

Market New York Round 12 Guidelines

Funding Available: up to \$15 million

Description

Market New York is a grant program established to strengthen tourism and attract visitors to New York State by promoting destinations, attractions and special events. Funding is available for tourism marketing initiatives, capital/construction projects and the recruitment and/or execution of special events, including meetings, conferences, conventions, festivals, agritourism/craft beverage events, athletic competitions and consumer and industry trade shows. The *Market New York* program and each funded proposal will work to support the long-term strategic plans for economic growth as put forth by the Regional Economic Development Councils (REDCs). For the 2022-2023 Fiscal Year, up to \$15 million is to be available through *Market New York*.

Funding is available for eligible projects that will create an economic impact by increasing tourism throughout the state. Grant funding will be allocated among the ten (10) REDC regions, based on each REDC's five-year strategic plan that sets out a comprehensive vision for economic development and specific strategies to implement that vision. REDC strategic plan information can be found at: <http://regionalcouncils.ny.gov/>.

There are two categories of funding available under *Market New York*, each with varying requirements. Up to \$15 million is to be available for the following project categories:

1) Regional Tourism Marketing (Working Capital) – up to \$7 million;

(only minimum grant requests of \$25,000 or more will be considered, not including grantee match); and

2) Tourism Capital - up to \$8 million;

(only minimum grant requests of \$150,000 or more will be considered, not including grantee match).

Applicants with projects that include both marketing and capital expenditures will need to meet the requirements and demonstrate separate matches for both funding tracks and clearly indicate this information in their CFA application. Also, select both capital and working capital in the CFA application when requested.

Generally, projects applying to Market New York Capital must demonstrate a 20% match for the program, independent of other program match requirements. Projects that don't demonstrate an independent 20% match for each program separately may be deemed ineligible for Market New York.

ESD reserves the rights to grant awards lower than the \$25,000 and/or \$150,000 minimum requested amounts based upon availability of funds available.

ELIGIBILITY REQUIREMENTS

Applicants must complete and submit a Consolidated Funding Application (CFA) which will be reviewed by Empire State Development (ESD) and the REDC. Projects that are statewide or multi-regional should choose a region where the project is mainly located, headquartered or has the most impact, or by the REDC sponsoring the project.

Projects must clearly demonstrate in both the CFA application and the project plan that the project is tourism related. Projects that fail to establish a direct tourism impact will be determined ineligible and will not be scored.

Entities that may apply for funding include not-for-profit corporations, municipalities, Tourism Promotional Agencies (TPAs), public benefit corporations and for-profit companies. **Individuals, SUNY schools and NYS agencies are not eligible to apply for this grant.** Not-for-profit corporations are subject to New York State's Not-For-Profit Corporation Law and must have proof of incorporation (or equivalent document) from the NYS Department of State or NYS Board of Regents, a charities registration number from the NYS Office of the Attorney General and proof of tax-exempt status under the IRS code.

Businesses must be certified in New York State. Businesses that operate in a state other than New York State are required to submit, as part of your application, a Certificate of Authority provided by New York State Department of State.

Note to Not-For-Profit Organizations:

Not-for-profit organizations who are successful in receiving grants must meet the following requirements prior to ESD Directors' approval and execution of a Grant Disbursement Agreement or Loan Agreement: 1) be prequalified in New York State Grants Gateway; 2) be registered and up-to-date with filings with the New York State Office of the Attorney General's Charities Bureau; and 3) be registered and up-to-date with the New York State Office of the State Comptroller's VendRep System. It is strongly advised that all Not-For-Profit organizations register with Grants Gateway upon application.

ESD's Non-Discrimination & Contractor and Supplier Diversity Policies

In accordance with the requirements of Article 15-A of the New York State Executive Law: Participation by [certified] Minority Group Members and Women with Respect to State Contracts, projects awarded funding shall be reviewed by ESD's Office of Contractor and Supplier Diversity, which may set business and participation goals for minorities and women. Established goals for awarded projects will be designated in the Incentive Proposal.

Please note that ESD's agency-wide MWBE (Minority and Women Owned Business Enterprise) utilization goal is 30 percent (30%). Each project will be assigned an individual contract-specific

goal, which may be **higher or lower than 30 percent (30%)**. Should an applicant receive a funding award, the applicant shall be required to use good faith efforts to achieve the prescribed MWBE goals assigned to this project.

