



Tourism Matching Funds Guidelines

2018 PROGRAM YEAR
(JANUARY 1 - DECEMBER 31, 2018)



Tourism Matching Funds Guidelines
2018 PROGRAM YEAR

CONTENTS

I. GENERAL PROGRAM INFORMATION	2
A. STATEWIDE MARKETING PROGRAM	2
B. MATCHING FUNDS PROGRAM INTRODUCTION	2
C. PROGRAM APPLICATION ASSESSMENT	3
D. TOURISM PROMOTION AGENCY (TPA)	4
E. PROJECT DIRECTOR	4
F. REGIONAL TPA.....	5
G. PROGRAM YEAR & REPORTING.....	5
II. PROGRAM PROCEDURES AND REQUIREMENTS	5
A. GENERAL PROGRAM POLICIES.....	5
B. PROJECT APPROVALS	6
C. FISCAL REQUIREMENTS	6
D. HANDLING OF FUNDS.....	7
E. EXTENSIONS	7
F. PAYMENT PROCESS	8
G. REPORTING PROCEDURES	10
H. NON-COMPLIANCE.....	11
III. PROGRAM MARKETING	12
A. BRANDING	12
B. COOPERATIVE MARKETING	14
C. ADVERTISING	15
1. DIGITAL MARKETING	15
2. PRINT.....	15
3. RADIO.....	15
4. TELEVISION	16
D. WEBSITE DEVELOPMENT/DATABASE	16
E. COLLATERAL PROGRAM	17
F. PHOTOGRAPHY & AUDIO/VISUAL.....	19
G. RESEARCH.....	19
H. PUBLIC RELATIONS	20
I. TRADE & CONSUMER OUTREACH.....	20
J. INFORMATION CENTER SERVICES	21
K. MAILING/DISTRIBUTION PROGRAM	21
L. TELEPHONE SERVICES	22
IV. CONTACT INFORMATION.....	22

2018 Tourism Matching Funds Guidelines

I. GENERAL PROGRAM INFORMATION

A. STATEWIDE MARKETING PROGRAM

The now famous “I LOVE NEW YORK” campaign started in 1977 to address a worsening economic crisis across New York State. With the support of this historic campaign, the tourism industry helped turn around both the economy and the image of the state.

B. MATCHING FUNDS PROGRAM INTRODUCTION

The New York State Department of Economic Development (“the Department”) has been provided with \$4,515,000 to award to Tourism Promotion Agencies (“TPA”) for the 2018 Tourism Matching Funds Program Year. In the event this level of funding changes, TPAs will be notified immediately and the Department will take necessary action to adjust the amount of your grant in accordance with the new level of funding and pursuant to Economic Development Law, Article 5-A. While the grant application process will resume, awards will be contingent upon availability of state funds given the difficult economic situation faced by New York this year.

PURPOSE

The purpose of the Tourism Matching Funds Program (“Program”) is to provide matching funds to tourism promotion agencies for the planning and promotion of marketing programs designed to stimulate and increase the economic impact of tourism for New York State. The Program’s priorities are to reach new market areas and expand current programs that have the potential to result in new or sustainable overnight visitation.

TPAs are encouraged to consider the most effective and efficient marketing program, including media mix, that will stimulate tourism in the local and regional economy. All advertising purchased under the Program must support efforts to strengthen the state’s I LOVE NEW YORK brand and further the new branding strategy.

Please Note: TPAs county and regional marketing plans are expected to align with any 2018 DED marketing plans.

MATCHING FUNDS ADMINISTRATION

The New York State Department of Economic Development administers the Program and is directed by statute to perform the following duties:

- Plan, facilitate and implement marketing programs to increase tourism across the state
- Establish and publish annual Guidelines for the use of Matching Funds
- Accept or reject applications for Matching Funds on the basis of the Guidelines
- Authorize payment of funds within state finance guidelines out of the Matching Funds budget appropriation
- Review and approve all marketing efforts developed with Matching Funds and carrying the state’s I LOVE NEW YORK brand
- Do all things necessary, desirable and convenient to carry out its powers, functions and duties

2018 Tourism Matching Funds Guidelines

PROGRAM DEFINITIONS

- **Tourism Matching Funds Program Year: January 1—December 31, 2018**
- **Tourism Promotion Agency (TPA)** Any not-for-profit corporation or other nonprofit organization, association or agency designated by resolution of the county legislature or other governing body of any county, or upon designation of the mayor of the city of New York, as the agency authorized to apply for and receive Tourism Matching Funds.
- **Project Director** The Project Director is the person designated by the TPA who is responsible for all aspects of the Program. The Project Director must have a demonstrated knowledge of tourism promotion acceptable to the Department.
- **Regional Program** The Regional marketing program promotes each of the 11 official vacation regions.
- **Supplemental regional programs may include:**
 - more than one county within a single tourism region for the purposes of promotion shared assets or themes, or;
 - one or more counties and their contiguous states and/or Canadian provinces, or;
 - one or more counties in each of at least two tourism regions for the purpose of promoting shared product assets or themes.
- **Regional Tourism Promotion Administrator (“Regional TPA”)** The Regional TPA is the person designated by the counties within each tourism region to administer regional programs, and financial transactions and reporting on behalf of those counties.
- **Recognized Advertising** Recognized advertising is media advertising and promotional materials to be distributed in accordance with a marketing plan approved by the Department.
- **Marketing Message “Template”** Marketing Message “Template” is a term used to denote a consistent message/ theme is created in regards to all co-op marketing advertisements. It is similar to a “template” in that the message or theme is all around the outside of the ad with the highlighted information in the center.

C. PROGRAM APPLICATION ASSESSMENT

TPAs are again strongly encouraged to align their marketing programs with regional council objectives and consult with their council about their individual program. The Commissioner shall take into consideration such alignment and consultation with the council when making awards under this Program.

