

Delaware County Tourism Promotion & Development Grants

SUMMARY OF FUNDING OPPORTUNITY

The Delaware County Occupancy Tax was enacted into law by the Board of Supervisors for the purposes of creating a dedicated funding stream to promote and develop the tourism industry within Delaware County and stimulating economic growth. Funds raised through the occupancy tax will be utilized to support the implementation of programs designed to promote and increase tourism in Delaware County, as well as projects relating to capital and infrastructure investments supporting the further development of this industry.

The Tourism Promotion & Development Grant Program will provide funding assistance to eligible applicants for projects that seek to attract visitors to Delaware County and enhance the overall tourism industry. In 2017, the Tourism Promotion & Development Grant Program will focus on two categories of awards; Promotion/Marketing and Community Celebrations.

Grant requests submitted under the Promotion/Marketing category should be designed to promote specific locales, activities or tourism segments in Delaware County and target a defined market of non-county visitor. In general, funds requested under this category should be used to cover costs related to printed materials, web site and social media marketing and other promotional materials and initiatives. The maximum amount of funding available for a Promotion/Marketing Grant is \$5,000.

Grant requests submitted under the Community Celebrations category will be awarded to support events, programs, or a series of events that seek to build upon historical, musical, culinary, agricultural, recreational and/or cultural traditions of the area and hold the reasonable potential to attract non-county visitors. Events must be open to the general public. Community Celebrations limited to serving the local community without a strategy for growth or not seeking to attract non-county visitors are not likely to be funded. The maximum amount of funding available for a Community Celebration Grant is \$1,000.

In 2017, there is a total of \$38,549.34 available for Tourism Promotion & Development Grants. All grants will be awarded on a competitive basis and will require a minimum 1:1 cash match. Grant recipients will be required to document the availability of matching funds prior to receipt of grant funds. Grant awards are made by the Delaware County Board of Supervisors on recommendation of the Tourism Advisory Board.

APPLICATION DEADLINE

Applications for 2017 Tourism Promotion & Development Grants should be submitted by May 1, 2017, to the Tourism Advisory Board, c/o Delaware County Department of Economic Development at One Courthouse Square, Suite 4, Delhi, NY 13753. For questions relating to this funding opportunity, please contact the Delaware County Department of Economic Development at 607-832-5123.

ELIGIBILITY

Under New York State Law, not all entities are eligible to receive funding from a County government. Only municipalities and certain not-for-profit entities are eligible for funding. Applicants may apply under the fiscal sponsorship of a municipality with the approval of such municipality. Eligible, non-municipal applicants will be required to submit proof of nonprofit status in the form of an IRS determination letter or documentation of formal municipal fiscal sponsorship. Collaboration between for-profit and not-for-profit organizations is permitted as long as the lead agent is eligible under NY State Municipal Law to receive funding from a County.

Requests for general operating support, requests for retroactive support for expenses accrued prior to an award and requests for sectarian based projects will be considered ineligible.

CRITERIA

Applications submitted to the Tourism Advisory Board must clearly demonstrate how the project will result in an increase in the number of visitors, visitor frequency and/or visitor spending in Delaware County. Applicants shall clearly define project goals and how the success of the project will be measured. Applicants will be required to demonstrate a minimum of 1:1 match between Tourism Promotion & Development grant funds and other project funds, as well the applicant's organizational and financial capacity for completing the project. The Tourism Advisory Board will evaluate proposals on such criteria as:

- Is the project, including goals, tasks and outcomes, clearly defined and likely to succeed?
- Does the applicant have the organizational and financial capacity to undertake and successfully complete the project?
- How likely is the project to result in increased visitors, particularly for overnight stays, and increased visitor spending?
- How significant are the potential benefits of the project, are they measurable and how will they be measured?

- Are the overall project costs and grant request justified based upon the expected benefits?
- Does the project hold the potential to draw visitors during the mid-week and/or or off-season?
- Does the project demonstrate strong partnerships, community support and collaboration with for-profit businesses?
- To what degree does the project leverage other public and/or private funds?
- Is documentation of project match provided?
- Is the budget reasonably detailed and appropriate?
- Is the project likely to be completed in a timeframe that is reasonable and appropriate?

REPORTING

Upon project completion grant recipients will be required to submit a closeout report that will enable the Tourism Advisory Board to evaluate the success of the project. The closeout report will specifically address the results/impact of the project and project finances, in addition to other items deemed appropriate by the applicant and/or requested by the Tourism Advisory Board. To the extent possible, the applicant shall include quantitative as well as qualitative measurements of the results/impact of the project including survey results, statistics and/or other compiled data. To the extent practicable, grant recipients are required to collect survey data to estimate the impact of their project on tourism. Financial reporting shall include a summary of all project receipts and expenditures, along with appropriate documentation.

Delaware County Tourism Promotion & Development Grants are funded by the Delaware County occupancy tax, which is a percentage tax on occupancy charges in hotels, motels, inns, and bed and breakfast establishments in Delaware County. By law, local room occupancy tax funds are used for the purpose of the promotion and development of the tourism industry. Grant awards are made by the Delaware County Board of Supervisors on recommendation of the Tourism Advisory Board.