Applicants must maintain records and take the necessary actions to demonstrate such compliance, which includes, but is not limited to updating compliance and utilization records in the New York State Contract System. Failure to comply with MWBE requirements may result in award reductions.

In 2014, the Service-Disabled Veteran-Owned Business Act was signed into law. The new law created the Division of Service-Disabled Veterans' Business Development in Office of General Services to certify, promote and encourage economic development among disabled veterans throughout the state. Project Applicants are urged to work with Service-Disabled Veteran-Owned Businesses (SDVOBs) and a directory can be found at <https://ogs.ny.gov/Veterans>.

SIGNIFICANT TOURISM INITIATIVES

Proposed projects that complement the following New York State initiatives will be looked upon favorably:

1. **Projects that market/promote/showcase, on at least a regional basis, New York State's:**
 - Unique, world-class destinations and new, unique special events;
 - Broad array of available activities; and /or
 - Niche tourism segments including but not limited to: accessible travel, LBGTQ tourism, international tourism, outdoor recreation, and heritage travel, including historic sites and museums.
2. **Projects that engage the travel trade:** Pursue Meetings Incentives Conferences and Exhibitions (MICE) tourism, amateur sporting events and group tour business through sales and marketing efforts that encourage travel professionals to choose New York State for their clients and customers and position as the best place for meetings and events of all types and sizes.
3. **Projects that promote international tourism:** As borders prepare to reopen, keep New York State top of mind and maximize the pent-up demand for travel with international consumers, especially from our key feeder markets: Canada, UK, Germany and Australia.

4. **Projects that promote outdoor recreation destinations and activities:** Maximize the trend of increased outdoor tourism and convert first-time users of New York's outdoor recreational assets to regular guests. At the same time, create broader awareness of lesser known and visited outdoor destinations to help redirect visitors from more crowded assets, and improve the visitor experience with increased programming and staff support while ensuring the long term preservation of natural assets for continued, sustainable visitation.

FUNDING CATEGORY INFORMATION

I. Regional Tourism Marketing (Working Capital)

Up to \$7 million

Only minimum requests of \$25,000 or more will be considered, not including the grantee match. Any grant requests under \$25,000 will be found ineligible and will not be scored.

Applications will be accepted for projects that promote New York's regional tourism destinations or attractions. Applicants must demonstrate how the tourism marketing project will promote and forward the tourism goals of the corresponding REDC's strategic plan, in addition to increasing visitation or spending per visitor.

Successful tourism marketing projects will also complement the goals and strategies of I LOVE NY, namely to make New York State the destination of choice for travelers, especially those within a five-hour drive of the state or from international markets. New York State will employ strategies to achieve these goals including television, digital, out-of-home and other advertising, activations at live events, international marketing, public relations efforts, social media engagement and other initiatives. New York State will also place particular concentration on the sectors most in need of help and/or representing the most promising opportunity for growth to restore New York to its previous record tourism and help it reach new heights.

Particular attention will be given to projects that complement those elements highlighted above in ***Significant Tourism Initiatives***. Measurement criteria to demonstrate impact include: increases in room nights, visitor frequency, visitor spending and length of stay. Projects developed collaboratively between businesses and tourism promotion agencies (TPA) will also be looked upon favorably.

*Please note that applicants must include a **project plan** of not more than four pages outlining the specifics of the project, the budget and specifically how the grant funds and the grantee equity will be used, as well as any other information that the applicant would like to share with the scoring teams.*

It is also strongly advised that applicants provide information that clearly and specifically addresses the Scoring Criteria listed later in these guidelines. The budget in the project plan should reflect the same total project costs indicated in the budget section of the CFA application.

Eligible Expenses

Eligible costs that may be covered by a grant include direct costs incurred, by the Grantee only, for the development and delivery of a regionally-based tourism marketing project and must not include organizational costs that would have otherwise been incurred by the applicant (e.g. finance, office related and/ or operational costs).