Program applications are assessed against the following criteria:

- Marketing initiatives that target consumer and business travelers from 50+ miles and/or overnight visitation
- Research based programs based on identifiable marketing needs
- Alignment with New York State marketing strategy and I LOVE NEW YORK branding
- Participation in established regional programs and cross-county promotions
- Established metrics to measure return on investment
- Emphasis on digital media and online initiatives, where appropriate
- Alignment with the goals of respective regional council

2018 Tourism Matching Funds Guidelines

D. TOURISM PROMOTION AGENCY (TPA)

Only an officially designated TPA may apply for and receive Matching Funds. Once designated, the TPA is the official tourism agency for the county and is the primary contact with the state for all matters relating to tourism promotion and marketing. The TPA is accountable to and serves at the pleasure of county government or the Mayor of the City of New York and the Department, in all matters relating to Matching Funds.

The Department or county government may replace the officially designated TPA at any time, if it is in the best interest of the Program. Reasons for this could include: specific request by county government due to a re-organization, formation of a new organization specifically for tourism marketing purposes or failure to perform in accordance with established Guidelines. County government must secure Department approval in writing to change a TPA designation, unless it is done at time of application.

If an agency or organization has no demonstrated knowledge of tourism promotion, it can still qualify as a designated TPA if it will only serve as an organization to apply for and receive matching funds and have no direct involvement in the development, planning or administration of the matching funds program AND a qualified tourism professional, acceptable to the Department, is employed as the Project Director solely responsible for the Program. If necessary, a tourism advisory board may be established to assist and give nonbinding advice to the Project Director about the program.

E. PROJECT DIRECTOR

REQUIREMENT

The Department requires each TPA to designate a Project Director, who will be responsible for management of the Program and serve as the official contact. The Project Director must have a demonstrated knowledge of tourism promotion acceptable to the Department. All communication to and from the Department must be made through the established Project Director in order to ensure accountability. Any exceptions to this must be approved by the Department.

CHANGE IN STATUS

If the Project Director changes at any time during the life of the Program the TPA must immediately notify the Department. Once a new Project Director is designated, the TPA must inform the Department and receive approval in writing.

PROCEDURE FOR PROJECT DIRECTOR CHANGE

- Immediate notification to the Department including explanation of circumstances and person(s) who authorized (if change was result of a Board action, a dated and notarized copy of documentation is requested), and;
- A statement verifying the county government was consulted and approved the action, and;
- Written request for approval of new Project Director, and;
- Any other requested information the Department determines necessary or pertinent.

If the Project Director is changed without notification to the Department and county government, the Department will request immediate clarification and assess the status of the Program.

If the TPA does not replace the Project Director, it must immediately terminate the Program and return any monies advanced by the state.

DEPARTMENT REQUEST FOR CHANGE

If the Department determines the Project Director does not have an acceptable demonstrated knowledge of tourism promotion, Tourism Matching Funds guidelines compliance and reporting even after training, the Department will request a Project Director change. If so requested, the Department can assist the TPA in the selection process of a new Project Director.

Failure to follow Project Director policies including response to a request for change can lead to a determination of non-compliance with the Program.

2018 Tourism Matching Funds Guidelines

F. REGIONAL TPA

Regional tourism efforts are encouraged to pool resources for greater impact, build regional brand equity and promote thematic cross-county marketing.

Applicants must participate in their official vacation region before other supplemental regional promotions can be considered. Participation in supplemental regional programs is contingent upon a majority vote of all counties within the official vacation region. Applicants are required to send their marketing plans detailing their proposed regional activity to their Regional Administrator to obtain majority approval.

The regional administrator for the official vacation region will also coordinate, fund and report on the activities of the supplemental regional programs. Once a supplemental regional program is approved, a county TPA from within that region may be assigned to manage approvals on behalf of all participants.

The Department requires that TPAs engaging in regional programs designate a Regional TPA, who will be responsible for the programs and serve as the official contact. The designated Regional TPA will be responsible for the administration and fiscal management of the regional programs, including submission of vouchers and required reports.

Pursuant to Economic Development Law, Article 5-A, Section 164(d) A regional advertising program as described in statute may include those personal service administrative expenses actually attributable to such program, provided such expenses not exceed 20% of the total budget of the regional advertising program and such expenses have been approved by no less than one-half of the counties within the region.

TPAs' are again strongly encouraged to align their regional promotion programs with regional council objectives and consult with their council about their programs. The Commissioner shall take into consideration alignment and consultation with the respective regional council when making regional program bonuses under this Program.

G. PROGRAM YEAR & REPORTING

Although the Program Year dates have changed, all reporting requirements remain the same for 2018. Quarterly and Final Reports are mandatory.

II. PROGRAM PROCEDURES AND REQUIREMENTS

Any questions regarding procedures and requirements should be addressed directly with the Department for clarification before taking any action.

A. GENERAL PROGRAM POLICIES

I LOVE NEW YORK LOGO

The I LOVE NEW YORK logo and all of its variations and treatments are trademarks and the sole property of the Department. Use of the I LOVE NEW YORK logo in any form, anywhere must be approved by the Department, whether used with a Matching Funds project or otherwise. There are no blanket policies for logo use whatsoever. In addition, TPAs are not authorized to assign or transfer the logo to any party whatsoever. All inquiries and requests for the I LOVE NEW YORK logo must be directed to the Department. Every time the I LOVE NY logo is used the appropriate legal language is required to be included. Exceptions may be made by the Department only. Please reference the Logo Usage Summary (page 13) for the appropriate language for the differing logos.

I LOVE NEW YORK MUSIC/SONG

Use of the I LOVE NEW YORK song in any form, including the "4 little notes" requires the permission of the Department and payment to Elsmere Music for licensing. Unauthorized use of the music in advertising will not be eligible for Matching Funds. The copyright notice "©1977 Elsmere Music, Inc. All rights reserved." must appear on audio packaging and any other reproduction materials including sheet music. Contact information for Elsmere Music is as follows: Elsmere Music, Inc. Box 185 Bedford, NY 10506 Attention: Steve Karmen 914/234-9201.

