

New York State EDA Tourism Partner Sub-Awards Grants

Organization	Awarded Funding	Summary	Geographical Scope
NYC & Company	\$2,100,000	Invest in international business-to-consumer campaigns, and business-to-business campaigns that promote New York City as a meeting and event destination.	Regional or Multi-Regional
Association of Convention and Visitors Bureaus of New York State, Inc	\$1,750,000	Generate a collaborative statewide sales and marketing approach to sell the many attributes of New York to meeting planners, tour operators, travel writers and amateur athletic rights holders.	Statewide
Capital-Saratoga Region Tourism Association, Inc.	\$750,000	Highlight outdoor vacation opportunities to new domestic and international audiences, and target meetings and conventions focused on cutting-edge industries.	Regional or Multi-Regional
Finger Lakes Regional Tourism Council (FLRTC)	\$750,000	Strategic marketing campaign to promote the outdoor recreation activities available throughout the region, with an emphasis on first-time visitors.	Regional or Multi-Regional
Oneida County Tourism	\$750,000	Create and implement promotional programs to increase outdoor tourism, increase presence for domestic travel trade and MICE tourism, utilize tools for DMO partners to better represent assets.	Regional or Multi-Regional
Niagara Tourism and Convention Corporation dba Destination Niagara USA	\$652,500	Engage travel trade, promote international tourism and promote outdoor recreation to grow new business and job opportunities.	County

Discover Long Island, Inc.	\$590,000	Drive international visitors to the region through a marketing campaign that includes trade show participation, consumer marketing and familiarization tour activations.	Regional or Multi-Regional
Underground Railroad Consortium of New York State	\$519,500	Promote a driving tour of Underground Railroad sites in New York State connected with other travel opportunities.	Statewide
Visit Buffalo Niagara	\$500,000	Showcase transformative projects in the county coming to fruition after years of strategic investment and shared community labor.	County
Dutchess Tourism, Inc.	\$463,100	Build on the initial success of the Beyond the Big Apple nine-day itinerary to encourage international visitors to travel to the Hudson Valley's Dutchess County, Sullivan-Catskills and Central New York.	Regional or Multi-Regional
Town of Islip Economic Development Corporation	\$400,000	Launch a marketing campaign that focuses on Long Island destinations served by air carriers and promotes Long Island MacArthur Airport as the way to get to Long Island.	Regional or Multi-Regional
Thousand Islands Regional Tourism Development Corp.	\$368,825	Re-establish the international market share and balance outdoor leisure demand by supporting lesser-known assets and attractions, while supporting overall regional economic health.	Regional or Multi-Regional
North Country Chamber of Commerce - Adirondack Coast Visitors Bureau	\$365,000	Promote international travel through various marketing efforts, with a focus on the Quebec market.	Regional or Multi-Regional
Sullivan County Visitors Association	\$325,000	Create packaged/bookable outdoor adventure experiences for the MICE & Group Travel Markets.	Regional or Multi-Regional

Ontario County Four Seasons Local Development Corporation	\$312,500	A partnership of six county DMOs focused on promoting right-sized venues -- indoors and out -- to smaller audiences in the small meetings and incentive markets.	Regional or Multi-Regional
Cortland County Convention & Visitors Bureau	\$250,000	Develop a targeted sports tourism marketing campaign under the Experience Cortland umbrella to impact the youth, amateur, and recreational sporting market.	County
Delaware County Economic Development	\$250,000	Develop an interactive, online outdoor recreation map to showcase the county's outdoor recreation assets such as trails, waterways and mountains.	County
Destination Marketing Corp. for Otsego County	\$250,000	A multi-county project to connect outdoor recreation enthusiasts with water access in New York's Southern Tier and provide opportunities for recreation, conservation, tourism, and education.	Regional or Multi-Regional
Genesee County Chamber of Commerce	\$250,000	Five-county project focused on consumer advertising, PR and travel trade engagement in international markets, highlighting nature parks, green spaces and outdoor recreation.	Regional or Multi-Regional
Lewis County Chamber of Commerce	\$250,000	Highlight and bring awareness to all the county has to offer by virtue of being a part of three major geographical landmarks: the Adirondack Park, Black River Valley and Tug Hill Plateau	County
Queens Economic Development Corporation	\$250,000	Market the borough for business and recreational travel by highlighting its diversity, venues and location through a custom designed marketing program.	County

Regional Office of Sustainable Tourism (ROOST)	\$250,000	Using principles of Leave No Trace and outdoor ethics, responsibly enable travelers to move around and experience the Adirondack Region.	Regional or Multi-Regional
St. Lawrence County Chamber	\$250,000	Utilize sustainable destination development action planning, new technologies and integrated marketing to increase international visitation, workforce and event opportunities	County
Ulster County Government	\$250,000	Promote tourism and recreation opportunities in the county for persons with accessibility needs.	County
Visit Rochester	\$250,000	Increase year-round Canadian tourism to the county by utilizing marketing and promotional strategies that highlight sporting and special events, family and cultural attractions and entertainment.	County
Visit Syracuse, Inc.	\$250,000	Showcase recreational assets in the county, including state and county parks and waterways, paired with the history of the region to domestic and international tourists.	County
Watkins Glen Area Chamber of Commerce	\$250,000	Promote the 900-acre Catherine Creek Wildlife Management Area as an outdoor destination for eco-tourism with a focus on visitor responsibility and respect for the outdoors.	County
Wine, Water and Wonders, Inc.	\$250,000	Design and implement a marketing plan that increases international travel to multiple regions in New York State.	Regional or Multi-Regional
Wyoming County Chamber & Tourism Promotion Agency	\$250,000	Establish a holistic branding, storytelling and consumer-first resource for the multi-county Letchworth State Park visitor destination zone.	Regional or Multi-Regional

Ski Areas of New York	\$142,500	Promote and grow skiing and winter tourism in Upstate New York.	Statewide
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Total Awarded \$14,238,925