In general, eligible tourism marketing costs include, but are not limited to, the following:

- Purchase of recognized media advertising;
- Production costs of print collateral and/or audio/visual;
- Licensing/talent fees to ensure ownership of finished product;
- Website design/updates;
- Fees paid to artists, musicians, performers, special guests & speakers;
- Rental of event amenities (e.g. chairs, tents, tables, staging, lighting, fencing, etc.);
- Consultation/vendor events services (e.g. security, AV, sound, lighting crews, etc.);
- Site expenses & services (e.g. convention center fees, security, shuttle buses, etc.);
- Event producer or other consultant costs;
- Supplies and materials as approved by ESD;
- Administrative costs up to a maximum of 10 percent (10%) of the total project cost as approved by ESD (administrative costs are defined as - staff costs to execute the project/grant program only and must be demonstrated at the time that reimbursement is requested through payroll journals, cashed payroll checks and other sources deemed appropriate by ESD. These costs are not meant to include any general overhead costs of everyday business);
 - Note: administrative costs will be eligible toward the grantee's match only and not reimbursed by grant funds; and
- Other costs deemed reasonable by ESD.

Ineligible Expenses

Ineligible expenses include, but are not limited to, the following:

- Food and / or beverages for consumption, including alcoholic beverages (these costs can be used towards the grantee match ONLY);
- Loan, finance, interest and/or tax fees;
- Salaries, wages and / or staff time (outside of the 10% administrative cost), "in-house" expenditures (ineligible for both ESD and match);
 - "In-house" expenses are defined as any cost paid for staff work completed by employees on the payroll of the granted organization.

- Mini-grants or reallocation of funds to other organizations (other than approved subcontractors for the project);
- Legal fees, insurance/liability insurances and / or membership fees;
- In-kind, donated, volunteer services (not reimbursable nor can they be used toward the match); any costs incurred for events held outside New York State;
- Fireworks competition prizes, prize money and monies paid to participants (these costs can be used towards the grantee match ONLY);
- Fringe benefits (such as health insurance, retirement benefits and other non - mandated benefits);
- Expenses reimbursed from any other source or agency;
- Capital expenditures (e.g. equipment, hardware, vehicles, computers, etc.). For these purposes, “capital expenditures” are defined as: funds spent to acquire/upgrade physical non-consumable fixed assets in order to maintain or increase the scope of operations. (e.g. property, renovations/upgrades, building construction, long-term assets, etc.);
- Permanent wayfinding signage (including signage produced to be placed on city, county, state roads);
- Training;
- Operational/overhead expenditures (e.g. rent, utilities, office supplies, etc.); and
- Other expenses deemed ineligible by ESD.

Note that travel costs (transportation, lodging, mileage, etc.) as well as administrative costs (up to 10% of the Total Project Cost), as approved by the Division of Tourism, will be eligible toward the grantee’s match only and not reimbursed by grant funds;

Required Match

50% of Total Project Cost

ESD generally seeks to provide no more than fifty percent (50%) of the financing for Regional Tourism Marketing projects. **An actual cash match of at least 50% of the total project cost is required.** In-kind matches and/or staff time are not eligible for the match requirement.

Additionally, funds from any other state agency (including I LOVE NY Matching Funds, ESD Capital and other NYS Tourism Grants) are ineligible to be used for the match. All expenditures, including the matched expenses, are required to be demonstrated that they were expended from the grantee’s account(s). If working with a partner, the partner will need to transfer any cash match into the grantee’s account(s). Match Example: the minimum request of \$25,000 (50%) would require a match of \$25,000 (50%) or more, for a total project cost of \$50,000 or more. Another example: if your total project cost is \$200,000 you can apply for 50%, which would be \$100,000 grant request, and a required match of \$100,000 (50%) would need to be demonstrated.

Payment Process

The grantee will receive an Award Letter after the grants have been announced. The grantee will be required to submit a final budget to the department upon being awarded, even if the

budget hasn't changed from the CFA. After that time, the grantee will then receive an Award Confirmation Letter outlining the requirements of the grant program, what is expected of the grantee if they choose to accept the grant, and authorizing spending against the grant. The project will then be brought before the ESD Board of Directors for approval. If approval is received, the grantee will be required to enter into a contract (Grant Disbursement Agreement/GDA) with ESD, which will be sent to the grantee after Board approval.

