



**Funding Research Memo:
Recreation and Tourism Development**
Last updated: October 2016

THIS MEMO WILL BE UPDATED PERIODICALLY. IF YOU HAVE ANY SUGGESTIONS FOR ADDITIONAL FUNDING RESOURCES, PLEASE CONTACT THE SNC FUND DEVELOPMENT TEAM: sncfundingteam@sierranevada.ca.gov.

CAVEAT – Grant guidelines and deadlines are subject to periodic change. Please check the program web sites for new information. The deadlines listed are projected from the last funding round and are particularly unreliable. Check the program’s web site!

FUNDING SUMMARY TABLE

(*Hyperlinks to more complete information later in memo, including links to program web sites)

Grant*	Funding Range	Funding Focus	Estimated Deadline	Eligible Costs
Business Planning and Feasibility Studies				
U.S. Housing and Urban Development Community Development Block Grant Planning/Technical Assistance	Up to \$100,000. A 5% cash match is required.	Economic development planning, feasibility studies, data gathering, etc.	Varies	Planning, feasibility studies, analysis, data-gathering, etc. Could be used for county-wide tourism business development plan.
U.S. Department of Agriculture (USDA) Rural Business Development Grants	No maximum, but smaller grants preferred. Match not required, but impacts scoring.	Projects that finance and facilitate development of small and emerging rural businesses.	Varies	Technical assistance (including feasibility studies), training programs, small business lending programs, rural distance learning networks.
USDA Rural Community Development Initiative	\$50,000 - \$250,000. 1:1 cash match required, some federal funding eligible.	Develop the capacity and ability of rural nonprofits, low-income communities, and federally recognized tribes to undertake housing, community facilities, or economic development projects.	Varies	Provide technical assistance and capacity building related to housing, community facilities, or community and economic development, including staff assistance, training, predevelopment consultations, and some computer and software expenses. Could be used to support tourism business development.

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Grant*	Funding Range	Funding Focus	Estimated Deadline	Eligible Costs
Recreation/Tourism Planning				
National Endowment for the Arts: Our Town Program: Arts Engagement, Cultural Planning, and Design Projects	\$25,000 - \$200,000. 1:1 non-federal match required; it may include in-kind.	Support creative placemaking projects that contribute towards the livability of communities and help transform them into lively, beautiful, and resilient places with the arts at their core.	September	Eligible project activities include arts engagement, public art, cultural district planning, design of public spaces, or community engagement activities, including design charrettes, design competitions, and community design workshops.
Advisory Council on Historic Preservation - Preserve America Communities	Designation, but designated communities are eligible for grant programs.	Encourage people to experience and appreciate local historic resources through education and heritage tourism programs.	Four application and designation cycles occur each year.	Designation only, but opens opportunities for grant programs.
National Park Service Rivers and Trails Conservation Assistance	No funding provided, technical assistance only.	Development of parks, trails, access to rivers, and other special places.	Varies	Will provide staff assistance in the form of planning, facilitation, design, etc.
Specific Park and Project Assistance				
<i>(For other related grant opportunities, see the also Parks and Trails, and the Land Acquisition Funding Research Memos)</i>				
CA Department of Parks and Recreation Recreational Trails Program	No minimum or maximum. 12% match required.	Development of non-motorized trails.	Not until late 2017 or 2018	Acquisition of easements and fee simple title to property for recreational trails or recreational trail corridors; development and rehabilitation of trails, trailside, and trailhead facilities; and construction of new trails.
CA Department of Transportation Active Transportation Program	Minimum \$250,000. Match encouraged, but not required.	Active transportation projects, particularly walking and biking.	June	Infrastructure projects (environmental, design, right-of-way, and construction), non-infrastructure projects (education, encouragement, and enforcement activities), and development of community-wide bicycle, pedestrian, safe routes to school, or active transportation plans in disadvantaged communities.

