

2024 Delaware County **Local Community Tourism Grants Guidelines**

Summary:

The 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, thereby 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 that further support the development of this industry.

Eligibility:

Under New York State Law, not all entities are eligible to receive funding from a County government. Only municipalities, nonprofit corporations and certain not-for-profit entities are eligible for funding.

Applicants, that are otherwise ineligible, may apply under the fiscal sponsorship of a municipality or non-profit organization with the formal approval of such entity. 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 encouraged as long as the lead agent is eligible under NY State Municipal Law to receive funding from a County.

Note: Requests made by or on behalf of for-profit ventures, request for general operating support, requests for retroactive support for expenses accrued prior to an award and requests for sectarian based projects are ineligible.

Funding Categories:

Arts & Culture:

- Maximum funding - \$1,500
- Projects must support artistic events, programs or a series of events that promote public engagement and access to the arts.
- Must attract non-county visitors and be open to the general public.

Note: Artistic events/programs limited to serving the local community without a strategy for growth or not seeking to attract non-county visitors will not be funded.

Community Celebrations:

- Maximum funding - \$1,200
- Projects that 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.

Note: Community Celebrations limited to serving the local community without a strategy for growth or not seeking to attract non-county visitors will not be funded.

Promotion/Marketing:

- Maximum funding - \$5,000
- Projects should be designed to promote specific locales, activities or tourism areas within Delaware County that will target non-county visitors. Project collaboration is encouraged (i.e: Event promotes other businesses that enhances the event – lodging/restaurants/other activities).
- Funds requested under this category should be used to cover costs related to printed materials, web site and social media marketing, and other promotional or marketing initiatives.

Capital Improvements:

- Maximum funding - \$5,000
- Projects eligible for funding under this category include; the renovation/construction of tourism properties owned by a municipality or non-profit, infrastructure improvements with a direct relationship to tourism, and other physical/structural items with a greater than 5 year lifespan.

Major Capital Improvements:

- Maximum funding - \$25,000
- Requires submission of “Major Capital Improvement” Tourism Application.
- Projects eligible for funding under this category include; the renovation/construction of tourism properties owned by a municipality or non-profit, infrastructure improvements with a direct relationship to tourism, and other physical/structural items with a greater than 5 year lifespan.

Note: This grant category will be reserved for one or two large scale capital improvement projects. Applications will be reviewed thoroughly and additional documentation will be required.

Evaluation 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 as 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?

Grant Awards

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.

Required Reporting:

- Grant recipients will be required to submit a closeout report no later than **November 29, 2024**. However, in the event that the event/project will not be completed by November 29, 2024, the reporting submission date must be indicated on the grant application.
- 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. Report will include quantitative as well as qualitative measurements, survey results, statistics and/or other compiled data (final budget form).
- Pictures or a copy of finished products.

Note: Any grant recipients that do not submit final reports will no longer be eligible for future grant funding. If the final report is going to be late, please submit an email to kelly.mariotti@co.delaware.ny.us stating the reason.

Applications Deadline – Wednesday, February 28, 2024:

- Hand-delivered to the Delaware County Economic Development at One Courthouse Square, Suite 4 (2nd Floor), Delhi NY 13753
- Mailed to: Delaware County Department of Economic Development
One Courthouse Square, Suite 4
Delhi, NY 13753

(Must be postmarked by 5:00 p.m. on 2/28/24 for consideration).

- Emailed applications **will not** be accepted.

Note: Questions relating to this funding opportunity, or for assistance in completing the application, please contact Kelly Mariotti, Delaware County Department of Economic Development at 607-832-5123.