ESD will pay the grantee on a **reimbursement basis**, no more frequently than quarterly, up to 50% of the total eligible costs that are supported by invoices, paid receipts and other documentation as required. (This means that the Grantee will need to show a minimum of 50% of their match for each reimbursement request. Reimbursement forms and requirements will be included in the GDA.) No financial payment of the grant will be made upfront. **The grantee should be prepared to subsidize the project for a term of up to 6 months or more.**

Expenses incurred prior to the award of a CFA grant cannot be included in CFA project budgets. Additionally, expenses incurred after submission of a CFA but **prior** to an award announcement are not eligible for reimbursement.

All Regional Tourism Marketing Projects are required to complete projects within two years of the date of the award letter.

Please note: awarded grants are not transferable and project expenditures (grant and match) must be shown to have been expended from the Grantee's accounts.

Fees

There are no fees associated with the Regional Tourism Marketing funding track.

Reporting

All projects will require that a "Project Performance Measure" report and a final report be completed before a final reimbursement will be made. Requests for reimbursement will be outlined with successful awardees in the GDA, and may be submitted no more frequently than quarterly, up to 50% of the total eligible costs. Reimbursements are eligible for request after the successful grantee has a signed/approved grant disbursement agreement (GDA). Please note all MWBE and SDVOB requirements must be in compliance and Grants Gateway accounts in pre-qualified status for non-profit organizations, in order for payments to be processed.

II. Regional Tourism Capital

Up to \$8 million

Only minimum requests of \$150,000 or more will be considered. Any grant requests under \$150,000 will be found ineligible and will not be scored.

Applications will be accepted for projects that include plans to expand, construct, restore or renovate New York State tourism destinations and attractions. Applicants must demonstrate

how the tourism capital project will work to promote and forward the tourism goals of the corresponding REDC's strategic plan, in addition to increasing visitation and visitor spending.

Successful tourism marketing projects will also complement the goals and strategies of I LOVE NY, namely to make New York State the destination of choice for travelers, especially those within a five-hour drive of the state or from international markets. New York State will employ strategies to achieve these goals including television, digital, out-of-home and other advertising, activations at live events, international marketing, public relations efforts, social media engagement and other initiatives. New York State will also place particular concentration on the sectors most in need of help and/or representing the most promising opportunity for growth to restore New York to its previous record tourism and help it reach new heights.

Particular attention will be given to projects that complement those elements highlighted above in ***Significant Tourism Initiatives***. Measurement criteria to demonstrate impact include: increases in room nights, visitor frequency, visitor spending and length of stay. Projects developed collaboratively between businesses and tourism promotion agencies (TPA) will also be looked upon favorably.

Projects that include a hotel (with more than 15 employees) as a principal function and/or a convention center are required to demonstrate compliance with Section 2879-b of Public Authorities Law regarding labor peace.

*Please note that applicants should include a **project plan** of not more than four pages outlining the specifics of the project, the budget and specifically how the grant funds and the grantee equity will be used and any other information that the applicant would like to share with the scoring teams. It is also strongly advised that applicants provide information that clearly and specifically addresses the Scoring Criteria listed later in these guidelines. Additionally, the project plan budget should reflect the same expenditures costs and total project costs indicated in the CFA application budget section.*

Eligible Expenses

Eligible projects costs should be associated with the construction of a new tourism destination/attraction or adding on to and/or restoring an existing tourism destination/attraction, and/or with permanent structures or other infrastructure associated with a special event.

In general, eligible tourism capital costs include, but are not limited to, the following:

- Acquisition or leasing of land, buildings, machinery and / or equipment;
- Pre-development costs;
- Remediation costs;
- Improve accessibility services;
- Purchase of equipment and/or event amenities (ex. permanent staging, fixed assets, etc.)

- Acquisition of an existing business and/or assets;
- New construction, renovation or leasehold improvements; and
- Administrative costs up to a maximum of 10 percent (10%) of the total project cost as approved by ESD (Administrative costs are defined as - staff costs to execute the project/grant program only and must be demonstrated at the time that reimbursement is requested through payroll journals, cashed payroll checks and other sources deemed appropriate by ESD. These costs are not meant to include any general overhead costs of everyday business.).