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CA Department of Parks and Recreation Off-Highway Vehicle (OHV) Grants	Depends on program category. 25% match required.	Planning, acquisition, development, maintenance, administration, operation, enforcement, programs, restoration, and conservation of trails, trailheads, areas, and other facilities associated with the use of OHVs.	March	Very broad – all direct costs plus 15% indirect.
National Endowment for the Humanities Public Humanities Projects grants	\$50,000 - \$100,000	To fund projects with the potential to reach broad audiences while deepening public understanding and encouraging dialogue and discussion of significant humanities questions. Can include interpretation of historic sites and areas.	January and August	Eligible costs include research, travel, program design, development of materials and exhibits, planning, presentation of public programs, evaluation, curriculum development, etc.
CA State Parks Foundation	Up to \$7,500	Categories of activities include: Celebrate Heritage, Welcome Visitors, Teach Californians, Safeguard Resources, and Connect Individuals, Organizations, and Partners.	March and September	Services and amenities for visitors, transit initiatives, park interpretation and educational materials, preservation of historical/cultural artifacts, volunteer training, trail improvements, etc. Grants can also be for organizational capacity building.
Access Fund: Climbing Preservation Grant Program	\$1,000 - \$4,000	Projects that preserve or enhance climbing access/opportunities, and conserve the national climbing environment. The funding agency seeks projects that build a strong base of local climber support and activism.	March and August	Programs that build local climber involvement and support, encourage access, raise awareness about climber responsibility toward conserving the environment, and develop knowledge about natural and cultural resource values where the information is used to open climbing areas or mitigate climbing impacts.

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American Alpine Club (AAC) Cornerstone Conservation Grants	\$1,000 - \$8,000	Creating healthy climbing landscapes, promoting respect for the places we climb, and empowering local climbing communities.	June 15 – August 15	Trails, waste management policies and systems, etc. Note that the AAC has additional small grant programs for other climbing-related activities.
Polaris Industries: T.R.A.I.L.S. Grant Program	Up to \$10,000	Promoting safe and responsible riding, and preserving access for all-terrain vehicles.	March and September	Funds can be used by organizations for trail development and maintenance projects, safety and education initiatives, lobbying, and other projects to increase and maintain land access.
Grants that could potentially be used to promote and support Agritourism Activities				
USDA Rural Microentrepreneur Assistance Program	\$50,000 - \$500,000	Loans and technical assistance grants to business assistance organizations to assist rural microenterprises.	Unknown	Loan funds obtained are then loaned to rural microenterprises. Technical assistance grants are used to provide business training services.
USDA Rural Community Development Initiative	\$50,000 - \$250,000. 1:1 match required; some federal funding eligible.	Develop the capacity and ability of rural nonprofits, low-income communities, and federally recognized tribes to undertake to housing, community facilities, or economic development projects.	August	Provide technical assistance and capacity building related to housing, community facilities, or community and economic development, including staff assistance, training, predevelopment consultations, and some computer and software expenses. Could be used to support agritourism business development.
USDA Sustainable Agriculture Research and Education grants	Up to \$250,000.	Advance innovations in sustainable agriculture.	Varies	Funds may not be used for research, tuition reimbursement, or purchase of major depreciable items.

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USDA Farmers Market Promotion Program	\$15,000 - \$100,000. No match required.	New market opportunities for farm and ranch operations, farmers markets, roadside stands, agritourism activities, and other direct producer-to-consumer markets.	June	Outreach, training, technical assistance, and business assistance.

