



TOURISM MATCHING FUNDS GUIDELINES

NEW YORK STATE DEPARTMENT
OF ECONOMIC DEVELOPMENT

2025 PROGRAM YEAR
(January 1 – December 31, 2025)



2025 TOURISM MATCHING FUNDS

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I. GENERAL PROGRAM INFORMATION

A. MATCHING FUNDS PROGRAM INTRODUCTION

The New York State Department of Economic Development (“the Department”) has an estimated \$3,450,000 to award to Tourism Promotion Agencies (“TPA”) for the 2025 Tourism Matching Funds Program Year. Tourism Matching Funds awards are contingent upon availability of state funds. If this level of funding changes, TPAs will be immediately notified, and the Department will take necessary action to adjust the amount of grants.

PURPOSE

The purpose of the Tourism Matching Funds Program (“Program”) is to provide matching funds to TPAs for the planning and execution of marketing programs designed to enhance the economic impact of tourism for New York State. The Program’s priorities are to reach new market areas and expand current programs that are likely to result in increased overnight visitation and/or visitor spending. Programs should generally align with I LOVE NY’s marketing strategies and state programs.

TPAs are encouraged to:

- Execute effective, efficient marketing programs based on consumer research that identifies market opportunities for sustainability and growth. This includes a media mix to stimulate tourism in local and regional economies.
- Engage in regional, multi-county and thematic-based programs for greater tourism impact. This can be accomplished through the officially designated regional TPA and/or coordinated efforts with two or more counties and across regions.
- Align their marketing programs with Regional Economic Development Council (REDC) strategic plans for the corresponding region, and to work with their REDC and any REDC tourism subcommittees on their individual programs. This ensures that the TPAs are working in alignment with the REDC and may also open additional funding opportunities through the variety of REDC/CFA grant programs. The Department shall take into consideration such alignment and consultation with the REDC when making awards under this Program. REDC information and updated strategies can be found at <http://www.regionalcouncils.ny.gov/>

MATCHING FUNDS ADMINISTRATION

The Department 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 carry the state’s I LOVE NY brand;
- Report annually on the spending, program activities and overall effectiveness of the Program; and
- Do all things necessary, desirable, and convenient to carry out its powers, functions and duties.

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PROGRAM DEFINITIONS

- **Tourism Matching Funds Program Year: January 1—December 31, 2025**
 - **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.
 - **Regional Program:** A marketing program that promotes the entirety of one or more of the state's 11 official vacation regions and is supported through combining county resources.
 - **Supplemental Regional Programs:** An additional marketing program, that is niche and/or complementary to the primary Regional Program and may include:
 - more than one county within a single tourism region for the purposes of promotion shared assets or themes;
 - 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.
- *Counties/Regions **may not** participate in supplemental regional programs with regionally competitive marketing messaging.
- **Regional Tourism Promotion Administrator (“Regional TPA”):** The person designated by the counties, within each tourism region, to administer regional programs, financial transactions and reporting on behalf of those counties.
 - **Recognized Advertising:** Media advertising and promotional materials to be distributed in accordance with a marketing plan approved by the Department.
 - **Marketing Message “Template”:** A consistent message, theme or format created for the use in all co-op marketing advertisements. Additional highlighted information may be included in specific ads to call attention to a secondary call to action.

B. PROGRAM APPLICATION ASSESSMENT

Program applications are assessed against the following criteria:

- Marketing initiatives that target domestic and international 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 strategies, I LOVE NY branding and other tourism programs. This may include programs/projects that market/promote/showcase New York State's:
 - Unique, world-class destinations;
 - Broad array of available activities;
 - Strength in creating family memories through travel;
 - Appeal to niche tourism segments including Black travelers, LGBTQ+ travelers, travelers interested in history and travelers with accessibility needs; and/or
 - Areas of focus under I LOVE NY's Federal Economic Development Administration (EDA) grant, namely tourism involving outdoor recreation, international travel, Meetings Incentives Conference and Exhibitions (MICE), amateur sports and group travel;
 - Participation in established regional programs and cross-county promotions;

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- Programs with established metrics that measure return on investment; and
- Alignment with the goals of respective REDC strategic plans.

C. TOURISM PROMOTION AGENCY (TPA)

Only an officially designated TPA may apply for and receive Matching Funds; proof of TPA designation will be required (See [Section F Application Process](#) for full details). Once designated as the official tourism agency for the county, the TPA is the primary contact with the Program. 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.

An agency or organization without demonstrated knowledge of tourism promotion can apply for and qualify as a designated TPA to receive and administer matching funds. However, the TPA must subsequently secure a qualified tourism professional, with proof acceptable to the Department, as the project director and main contact responsible for the Program before any funds can be received or utilized.

D. 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 to ensure accountability and consistency. Any exceptions to this must be approved by the Department in advance. Direct communication from subcontractors will generally not be allowed.