Ineligible Expenses

Ineligible expenses include, but are not limited to, the following:

- Developer fees;
- Training;
- Recapitalization/refinancing;
- Expenses reimbursed from any other source or agency;
- Food and/or beverages for consumption, including alcoholic beverages;
- Legal fees, insurance/liability insurances and / or membership fees;
- Mini-grants or reallocation to other organizations (other than approved subcontractors for the overall project);
- Loan, finance, interest and/or tax fees; any costs incurred for capital event costs held outside New York State;
- Competition prizes, prize money and monies paid to participants;
- In-kind, donated, volunteer services (not reimbursable nor can they be used toward the match);
- Fringe benefits (such as health insurance, retirement benefits and other non-mandated benefits);
- Wayfinding signage (signage produced to be placed on city, county, state roads);
- Operational/overhead expenditures (e.g. rent, utilities, etc.);
- Residential development, although program funds may be used for the commercial component of a mixed-use project; and
- Other expenses deemed ineligible by ESD.

Note: Expenses incurred prior to submission of a CFA may not be included in CFA project budgets; anticipated expenses that might be incurred after submission of a CFA, but prior to an award announcement, will not be reimbursed.

Required Match

80% Match Required

ESD generally seeks to provide no more than twenty percent (20%) of the financing for Tourism Capital projects. **An actual cash match of 80% of the Total Project Cost is required.** In-kind matches and/or staff time is not eligible for the match requirement. Funds from any other state

agency (including, but not limited to I LOVE NY Matching Funds, ESD Capital and other NYS Tourism Grants) are ineligible to be used for the match.

Match Example: Match Example: the minimum request of \$150,000 (20%) grant would require a match of \$600,000 (80%) or more, for a total project cost of \$750,000. Another example: if your total project cost is \$1,000,000 you can apply for 20% which would be a \$200,000 grant request, and a required match of at least \$800,000 would need to be demonstrated.

As mentioned, projects applying to Market New York Capital must demonstrate a 20% match for the program, independent of other program match requirements. Projects that don't demonstrate an independent 20% match for each program separately may be deemed ineligible for Market New York.

Payment Process

The grantee will receive an Award Letter after the grants have been announced. After that time, the grantee will receive an Incentive Proposal outlining the requirements of the grant program and what is expected of the grantee if they choose to accept the grant. The grantee will then alert their ESD project manager when their capital project is approximately one (1) month from completion. The project will then be brought before the ESD Board of Directors for approval. If approval is received, the project will be set up (by ESD) for a public hearing. The grantee will be invoiced for these associated fees. The project will then be presented for approval to the Public Authorities Control Board (PACB). If approved, the grantee will be required to enter into a contract (Grant Disbursement Agreement/GDA) with ESD, which will be sent to the grantee after Board approval.

ESD will pay the grantee on a **reimbursement basis**, up to the total award amount, and disbursed in a lump sum upon project completion as evidenced by attainment of a certificate of occupancy and/or other documentation verifying project completion as ESD may require, and receipt of documentation verifying project expenditures for the total project cost being expended from the Grantee's accounts only. No financial payment of the grant will be made upfront. Grant funds are not transferable.

Because awards are offered as an incentive to undertake a project, the project should not begin, and expenses cannot be incurred, before funding awards have been announced. Expenses incurred prior to submission of a CFA may not be included in CFA project budgets nor should expenses be incurred after submission of a CFA but prior to an award announcement.

Please note: awarded grants are not transferable and project expenditures (grant and match) must be shown to have been expended from the grantee's account(s).

Fees

The Recipient will provide a \$250 Application Fee, due when this Incentive Proposal is returned and a 1% (of the awarded grant) commitment fee, due after ESD Directors' approval and at the time a Grant Disbursement Agreement is executed. In addition, the recipient will reimburse ESD for any direct expenses incurred in connection with this project, including costs related to

holding a public hearing, attorney fees, appraisals, surveys, title insurance, credit searches, filing fees and other requirements deemed appropriate by ESD.

Reporting

All projects will require that a “Project Performance Measure” report, and a final report, be completed before a final reimbursement will be made. Requirements for such reports/requests will be outlined in the GDA with successful awardees. Reimbursements may be eligible for request after the successful grantee has a signed and approved grant disbursement agreement (GDA). Please note all Grants Gateway accounts (for non-profit organizations) and MWBE compliance must be up to date in order for payments to be processed.