Grant*	Funding Range	Funding Focus	Estimated Deadline	Eligible Costs
Funds for Conferences, Workshops, Festivals, & Misc.				
The Campbell Foundation	Up to \$25,000	Sustainable fisheries, protection of special places, land-sea connection, water quality, or communication of ocean conservation issues. Also models that predict the serious impact climate change will have on water resources in the western U.S.	March and June	Outreach, education, and action programs related to water quality. The foundation gives funding to quite a few environmental film festivals.
Alliance for California Traditional Arts: Living Cultures Grants Program	Up to \$5,000	Sustain and strengthen folk and traditional arts in California; create a sense of belonging, community continuity, empowerment, and action.	July	Workshops and gatherings; conservation, creation, and acquisition of important traditional arts items; purchase of equipment and materials; documentation of traditional arts, skills, ceremonies, beliefs, or performances; public presentations, workshops, and gatherings; and other types of projects that lead to active participation in traditional arts practices.
Pacific Gas and Electric (PG&E) Foundation	Usually below \$5,000, but there are exceptions.	Programs designed to promote energy sustainability, environmental conservation, and stewardship of land and resources.	Open Feb through Sept.	No specific limitations. PG&E gives out a lot of grants to a broad range of organizations for a variety of purposes.



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Housing and Urban Development Community Development Block Grant Program (Non-entitlement) Planning/Technical Assistance Grants

<http://www.hcd.ca.gov/fa/cdbg/EconDevelopment.html>

Economic Development (ED) Planning/Technical Assistance (PTA) grants focus on promoting business development and job creation/retention through analysis of business development opportunities. ED planning grants also analyze needs and impediments to the growth of local businesses, such as lack of infrastructure or financing. These grants can pay for long-term local economic development strategies, such as the County Economic Development Strategies required for Economic Development Agency grants. PTA funding may only be spent on studies, analyses, data gathering, preparation of plans, and identification of actions that will implement plans.

Eligible applicants are 'non-entitlement' jurisdictions, which include incorporated cities with a population under 50,000 and counties with an unincorporated area population of under 200,000.

The Notice of Funding Availability is released in winter or spring each year and applications are due in spring or summer. There are many technical requirements for submission of these applications (two public meetings with specific types of notice, etc.), so it is wise to start early. Since only incorporated cities and counties are eligible applicants, other entities should contact the appropriate city or county planning or economic development department to coordinate the application.

U.S. Department of Agriculture (USDA) Rural Business Development Grants

<http://www.rd.usda.gov/programs-services/rural-business-development-grants>

USDA Rural Development's Rural Business Development Grant program supports projects that finance and facilitate development of small rural businesses. The program has two components:

- Rural Business Enterprise Grants, which may be used to acquire or develop land, buildings, plants, equipment, access streets and roads, parking areas, utility extensions, necessary water and supply, and waste disposal facilities; provide technical assistance; establish revolving loan funds; and create rural distance learning programs for adults related to employment or job advancement
- Rural Business Opportunity Grants are used to assist in the economic development of rural areas by providing technical assistance, training, and planning for business and economic development.

Eligible applicants include public entities, tribes, and nonprofit organizations.

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Applicants must demonstrate a successful history and track record of administering economic and community development financial and technical assistance programs designed to promote small rural business development.

The program is only available to rural areas, which are defined as a city, town, or unincorporated area that has a population of 50,000 inhabitants or less, other than an urbanized area immediately adjacent to a city, town, or unincorporated area that has a population in excess of 50,000 inhabitants. There is no maximum grant, but smaller requests (less than \$100,000) are given priority. A match is not required, but the amount of match impacts the score.

USDA Rural Community Development Initiative

<http://www.rd.usda.gov/programs-services/rural-community-development-initiative-grants>

The objective of this program is to develop the capacity of private, nonprofit community-based housing, community development organizations, and low-income rural communities to improve housing, community facilities, and community/economic development projects in rural areas.

This grant provides funding to an intermediary organization which will provide the technical assistance to sub-grantees (the community organizations developing the housing, community facilities, or economic development projects). An intermediary can provide assistance to multiple sub-grantees as long as it meets specific organizational requirements. Part of the scoring criteria is the income level for the community served by the sub-grantee organization, which is determined to be the area where the organization's office is located.

Rural Community Development Initiative grants may be used for training sub-grantees to conduct strategic planning, fundraising, and other necessary skills. The grants can also be used for expert assistance, as well as building organizational capacity through board training, workshops, etc.

The grants require a 1:1 cash match; federal funding may be an eligible match in some cases. Application due dates vary every year.

