each activity.

The amount of funding will be determined based on the program's scoring matrix, including partial pre-payment of funds if stated on the original quote. Invoices will be compared against projected expenditures to ensure that the recipient has expended grant funds in accordance with the terms of the grant.

Grantee *must* send TDA receipts and invoices for all items paid for with grant funds along with a proof of payment. These invoices must match the detailed funds requested on the grantee's initial budget, unless otherwise approved in writing by TDA. Failure to submit receipts and invoices will delay or prevent reimbursement. Grantee may only bill for goods and services approved in the grant award.

Reinburments will be issued 30 days after TDA has received all required information, including the grant survey (enclosed) and invoices. In certain circumstances, payment may be made prior to conclusion of the event, but only as approved in writing by TDA and indicated on the original quote.

Application for Grant – Basic Information

Name of Event	_____
Contact Name	_____
Phone Number	_____
City and Address	_____
Taxpayer ID Number	_____
Date of Event	_____
Time of Event:	_____
Location of Event	_____

All of the information in this grant application is correct and accurate to my knowledge.

Submitted:

Regional Grant Applicant

Print Name

Sign Name

Date