*****FOR ALL APPLICANTS WHO APPLY FOR FUNDS UNDER EITHER REGIONAL TOURISM MARKETING OR CAPITAL FUNDING SOURCES:**

- Awarded grants are not transferable.
- All project expenditures (grant and match) must be demonstrated to have been expended from Grantees accounts.
- Expenditures made by partners and/or consultants are not eligible unless the grantee can demonstrate that the partner and/or consultant was directly reimbursed by the grantee for the expenses and/or services rendered.
- Reimbursement payments may only be made to the awardee (other than approved subcontractors for the overall project).
- Mini-grants and/or reallocation of funds to other organization will not be eligible to apply.
- Any use of the I LOVE NY logo as part of the funded project must conform to ESD guidelines and be approved in advance by ESD; non-compliance may result in a reduction and/or termination of an award.
- In the event that I LOVE NY / NYS Division of Tourism would choose to record video footage related to the project or grantee for state tourism purposes, have a tourism promotion presence at public events related to the project or put on by the grantee, and/or distribute I LOVE NY marketing materials at sites controlled by the grantee, no further money would be exchanged for these purposes, including but not limited to rights and space fee(s).
- If the information in the application regarding a project match fails to show any demonstrated “match” for the program, the overall project may be deemed ineligible.
- Applicants must demonstrate how *Market New York* funding for these expenses will be used to support the desired outcome of their enhancement project, and how these expenses are expected to stimulate increased visitation and spending in the corresponding region of New York State.
- Being awarded a grant does not imply automatic approval of elements in the submitted marketing plan if they do not comply with local/state/federal laws and/or regulations, including the requirements of the *Market New York* grant program itself.

- *Market New York* grants are meant to initiate new projects and/or provide support to expand a project beyond what an organization can do on its own. Therefore, projects that have been funded in three (3) consecutive rounds may be deemed ineligible. It is also likely that funding, for multi-year or ongoing projects will decrease for each year, after the first year of funding in order to facilitate self-sufficiency of these tourism projects.
- All grantees are fully responsible for being aware of any taxes required to be paid as a part of accepting an awarded grant. Empire State Development is not able to advise on your tax reporting status.
- Grantees receiving awards will be required to assign one point of contact to serve as the project administrator with the ESD tourism grants team. Your organization's project administrator will be the point of contact with ESD and responsible for organizing and coordinating all activities connected to the grant, including partner ads, campaigns, marketing etc. and providing to the tourism grants team ads and other materials for review and approval, as well as upholding all Market New York guidelines including, but not limited to, reporting, reimbursement requirements and ensuring that all expenditures are being paid from grantee's bank accounts.
- Grantees with complicated projects and/or multiple partners are strongly advised to include in their budget costs for administration (allowed up to 10% of the project budget), for example to go toward the salary of any internal staff or consultant needed to assist in properly administering the grant.
- All projects will require that a Project Performance Measure report (included in the Grant Disbursement Agreement-Exhibit B), and a final report, be completed before a final reimbursement will be made.
- Any changes of an awarded project budget (including the match) over 10% or \$1,000, whichever is greater, and/or major changes to the scope of the project may cause a reduction of award amount or termination of your awarded grant.
- Regional Tourism Marketing projects requests must be for \$25,000 or more, projects below this minimum request will be deemed ineligible.
- Regional Tourism Capital projects requests must be for \$150,000 or more, projects below this minimum request will be deemed ineligible.
- Satisfactory progress includes, but is not limited to, timely submission of all necessary documents needed for contract execution, such as, required proofs of insurance, and an M/WBE Utilization Plan.
- Both working capital/capital projects will be required to meet all applicable insurance requirements; Applicants selected to receive an award of less than \$10,000 will first be required to negotiate the budget and work plan with the DEC OCC program manager and supply insurance information as described below under Insurance Requirements.

- *Insurance Requirements*
 - Grantees will be required to carry appropriate insurance as specified in Attachment A-1 Program Specific Terms and Conditions and to agree that each project consultant, project contract, and project subcontractor secures and delivers to the Grantee appropriate policies of insurance issued by an insurance company licensed to do business in the State of New York.
 - Policies held by the grantee must name the State of New York and the NYS Department of Environmental Conservation, 625 Broadway, Albany, NY 12233-1030 as an additional insured and certificate holder, with appropriate limits, covering Grantee's public liability and property damage insurance, Grantee's contingency liability insurance, "all-risk" insurance, workers' compensation, and disability coverage for the project. Additional insurance or insurance riders may be requested by the Department based on the project work plan.