2018 Tourism Matching Funds Guidelines

POLICY ON RELEASES

Any releases, written consents or permissions required by law are the responsibility of the TPA and not the Department.

NEW YORK STATE CONTENT ONLY

With the exception of approved cross-border promotions, Matching Funds can only be used to promote tourism activities within the borders of New York State. Tourism collateral cannot include advertising for tourism activities or businesses outside of the State unless it is part of an approved cross-border marketing program. Advertising is limited to tourism businesses, and final discretion of the NYSDED Matching Funds Director.

EXCLUSION OF OFFICIALS AND/OR POLITICAL SUB-DIVISIONS

Materials funded through this program cannot include any reference whatsoever, whether real or intended, to the name of any public official or political subdivision.

TRAVEL REIMBURSEMENT

Travel by the Project Director to attend official statewide TPA meetings or statewide tourism meetings hosted by the Department are eligible for travel reimbursement. Project Directors will be reimbursed for travel expenses incurred to attend meetings hosted by their regional administrator. See Claiming Travel Expenses for procedure.

PERSONNEL AND/OR EQUIPMENT EXPENSES

Personnel costs (except Regional TPA) and costs for the purchase of equipment are not eligible for Matching Funds.

FEES, SALES, LEASE OF ITEMS

No fee may be charged for the sale, lease or loan of any advertising themes or materials including but not limited to: official festival posters, brochures, CD/DVD projects, or any other materials purchased, developed or produced through Matching Funds.

B. PROJECT APPROVALS

All projects must be submitted to the Department for approval at least three business days before production or publication. Projects that have not received prior approval are not eligible for Matching Funds. If more than one TPA is working on a collaborative project all of the TPAs involved must receive approvals for project elements.

C. FISCAL REQUIREMENTS

BANKING PROCEDURES

- The TPA must set up a bank account dedicated solely to the Matching Funds Program.
- In the case where county law prohibits the establishment of a separate bank account, a notice of encumbrance for the local share is acceptable.
- The TPA must deposit and account for an amount equal to or greater than the Matching Funds award.
- For regional programs, a separate bank account must be maintained that is dedicated solely to the regional program.
- TPAs participating in regional programs must transfer funds for the regional programs to the regional account for administration and handling.
- Canceled checks will be required for vouchering and reporting unless the TPA utilizes County Government vouchers as proof of payment.

2018 Tourism Matching Funds Guidelines

D. HANDLING OF FUNDS

DEPOSITS

Funds designated for the purposes of this program must be held in a dedicated checking account that is used expressly for payments for approved projects. Once funds are deposited into the dedicated account and State Aid Voucher submitted, funds cannot be transferred to another account, except for transfers to designated regional accounts. Once grants are received and are deposited into the matching funds account, they may not be withdrawn or borrowed for such items as certificates of deposit, temporary funding of other projects or paying other bills not associated with this program. Funds can only be used to pay expenses directly to vendors for the Program. All grant monies received for the purposes of regional promotions must be sent, upon receipt of invoice, to their regional administrator. TPAs will not be allowed to withhold regional funds for any reason.

UNUSED FUNDS

If the total amount of a grant is not spent by December 31, 2018, unless an extension has been granted by the Department, unused funds must be returned and next steps will be determined by the Department.

BORROWING

Taking out a loan to cover the costs of any promotions covered under this program is not recommended. In the case of a regional program, at no time should a Regional TPA borrow funds from county or regional programs to cover funds that are not sufficient to support a program. TPAs should not incur debt for partners.

INTEREST

Interest charges paid on money borrowed in relation to the Program is not an eligible expense. However, interest accrued on Matching Funds accounts may be used as part of the local match.

TRANSFER

The transfer of funds from one TPA to another, except for regional grant, for any purpose is strictly prohibited. Failure to comply with any policies regarding the Handling of Funds can lead to a determination of non-compliance with the program.

E. EXTENSIONS

All grant money for the Matching Funds Program Year must be spent by December 31, 2018. Extensions may be granted for up to 90 days if the TPA shows good cause. Extensions are not recommended but can be granted at the discretion of the Department. Only under extraordinary circumstances will additional extensions be considered.

2018 Tourism Matching Funds Guidelines

F. PAYMENT PROCESS

Payment is pursuant to submission of a signed State Aid Voucher complete with backup documentation. The voucher must contain proof of the local match (state awards/grants do not qualify for the local share.) Regional TPAs are responsible for invoicing all participants (including themselves), paying all vendor invoices and maintaining a separate bank account for regional programs.

STATE AID VOUCHER PREPARATION

The deadline for payment of state matching funds is December 1. All vouchers must be submitted six (6) weeks in advance of that date to ensure payment. No guarantees can be made on late submissions.

Two complete, separate and collated sets of the required back-up documentation must be submitted with the voucher. Vouchers received that do not contain the required documentation and copies will be returned. If you are applying for your total grant on one voucher, a bank statement or letter from the bank is required showing a balance (less than 30 days old) for the full amount of the local share. A notice of encumbrance for the local share is also acceptable.

If you are accounting for additional funds above the amount displayed on the bank balance statement submitted, a copy of the validated deposit slip(s) showing dates and amounts of deposit and a copy of the check(s) received from participating contributors is necessary.

NEW: Digital evidence of above is acceptable.

If any payments against the balance have been made, you must submit proof of payment in the form of cancelled checks and copies of invoices. **In all cases TWO copies including a Claim for Payment Voucher, State Aid Voucher Worksheet, and an Expenditure Listing Worksheet must accompany your voucher and back-up documentation.**

If you are submitting more than one voucher throughout the year:

- Your first voucher follows the same procedure as indicated for a single voucher.
- Subsequent Vouchers must be submitted with evidence of availability/expenditure of not only the local share of the amount being requested, but also the state and local share of all previous vouchers.
- As an example if a TPA has already received a payment from the State for \$10,000, voucher #1, and is now requesting payment of \$5,000, voucher #2, the total the TPA must account for is \$25,000 (\$10,000 expenses shown first time shown in voucher #1 + \$10,000 expenses paid with \$10,000 from the state + \$5,000 for current request).

