



# Governor Cuomo's Marketing and Promotional Program

# Overview

- Please direct all questions to chat feature and be sure that send to everyone is enabled
- Questions will be answered at the end
- After all webinars we will send out an FAQ
- Please direct all other questions to Molly Bauer, [molly.bauer@esd.ny.gov](mailto:molly.bauer@esd.ny.gov)

## **\$4m Marketing and Promotional Commitment:**

- \$2 million grant program that matches \$2 million in industry contributions
- \$2 million in direct spending
  - \$1 million targeted advertising campaign
  - \$1 million in tourism promotion

# Governor Cuomo's \$4m Pledge

PLEASE DRINK RESPONSIBLY



## Next time, drink New York.

New York State is the second largest wine-producing state in the country, receiving a record number of top medals and rave reviews. In fact, New York wines have won 106 Double Gold, 565 Gold and 118 Best in Class awards in international competitions in the last year alone.

With distinctive varietals and award-winning wineries, there's so much to love about New York wine.

So next time you're at a restaurant or liquor store, ask for New York wines.

[taste.ny.gov](http://taste.ny.gov)



# General Eligibility Requirements

- An Applicant must be a not-for-profit corporation to be eligible for funding.
- Must be up-to-date with filings with the NYS Office of the Attorney General's Charities Bureau and the NYS Office of the State Comptroller's VendRep System.
- Must also be prequalified in the NYS Grants Gateway.
  - <http://www.grantsgateway.ny.gov>

# Consolidated Funding Application

- Applicants must complete and submit a Consolidated Funding Application for review.
- Applications are available at <https://apps.cio.ny.gov/apps/cfa/>

# Application Criteria

It is strongly encouraged that applications attach a marketing plan that includes but is not limited to the following:

- A general description of the project.
- Specific milestones.
- Expected results and goals.
- A detailed budget.
- How results will be measured.
- Letters of commitment from partners.
- How the project generates tourism to and in NYS.
- How the project benefits the statewide craft beverage industry.

# Craft Beverage Industry Tourism Promotion Grant Program

- ESD has up to \$1 million of working capital (marketing only) funding available for the State's Craft Beverage Industry Tourism Promotion Grant Program
- This program and each funded project will support the Regional Economic Development Councils' long-term strategic plans for economic growth as well as to attract visitors to New York State.

# Industry Tourism Promotion Grant Funding

- A total of \$1,000,000 will be made available
- The minimum award is \$20,000 and no more than \$250,000.
- All marketing projects should align with current I LOVE NEW YORK marketing.
- Additionally, all marketing projects will be required to use the I LOVE NEW YORK logo in all promotions for the overall project.

# Eligibility

- Program funding is for marketing-based tourism projects intended to create or retain jobs and/or increase tourism related to the craft beverage industry.

# Eligible Activities & Expenditures

- The purchase of recognized multi-media advertising to promote efforts such as related tours and/or day trips related to NYS craft beverages.
- Consultants/vendors to support project related marketing.
- Production and/or distribution costs of print collateral and/or audio/visual elements for promotions.
- Project specific website design/updates.
- Activities that help beverage trail operators interested in partnering with ILNY bus operator to market tours.
- Some costs, as approved by ESD, associated with attending industry-related shows to promote a craft beverage destination.
- Costs associated with hosting of craft beverage related events.

# Ineligibility

- Organizations currently receiving tourism matching funds and/or having an active grant under the Market NY tourism initiative
- Projects that are being funded by any other NYS funded program

# Craft Beverage Marketing and Promotion Grant Program

- \$2 million of funding is also available for State's Craft Beverage Marketing and Promotion Grant Program
- This program will increase the profile, awareness and sales of New York State produced wine, beer, spirits, and hard cider by providing matching funds for the marketing and promotion of these craft beverages.

# Marketing and Promotion Grant Funding

- A total of \$2,000,000 will be made available.
- The minimum award is \$5,000.
- An eligible entity may be awarded a maximum of \$500,000 in each program year.
- A 50% match by the applicant is required for all projects.
- Eligible project must incorporate the Taste NY initiative, including but not limited to the use of the Taste NY logo.

# Eligible Projects

Projects must be a new activity or be a clear expansion of an existing activity:

- B to B marketing and promotion.
- B to C marketing and promotion.
- Organizational creation, capacity building or expansion.

# Ineligible Activities & Expenditures

- The purchase of food, alcohol, or rental expenses for events.
- General operating expenditures.
- Capital Expenditures.
- Fringe benefits (Wages including supplemental pay and benefits).
- Building purchase.
- Construction or renovation.
- Purchase of equipment
- Sales taxes.
- Costs associated with completing an application.

# Reimbursement and Reporting

## Reimbursement-

- The grantee will be required to enter into a contract with Empire State Development (ESD). ESD will pay the grantee on a reimbursement basis, in proportion to ESD's funding share and generally at project completion.

## Reporting-

- Progress reports and requests for reimbursement must be submitted on a periodic basis, which will be outlined the disbursement agreement with successful Applicants.

# More Information

- Grant Guidelines-  
<http://www.esd.ny.gov/CorporateInformation/Data/RFPs/2014CraftBevIndustryTourismPromotionGrantGuidelines.pdf>  
[http://www.esd.ny.gov/CorporateInformation/Data/RFPs/2014CraftBevMarketingandPromotionGrant ProgramGuidelines.pdf](http://www.esd.ny.gov/CorporateInformation/Data/RFPs/2014CraftBevMarketingandPromotionGrantProgramGuidelines.pdf)
- Sam Filler, Director, Industry Development
  - [nysbevbiz@esd.ny.gov](mailto:nysbevbiz@esd.ny.gov)
  - (518) 227-1535