



MARKET NEW YORK- Tourism Grant Program

www.iloveny.com/MarketNY

A Division of Empire State Development

5/8/2024



Empire State
Development

Market New York Program Goals

Funding Available: up to \$15 Million

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

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

Market New York Program Goals

Successful projects will demonstrate:

- a positive economic impact through tourism;
- the need for the tourism funding being requested;
- an increase in tourism throughout the region/state;
- support of the Regional Council strategic plans for the corresponding region; and
- show alignment with I LOVE NY's significant tourism initiatives as outlined in the program guidelines.

Market New York Program Information

Eligibility

Entities that may apply for funding include not-for-profit corporations, municipalities, tourism promotional agencies (TPAs), public benefit corporations, and for-profit companies. *Individuals, SUNY schools & NYS agencies are not eligible to apply.

Available Funding

There are two categories of funding available under *Market New York*, each with varying requirements. **Up to \$15 million** will be available for the following project categories:

- 1) **Regional Tourism Marketing- up to \$7 million**
Only minimum grant requests of \$50,000 or more will be considered
- 2) **Tourism Capital- up to \$8 million**
Only minimum grant requests of \$150,000 or more will be considered

Applicants may not apply for both marketing and capital expenditures within the same CFA round.

Market New York Program Information

Required Match

Working Capital/Marketing Projects

- match of 50% of the total project cost is required;
- as an example: for a minimum requested award of \$50,000, a **\$50,000 match** would be required, for a total project cost of \$100,000;
 - \$50,000 is the minimum match required to apply for a marketing grant for this program;
- it is encouraged match exceeds the 50% minimum and is scored accordingly.

Capital/Construction Projects

- match of 80% of the total project cost is required
- as an example: for the minimum requested award of \$150,000, a **\$600,000 match** would be required, for a total project cost of \$750,000.
 - \$600,000 is the minimum match required to apply for a capital grant for this program;
- it is encouraged your match exceeds the 80% minimum and scored accordingly.

Market New York Program Information

Project plans are a REQUIREMENT for the Market New York application!

Successful applications will demonstrate how:

- they plan to increase visitation and demonstrate a positive economic impact especially by enhancing the guest experience and increasing the visitor's likelihood to advocate for New York State as a travel destination;
- they will complement the goals and strategies of I LOVE NY:
 - ❖ This may include projects that at least a regional basis:
 - Involve unique, world-class destinations, projects featuring America 250 and new special events;
 - Include a broad array of available activities;
 - Appeal to niche tourism segments including but not limited to: accessible travel, LGBTQ tourism, international tourism, outdoor recreation, black tourism, and heritage tourism including historic sites and museums; and/or
 - Target tour operators, event producers and others in the travel trade involved with meetings, conferences, exhibitions, amateur sports, and group travel.

More information is available at www.iloveny.com/MarketNY

FUNDING INFORMATION

Conditions of Market New York grants include:

- Grantees should be prepared to subsidize the project for a term of up to 12 months;
- ESD will pay the grantee on a **reimbursement basis**, meaning no upfront grant funds will be provided;
- Awarded grants are not transferable and payments may only be made to the awardee;
- All project expenditures must be shown to be spent directly from the grantee's accounts;
- Use of the I LOVE NY logo will be required on marketing materials and all usage must be reviewed and approved by ESD;
- Each awarded project will be assigned an individual contract-specific MWBE goal, which may be **higher or lower** than 30 percent (30%);
- Projects that have been funded in three (3) consecutive rounds may be deemed ineligible (see Market New York Round 14 Guidelines for more information);
- Being awarded a grant does not imply approval of elements in the submitted project plan/budget;
- All projects will require that a Project Performance Measure report and a final report, be completed before a final reimbursement will be made.

FUNDING INFORMATION

- For projects with marketing expenses only reimbursement can be requested quarterly 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.

Market New York Guidelines www.iloveny.com/MarketNY

TIPS FOR SUCCESSFUL APPLICATIONS:

- Read the full version of the Market New York Round 14 Guidelines www.iloveny.com/MarketNY
- Ensure your project proposal demonstrates all of the elements in the scoring criteria (Market New York Round 14 Guidelines);
- Include a project plan (*15 pages or less*): the organizational history & mission statement of the applicant, goal of the project, specifics of the project, how the project will increase tourism, a specific budget and (how the grant funds and the grantee match are planned to be used), a project timeline, the need for the grant funding and any other information that the applicant would like to share with the scoring teams. Project plans should be kept to 15 pages or less;
- 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 & minimum grant requests to ensure that they meet the requirements;
- Don't wait until the final date of the CFA to submit your application. Applications filed after the deadline are not accepted;
- Request a specific amount of money- ensure the area requesting funding is completed.

SCORING CRITERIA

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

ESD INTERNAL SCORING [50 Points Total]

- Increased Tourism Impact [up to 10 Points]
- I LOVE NY Alignment [up to 10 points]
- Project plan [up to 20 points]
- Grant Match Requirement [up to 10 points]

*Please read the program guidelines for the further information on what information to include in your Project Plan and for a detailed explanation of each scoring category.

ESD EXECUTIVE REVIEW [30 Points Total]

ESD will consider additional factors pertaining to the Proposals, as part of the Executive Review that may not have been available for the reviewers to consider and award up to 30 points to each proposal.

FOR MORE INFORMATION

- Email: RegionalTourism@esd.ny.gov
- CFA & Regional Council strategic plan information can be found at: <http://regionalcouncils.ny.gov/>
- Applicants can reference additional Market New York information at www.iloveny.com/MarketNY