PROCEDURE FOR PROJECT DIRECTOR CHANGE

If the project director changes at any time during the life of the Program, the TPA must inform the Department and receive approval in writing for a new project director. Please provide:

- 1) Immediate notification to the Department, including an explanation of circumstances and the person(s) who authorized the change. If the change was the result of a Board action, a dated and notarized copy of documentation is requested.
- 2) A statement verifying that the county government was consulted and approved the action.
- 3) Written request for approval of new project director.
- 4) Proof that the new project director has tourism experience (e.g., via resume).
- 5) Any other requested information the Department determines necessary or pertinent.

If the TPA does not replace the project director within 60 business days, it must immediately terminate the Program and return any monies advanced by the state, or as instructed by the Department.

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DEPARTMENT REVIEW OF CHANGE

If the Department determines a project director, even after training, does not have an acceptable demonstrated knowledge of tourism promotion, Tourism Matching Funds guidelines compliance and/or the Program, the Department will request a project director change. 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.

E. REGIONAL TPA

The Department requires that TPAs engaging in regional programs designate a regional TPA. The regional TPA is the official contact for the Department and responsible for overseeing the marketing, administration, and fiscal management of the regional programs, including submission of vouchers and required reports.

Eligible candidates for regional TPA designation include:

- County TPA's within the vacation region
- Contracted third-party vendors (may be based outside the region if it is not a county tourism office, DMO or TPA).

The name of the Regional TPA, approved by a majority of counties in the vacation region, must be provided to the Department each year during Application Part I. If the Regional TPA changes in the middle of the program year, the Department must be notified, in writing, within 30 days of the change. The notice should indicate the newly designated Regional TPA was approved by a majority of counties in the region.

HANDLING REGIONAL FUNDS – OFFICIAL/SUPPLEMENTAL/ ADMINISTRATION

Regional TPAs must send invoices to the counties within their region no later than **June 1, 2025**.

County TPAs must send the total committed county regional funds to the Official Region no later than **July 1, 2025**.

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.

All regional funds are required to be sent to the Official Region, and approved supplemental funds will then be paid through the Official Region. 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 Regional TPA is responsible for keeping record of all supplemental proofs and approvals, funded by the Region, for reporting purposes.

Pursuant to Economic Development Law, Article 5-A, Section 164(d), a regional advertising program as described in statute may include those personnel service administrative expenses attributable to such program, provided such expenses do not exceed 20% of the

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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.

All funds received and expended during the Matching Funds program year must be reported and demonstrated with cashed checks, bank statements or journal vouchers. County funds sent to the region cannot be used for the next calendar year (i.e., prepayment is not allowed).

Any unused regional funds at the end of the year must be returned to the Department through the county/counties (See [Section D Unused Funds](#)).

F. APPLICATION PROCESS TIMELINE

Part I- Application program year 2025 Schedule

- | | |
|--------------------|--|
| ✓ Early October | Matching Funds Guidelines & Online Application Link (via database) emailed |
| ✓ October 31, 2024 | Online Part I Application required to be completed online (by 4pm) <ul style="list-style-type: none">• 2025 County Letter of Intent or TPA Resolution is required to apply. Letter of Intent will be furnished by the Department. (Regional TPA's exempt) |
| ✓ Early November | DED Review of Part I applications |
| ✓ Mid November | Grant Estimations emailed to TPA |

Part II- Application program year 2025

- | | |
|---------------------------|---|
| ✓ December 5, 2024 | Online Part II Application required to be completed online (by 4pm) and must include: <ul style="list-style-type: none">• Completed Online Marketing Plan Application/Information• Certified Resolution designating TPA• 2025 Matching Funds Commitment Letter (supplied by the Department)• 2025 Claim for Payment• Program Year Budget (Only requirement for Regional TPAs)• <u>Match Demonstration</u><ul style="list-style-type: none">➢ Third party, non-county TPA's require a bank statement showing an exact match deposit for the 2025 program year. Excess funds, outside of remaining 2024 funds or noted banking minimums, must be removed.➢ County TPA's require an official county letter, or resolution, committing to the 2025 program year match. |
| ✓ Beginning Mid- December | Grant Award Letters & Acceptance Forms emailed |
| ✓ December 31, 2024 | Grant Acceptance Forms due. |

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NOTE: If a county has not applied, or applied but hasn't vouchered, in three years or more, the county will be required to provide demonstration of the county commitment during Application Part I. If this information is not provided, that county may be deemed ineligible for funding for that year.

RESOLUTIONS

Per the NYS Tourism Promotion Act, **certified** resolutions from the county legislature, or other governing body, are required for program eligibility. Letters from the Mayor of New York City also require notarization.

Resolutions must be passed by the county legislature and should include the following information:

- TPA name
- Language stating designated TPA may apply for and receive Tourism Matching Funds
- Scope of time that the resolution will remain in effect, such as a date or number of years
 - For 'blanket resolutions' that extend for more than one year, or specifically state that they remain in effect until rescinded or in perpetuity: an official county letter is required that reiterates the TPA designation and specifies the program year being applied for. This requirement may also be met by your submitted Letter of Intent.

II. PROGRAM PROCEDURES AND REQUIREMENTS

Any questions regarding procedures and requirements should be directed to the Department for clarification before taking any action.