An example of how to submit more than one voucher can be found on the State Aid Voucher Worksheet at: <http://thebeat.iloveny.com/industry>

If a voucher is found incomplete a TPA will have 30 days to reconcile, unless time frame is extended by Department due to special circumstances. Any vouchers that are not completed within this time frame will not be processed by the Department and will be returned to the TPA.

2018 Tourism Matching Funds Guidelines

CLAIMING TRAVEL EXPENSES

Travel expenses allowed under this program are subject to the following rules and regulations:

- If expenses are reimbursed from any other source or agency, they may not be claimed.
- Payment must be made directly to the traveler, vendor or credit card company.
- Reimbursement for consumer and trade shows is limited to two (2) official representatives per 10 feet of exhibit space or per registration.
- Payments may not exceed the established Gov't per diems for the travel destination

Expense forms for each traveler must be submitted with Quarterly Reports and vouchers if applicable.

Required support documentation includes:

- Copies of hotel/motel bills, with proof of payment for overnight travel
- Copies of transportation ticket receipts for payment and copy of ticket
- Copies of receipts for transfers at the beginning/end of each trip
- Copies of toll receipts
- Copies of parking receipts
- Statement of mileage traveled
- Mileage form created by Department

NOTE: Mileage claims must be legitimate travel to business meetings to qualify. Justification of expense must be submitted with forms.

Expenses will be reimbursed at the current State rates and subject to State requirements and definitions. All rates are available on the General Service Administration (GSA), Travel and Transportation Management Policy Division's website:
www.gsa.gov/portal/category/100120

OFFICIAL STATION

An official station is used to determine travel expenses. Travel status is defined as being on official business at a distance of more than 35 miles from either an official station or place of residence. When in official travel status for less than three hours, meals and/or lodging are not allowed.

TIME LIMIT FOR MEAL ALLOWANCES

Breakfast will be allowed when the time of departure at the beginning of trip occurs one hour before travelers normal work day. Dinner will be allowed when the time of return at the end of a trip occurs two hours after a traveler's normal work day. Receipts are not required for meal allowances.

MEAL ALLOWANCES

When you are in travel status for less than a full day and lodging charges are not incurred, reimbursement is as follows: Breakfast \$5.00 and Dinner \$12.00.

TRANSPORTATION

Rental fees for transportation or use of personal vehicles are eligible for mileage reimbursement at current state mileage rate. Transfers are eligible up to \$25 each way in New York City or out-of-state. They are also eligible \$15 each way in-state with receipts for taxi and common carrier between official station, home or hotel and transportation terminals. A maximum of \$7.00 will be reimbursed without receipts.

2018 Tourism Matching Funds Guidelines

EXPENSE FORMS

- State Aid Voucher
- State Aid Voucher Worksheet and Sample
- Matching Funds Travel Voucher
- <http://thebeat.iloveny.com/industry>

MAXIMUM REIMBURSEMENTS

The maximum reimbursement for lodging and meal expenses cannot exceed the lodging and meal allowances for the area of assignment. If the cost of lodging exceeds the maximum allowance, the meal allowance must be used to offset the higher lodging expense.

Under no circumstances will approval be granted to exceed the total per diem allowance.

All rates are available on the General Service Administration (GSA), Travel and Transportation Management Policy Division's website: www.gsa.gov/portal/category/100120

G. REPORTING PROCEDURES

Each County and Regional TPA receiving Matching Funds is required to submit Quarterly Reports and a Final Report. **Only one copy of each report is necessary.** For the 2018 Matching Funds Program Year, first quarter is January-March 31, 2018.

Quarterly Reports are due on the following dates:

Quarterly 1	May 1
Quarterly 2	August 1
Quarterly 3	November 1
Quarterly 4	February 1, 2019

QUARTERLY REPORTS

Quarterly Reports are required progress reports that detail your financial and program activity for each Matching Funds Fiscal year quarter. In addition to a list of payments made and cancelled checks for the quarter, supporting documentation includes, but is not limited to:

- Invoices for media buys and advertising production with itemization of services (attach scripts, copies of ads as required).
- Copies of invoices indicating transfer of funds to the Regional TPA/Administrator.
- Printing and production costs for collateral, CD/DVD and other media, including three competitive bids, and original RFPs.
- Copies of travel show contracts and related travel expenses.
- Tear Sheets from print media (or copies of ads if tear sheets are not yet available).
- Affidavits of performance from radio and TV stations and copies of scripts.
- Copies of cancelled checks, vouchers authorized for payment by someone other than the project director, or signed receipts.
- Additional documentation requested by the Department to satisfy proof of payment.
- Quarterly Report Expenditure Listing Form.
- Quarterly Reports must be submitted even if no payments were made within the quarter.

2018 Tourism Matching Funds Guidelines

FINAL REPORTS

Final Reports are due April 1, 2019 for the 2018 Matching Funds Program Year. Final Reports will address the overall effectiveness of your program and may include:

- Program description and effectiveness assessment
- Research tools and performance measures
- Financial report, including tourism promotion programs not paid for with Matching Funds
- Comments and suggestions to improve the Program

The required format for the 2018 Final Report will be sent to you at the end of the Matching Funds Program Year. The final report numbers should reflect the expenditures reported in the quarterly reports. If there is a difference, you must explain and document the reason why the numbers differ.

ADDITIONAL REPORTING

An additional report may be required from a TPA who has received a program extension. This report will cover any unreported expenses through the extension period. Payments made after the extension period may not be claimed.

NOTE: TPAs delinquent with Quarterly or Final Reports will not have vouchers processed until reports are up to date. Failure to submit required reports can lead to a determination of non-compliance with the Program.

H. NON-COMPLIANCE

TPAs found to be in non-compliance with the Guidelines are subject to disciplinary action by the Department that can include but is not limited to, suspension or termination of current or future programs or Matching Funds award(s).

