

Is there a specific timeline that Market NY marketing projects should be kept to?

We recommend that all marketing projects should be kept to one calendar year. If your project exceeds this timeline applicants can include a justification of why they are applying for this round of funding and why the project would need to extend past the one calendar year for consideration.

Under the Market NY grant, what types of applications and expenditures are ineligible under the project, based on previous receipt of grants?

For ineligible expenditures please reference the Market NY guidelines found [here](#) for a listing of examples. In regard to applications, ESD will base eligibility on the determination if your proposed project is tourism based (and this is made clear in your application). Additionally, eligibility will be based on the information you provide about your cash match and if you clearly indicate that you have met this match determined by the track that you are applying for.

It is true that if you have been awarded 3 times in the past for Market NY it may make you ineligible?

To clarify, the new guidelines for Market NY round 5 state that if your project has been funded 3 times previously by Market NY, your project may be deemed ineligible. There is a new question that if you meet this case you will be given the opportunity to demonstrate how your project has changed/been updated/is requesting grant funds for a different phase/element. Essentially, I LOVE NY wants to make sure that a variety of tourism projects are awarded each year, and in order to do this we have placed a limit on the number of times we will fund the same project.

If I were to apply for Market NY funding in one particular region, would letters of support from other Regions be to my advantage?

If the project is a multi-region project, yes we would suggest that you get letters of support from each region. If the project works only in one region letters from other regions would not be necessary. Additionally, we recommend varying the source of your letters, including other tourism attractions and industry partners.

In the Market NY program, is the 80% match supposed to be in liquid assets or...?

For the Market NY program the 80% match needs to be an actual cash match that will be put into the capital project. This can come from other sources, except other state funds and this includes any other CFA funding. Other state funding can be requested through the CFA but can't be used as a match. Essentially, the more support you demonstrate in your project plan, the better your score for this element will be.

Why is there such a large disparity in the 2 funding tracks for Market NY? What do I do if I think my project qualifies for both?

The difference between the two funding tracks for Market NY is due to what each track is funding. One track funds marketing while the other track funds capital/construction and the guidelines for funding each of these is quite different. If you feel that your project qualifies for both tracks, we encourage you to apply for both and the CFA application allows you to indicate this selection.

What are the minimum and maximum amount of grant funds awarded?

Currently for the Market NY grant there are no maximum (cap) or minimum amounts set. We do suggest, when determining the amount of funds you are requesting, to review the Market NY guidelines so that you are clear with the process and any fees that may be applicable.

Would a specific tourism based area/destination be more likely to obtain funding under Market NY?

The Market NY grant is set up to support tourism based projects. With that said we highly suggest reviewing the Market NY guidelines for a full understanding of the program requirements and how application will be scored. You can access the guidelines [here](#).

Is the regional tourism grant different from the beverage industry grant?

Yes, there are actually 3 different programs: Market NY (Tourism) Grant and there are two separate grants for the craft beverage industry. If you believe you qualify, we suggest that you submit an application for all that apply to your project.

If a Market NY project encompasses all 10 regions, does it have more of a chance to be approved?

Market NY projects are not necessarily scored on the number of regions they encompass. We would suggest that you review the [Market NY guidelines](#) for the specific elements that the ESD/Market NY scoring team will be scoring on to better answer this question.

How does scoring for Market NY projects relate to the I Love NY strategic plan?

The ESD/Market NY scoring team will determine, as one of the many elements that will be scored, if the project aligns with current I LOVE NY strategies. This information along with the other scoring elements that Market NY projects will be scored on can be found [here](#).

Under Market NY, can state money from other state agencies be used as a match?

No, under the Market NY grant no state funds can be used as a match for this program.

If I am applying for Market NY and another grant, do I include my project information with ESD or do I repeat the information for Market NY project?

While there is one application for all of the grants you are applying for we recommend you include the information requested for each grant. Therefore, if you are requesting information from ESD and Market NY you will need to include the information twice where requested. Some fields are common for all grants, but others you will need to ensure you include the information for all grants you are applying for.

In regards, to Market NY, we are putting in a proposal for marketing and branding. Can we market our project statewide or nationally?

There is no limit to where you can market tourism under the Market NY program. You can include marketing for statewide, national and even internationally.