A. GENERAL PROGRAM POLICIES

I LOVE NY LOGO

The I LOVE NY logo, and all its variations and treatments, are trademarks and the sole property of the Department. Use of the I LOVE NY logo in any form anywhere requires Department approval. To acquire logo usage permission for materials not supported by Matching Funds, please contact Licensing (licenseiloveny@esd.ny.gov)

TPAs are not authorized to assign or transfer the logo to any party, whatsoever. All inquiries and requests for the I LOVE NY logo must be directed to the Department.

Anytime the I LOVE NY logo is used, the legal language is required to be included. Exceptions may be made by the Department only. Please reference the [Logo Usage Summary](#) for the appropriate language treatment.

POLICY ON RELEASES

TPA's are responsible for any releases, written consents, or permissions required by law. All press releases should include the language below and are required to be sent to the Department for approval before being released.

"This project is supported through the Tourism Matching Funds program, administered by Empire State Development and I LOVE NY, New York State's Division of Tourism."

NEW YORK STATE CONTENT ONLY

Except for approved cross-border promotions, Matching Funds can only be used to promote tourism activities and businesses within the borders of New York State. Advertising is limited to tourism businesses as determined by The Department.

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EXCLUSIONS

Materials funded through this Program cannot feature the likeness of active public officials or include any reference whatsoever, whether real or intended, to the full name of any active public official or political subdivision. Projects including any support of religious worship, instruction or proselytizing are not eligible under this grant program.

TRAVEL REIMBURSEMENT

TPAs must obtain Department pre-approval to claim travel expenses for project directors or official representatives. Eligible travel events include, but are not limited to, official statewide TPA meetings, statewide tourism meetings hosted by the Department, meetings hosted by regional administrators and travel/trade shows. The Department reserves the right to deny any travel that is deemed inappropriate for this program.

See [Claiming Travel Expenses](#) for procedure.

PERSONNEL AND/OR EQUIPMENT EXPENSES

Personnel costs (except for Regional TPAs) 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 materials including, but not limited to, official festival posters, brochures, CD/DVD projects, or any other materials purchased, developed, or produced through Matching Funds.

COMPLIANCE WITH HEALTH AND SAFETY REQUIREMENTS

Matching Funds may not be used toward activities or events that would be impermissible or ineffective under state or local health and safety laws and guidelines, including, but not limited to, those related to COVID-19.

FAIR and COMPETITIVE VENDOR SELECTION PROCESS

It is the express responsibility of the TPA to establish a competitive process for selecting vendors, firms and contractors applying to all project elements funded through the Program. The Department reserves the right to reject any vendor, firm and/or contractor for reasons of conflict of interest.

NON-DISCRIMINATION and CONTRACTOR & SUPPLIER DIVERSITY

Pursuant to New York State Executive Law Article 15-A and Parts 140-145 of Title 5 of the New York Codes, Rules and Regulations, the Department is required to promote opportunities for the maximum feasible participation of New York State-certified Minority and Women-owned Business Enterprises (“MWBES”) and the employment of minority group members and women in the performance of Department contracts.

In addition, Article 17-B of the New York State Executive Law provides for more meaningful participation in public procurement by certified Service-Disabled Veteran-Owned Businesses (“SDVOB”), thereby further integrating such businesses into New York State’s economy. The Department recognizes the need to promote the employment of service-disabled veterans and to ensure that certified service-disabled veteran-owned businesses have opportunities for maximum feasible participation in the performance of Department contracts.

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EQUAL EMPLOYMENT OPPORTUNITY REQUIREMENTS

TPAs are required to comply with Article 15 of the Executive Law (the “Human Rights Law”) and all other State and Federal statutory and constitutional non-discrimination provisions.

TPAs and sub-contractors will not discriminate against any employee or applicant for employment because of an individual’s age, race, creed, color, national origin, sexual orientation, military status, sex, disability, predisposing genetic characteristics, familial status, marital status, or domestic violence victim status and shall also follow the requirements of the Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.

TPAs are encouraged to use MWBEs in the fulfillment of the requirements of this grant. Such participation may be as subcontractors or suppliers, as protégés, or in other partnering or supporting roles. The directory of New York State Certified MBWEs can be found at the following internet address: <https://ny.newnycontracts.com/>.

In recognition of the service and sacrifices made by service-disabled veterans and in recognition of their economic activity in doing business in New York State, TPAs are encouraged to consider SDVOBs in the fulfillment of the requirements of this grant. Such participation may be as subcontractors or suppliers, as protégés, or in other partnering or supporting roles.

B. PROJECT APPROVALS

All projects must be submitted to the Department for approval **at least three to five business days** before production or publication. Projects/programs that have not received approval are not eligible for Matching Funds. Marketing approved in past program years must be re-approved for the current program year. If more than one TPA is working on a collaborative project, all the TPAs involved must receive approvals for project elements.

Please see [Section IV Contact Information](#) for Department contacts for project approvals.