National Endowment for the Arts Our Town Program: Arts Engagement, Cultural Planning, and Design Projects

<http://arts.gov/grants-organizations/our-town/introduction>

The purpose of this program is to support creative placemaking projects that contribute towards the livability of communities and help transform them into lively, beautiful, and resilient places with the arts at their core. The program allows artists and community development practitioners across the nation to collaborate on local efforts to enhance quality of life and opportunity for existing residents, increase creative activity, and create a distinct sense of place. Supported projects must represent the distinct character and quality of the urban or rural community where the project is located. Eligible project activities include:

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- Arts engagement projects that support artistically excellent production or practice as the focus of creative placemaking, including:
 - Innovative programming that fosters interaction among community members, arts organizations, and artists, or that activates existing cultural and community assets
 - Public art that improves public space and strategically reflects or shapes the physical and social character of a community
- Cultural planning projects that support the development of artistically excellent local support systems necessary for creative placemaking to succeed, including:
 - Creative asset mapping
 - Cultural district planning
 - The development of master plans or community-wide strategies for public art
- Design projects that demonstrate artistic excellence while supporting the development of places where creative activities occur, including:
 - Design of public spaces, such as parks, plazas, landscapes, neighborhoods, districts, infrastructure, bridges, and artist-produced elements of streetscapes
 - Community engagement activities, including design charrettes, design competitions, and community design workshops

The grants range from \$25,000 to \$200,000. A 1:1 non-federal match is required, which can include in-kind contributions. The 2016 deadline was September 12.

Advisory Council on Historic Preservation (ACHP) – Preserve America Communities <http://www.preserveamerica.gov/communities.html>

Communities, neighborhoods, and tribes may apply for special designation as a Preserve America Community, which recognizes communities that protect and celebrate their heritage, use their historic assets for economic development and community revitalization, and encourage people to experience and appreciate local historic resources through education and heritage tourism programs.

Benefits of designation include:

- White House recognition
- A certificate of recognition
- A Preserve America Community road sign
- Authorization to use the Preserve America logo on signs, flags, banners, and promotional materials
- Listing in a web-based Preserve America Community directory
- National and regional press releases
- Enhanced community visibility and pride

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It is worth visiting the web site to see how communities throughout the country have used the program to bolster local tourism and civic pride. The designation provides eligibility for the ACHP Preserve America grant program: <http://www.preserveamerica.gov/federalsupport.html>.

Four application and designation cycles occur each year. The 2016 application deadlines are March 1, June 1, September 1, and December 1.

National Park Service (NPS) Rivers, Trails, and Conservation Assistance Program

<http://www.nps.gov/orgs/rtca/index.htm>

This program does not provide funding, but rather NPS staff provide free, on-location facilitation and planning expertise for projects related to development of parks, trails, access to rivers, and other special places. They can help guide a project from conception to completion. Some of the ways they can help:

- Define project vision and goals.
- Inventory and map community resources.
- Identify and analyze key issues and opportunities.
- Engage collaborative partners and stakeholders.
- Design community outreach and participation strategies.
- Develop concept plans for trails, parks, and natural areas.
- Set priorities and build consensus.
- Identify funding sources.
- Develop a sustainable organizational framework to support the project.

The 2016 application deadline was June 30. It is a good idea to contact the staff several weeks in advance of the deadline to discuss your project.

CA Department of Parks and Recreation – Recreational Trails Program

http://www.parks.ca.gov/?page_id=24324

The Recreational Trails Program (RTP) provides funds annually for recreational trails and trails-related projects. This program channels federal transportation funding through the CA Department of Parks and Recreation (DPR). There is no maximum or minimum limit on grant request amounts for the program generally, but a maximum grant amount may be set each year by DPR.

Eligible projects include acquisition of easements and fee simple title to property for recreational trails or recreational trail corridors; development and rehabilitation of trails, trailside, and trailhead facilities; and construction of new trails.

