

Maryland Alcohol Manufacturing and Promotion Fund

Calendar Year (CY) 2027 Grant Program Application - Tips and Hints

Use this list to prepare your answers prior to using the online application form. These tips are provided for informational and guidance purposes only. They are nonbinding and do not modify, supersede, or replace the official grant guidelines, application requirements, eligibility criteria, or other governing terms. Applicants are solely responsible for complying with all official grant requirements.

1. Identify your project deliverables

- List all tangible deliverables/outputs in your project (e.g., reports, workshops, advertising campaigns, publications, etc).
- Ensure deliverables directly support stated goals and programmatic activities

2. Develop a detailed timeline with key milestones

- Break the project into phases such as planning, implementation, evaluation, reporting.
- Connect each deliverable to a specific phase in the timeline.
- Assign realistic deadlines for each phase and each deliverable.
- Include a 50% Progress Report deliverable.
- Align the timeline with the 12-month grant period and final report due date.

3. Build a budget that matches the implementation timeline and deliverables

- Ensure that EACH line item in the budget corresponds to a specific deliverable.
- Include only costs that are essential and justifiable for project success and any projected revenue generated by the project.
- Itemize funding sources in separate columns, including financial and/or in-kind support from other sources. Only include funding from other sources that is “in-hand” at the time of application.

4. Prepare both a high-level overview of the project and a detailed narrative for the application.

5. Explain in detail how your project will achieve the activity’s* specific outcome

- Use your timeline and budget to guide the project narrative.
- Include project goals and how success will be measured quantitatively and/or qualitatively.
- Identify any specific problems the project will address.
- Explain how the project will be managed and how resources will be allocated and used.

6. For marketing and promotion projects, include:

- Descriptions of each marketing platform and/or product (i.e., flyers, posters, radio, television, website, and social media outlets (i.e., Facebook, Instagram, Tic Tok, You Tube).
- Descriptions of specific markets, audiences and/or consumers the project will reach including geographic, demographic and other relevant market segment information.

*Activity List for Maryland Alcohol Manufacturing and Promotion funding

- ☐ Invest in the creation and expansion of state breweries, distilleries, and/or wineries
- ☐ Entice new visitors to state breweries, distilleries, and/or wineries
- ☐ Create incentives for special events to promote state breweries, distilleries, and/or wineries
- ☐ Educate the public about alcohol manufacturing in the state, especially the history of the industry
- ☐ Conduct research on, develop incentives for, and promote the growth of State agricultural products used in state manufactured beer, wine, and spirits
- ☐ Support the expansion of minority ownership and participation in the operation of state breweries, distilleries, and wineries