Examples of non-compliance include, but are not limited to:

- Failure to follow policy for Project Director change
- Failure to comply with policies of Cooperative Marketing
- Failure to submit Quarterly or Final Reports
- Failure to follow fiscal requirements or misuse of funds

NOTE: State policies and procedures concerning Matching Funds take precedent over any local contract or agreement between county government, private co-op partners and the TPA.

2018 Tourism Matching Funds Guidelines

III. PROGRAM MARKETING

In general, marketing projects and programs and some related items are eligible for Matching Funds. Contact the Department to determine eligibility of anything not listed in this section.

A. BRANDING

I LOVE NEW YORK branding is required on all Matching Funds marketing and advertising projects.

Some general branding guidelines include:

- The logo must always be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. The clear space minimum is equivalent to the vertical height of the heart icon, on all four sides of the logo.
 - No elements of the logo may be recreated, deleted, cropped, highlighted or reconfigured in ANY way.
 - Logo files that have been supplied are the only files approved by the Department for use.
 - Logo artwork should always appear upright.
 - Logos are supplied in EPS vector files that are infinitely scalable, and therefore ensure proper resolution for reproduction in any size.
 - The logo should appear against a solid background whenever possible to ensure proper contrast.
 - Logo artwork should never be reproduced (cut & paste) from previously printed materials.
 - Do not put a white box around/ behind the logo at any time.
 - Do not change the colors of the logo.
 - Minimum Sizing of Logos
 - **ESSENTIALLY: DO NOT EVER CHANGE THE LOGO!**
 - All full page, 1/2 page and 1/4 page ads must use the logo no smaller than 1" wide.
 - The standard web banner sizes are: 300 x 250 pixels, 160 x 600 pixels and 728 x 90 pixels. All three sizes should use a logo that is no smaller than 60 pixels wide.
- (See next page for I LOVE NEW YORK Logo Usage Summary and legal language requirement.)

LEGAL LANGUAGE

In order to protect the trademark legally, it is required that the ownership of the logo is displayed with all marketing materials. Please reference the Logo Usage Summary (page 13) for the specific language required for each logo or logo treatment.

SEASONAL LOGOS

Season logos may be used by TPAs for seasonal advertising or other approved projects. They may not be used on Travel Guide covers.

TAGLINE

Use "I LOVE NEW YORK" until a new tagline is announced.

2018 Tourism Matching Funds Guidelines

LOGO USAGE SUMMARY

MARKETING TOOLS	ILNY LOGO TO USE	SPECIFIC RULES
Calendar of Events	Standard Logo	Complete list of events in county/region; Contact info for county/region required
Collateral	Standard Logo	Call to action to county/region required;
Newsletters	Logo with iloveny.com	Call to action to county/region required;
Online Banners/Buttons	Logo with iloveny.com	Call to action to county/region required;
Print Ads	Standard Logo	Call to action to county/region required; Template required of co-op ads
Promotional Items	Standard Logo*	Standard logo; some cases such as bags, use URL logo
Seasonal Pieces	Standard Logo	Standard logo; some cases seasonal logo upon request for approved seasonal programs/tools
Specialty/Group Tour Guide	Standard Logo	
Show Handouts	Logo with iloveny.com	
Radio	Tagline	Call to action to county/region required; county name or event proceed tagline. Must also conclude with "I Love New York."
Television	Standard Logo	Call to action to county/region required; logo at end; Doughnut required of co-op ads
Travel Guide	Standard Logo	Logo placement top right corner w/ county name to left; official county/regional Travel Guides must include half page ad for I Love New York
Web site	Button to iloveny.com	Hyperlink required; location in top right corner
Trade Show Exhibits & Displays	Logo with iloveny.com	Must appear in top half of all exhibits and displays

LEGAL LANGUAGE		
Required ANY Time Logo Used	Standard Logo	Seasonal Logo (Fall, Winter)
Less Than Full Page =	® NYSDDED	™ NYSDDED
Full Page =	® I LOVE NEW YORK is a registered trademark and service mark of the New York State Department of Economic Development; used with permission.	™ I LOVE NEW YORK is a registered trademark and service mark of the New York State Department of Economic Development; used with permission.

PROPER USE OF THE I LOVE NEW YORK LOGO
Logos may not be changed or altered in any manner
Ensure clear space all 4 sides in accordance with the Branding Guidelines
Department approval on projects for single projects & current program year ONLY unless otherwise specified. Marketing tools used prior to approval may not be eligible for matching funds.
Logos For TPA use ONLY; attractions, business may never use the official logo without permission from DED.

2018 Tourism Matching Funds Guidelines

B. COOPERATIVE MARKETING

Cooperative tourism marketing involves a collaborative effort between the county or region and outside entities (eg. tourism businesses, associations, organizations) for the mutual benefit and economic improvement of the area. These must be considered an adjunct to your primary countywide program. Under no circumstances should an advertising program be based solely upon private partnerships. Cooperative projects cannot be used to fund or promote individual entities nor can individual entities influence projects for their own benefit.

Cooperative marketing is encouraged by the Department to the extent it leverages the efforts of county/region marketing programs. All county or regional tourism related businesses or events are eligible to participate in applicable cooperative projects and must be notified of opportunities.

POLICIES FOR COOPERATIVE PROJECTS

Projects must represent a comprehensive or thematic county/region marketing campaign. They cannot be limited to a single attraction or business. Promotion of single events may be considered if they meet the following criteria:

- Is the event in close proximity to out-of-state tourist markets?
- Does the event result in statewide and out-of-state press?
- Does the event result in significant job creation for your county?
- Does the event generate overnight stays and visits to other tourism assets and services in your county?