The maximum amount of RTP funds allowed for each project is 88 percent of the total project cost. The applicant is responsible for obtaining a match amount that is at least 12 percent of the total project cost. Eligible match sources include state funds (including state grant funds),

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local funds (including general funds and bond funds), private funds, donated materials and services, value of donated land (for acquisition projects only), and other federal funds.

The program officer has stated that the next round of funding will not be until late 2017 or 2018.

California Department of Transportation (CALTRANS) Active Transportation Program (ATP)

<http://www.dot.ca.gov/hq/LocalPrograms/atp/>

The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program, Bicycle Transportation Account, and State Safe Routes to School, into a single program with a focus to make California a national leader in active transportation, which includes biking and walking. Eligible projects include:

- Safe Routes to School projects that improve the safety of children walking and bicycling to school
- Recreational trails and trailheads, park projects that facilitate trail linkages or connectivity to non-motorized corridors, and conversion of abandoned railroad corridors to trails
- Development of a community-wide bike, pedestrian, safe routes to schools, or active transportation plan in a disadvantaged community

There is no stated maximum grant. The minimum grant is \$250,000. Matching funds are encouraged but not required. Deadlines are generally in June.

CA Department of Parks and Recreation – Off Highway Vehicle Program

http://ohv.parks.ca.gov/?page_id=1164

This program supports the planning, acquisition, development, maintenance, administration, operation, enforcement, restoration, and conservation of trails, trailheads, areas, and other facilities associated with the use of off-highway motor vehicles (OHVs), and programs involving OHV safety or education.

Relevant activities that can be funded include:

- Ground Operations - Maintenance and/or conservation of facilities, compliance with soil standards and Habitat Management Programs, and protection of natural and/or cultural resources
- Development - Construction and improvements to facilities to sustain or enhance OHV recreational opportunities and experiences (trails, trailhead staging areas, parking, picnic and restroom facilities, etc.)
- Planning - Development of plans for future projects
- Restoration - Provide ecological restoration to habitat damaged by authorized or unauthorized OHV use

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- Acquisition - Secure interests in land to sustain and/or expand OHV recreation access and OHV opportunities
- Law Enforcement - Provide financial assistance to local and federal agencies for protection of life and property related to OHV recreation
- Education and Safety - Provide public awareness and safety programs for responsible OHV recreation

A 25 percent match (cash or in-kind) is required. This can include volunteer services. A higher match brings in higher scores in the evaluation criteria.

Eligible Applicants by Project Types	Acquisition	Development	Education & Safety	Ground Operations	Law Enforcement	Planning	Restoration
Cities and Counties	X	X	X	X	X	X	X
U.S. Forest Service	X	X	X	X	X	X	X
U.S. Bureau of Land Management	X	X	X		X	X	X
Other Federal Agencies	X	X	X	X		X	X
Federally Recognized Native American Tribes	X	X	X	X		X	X
Educational Institutions			X				
Nonprofit Organizations			X	X			X
State Agencies							X
Districts	X	X	X	X		X	X

The proposed activity must be directly related to OHV recreation. In general, the more robust the OHV opportunities (more diverse OHV options, more developed facilities, education programs, monitoring, and enforcement, etc.), the higher the application will score. The application requires detailed information about the OHV project and the information must be well-documented by reports, statistics, plans, studies, and other records.

Other important points about the application:

- More points are awarded if the applicant has multiple partners actively involved.
- Projects developed with public input score higher.
- Projects will score higher if they are part of an existing land management plan or help implement such a plan.
- Because of the heavy documentation requirements (including project descriptions, site plans, maps, photos, etc.), substantial planning and analysis is needed for new projects.

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Eligible project costs are very broad – basically any costs directly related to the work identified in the project description. Additionally, the applicant may receive reimbursement up to 15 percent of the requested amount for indirect costs.

