



# Business Builder Subaward Application

## APPLICANT INFORMATION

Name of Business or Entity:

UEI from Financial Assistance Award Only registration (SAM.gov), if available

Business Phone Number:

Business Email Address:

### Physical Address of Business

Street:

City:

County:

State:

ZIP Code:

*Information from the Applicant Information section will only be used by USDA to verify eligibility for award. Personally Identifying Information (including name, UEI, phone, email, and street address) should not be submitted in the RFBC Semiannual Performance Progress Report.*

## DATA PROFILE

### PRIMARY ENTITY TYPE

Select the option that best describes this business:

- Farmer, Rancher, Agricultural Producer
- Cooperative
- Food hub
- Aggregator (Other than food hub)
- Distributor
- Processor
- Non-profit Organization
- Value-Added Production
- Farmers Market
- Retailer (e.g., Grocer)
- Other (please specify)

### SECONDARY ENTITY TYPE

Select any additional entity types that might apply, this is optional (select all that apply):

- Farmer, Rancher, Agricultural Producer
- Cooperative
- Food hub
- Aggregator (Other than food hub)
- Distributor
- Processor
- Non-profit Organization
- Value-Added Production
- Farmers Market
- Retailer (e.g., Grocer)
- Other (please specify)

NEW OR EXISTING BUSINESS

Is this a new (established within the past year) or established business/organization?  New (established within the past year)  Existing (in operation longer than a year)

OPERATION PERIOD

If the recipient is a food or farm business, how many years has it been in operation under the current ownership/management?  Less than one year (or not yet in operation)  Between 1 and 2 years  Between 3 and 5 years  Between 6 and 9 years  10 years or more

AGRICULTURAL SECTOR

What agricultural sector and/or food products does the recipient produce, manufacture, distribute, or promote that will be impacted by the Business Builder subaward.  Vegetables, Fruits or Tree Nuts  Herbs  Grains, Pulses, or Oil Seeds  Livestock or Meat  Dairy  Fish, Shellfish and other Seafood  Poultry/Eggs  Foraged and Wild Harvested Foods (not including fish or shellfish)  Other - If multiple, please separate with comma

PROJECT TITLE

Provide a descriptive project title in 15 words or less.

AWARD AMOUNT

What is the total amount (\$) of this Business Builder subaward?

Technical Assistance (0 or 5 points)

Has this applicant/business received technical assistance or other services (training, resources, webinars, business planning, etc.), including support to complete the application?  Yes  No

Was assistance received from the Heartland Center (organizations listed as partners at [heartlandfoodbusiness.org/partners](http://heartlandfoodbusiness.org/partners))?  Yes  No

Please describe any assistance received (250 words. Bonus points: 0 or 5). Specifically, describe how the technical assistance helped your business: What issues or goals did you work on? What type of progress have you made to address the issues or reach the goals?

DURATION OF PROJECT

Project Start Date:  

Project End Date:  

PROJECT SUMMARY (up to 10 points)

Write a project summary of no more than 150 words and suitable for public dissemination that includes the following:

- a. Name and brief description of the business.
- b. A description of how the award funds will be used.
- c. An explanation of how the award will enhance the business viability, increase competitiveness and/or expand access to markets.

### PROJECT DESCRIPTION

Which of the following activities or investments will the funds support (select all that apply).

- Staff Time
- Business Planning Activities
- Software Implementation
- Product Development
- Marketing
- Business Expansion
- Trainings
- Maintenance
- Purchase of Equipment (such as food safety, processing and/or packaging equipment)
- Value Chain and Supply Chain Coordination and Innovation

Other: Please specify

### BACKGROUND (up to 20 points)

Please incorporate the following components (500 word limit):

- Describe applicant's background, experience, and expertise.
- Describe the background of applicant's business.
- How will the background, experience, and expertise of applicant and business contribute to successful completion of this grant project?

### PROJECT REQUEST (up to 25 points)

Briefly describe your project (1,000 word limit):

- If the project is funded, how will this improve or expand your business? Describe at least two major expected changes.
- How do you know this is the right solution? Please explain.
- Do you have any existing equipment, infrastructure, or other resources that you intend to use to complete this project and make it a success?
- If applicable (such as if you are renting a farm or building), do you have permission to implement the project? Please explain.

### OUTCOMES (up to 20 points)

Please incorporate the following components (500 word limit):

- Which issue or opportunity in the Heartland Center list of desired outcomes does your project address (See Desired Outcomes section of the RFA)?
- How will you determine success?

**TIMELINE/WORKPLAN** (no word limit, up to 10 points)

Provide a detailed plan of work with the steps needed to complete your project.

Activity Number	Activity	Timeline	Who is Responsible
1	<input type="text"/>	<input type="text"/>	<input type="text"/> <span style="float: right;">+</span>

[View Sample Workplan](#)

**BONUS POINTS**

**Distressed or At-risk Community (0 or 5 points)**

Applicants will receive 5 bonus points if they are located in a distressed or at-risk community, to be determined using the EIG Distressed Communities Index (<https://eig.org/distressed-communities/?geo=counties&lat=38.55&lon=-96.42&z=4.12>). Applicants will use their zip code to determine if their location falls into Distressed or At-Risk tiers of the index. If no data is available at the zip code level, they will use the index's county-level data. In the rare case that no data is available for their location through the index, the entity may qualify if the county poverty rate is 20% or higher using the USDA Economic Research Service definition of high-poverty counties (<https://www.ers.usda.gov/data-products/poverty-area-measures/>). In this case the applicant would use the Data USA site (<https://datausa.io/map?measure=1DS0eK&groups%5B0%5D=ZipA6J%7C0&time=2022>) and select for Poverty Rate, County, and ACS 5-year Estimate.

- Yes, I am located in a distressed or at-risk community
- No, I am not located in a distressed or at-risk community

**Technical Assistance (0 or 5 points)**

An additional 5 points are available to applicants that demonstrate in the Technical Assistance section above that their project is investment ready as indicated by description of technical assistance received.

**BUDGET SUMMARY**

For this section, please refer to your Budget Narrative spreadsheet / attachment to enter the correct dollar amount into the following budget summary fields.

Expense Category	Funds Requested
Personnel	\$ <input type="text"/>
Travel	\$ <input type="text"/>
Equipment	\$ <input type="text"/>
Supplies	\$ <input type="text"/>
Contractual	\$ <input type="text"/>
Other	\$ <input type="text"/>
<b>Direct Costs Sub-Total</b>	<b>\$0.00</b>
Indirect Costs	\$ <input type="text"/>
<b>Total Budget</b>	<b>\$0.00</b>

**DEMOGRAPHIC INFORMATION**

**UNDEVELOPED COMMUNITY**

Is the organization/business led or owned by an individual from an underinvested community\*?  Yes  No  Prefer not to answer

RACE AND/OR ETHNICITY

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Which of the following best describes the race and/or ethnicity of the individual who leads or owns the organization / business? (Select all that apply)

- Native American or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Hispanic Latino
- Black or African American
- Middle Eastern or North African
- White
- Option not listed - If multiple, please separate with comma:

\* "Underinvested communities" are defined as populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

ATTACH BUDGET FORM

Please include your Business Builder Budget Form here (5 MB file size limit):

No file chosen

Check this box if this is your FINAL SUBMISSION.

**\*ALL submissions are FINAL and cannot be changed or edited once submitted.**



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