

**Proposal Summary**  
**Make It Happen Grant**  
**Local Food Branding for the Rappahannock-Rapidan Region**

With the support of the Rappahannock-Rapidan Food Council, RRRC proposes to utilize the Path Foundation's Make It Happen Grant for a local food branding effort for the Rappahannock-Rapidan Region. The majority of the requested funds will be spent hiring a consultant to lead the regional food council in development of a regional food brand name and a tag line/slogan. This process will involve a great deal of stakeholder engagement and community meetings to gain input. On the advice of several members with marketing experience, the food council decided to seek expert advice on brand development, and this grant will allow us to follow through with this decision. The proposed project will complement the larger USDA Farmers Market Promotion Program Grant RRRC applied for, which is a three-year grant to conduct a regional marketing campaign for local foods.

The proposed funding request will be \$20,000 with a 5,000 in-kind match. The grant term is six-months. While the grant program accepts submissions on a rolling basis, submission this month is preferable due to the likely award of the USDA grant in mid- to late-September. Brand development must happen prior to development of the logo and marketing materials called for in the USDA grant proposal.