C. FISCAL REQUIREMENTS

Only TPA’s that are up to date in the following systems will be eligible to receive payment:

NYS VendRep system

TPA’s must ensure that all their organization’s information is current in the NYS VendRep system. For more information about NYS VendRep, contact the Office of the NYS Comptroller at ciohelpdesk@osc.state.ny.us, (866) 370-4672 or (518) 408-4672.

http://www.osc.state.ny.us/vendrep/info_vrsystem_vendor.htm

SFS Filing Status (Previously Grants Gateway filling)

The Statewide Financial System (SFS) is the State’s new enterprise grants management system. The TPA’s SFS filing status must be in a prequalified standing to be authorized for payment from NYS.

If you do not have access to the Vendor Self-Service Portal in SFS or need a password reset, please contact the SFS Helpdesk at 855-233-8363 or Helpdesk@sfs.ny.gov.

Additional details and helpful resources related to the transition from Grants Gateway to SFS can be found on the [Grants Management Website](#).

BANKING PROCEDURES

- A designated Matching Funds bank account, dedicated solely to the Program is required (Please see [Section D Handling of Funds](#) for additional information).

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- In the case where county law prohibits the establishment of a separate bank account, a notice of encumbrance issued by the county treasurer or a county/board resolution for the local share is acceptable.
- Journal vouchers will be required to demonstrate cashed payments for the expenditures reported.
- For regional TPA's, a separate bank account, named "[Insert County Name] Matching Funds" must be maintained and solely dedicated to the regional program.
- TPAs participating in regional programs must transfer regional funds to the regional account for administration and handling. Proof of such transfer will be required.

D. HANDLING OF FUNDS

DEPOSITS

Funds designated for this program must be held in a dedicated checking account named "[County Name] Matching Funds," and used expressly for payments for approved projects. If a third-party, non-county TPA does not have a dedicated account, payments will be held until proof of one is provided. Once funds are deposited into the dedicated account and a Claim for Payment form is submitted, funds cannot be transferred to another account except for transfers to designated regional accounts (or extenuating circumstances approved by the Department).

Once grant awards 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 bills not associated with this program. Funds can only be used to pay expenses directly to vendors.

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.

PREPAYMENTS

Matching funds cannot be paid upfront for services that are variable in nature, where quotes and estimates are the basis for initial payment and may not reflect the final bill (e.g. advertising placement based on consumer search results). Deposits or cost-of-business payments for fixed services are not considered prepayment. It is recommended contracts paid through matching funds remain within the current program year. Contract payments going into another year may not be eligible.

OVERHEAD COSTS

General expenses required for the operation of an organization are not eligible under the Program. This includes, but is not limited to, permits, NYS associated fees or other elements as deemed by the Department.

UNUSED FUNDS

Unless an extension has been granted by the Department, if the total amount of a grant is not spent by December 31, 2025, unused funds must be returned, and next steps will be determined by the Department.

Any amount of unspent county funds and/or unspent regional transfers must be repaid to the Department at fifty percent of the total unspent amount (the NYS funded portion).

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Any amount of unspent regional funds must be repaid by the region to the county/counties at one hundred percent of the total unspent amount. The county/counties will then be responsible to repay the Department at fifty percent of the total unspent amount (the NYS funded portion).

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/FEES/MEMBERSHIP FEES/SPONSORSHIPS

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

Additionally, membership fees/sponsorships that provide payment to an organization of a program to be a member are not allowable, nor are traditional sponsorships where the county/region, and its marketing plan, are not a feature of the event or campaign.

POSTAGE METERS (with supporting documentation)

Upon submitting a quarterly report, the TPA must submit an invoice and proof of payment for postage meters. If no supporting documentation is received the expense may be deemed ineligible.

TRANSFER

The transfer of funds from one TPA to another, except for regional grant and/or extenuating circumstances approved by the Department, 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.

RETAINER FEES (with supporting documentation)

Fees paid to a contracted vendor indicated as "retainer fees" on an invoice are required to include the contract for the total service, an invoice for the payments, proof of payment being expended from the grantee's account, and retainer fee reconciliation reports and/or documentation demonstrating the specific services rendered, date rendered and that the services were tourism/matching funds related.

EXTENSIONS

All grant money for the program year must be spent by December 31, 2025. Extensions for spending past December 31, 2025 will likely not be authorized without justified extenuating circumstances. Extensions cause processing delays including legally required reporting for the Program. If authorized, extensions are only eligible for counties that request lump sum payments up front. Extensions for multi payments are not permitted under any circumstance.

E. PAYMENT PROCESS

Payment is contingent upon Department receipt of all application and award requirements, and the submission of a completed and signed Claim for Payment form with backup documentation as outlined below. Other state funding/grants do not qualify as a match for the local share.

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CLAIM FOR PAYMENT / MATCH DEMONSTRATION

To process a Claim for Payment TPAs will be required to do the following:

Non-County, Third-Party TPAs

Provide an official bank statement showing an exact match deposit.