MARKET NEW YORK SELECTION CRITERIA

(Applies to both Regional Tourism Marketing and Capital projects)

ESD will establish an internal technical review committee that will score each eligible application (applications determined to be ineligible will not be scored). Accepted applications will be reviewed by applying the review criteria described below. Reviewers' final scores will be combined to provide a *final average score* for each Proposal.

An Executive Review Team may then also consider additional or subsequent information pertaining to the Proposals that may not have been available for the reviewers to consider and award up to thirty points to each proposal.

Applications will be scored, by the internal technical review team, upon the following criteria and combined with **up to 20 points** to be scored by the REDC.

I.ESD TECHNICAL REVIEW [50 Points Total]

INCREASED TOURISM IMPACT [up to 15 Points]

How well does the project plan demonstrate the following:

- evidence that the project will increase tourism to and within New York State;
- that the theme and/or scope of this project will support the REDC strategic plan for the affected region(s);

- the project's overall positive economic impact on the region(s), especially if the project relates to one attraction/destination.

I LOVE NEW YORK ALIGNMENT [up to 10 Points]

How well does the project plan demonstrate that the proposed project aligns with the goals and strategies of I LOVE NY, increasing the perception and consideration of New York State as a travel destination, increasing visitation and creating a positive economic impact.

For example, how well does the project market/promote/showcase, on at least a regional basis, New York State's:

- Unique, world-class destinations and new, unique special events;
- Broad array of available activities;
- Niche tourism segments including but not limited to: accessible travel, LGBTQ tourism, international tourism, outdoor recreation, and heritage tourism including historic sites and museums; and/or
- Attributes and appeal around international tourism, outdoor recreation destinations and activities, and meetings, conferences, exhibitions, amateur sports, and group travel.

Additional consideration in this category will be given for:

Information demonstrating project partnerships, such as how the applicant will collaborate with regional partners on the project, particularly with TPAs.

PROJECT PLAN [up to 15 points]

How well does the project plan of four pages or less demonstrate the following:

- the strategy and/or rationale behind the project;
- how the ESD reimbursed funds will be specifically spent;
- how the Grantees Match will be specifically spent;
- an overall clear budget in which all financial figures match throughout the application and project plan;
- a timeline for individual project steps; and
- performance measures/metrics to quantify the ROI and demonstrate the economic impact.

GRANT MATCH REQUIREMENT [up to 10 points]

How well does the project plan/budget evidence the necessary minimum cash match for total project costs (+ 50% for Region Tourism Marketing projects and/or+ 80% for Capital Tourism projects and projects with any capital components) with information like:

- letter(s) from partners confirming financial support/sponsorship;

- a letter from the grantee committing a specific amount of actual cash to the project; or
- a letter from a bank showing a bank loan committed to the project, etc.

*Additional consideration will be given for applications demonstrating additional funding for the proposal outside of the minimum required.

II. ESD EXECUTIVE REVIEW [30 Points Total]

ESD will conduct an Executive Review to consider additional factors pertaining to the Proposals, that may not have been available for the reviewers and award **up to 30 points** to each proposal. This review will take into account such factors as:

- Alignment with the mission and strategy of the Division of Tourism;
- Past Market New York compliance and contractual history;
- Geographic/regional distribution of projects awarded through the current round of Market New York funding; and
- Other mitigating factors as determined by ESD.

Requested award amounts may be reduced for proposals out of proportion to the overall amount of funding available in the current round of Market New York grants or for other mitigating factors as determined by ESD.

III. REGIONAL COUNCIL SCORE [20 Points Total]

Regional Economic Development Council scoring teams will score projects from their region up to a maximum of 20 points.

TOTAL POSSIBLE SCORE FOR PROPOSAL – [100 Points Total]

MORE INFORMATION/ASSITANCE

For more information please contact the New York State Division of Tourism staff at RegionalTourism@esd.ny.gov.