During the approval process for advertising single events, in the case of challenge by the DED, you must be able to support your decision to market this event by supplying the following information:

1. How many out of state visitors are expected to attend this event this year? You must provide at least one metric to support your position (e.g. hotel rooms booked or revenue from last year's event, number of out-of-state registered attendees, number or percentage of out-of-state license plates)
2. Estimate of the total number of new jobs created by the event (if applicable), and whether these are permanent or temporary
3. Briefly describe the value the event creates for (1) your area and (2) NYS tourism as a whole

Exceptions may also be made for certain destinations or attractions if they are unique in the county or the primary tourism asset for the county. This could apply to a downhill ski area or amusement park provided they are presented in context as an asset among the others in the county/ region. These guidelines apply whether the partner entity partially or fully funds the local match for the particular project.

The Department strongly encourages marketing partnerships and thematic packaging, including actual getaway packages. The statewide tourism program includes seasonal retail programs that can include getaway packages or other opportunities for alignment with cooperative marketing efforts.

For cooperative advertising placements, a minimum of 1/3 of the ad must be dedicated to the county/region marketing theme with a clear call-to-action to obtain more information about the area (i.e. county or region logo or name and URL or toll-free number). A standard marketing advertising "template" must be used to create continuity and an identity for your county/region. This year you are required to submit a rendering of your proposed template and a list of potential co-op partners in your marketing plan when you apply for funds.

It is the responsibility of the TPA to coordinate cooperative programs with tourism partners. Under no circumstances can a media entity or private business act as a broker on behalf of the Program.

Failure to follow the Cooperative Marketing procedures can lead to a determination of non-compliance with the Program.

2018 Tourism Matching Funds Guidelines

C. ADVERTISING

DIGITAL MARKETING

Matching Funds can be used for digital marketing including but not limited to online advertising, search optimization and e-marketing. The use of digital marketing is strongly encouraged to reach consumers where they plan travel. It is efficient, cost effective and measurable.

For websites that contain county or regional information other than tourism, the call-to-action for digital marketing must lead directly to tourism related content.

The supplied I LOVE NEW YORK logo with specific size and location requirements must appear on all digital marketing. Specific logo to be used for digital marketing projects will depend on the nature of the project. Please reference Section III A. for logo usage.

Please Note: I LOVE NEW YORK LOGO is not required to be used on image-based advertisements on Facebook, Twitter, Instagram or other social media platforms. Videos appearing in social media ads must still adhere to logo guidelines.

Ineligible Expenses: Advertising that directs consumers to pages or sites that are not tourism related.

NEW: Costs related to Digital Marketing must be reported under the Digital Marketing category in Quarterly Reports.

PRINT

Matching Funds can be used for production and placement of print media. Print advertising must be placed outside of the county/region with the exception of a county placing an ad in the Regional Travel Guide. A region may not place an ad in a county Travel Guide. Advertising projects must be part of an overall approved county/region marketing campaign.

Print ads cannot be limited to a single attraction, business or event. Exceptions as noted above may be made upon approval from the Department. Exceptions will only be made if the individual attraction, business or event is the primary tourism asset or the only one of its kind (e.g. a downhill ski area or iconic landmark) for the county or region. For approved exceptions, the project must include the county/region marketing theme and a clear call-to-action to obtain more information about the county or region. Ideally, if approved, a single attraction, business or event should be coupled with other tourism opportunities in the area (e.g. accommodations, restaurants, shopping) to drive incremental business and encourage longer stays.

The supplied I LOVE NEW YORK logo, with specified size and location requirements, must appear on all print ads. Specific logo treatments may vary depending on what is most appropriate for the particular ad. Please reference Section III A. for logo usage.

Final print advertising must be approved by the Department before release.

RADIO

Matching Funds can be used for production and placement of radio advertising and must be part of an overall approved county/region marketing campaign.

Radio advertising cannot be limited to a single attraction, business or event. Any exceptions to this policy must receive prior approval from the Department. (For the exception to this policy see "Print.")

Radio copy must include your county/area name or a unique quality/event followed by "I LOVE NEW YORK!"

Final radio copy must be supplied to the Department for approval before airing.

2018 Tourism Matching Funds Guidelines

TELEVISION

Matching Funds can be used for production and placement of television advertising and must be part of an overall approved county/region marketing campaign.

Television advertising cannot be limited to a single attraction, business or event. Any exceptions to this policy **MUST** receive prior approval from the Department. (For the exception to this policy see “Print.”)

The supplied I LOVE NEW YORK logo must be a minimum size of 230 x 100 pixels, it must appear in the last frame/ few seconds of all television spots and may not appear outside the television safe area.

Television ad copy and finished spot must be approved by the Department before airing.

D. WEBSITE DEVELOPMENT/DATABASE

Matching Funds can be used for design, construction, hosting and updating consumer travel websites and tourism databases. The main county tourism website must contain comprehensive information about the county/region. The intent of the site is to be the primary source of tourism information for the area.

Each county tourism database and website must be kept up-to-date with the most recent and current consumer tourism information. The updated data **MUST** be shared with the Department on a regular and timely basis to update the state tourism database and website.

Costs for vendor contracts (on a fee-for-service basis) to update and cleanse the New York State Division of Tourism’s database are eligible for Matching Funds.

Please Note: Failure to supply updated data to the Department quarterly for the State tourism database and website can lead to a determination of non-compliance with the Program.

Regional sites may direct consumers to corresponding county sites provided there is a sufficient amount of regional content included and all county partners agree to the format.

For websites that contain county or regional information other than tourism, the information must be kept on separate pages and tourism content must be clearly visible and contained in its own section.

Membership associations and/or organizations shall not exclude non-members from listings or participation on the tourism websites.

Ineligible Expenses: Matching Funds cannot be used for equipment rental or purchase. For mixed-use websites, non-tourism pages are not eligible.

Costs related to Internet Development/Database must be reported in Quarterly Reports. For mixed-use websites, only tourism related information should be included. Vendor invoices must itemize costs which are specifically for tourism content, including website and database hosting, as well as design, construction and updating.