National Endowment for Humanities (NEH) Public Humanities Projects Grants

<http://www.neh.gov/grants/public/public-humanities-projects>

Public Humanities Projects grants support projects that bring the ideas and insights of the humanities to life for general audiences. Projects must engage humanities scholarship to illuminate significant themes in disciplines such as history, literature, ethics, and art, or to address challenging issues in contemporary life. NEH encourages projects that involve members of the public in collaboration with humanities scholars, or that invite contributions from the community in the development and delivery of humanities programming.

This grant program supports a variety of forms of audience engagement. Applications can be in one of these three formats: community conversations, exhibitions, and historic places. This latter format supports the interpretation of historic sites, houses, neighborhoods, and regions, which might include living history presentations, guided tours, exhibitions, and public programs.

Applicants are advised to consider forming partnerships with other institutions, particularly organizations such as local cultural alliances, broadcast media stations, cultural heritage centers, arts councils, veterans' centers, and branch libraries.

Planning grants (up to \$40,000) are used to refine the content, format, and interpretive approach of a humanities project; develop the project's preliminary design; test project components; and conduct an evaluation of the project's likely impact.

Implementation grants (\$50,000 to \$400,000) are for projects that are in the final stages of preparation to "go live" before the public. Those applying for an implementation grant may also apply for a \$60,000 funding supplement to create a two-year staff position within their institution to work on the proposed project. The maximum total grant request then becomes \$460,000. These additional funds support opportunities for recent graduates with an MA or PhD in the humanities, including public history or museum studies.

Deadlines are in January and August each year.

California State Parks Foundation (CSPF)

<http://www.calparks.org/whatwedo/grants/>

These grants are focused **on state parks only**. Grants are for projects or programs that protect, enhance, and preserve California's state parks. These grants are awarded two times a year through a competitive process and support CSPF's Park Excellence Project vision elements: Celebrate Our Enduring Heritage, Welcome Visitors, Teach Californians, Safeguard Resources, and Connect Individuals, Organizations, and Partners.

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The grants can connect the next generation stewards to the outdoors and state parks, utilize technology to support and enhance the visitor's experiences, rehabilitate historical buildings, restore habitats and monitor wildlife, preserve cultural assets for future generations, and/or restore and improve parks. Some eligible projects include services and amenities for visitors, transit initiatives, park interpretation and educational materials, preservation of historical or cultural artifacts, volunteer training, and trail improvements. Funding can also be used to build the capacity of the organization, if the organization's mission is dedicated to supporting one or more California state parks. The maximum grant is \$7,500. Eligible applicants are 501(c)(3) nonprofit organizations. A letter of support from the park's California Department of Parks and Recreation District or Sector Superintendent is required, unless the grant is not for capacity building or the state park is not operated by the California Department of Parks and Recreation.

Applications are accepted in March and September.

Access Fund: Climbing Preservation Grant Program

<https://www.accessfund.org/take-action/apply-for-a-grant>

The Access Fund's Climbing Conservation Grant Program funds projects that preserve or enhance climbing access and opportunities, and conserve the climbing environment throughout the U.S. The fund supports projects that demonstrate local climber support, collaboration with land managers, and a commitment to long-term change. Efforts should be quantifiable, with specific objectives, a detailed budget, and measures for evaluating success. Most grant requests range from \$1,000 to \$4,000. The Access Fund considers requests for over \$10,000, but these projects should have national significance and utilize a high degree of matching funds. The fund supports work that is action-oriented, builds local climber involvement and support, is strategic in its targeting and goals, accomplishes specific goals and objectives that can be effectively measured, develops knowledge about natural and cultural resource values where the information is used to open climbing areas or mitigate climbing impacts, raises awareness about climber responsibility toward conserving the climbing environment, and utilizes matching agency or local funds (ideally this will be at least 50 percent).

The fund does not support:

- Fixed anchors, bolts, bolt installation, etc.
- Outdoor programs (e.g., taking groups climbing, at-risk programs, youth groups)
- Climbing equipment
- Marketing or membership recruitment
- Facility construction (e.g., indoor climbing walls, artificial climbing facilities, ice parks)
- Paid positions and travel stipends

The winter deadline is March 1, and the summer deadline is August 1.

