

## Empire State Development

### Market NY

**Q. How do I know if my project is eligible for the Market New York program?**

A. Eligibility is generally determined on: demonstration that the project will create an economic impact by increasing tourism throughout the region/state; that the required minimum request has been met; and that the required match has been demonstrated. Other factors may be taken into account as determined by ESD.

**Q. When can funds be used; when the award is announced or when the award letter is received?**

A. Successful grantees for the Market New York grant will receive an award grant letter a few days following the award announcement. Since this is a reimbursement based grant, it is strongly advised that you first communicate with your Project Manager before spending against the grant to gain a better understanding of the grant requirements.

**Q. Does the 30% MWBE goal also apply to funds sought for Travel and Marketing?**

A. Goals will be applied to all Market New York projects, including those for Marketing. The 30% MWBE goal is a benchmark only as each individual project will be assigned a specific goal for their project, which could be higher or lower than 30% and it is assigned based on the eligible awarded amount.

**Q. If our organization already has internal MWBE goals will this suffice for a successful Market New York project?**

A. No, each project will be reviewed and a goal determined for the specific project.

**Q. In reference to Market New York Tourism Grant Program: Will this grant market my project as opposed to my organization having to market it?**

A. No, the successful applicant will be initiating all proposed project plans, including marketing.

**Q. Can you provide examples of eligible costs?**

A. Please see examples of eligible and ineligible costs in the Market New York Guidelines that can be found at: [www.iloveny.com/MarketNY](http://www.iloveny.com/MarketNY)

**Q. Is there a maximum amount of funds that can be received or are there funding caps for projects?**

A. There is currently no maximum amount for requested funds, but there is a minimum request of \$50,000 for marketing projects (which would mean a minimum match of \$16,667) and \$150,000 minimum for capital projects (which would mean a minimum match of \$600,000).

**Q. Is there any opportunity to ask for payment of overhead costs related to grants?**

A. No, overhead costs related to the grant are not eligible for reimbursement under the Market New York grant program

**Q. For Events, can a successful applicant be reimbursed for bid fees or fees that were paid before the award was made if it is directly related to the project awarded?**

A. No, expenses incurred before the date on the Award Letter are not eligible for reimbursement or for the required match.

**Q. Is there a \$250 application fee for Market New York Funds?**

A. There is a \$250 application fee only for successfully awarded Market New York construction/capital projects. This application fee is due upon execution and return of a successful grantee's Incentive Proposal

**Q. Do you have to own the building if you're requesting funds to renovate it?**

A. Not necessarily, but this will likely be case specific and the applicant would need to provide justification that there was permission/site control to make the renovations that they are requesting the funds for.

**Q. Does a certified veteran owned business count as part of the MWBE criteria?**

A. Only businesses that are certified by NYS as a MWBE are eligible towards an MWBE goal.