



## **MARKET NEW YORK- Tourism Grant Program**

**[www.iloveny.com/MarketNY](http://www.iloveny.com/MarketNY)**

A Division of Empire State Development

4/25/16

# Market New York Program Goals

**Funding Available: Up to \$13.5 Million**

The Market New York Grant program's objective is to support:

- tourism marketing initiatives;
- capital/construction projects;
- recruitment, execution of meetings/conferences; and
- conventions, festivals, athletic competitions and consumer/industry trade shows;

**With the overall goal for successful projects that demonstrate:**

- a positive economic impact;
- an increase in tourism throughout the region/state; and
- support of the Regional Council strategic plans for the corresponding region.

# Market New York Program Information

There are three categories of funding available under *Market New York*, each with varying requirements. Up to **\$13.5 million** is available for the following project categories:

- 1) Regional Tourism Marketing;
- 2) Tourism Capital; and
- 3) Tourism Special Events.

A red, brush-stroke style graphic with the word 'NEW' written in white, slanted, uppercase letters.

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

# Market New York Program Information

- Entities that may apply for funding include not-for-profit corporations, municipalities, Tourism Promotional Agencies (TPAs), public benefit corporations, and for-profit companies. \*Individuals are not eligible.
- 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%).
- Project plans are essential and should align with the goals & strategies of I LOVE NY  
[www.iloveny.com/MarketNY](http://www.iloveny.com/MarketNY)



## REGIONAL TOURISM SPECIAL EVENTS

Applications will be accepted for the hosting, execution and/or promotion of special events to be held in New York State including: meetings, conventions, conferences, festivals, athletic competitions and consumer and trade shows. Applicants must demonstrate how the tourism special events project will work to promote and forward the tourism goals of the corresponding Regional Council's strategic plan.

A portion of Special Events Funding will be awarded for events that have not been held in New York State within the last three (3) years.

# FUNDING INFORMATION

If awarded a Market New York Grant:

- Grantees should be prepared to subsidize the project for a term of up to 6 months;
- ESD will pay the grantee on a reimbursement basis, no upfront grant funds will be provided;
- Awarded grants are not transferable, unless approved by ESD, and reimbursement payments may only be made to the awardee;
  
- Demonstration of meeting the match requirements are crucial in regards to scoring;
- Projects that have been funded in three (3) consecutive rounds may be deemed ineligible (see Market New York Round 6 Guidelines for more information);
- Being awarded a grant does not imply approval of elements in the submitted project plan;
  
- For projects with marketing expenses only reimbursement can be requested monthly after executing a GDA/Contract;
  
- For projects with capital expenses:
  - 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;
  - grantees will be required to pay for out-of-pocket expenses incurred by ESD in connection with the project.

# 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.

ESD 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)?
- **Project Information/Project Plan [60 Points Total]** Does the proposal include a Project Plan? Does the proposal provide: a) evidence that the project will increase tourism to and within New York State, b) a timeline for individual project steps; c) a clear budget indicating specifically how the grant funds and the grantee equity will be spent; and d) performance measures to show economic impact? e) 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 [5 pts Total]** Has the applicant provided information illustrating the necessary minimum cash match for total project costs – namely 25% for Region Tourism Marketing projects including Tourism Special Events projects with only marketing components, and 80% for Capital Tourism projects and Tourism Special Events projects with any capital component? For more information :

ESD specific scoring criteria information visit [www.iloveny.com/MarketNY](http://www.iloveny.com/MarketNY)

REDC scoring visit <http://regionalcouncils.ny.gov>

## SUCCESSFUL APPLICATIONS MUST:

- Read the full version of the Market New York Round 6 Guidelines [www.iloveny.com/MarketNY](http://www.iloveny.com/MarketNY)
- Ensure your project proposal demonstrates all of the elements in the scoring criteria (Market New York Round 6 Guidelines);
- Include a project/marketing plan (*for capital and event projects as well*): 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 2<sup>nd</sup>, 2016 – Application portal live

July 29<sup>th</sup>, 2016 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 2016

## 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 Market New York materials at [www.iloveny.com/MarketNY](http://www.iloveny.com/MarketNY)