If the deposit displayed on the bank statement doesn't meet the required match, an additional deposit in the remaining amount will be required. If the bank statement exceeds the amount of the required match, the TPA must account for additional funds. The Department may request the removal of any additional funds, outside of funds remaining from the previous program year or required banking minimums.

County TPAs

Provide an official county letter, or resolution, committing to their match.

CLAIMING TRAVEL EXPENSES

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

To be eligible, the designated TPA must contact the Department and obtain a travel form(s) to be completed for each traveler and file it with the respective quarterly report with supporting documentation.

Travel Pre-Approval Form – TPAs must submit this form for Department approval prior to travel. Estimated expenses should not exceed GSA per diems and are subject to State requirements and definitions. www.gsa.gov/portal/category/100120

Reimbursement Form – TPAs will log their actual travel costs, which should not exceed GSA per diems, and provide supporting documents (hotel bill/receipts, transportation, toll, parking and meal receipts, event registration and mileage form for legitimate travel to business meetings https://www.osc.state.ny.us/agencies/forms/ac160s_fe.pdf)

If expenditures are reimbursed from another source or agency, they may be deemed ineligible and cannot 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.

NOTE: Only out-of-state taxes are reimbursable within travel per diems. Tips are reimbursable within meal per diems.

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 (i.e., the employees' usual work location) is used to determine travel expenses. Travel status is defined as being on official business at 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 traveler's normal workday. Dinner will be allowed when the time of return at the end of a trip occurs two hours after a traveler's normal workday. Receipts are required for meal allowances.

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When you are in travel status for more than three hours but 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 are both allowable costs, with the corresponding documentation (rental invoice, proof of mileage, taxi receipts, etc.).

MAXIMUM REIMBURSEMENTS

The maximum reimbursement for lodging and meal expenses can't 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

F. REPORTING PROCEDURES

Each county and regional TPA receiving Matching Funds is required to submit Quarterly Reports and a Final/Financial Summary Report.

May 15, 2025 **Q1 Report** (Jan-Mar)

August 15, 2025 **Q2 Report*** (Apr-June)

*Regional Transfers are due July 1, 2025, and should be completed by Quarter 2. Regions should invoice their counties no later than June 1, 2025, to ensure payment. Your organization may be ineligible to apply for the 2026 program year if there are transfer delays.

September 16, 2025 Tourism Grants Team will send notification of 2025 Program Year active balances to ensure all program funds are spent in total by program year end.

November 15, 2025 **Q3 Report** (July-Sept)

February 14, 2026 **Q4 Report** (Oct-Dec)

March 14, 2026 **2025 Financial Summary/Final Report**
(Expenses above and beyond your award and match ONLY, quarterly report expenses are not reported in this report)

QUARTERLY REPORTS

Quarterly Reports are required progress reports, submitted via the Tourism Matching Funds portal, 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 that will be collected in the Matching Funds portal includes, but is not limited to:

- Quarterly Report;
- Quarterly Report Expenditure Listing;

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- 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, video and other media (Note: it is strongly advised the TPAs use best business practices and request competitive bids to ensure the best prices. This responsibility is solely on the authorized TPA);
- 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); and
- Affidavits of performance from radio and TV stations and copies of scripts.

Proof of payment includes copies of cancelled checks, full bank statements, journal vouchers or proof deemed eligible by the Department (cancelled checks must show the front and back including a date stamp or the full bank statement showing the date the check cleared the account). Additional documentation may be requested by the Department to satisfy proof of payment.

NOTE: All invoices must have a description of services rendered. Quarterly Reports must be submitted as a \$0 report if no payments were made within the quarter.

For instructions on how to open and/or use an account for the Matching Funds reporting database/portal, please contact the Matching Funds department.

FINAL REPORT/FINANCIAL SUMMARY

The Financial Summary will serve as the Final Report and is **due by March 13, 2026** for the 2025 Matching Funds program year. This report template is available in the Matching Funds portal under TMF Annual Reports.

The Financial Summary numbers should **ONLY** reflect expenses above and beyond the award and match, showing your tourism supplemental spending **ONLY**. If there were no additional expenditures above and beyond your award plus match, you are required to submit a \$0 report.

No funds are authorized to be held over from one year to another in a matching funds dedicated account, except for funds to cover outstanding expenditures.

ADDITIONAL REPORTING

An additional report may be required from a TPA that 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.

REGIONAL REPORTING

Regional TPAs are responsible for invoicing all participants (including themselves), paying all vendor invoices and maintaining a separate bank account for regional programs.

Regional TPAs are required to submit Quarterly and Financial Summary reports.

NOTE: TPAs delinquent with Quarterly or Final Reports will not have their Claim for Payments processed until reports are up to date. Failure to submit required reports can lead to a determination of non-compliance with the Program. Additionally, if ALL reporting is not completed by the following Matching Funds year, the TPA will not be eligible to apply for funding until such reporting is completed and submitted.

2025 TOURISM MATCHING FUNDS

G. NON-COMPLIANCE

Full cooperation of Program deadlines and criteria is essential for upholding the integrity of the Program.