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American Alpine Club (AAC) Cornerstone Conservation Grant

<https://americanalpineclub.org/cornerstone-conservation-grant>

The AAC's Cornerstone Conservation grant powered by Recreational Equipment, Inc. (REI) creates healthy climbing landscapes, promotes respect for climbing places, and empowers local climbing communities. The Cornerstone Conservation Grant has grown out of a decade of AAC underwriting and volunteerism. Past AAC projects include new trails and human-waste management policies at Utah's Castleton Tower and Indian Creek climbing areas, a new human-waste management system in Grand Teton National Park, new trails and waste-management systems in Rocky Mountain National Park's Lumpy Ridge climbing area, and the [Clean Mountain Can](#) program on Denali.

Grants range from \$1,000 to \$8,000, depending on the size and scope of project. Projects must:

- Have measurable, high impact goals that are also achievable
- Incorporate best practices for sustainability
- Improve land conservation and/or climber practices
- Demonstrate reduced impact from climber practices
- Demonstrate a plan for long-term success
- Engage members of the local climbing community
- Have local land manager endorsement
- Have local AAC Section endorsement
- Have a realistic budget
- Utilize matching agency, local funds or Access Fund grant money

The AAC accepts applications every year between June 15 and August 15. Note that the organization has additional small grant programs for other climbing-related activities. See the web site for more information.

Polaris Industries T.R.A.I.L.S. Grant Program

<http://www.polaris.com/en-us/rider-support/trails-application>

The T.R.A.I.L.S. grant program was launched in January 2006 for all-terrain vehicle (ATV) clubs, associations, and grassroots groups. The purpose of the program is to promote safe and responsible riding and preserve access for ATV vehicles. Funds can be used by organizations for trail development and maintenance projects, safety and education initiatives, lobbying, and other projects to increase and maintain land access.

Grant funding is limited to a maximum of \$10,000 per request. Organizations can apply for either monetary awards or product as long as the value does not exceed \$10,000, and may apply for two grants per year. All organizations must be 501(c)(3) nonprofit, 501(c)(7) social clubs, or government organizations. There are two deadlines per year, in March and September.

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USDA Rural Microentrepreneur Assistance Program

<http://www.rd.usda.gov/programs-services/rural-microentrepreneur-assistance-program>

The purpose of the Rural Microentrepreneur Assistance program (RMAP) is to support the development and ongoing success of rural microentrepreneurs and microenterprises. Direct loans and grants are made to selected Microenterprise Development Organizations (MDOs). The MDOs then provide loans (\$50,000 or less) and technical assistance to microborrowers. Technical assistance-only (TA-only) grants will competitively be made to MDOs for the purpose of providing technical assistance and training to prospective borrowers.

Eligible applicants are nonprofit entities, Native American tribes, and public institutions of higher education. Applicants must have a record of delivering training and technical assistance to rural microentrepreneurs and microenterprises. A microentrepreneur, or microenterprise, is defined as a business entity with not more than 10 full-time equivalent employees.

Loans can be for working capital, supplies and inventory, equipment, debt refinancing, business acquisitions, and purchase or lease of real estate.

USDA Sustainable Agriculture Research and Education Grants

http://www.westernsare.org/Grants/Types-of-Grants?_ga=1.116475974.1149583258.1417797497

The purpose of the Sustainable Agriculture Research and Education (SARE) program is to conduct novel research and extension/outreach projects to obtain data, develop conclusions, demonstrate technologies, and lead educational programs that promote the Western SARE goals. These goals including promoting good stewardship through sustainable farming and ranching, enhancing quality of life of farmers and ranchers, ensuring the viability of rural communities, etc.

Western SARE encourages research and education that studies farms that use sustainable production practices; transfers practical information to farmers and ranchers concerning sustainable farming practices and systems; and promotes partnerships between farmers/ranchers, nonprofit organizations, agribusinesses, and public and private research and extension institutions.

