

Empire State Development

Market NY- FAQ

Q. How do I know if my project is eligible for the Market New York program? Can I talk to someone to discuss my specific project's eligibility?

A. The Tourism Grants staff is not authorized to discuss specific project details with potential applicants. In general, eligibility is determined on: a) demonstration that the project will create an economic impact by increasing tourism throughout the region/state; b) that the required minimum request has been met; and c) 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 (generally in late fall). 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

Q. Can I receive grant funding up front?

A. No grant funding is on a reimbursement basis for both Working Capital and Capital projects. More information can be found [here](#)

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 50% minimum match of \$50,000) and \$150,000 minimum for capital projects (which would mean an 80% 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.

Q. If we were awarded a grant in a past round can we use funds that were identified as a match for the previous grant to apply for the new grant or would the matching funds need to be new?

A. Matches previously identified and confirmed for past awarded grants are not eligible to be used towards new applications/new requests for funding.

Q. Can the funds that have been previously spent for capital expansion, for startup construction be used for a match?

A. No, funds spent before a grant has been awarded and accepted are not an eligible match for the Market New York grant program.

Q. Is the application fee only for capital requests? Can you please explain more about the 1% commitment requirement?

A. Yes, the application fee is only for capital requests. The capital application fee is due when the grantee accepts the Incentive Proposal. The marketing grants don't have an application fee.

The 1% (of the awarded capital grant) commitment requirement is due upon execution of a GDA (Grant Disbursement Agreement), towards the completion of the capital project.

Q. I am not sure if some aspects of our budget are eligible expenses, vs not eligible. I read the guidelines already but have further questions. Is the ESD email the right place to ask for his?

A. Yes, Market New York grant program questions can be sent to regionaltourism@esd.ny.gov