2018 Tourism Matching Funds Guidelines

E. COLLATERAL PROGRAM

Matching Funds can be used to produce county or regional travel guides, meeting planner guides, events calendars, package brochures, multi-purpose shells, special interest theme brochures (that support specific marketing programs) and limited direct-mail materials. Production costs for CD/DVD supporting projects are also eligible. Matching Funds may not be used to design and print posters, signage, and/or single event brochures.

The supplied I LOVE NEW YORK logo, with specified size and location requirements, must appear on all collateral materials. Specific logo treatments may vary depending on what is most appropriate for the particular project. For general guidelines, please refer to the Section III A. Specific guidelines apply for Travel Guide covers.

TRAVEL GUIDES

Matching Funds can be used to produce one annual or two seasonal comprehensive Travel Guides (including foreign language versions). Eligible costs include design, production and printing. There are no specific size requirements. Printing requires three competitive bids, copies of which must be handed in with reports.

The Department encourages the use of environmentally friendly printing methods. If printed in the US (preferred), "Printed in USA" should appear somewhere in the publication in small type.

The front cover of all Travel Guides must include the supplied I LOVE NEW YORK logo in the upper right corner with your logo or name placed to the left. The county/region logo or name can be placed immediately to the left of the logo or in the upper left corner of the cover. Logo must be .09" x 1" stacked logo or 1" x .5" horizontal logo. No graphic elements can appear above, beside or between the county/ region logo or name and the I LOVE NY logo.

County or Regional Travel Guides must represent the entire county/region, include year round information (unless seasonal guides are produced) and include prominently placed contact information for county/region. Guides cannot include credit lines (unless required by law) or any references to non-NYS tourism information, unless part of an approved cross-border promotion.

Selling advertising in Travel Guides is acceptable to offset costs. However, only tourism-related advertising is allowed.

The entire publication (not just the cover) MUST be approved by the Department before printing.

BROCHURE INSERTS

Matching Funds can be used to produce brochure inserts that supplement an existing brochure and support the overall approved county/region marketing campaign. Please reference Section III A. for logo usage.

CALENDARS OF EVENTS

Matching Funds can be used to produce Events Calendars provided a complete list of major events is included. Matching Funds cannot be used for materials that promote single events. Contact information for the county/region must be included.

Please reference Section III A. for logo usage.

2018 Tourism Matching Funds Guidelines

REGIONAL TOUR PLANNING DIRECTORY

Matching funds can be used to produce Regional Tour Planning Directories including listings and contact information for both single and group travel. Please reference Section III A. for logo usage.

Services listed should include:

- Information services including local publications that are available
- Attractions, events, arts and theater
- Special interest tours, tour modules, established itineraries
- Transportation services (e.g. air, rail, motor coach, auto rental, limo, taxi)
- Hotels/Motels
- Restaurants
- Local tour operators
- Motor coach tour operators
- Foreign language services, if available
- Monetary exchange

SPECIAL-INTEREST THEMED BROCHURES

Matching Funds can be used to produce Special-Interest Themed Brochures provided they are in support of an overall approved county/region marketing campaign. Matching Funds cannot be used to produce brochures in support of a single event, community or attraction.

The brochure cover should include the title/theme used in the marketing campaign and must include the county/region logo or name, and a clear call-to-action to obtain more information about the county/region. The brochure should be submitted for approvals with the submission of the overall campaign that it is developed to fulfill. Please reference Section III A. for logo usage.

DIRECT MAIL PROJECTS

Matching Funds can be used for Direct Mail Projects that support overall approved county/region marketing campaigns. Direct Mail Projects cannot support a single tourism business or event.

SHELLS/FOLDERS

Matching Funds can be used for production of trade and public relations shells or folders. There are no specific size requirements but the cover must contain the county/region name and/or logo. Please reference Section III A. for logo usage.

ACCOMMODATIONS, CAMPING AND/OR RESTAURANT GUIDES

Matching Funds can be used to produce county/region Accommodations, Camping and/or Restaurant Guides provided they supplement county/region Travel Guides.

There are no specific size requirements but the guides must contain the official names of the county/region name and/or logo and support overall approved county/region marketing campaign.

MEETING PLANNERS GUIDES

Matching Funds can be used to produce Meeting Planners Guides. Information should include details and contacts for:

- Exhibit, convention and meeting facilities
- Hotels and motels
- Entertainment, sports and recreational opportunities
- Local support services
- Services specific to the group provided by local organizations

2018 Tourism Matching Funds Guidelines

F. PHOTOGRAPHY & AUDIO/VISUAL PROGRAM

Matching Funds can be used for Photography and Audio/Visual projects provided they support the overall approved county/region marketing campaign. The purchase of New York State footage or photography is also acceptable.

Projects submitted for this program must include:

- A description of the objectives including use and intended target
- Scope of work
- Story boards and scripts
- Distribution services plan including contracts, if applicable

The supplied I LOVE NEW YORK logo with specific size and location requirements must appear in all video projects. For audio-only projects, copy must include Another Reason I LOVE NEW YORK. Video must include the logo at the end of the production or segments and follow the general rules. The logo must be a minimum size of 480 x 295 pixels. Please reference Section III A. for logo usage.

Ineligible Expenses: Equipment costs, travel, food, lodging and entertainment.

G. RESEARCH

Matching Funds can be used to commission tourism-related research projects including the cost of contracts (on a fee-for-service basis) with firms or universities, to design, conduct and analyze a research study. Tourism studies can include but are not limited to researching: target markets, visitor demographics and behavior, economic impact, advertising effectiveness, program return on investment and conversion.

A copy of any research findings must be provided to the Department.

It is expected that TPAs use all information and research available to them to inform their marketing plans. The Department provides economic impact findings and consumer research and strongly recommends TPAs to engage local and regional research and to form cooperative research partnerships with local universities.