QUARTERLY & FINAL REPORTING

Overdue, incorrect and unsubmitted reports result in Program delays for all grantees. Overdue notices for unapproved reports will be provided to TPAs 45 days after a submission due date before entering NON-COMPLIANCE status.

TPAs deemed to be in non-compliance with Program guidelines will be notified by the Department. Once notified, the TPA must cease all Program spending until the requirements are satisfied.

GENERAL PROGRAM

Other 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 communicate with the Department; or
- Failure to follow fiscal requirements or any misuse of funds.

TPAs deemed to be in non-compliance by the Department may be subject to the suspension or termination of current or future programs or Matching Funds award(s) and/or termination of a TPA.

III. PROGRAM MARKETING

I LOVE NY works to increase tourism by promoting New York State as a unique, world-class vacation destination. Program funding for county and/or regional program marketing is intended to increase visitation to the county/region by promoting themes and areas through recognized advertising and branding.

A. BRANDING

I LOVE NY branding is **required** on Matching Funds marketing and advertising project materials. Projects unable to use I LOVE NY branding require justification, and based on reasonable, industry-standard costs for: social media and influencer campaigns; and participation in co-op advertising created by other organization(s), are subject to the review and approval.

All materials using Matching Funds must be submitted to the Department for review and approval before being released. Please allow three to five business days for review. Unapproved materials may be deemed ineligible for reimbursement.

The branding guidelines and logo files will be supplied by the Department upon request. All requests must come from the designated TPA. The Department is not authorized to have discussions with outside vendors and/or consultants. Some general branding guidelines include:

- NEVER CHANGE THE I LOVE NY LOGO! No elements of the logo may be recreated, deleted, cropped, highlighted or reconfigured in any way.

2025 TOURISM MATCHING FUNDS

- Only EPS logo files from the Department are approved for branding use. EPS vector files are infinitely scalable and ensure proper resolution for reproduction in any size. Logo artwork should never be reproduced (cut & paste) from previously printed materials; and
- TPAs must be able to utilize EPS files via professional software, in house, or through a third-party vendor. If a TPA is not able to use the appropriate EPS files, their marketing materials may not be eligible.
- Logo artwork should always appear upright; be surrounded with a minimum amount of clear space (equivalent to the size of the heart icon) to isolate the logo from competing elements and prevent obstruction; and appear on solid backgrounds whenever possible to ensure proper contrast (background colors of green, orange, red or pink will need to use an all-black or all white logo).
- Do not put a white box around/ behind the logo at any time.

Minimum Sizing of Logos: All full page, 1/2 page and 1/4-page ads must use the logo no smaller than 1" wide. The standard web banner logo 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.

- Logos are for TPA use ONLY; attractions or other businesses may never use the official logo without permission from the Department.

LEGAL LANGUAGE

To protect the trademark, legal language is required in conjunction with the I LOVE NY logo on all marketing materials. Please refer to [Logo Usage Summary](#) for the specific language treatment.

TAGLINE

Use "I LOVE NEW YORK" or "It's easy to love New York" as the current tagline at the end of scripts.

SUPPLEMENTAL REGIONAL PROGRAMS

Funding is available for regionally based supplemental programs that complement and do not compete with or are duplicative of core regional marketing messages.

For example, a campaign that focuses on a specific aspect or attribute of region and/or markets to a specific niche segment may be eligible for matching funds, while two separately branded regional campaigns, supporting the same region, would not.

A temporary I LOVE NY branding license may be required for a regional supplemental program that is not owned by a designated TPA within the Program. For a temporary license to be approved, a TPA must demonstrate that the supplemental programming/marketing is not duplicative of the of their application marketing plan. Please contact Tourism Grants Department staff for further information.

2025 TOURISM MATCHING FUNDS

LOGO USAGE SUMMARY

MARKETING TOOLS	ILNY LOGO USE	SPECIFIC RULES
Calendar of Events	Logo with iloveny.com	Complete list of events in county/region; Contact info for county/region required
Co-op Advertisements	Logo with iloveny.com	Call to action to county/region only is required; Doughnut/template required with overall county/region theme.
Collateral Promotional Items	Logo with iloveny.com	Call to action to county/region required;
Newsletters/Blogs	Logo with iloveny.com (Bottom of publication)	Call to action to county/region required; program credit language required: <i>This project/program/event is supported by a grant awarded to [insert organization name here] from the NYS Division of Tourism at Empire State Development and I LOVE NY.</i>
Online Banners/Buttons	Logo with iloveny.com	Call to action to county/region required; On case-by-case basis standard logo may be used for digital ads that are too small to read the URL;
Press Releases		Program credit language required: This project/program/event is supported through the Tourism Matching Funds program, awarded to [insert organization name here] from the NYS Division of Tourism at Empire State Development and I LOVE NY.
Print & Digital Ads	Logo with iloveny.com	Call to action to county/region required; Template required of co-op ads
Radio	Tagline	Call to action to county/region required; County/region name event or website to precede tagline and conclude with "I Love New York" or "It's easy to love New York"
Specialty/Group Tour Guide	Logo with iloveny.com	
Special Interest Theme Print Materials	Logo with iloveny.com	County/regional messaging, call-to-action to county/region required, 11 pages and up require ½ ILNY ad
Television	Logo with iloveny.com	Call to action to county/region required; logo at end; Doughnut required of co-op ads
Trade Show Exhibits & Displays	Logo with iloveny.com	Must appear in top half of all exhibits and displays
Travel Guide	Logo with iloveny.com red heart logo preferred unless Dept. approved.	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	Logo with iloveny.com & link to iloveny.com	Hyperlink required; location in top right corner

