



# MARKET NY- TOURISM GRANT PROGRAM

A Division of Empire State Development

5/6/15



# Market NY Program Goals

- To **strengthen & encourage tourism growth in New York State** by promoting tourism destinations, attractions, and special events. As well as to support capital grant funding for tourism facilities in New York;
- To **increase the perception and consideration of New York State as a travel destination**, creating a positive economic impact and increasing tourism.

# Market NY Program Information

- Funding Available: Up to \$12 Million
- Entities that may apply for funding include not-for-profit corporations, municipalities, Tourism Promotional Agencies (TPAs), public benefit corporations, and for-profit companies.
- Please note that ESD's agency-wide MWBE utilization goal is 30 percent (30%). Each project will be assigned an individual contract-specific goal, which may be **higher or lower** than 30 percent (30%).
- Applicants must demonstrate how the project will work to promote and forward the tourism goals of the corresponding Regional Council's strategic plan.
- Proposed marketing projects should also align with the goals and strategies of I LOVE NY which include increasing the perception and consideration of New York State as a travel destination, creating a positive economic impact and increasing tourism.

# Market NY Program Information

While this is one grant program, there are two separate funding tracks available, each with different requirements. The funding tracks are:

- 1.) **Regional Tourism Marketing Competition**- up to \$5 million in funding available
  - 25% match is required (in-kind match is not eligible)
  - Review Market NY Guidelines for eligible & ineligible costs
  
- 2.) **Tourism Facility Funding**- up to \$7 million in funding available
  - 80% match is required (in-kind match is not eligible)
  - Review Market NY Guidelines for eligible & ineligible costs

Note: Applicants with projects with both marketing and capital elements **apply for both tracks.**

## FUNDING

If awarded a Market NY Grant:

- ESD will pay the grantee on a reimbursement basis, up to the total award amount;
- Grantees will be required to pay for out-of-pocket expenses incurred by ESD in connection with the project, including, but not limited to, expenses related to attorney fees, appraisals, surveys, title insurance, credit searches, filing fees, public hearing expenses and other requirements deemed appropriate by ESD (these costs are not reimbursable);
- For marketing projects reimbursement can be requested quarterly after executing a GDA/Contract;
- For capital projects:
  - reimbursement is made in a lump sum at the completion of the project;
  - \$250 Application Fee, payable upon return/execution of Incentive Proposal;
  - 1% non-reimbursable commitment fee, due after grantee executes required documentation;
  - a minimum of 10% of the total project cost in the form of equity after the applicant's acceptance of ESD's incentive proposal.

# FUNDING

- No financial payment of the grant will be made upfront;
- Grantees should be prepared to subsidize the project for a term of up to 6 months;
- Match requirements for the program must be met otherwise the overall project may be deemed ineligible;
- Reimbursement payments may only be made to the awardee;
- Projects that have been funded in three (3) consecutive rounds may be deemed ineligible (see Market NY Guidelines for more information);
- Being awarded a grant does not imply approval of elements in the submitted project plan;
- Awarded grants are not transferable, unless approved by ESD, and reimbursement payments may only be made to the awardee.

# SCORING CRITERIA

ESD Score total of 80 points and combined with up to 20 points to be scored by the Regional Economic Development Council, for a total of 100 points.

Scoring will be based on:

- **Regional Focus and Support of Regional Economic Development Strategies [15 Points Total]** How does the theme support the Regional Economic Development Council strategic plan for the region(s)? What is the project's overall economic impact on a REGION(S)?
- **Scope of Work [40 Points Total]** Does the proposal include a Project Plan that provides evidence that the project will increase tourism to and within New York State?
- **Alignment [15 Points Total]** How well does the proposed project align with the goals and strategies of I LOVE NY, which include increasing the perception and consideration of New York State as a travel destination, creating a positive economic impact and increasing tourism?
- **Grant Match Requirement [10 pts Total]** Has the applicant provided information illustrating the necessary minimum cash match for total project costs – namely 25% for tourism marketing projects, and 80% for tourism facility funding projects?

\*For more specific scoring criteria information reference the Market NY Guidelines

Note: ESD shall have the discretion to consider additional factors in determining the relative merits of projects.

# SUCCESSFUL APPLICATIONS MUST

- Read the full version of the Market NY Guidelines (available in the CFA Resources);
- Ensure your project proposal demonstrates all of the elements in the scoring criteria (Guidelines);
- Include a project/marketing plan: outlining the specifics of the project, how the project will increase tourism, a specific budget and (how the grant funds and the grantee equity is planned to be used), and any other information that the applicant would like to share with the scoring teams;
- Check that the budget in the project plan reflects the same total project costs indicated in budget section of the CFA application;
- Review your match- ensure it meet the requirements;
- Request a specific amount of money- ensure the area requesting funding is completed.

# IMPORTANT DATES

May 1<sup>st</sup>, 2015 – Application portal went live

July 31<sup>th</sup>, 2015 at 4PM EST – Application Deadline/ CFA portal closes

August- September- Application Review Process, Regional scoring

Awards expected to be announced in the 4<sup>th</sup> quarter of 2015

## FOR MORE INFORMATION

- Email: [RegionalTourism@esd.ny.gov](mailto:RegionalTourism@esd.ny.gov)
- CFA & Regional Council strategic plan information can be found at: <http://regionalcouncils.ny.gov/>
- Applicants can reference the most recent New York State Tourism Summit information and other materials at [www.iloveny.com](http://www.iloveny.com) to learn more about I LOVE NY's current goals and strategies. Scroll to bottom of page "Industry" link or search bar "Market NY"