Research and Education Grants are usually one to three years in length. Funding varies and there is no set funding limit, but awards generally do not exceed \$250,000 across three years. The SARE pre-proposal deadline for 2016 was June 1.

SARE Professional Development Program grants have been used to promote California agritourism in the past. If you are interested in using this funding for agritourism, you should definitely coordinate with Shermain Hardesty and Penny Leff of the University of California Small Farm Program, who managed this program through the UC-based Agritourism and Nature Tourism Workgroup (*Capacity Building Workshops: Developing Regional Agritourism*

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Networks for Agricultural Sustainability and Education -EW10-004). You can learn more about this effort at <http://sfp.ucdavis.edu/events/11agritourism/>.

USDA Farmers Market Promotion Program (FMPP)

<http://www.ams.usda.gov/AMSV1.0/FMPP>

The goals of the Farmers' Market Promotion Program grants are to increase access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets. The program does this by providing outreach, training, and technical assistance. Assistance may be focused on farmers markets, roadside stands, community-supported agriculture programs, agritourism activities, and other direct producer-to-consumer market opportunities. The program provides two types of assistance projects: capacity building and community development.

The maximum amount awarded for any one proposal cannot exceed \$100,000, and the minimum award is \$15,000. No match is required. The 2016 deadline was in May.

The Campbell Foundation

<http://www.campbellfoundation.org/what-we-fund-pacific>

This foundation provides moderate grants (usually \$25,000 or less) for outreach, education, and action programs related to water quality, specifically as it impacts the west coast. The Campbell Foundation's Healthy Ocean Ecosystems program strives to identify opportunities in the field that (a) are gaining political momentum, (b) present a great opportunity to leverage resources of all kinds, and (c) are innovative from a business and social perspective. Their areas of interest include land-sea connection as regards to water quality (focused on Northern California), and the impact of climate change on water resources in the western United States. This foundation has a history of giving grants to environmental film festivals.

Deadlines for 2017 will be March 31 and June 30.

Alliance for California Traditional Arts: Living Cultures Grants Program (California)

<http://www.actaonline.org/content/living-cultures-grants-program>

The purpose of this program is to sustain and strengthen folk and traditional arts in California, with the aim of creating spaces and activities of inclusion where all people, including members of marginalized and aggrieved communities, can publicly participate as cultural citizens and experience a sense of belonging. Projects must make use of one of the following pathways to nurture, sustain, and engage participation in traditional arts practices:

- Cultural continuity of traditional arts practices - projects including workshops and gatherings; conservation, creation, and acquisition of important traditional arts items; mentorships, intergenerational classes, and other educational projects within a community; endangered language conservation and revitalization within the context of traditional art forms; and other types of activities that lead to cultural continuity of traditional arts practices

Funding Research Memo: Recreation and Tourism Development

Last updated: October 2016

- Sustaining future traditional arts practices with needed purchases, services, or acquisition of skills - purchase of equipment and materials; documentation of traditional arts, skills, ceremonies, beliefs, or performances; investments to result in future revenues; learning new skills; and other activities leading to long-term sustainability
- Engaging and strengthening our own communities as well as engaging with others - public presentations, workshops and gatherings, and other types of projects that lead to active participation in traditional arts practices within and between cultural communities

Preference will be given to projects with traditions and cultural practices that face endangerment.

The maximum grant is \$5,000. The 2016 deadline was July 15.

Pacific Gas and Electric (PG&E) Foundation

<http://www.pge.com/en/about/community/grants/index.page?>

PG&E gives small grants in three areas, one of which is economic development. If you can tie recreation planning to economic development, you might be able to get some funding. There is a preference for low-income and underserved communities. Grants applications are invited by PG&E employees, so the best idea is to contact your local PG&E public affairs staff. Once invited to submit a grant, the application process is done online.

Grants are small, usually under \$5,000. However, the corporation gives out a lot of grants, so if you just need a few thousand dollars for an event, planning consultant, etc., this might be worth pursuing. The funding process is open February through September.