LEGAL LANGUAGE	Required ANY Time Logo is Used	
Less Than Full Page =	©NYSDED	To be inconspicuously placed on bottom or vertically alongside. Font 8-11.
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.	

PROPER USE OF THE I LOVE NEW YORK LOGO
Logos may not be changed or altered in any manner. EPS files are supplied by the Department and required to be used in all marketing. Ensure clear space all 4 sides in accordance with the Branding Guidelines
Department approvals are for the current program year ONLY unless otherwise specified. Marketing tools used prior to approval may not be eligible for matching funds.

2025 TOURISM MATCHING FUNDS

B. MARKETING OF SINGLE ATTRACTIONS

Marketing approval of a single attraction, business or event, outside of cooperative marketing, is discouraged. Consideration is at the discretion of the Department based on whether the individual attraction, business or event is a primary tourism asset or the only one of its kind for the county or region (e.g., a ski resort, amusement park, iconic landmark, etc.) and draws substantial visitation from over 50 miles away. Even for approved exceptions, the marketing must include the county or regional marketing theme and a call-to-action to obtain more information about the county or region as a whole.

C. COOPERATIVE MARKETING

All cooperative marketing, including TPA created or third-party run (e.g. Brand USA), must be capped at a reasonable percentage of your total program budget, as determined by the Department.

TPA created co-ops involve a collaborative effort between the county/region and a minimum of two other tourism entities (e.g., tourism businesses, associations, organizations) for the mutual benefit and economic improvement of the area. Co-ops must be considered an adjunct to your primary countywide/regional program. All county or regional tourism related businesses or events must be eligible to participate in applicable cooperative projects and must be notified of opportunities. The TPA implementing the co-op must administer its content (as opposed to one of the co-op partners). You are required to submit a rendering of your proposed template and a list of potential co-op partners in advance, before placing any advertising.

Cooperative marketing without ILNY branding must be submitted with a justification for review and approval.

POLICIES FOR COOPERATIVE PROJECTS

Projects must represent a comprehensive or thematic county/region marketing campaign. Advertisements must: dedicate a minimum of 1/3 of the ad to a standard marketing template to create continuity and identity for your county/region; contain a call to action to the county/region only; and feature the co-op partners.

Co-op advertisement campaigns may feature one attraction/partner/event per ad, if part of an ad series and upon Department review of the full co-op ad campaign and approval of the tourism justification for the featured event(s)/attraction(s).

Promotion of single attraction/partner/event may be considered if statistics provided by the TPA show they meet the following criteria:

- Is the event near out-of-state tourist markets? Does it result in significant statewide and out-of-state press and visitors? Does it result in significant job creation for your county/region? Does it generate overnight stays and visits to other tourism assets and services in your county/region? Does it create significant value for your area and NYS tourism, as a whole?

Under no circumstances should a co-op campaign be based solely upon private partnerships. Cooperative campaigns cannot be used to fund or promote individual entities, nor can individual entities influence campaigns for their own benefit. Under no circumstances can a media entity or private business present itself as a broker or representative of the Tourism Matching Funds Program.

2025 TOURISM MATCHING FUNDS

Cooperative marketing campaigns funded by any other NYS grant program (ex. Market New York, NYS EDA Tourism Partner Sub-Awards, etc.) are NOT eligible for Matching Funds (and vice versa).

Brand USA

The Department is specifically tracking all co-op marketing/spending with Brand USA. In your reporting, spending with Brand USA will be indicated separately from all other co-op spending.

D. ADVERTISING

DIGITAL MARKETING/ SOCIAL MEDIA

Matching Funds can be used for digital marketing and social media campaigns including, but not limited to, online advertising, search optimization and e-marketing. This efficient, cost – effective and measurable option is strongly encouraged as it reaches consumers where they make their travel plans online.

All digital ads with click-thru links are required to link to the county/region official website only. For websites that contain county or regional information other than tourism, the call-to-action must lead directly to tourism related content. Advertising that directs consumers to pages or sites that are not tourism related, as well as contests and coupons, are not eligible under Matching Funds.

Logo treatment for digital marketing/social media campaigns will depend on the nature of the project. Please refer to [Logo Usage Summary](#).

PRINT

Matching Funds can be used for production and placement of print media. Print advertising must be placed outside of the county/region except for a county placing an ad in the regional travel guide. A region may pay for an ad in a county travel guide through Matching Funds. Advertising projects must be part of an overall approved county/region marketing campaign.