Projects submitted must include:

- A detailed description of the objectives and goals
- Scope of work and anticipated costs with itemized budget
- A detailed list of research studies or information currently used to inform marketing strategy (eg. target markets, visitor demographics and behavior, economic impact, advertising effectiveness, lodging tax receipts, specific program ROI, conversion studies)
- Information about proposed firm or partnership contracted for the project

2018 Tourism Matching Funds Guidelines

H. PUBLIC RELATIONS

Matching Funds can be used for limited expenses related to Public Relations efforts including the cost of contracts with individuals or firms (on a fee-for-service basis) to design, conduct and analyze a PR program. Fee-for-service contracts can include but are not limited to: production and distribution of press releases, press kits, mailings, purchase of B-roll, preparation of press materials, sponsorship solicitation and press visits. Program costs cannot exceed twenty-five percent (25%) of the total program amount (local plus state share).

Projects submitted must include:

- A detailed description of the objectives and goals
- Scope of work and anticipated costs with itemized budget
- Information about proposed firm contracted for the project

The supplied I LOVE NEW YORK logo with specific size and location requirements must appear on all public relations packaging (e.g. shells, folders, CD/DVD covers). For general guidelines, please refer to Section III A.

Ineligible Expenses: Equipment or display purchases, travel, food, lodging and entertainment. Retainer fees, local press conferences, interviews, resident FAM tours, local campaigns and internal relations programs are not eligible.

I. TRADE & CONSUMER OUTREACH

TRAVEL SHOWS

Matching Funds can be used for Travel Show expenses, including but not limited to: signage, space rentals, audio/visual equipment rentals, service contracts for on-site rentals and exhibit shipping/drayage/storage. Limited travel expenses are also eligible, please see Travel Reimbursement section for details.

Expenses related to the purchase of new exhibits and displays for approved shows are eligible provided they are in alignment with the new branding efforts of I LOVE NEW YORK. The “logo” including the web site lock up must appear within the top half of the display. Further, if you create a multiple panel display that allows for use of it’s individual components, you must display the panel that contains the “logo.”

The supplied I LOVE NEW YORK logo and other branding elements must be incorporated into new exhibits or signage. Each project is unique and will require working with the Department for creative/branding guidance. The Department encourages review of old exhibits and signage to incorporate new branding strategies.

Show programs submitted must include:

- A detailed description of the objectives and goals
- List of proposed shows
- Anticipated budget, itemized by show

Cooperative booth space, including two or more counties participating together, can be part of a regional program if approved by participating counties and managed by the regional TPA. Cooperative marketing efforts with private partners is acceptable if booth is clearly identified as the respective county or region not an individual business or attraction. The identification must be absolutely clear, and information about the entire county/region must be available.

Ineligible Expenses: Long-term rentals, on-site construction costs, purchase of electronic or other display equipment costs, entertainment and beverages.

2018 Tourism Matching Funds Guidelines

SALES OUTREACH

Matching Funds can be used for Sales Outreach such as: sales meetings, FAMs and marketplaces.

Eligible costs include but are not limited to: fee to hire a motor coach, van, auto and service contract for such services as arranging appointments, providing itineraries and providing pre/post leads. If a separate meeting is held, expenses can also be claimed for equipment and space rentals. TPA travel reimbursement is allowed. Limited costs related to hosting FAM tours are also eligible such as local transportation, lodging and associated attraction admission expenses.

Outreach programs submitted must include:

- A detailed description of the objectives and goals
- Detailed schedule
- Anticipated budget with itemized expenses

Ineligible Expenses: Entertainment and beverages. For FAM tours, ineligible expenses include cost of transportation to area.

PROMOTIONAL ITEMS

Matching funds can be used on a limited basis to produce promotional items such as buttons and stickers for travel shows and sales outreach provided they include a call-to-action (e.g. URL or toll-free number). The I LOVE NEW YORK logo should be included when size and design specifications allow for appropriate branding. Projects must be reviewed by the Matching Funds Director on a case-by-case basis.

J. INFORMATION CENTER SERVICES

Matching Funds can be used for expenses related to Information Center Services including contracts with operators of travel information centers, collateral distribution (on a fee-for-service basis), signage and other display materials.

Projects submitted must include:

- A detailed description of the objectives and goals
- Site selection and/or distribution list and justification for selections
- Anticipated budget with itemized expenses

Ineligible Expenses: Exhibit construction and equipment purchase. Travel, food, lodging and entertainment.

K. MAILING/DISTRIBUTION PROGRAM

Matching Funds can be used for expenses related to mailings of approved collateral or marketing materials, vendor contracts for distribution services (on a fee-for-service basis) or expenses for fulfillment services. You may not use this provision to mail materials that were not approved and paid for with tourism matching funds.

Program costs cannot exceed twenty-five percent (25%) of the total program amount (local plus state share).

Ineligible Expenses: Equipment purchase.

2018 Tourism Matching Funds Guidelines

L. TELEPHONE SERVICES

Matching Funds can be used for Telephone Services provided the service is directly related to the Program and/or providing consumers with tourism information. Detailed back-up documentation and reporting is required for Telephone Services reimbursement.

TOLL-FREE NUMBERS

Matching Funds can be used for costs for incoming toll-free number telephone calls and monthly service charges. Toll-free number expenses must have a direct relationship to an overall approved county/region marketing plan.

Ineligible Expenses: Equipment and costs relating to service contracts (except answering services) and personnel costs.

FAX RESPONSES

Matching Funds can be used for the actual cost of sending faxed responses and monthly service charges. Fax delivery of tourism information to consumers must be part of an overall approved county/region marketing plan.

Ineligible Expenses: Equipment and costs relating to service contracts and personnel costs.

TELEPHONE ANSWERING SERVICES

Matching Funds can be used to cover contracts (on a fee-for-service basis) with telephone answering service vendors to respond to inquiries received as a direct result of an overall approved county/region marketing plan.

Ineligible Expenses: Equipment and costs relating to service contracts, personnel costs, line charges and costs of incoming toll calls.

IV. CONTACT INFORMATION

For more information on the Matching Funds Program or Guidelines contact:

Marisa Finn
Tourism Matching Funds Director
Empire State Development
Division of Tourism
Albany, NY 12245
518/292-5245 (phone)
matchingfunds@esd.ny.gov