Logo treatments may vary depending on the nature of the ad. Please refer to [Logo Usage Summary](#).

RADIO

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

Radio copy must include your county/area/region name, or a unique quality/event followed by “I LOVE NEW YORK” or “It’s easy to love New York.”

Final radio copy / script(s) must be supplied to the Department for approval before airing.

TELEVISION

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

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

2025 TOURISM MATCHING FUNDS

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

OUT OF HOME

Matching Funds can be used for billboards and other out-of-home advertising. The advertising must include a county/regional focused message and a county/regional website for more information.

E. WEBSITE DEVELOPMENT AND MAINTENANCE

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

Each county tourism 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 I LOVE NY 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 their tourism websites.

Matching Funds cannot be used for equipment rental or purchase. For mixed-use websites, non-tourism pages are not eligible. Web development and maintenance for third-party partner websites is also ineligible.

When reporting expenditures for mixed-use websites, only work for tourism related content is eligible. Vendor invoices must itemize costs specifically for tourism content including website and database hosting, design, construction and updating.

F. 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 print materials (that support specific marketing programs) and limited direct-mail materials. Production costs for video 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 NY logo and legal language must appear on all collateral materials. Specific logo treatments may vary depending on what is most appropriate for the project. For general brand guidelines, please see [Section III-A Branding](#).

2025 TOURISM MATCHING FUNDS

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. As mentioned previously, competitive bids are strongly suggested, but are ultimately the responsibility of the TPA.

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 NY logo (red heart black copy logo preferred) in the upper right corner with your county / region logo or name 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 and include prominently placed contact information for county/region such as the county or region website. Guides cannot reference 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. Real estate ads are only eligible if they're promoting tourism such as vacation homes, seasonal rentals and not for permanent residency.

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

SPECIAL-INTEREST THEMED PRINT MATERIALS

Matching Funds can be used to produce special-interest themed materials, like brochures and guides, provided they support an approved county/region marketing campaign. Matching Funds cannot be used to produce materials in support of a single event, community, or attraction.

Covers should include the title/theme used in the marketing campaign, county/regional messaging and a clear call-to-action to obtain more information about the county/region. Brochures over 10 pages (including front and back cover) will require a ½ page ILNY logo. Please reference page 17 for logo usage.

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 refer to [Logo Usage Summary](#).

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 refer to [Logo Usage Summary](#).

2025 TOURISM MATCHING FUNDS

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 refer to [Logo Usage Summary](#).

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 and restaurants; and
- Local tour operators and motor coach tour operators.

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 at least a website address for the county/region. Please refer to [Logo Usage Summary](#).

ACCOMMODATIONS, CAMPING AND/OR RESTAURANT GUIDES

Matching Funds can be used to produce county/region accommodations, camping and/or restaurant guides.

There are no specific size requirements, but the guides must contain at least a website address that leads to the county/regional website 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; and
- Services specific to the group provided by local organizations.

G. 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.

2025 TOURISM MATCHING FUNDS

Projects submitted for this program must include:

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

The supplied I LOVE NY logo and legal language with specific size and location requirements must appear in all video projects. For audio-only projects, copy must include "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 refer to [Logo Usage Summary](#).

Equipment costs, travel, food, lodging and entertainment are ineligible expenses.

H. 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 may be requested by 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 (e.g., target markets, visitor demographics and behavior, economic impact, advertising effectiveness, lodging tax receipts, specific program ROI, conversion studies); and
- Information about proposed firm or partnership contracted for the project.

I. PUBLIC RELATIONS

Matching Funds can be used for 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 and mailings; purchase of B-roll; preparation of press materials; and press visits.

Projects submitted must include:

- A detailed description of the objectives and goals;
- Scope of work and anticipated costs with itemized budget; and

2025 TOURISM MATCHING FUNDS

- Information about proposed firm contracted for the project.

The supplied I LOVE NY logo and legal language with specific size and location requirements must appear on all public relations packaging and materials (e.g., press releases, shells, folders, CD/DVD covers). Please refer to [Logo Usage Summary](#).

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

All press releases, newsletter and blogs are required to include the following credit language:

Press Releases

"This project/program/event is supported through the Tourism Matching Funds program, awarded to [insert organization name here] from the NYS Division of Tourism at Empire State Development and I LOVE NY."

Newsletters/Blogs

"This project/program/event is supported by a grant awarded to [insert organization name here] from the NYS Division of Tourism at Empire State Development and I LOVE NY."

All requests must come from the designated TPA and/or additional contact.

Ineligible Public Relations expenses include equipment or display purchases; travel, food, lodging and entertainment; retainer fees; local press conferences; interview expenses; resident FAM tours; local campaigns; and internal relations programs.

J. 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 (See [Section II-A Travel Reimbursement](#) for details).

Expenses related to the purchase of new exhibits, displays and signage for approved shows are eligible provided they are in alignment with the branding efforts of I LOVE NY. The logo including the URL mockup must appear within the top half of the display. Further, if you create a multiple panel display that allows for use of its individual components, you must display the panel that contains the I LOVE NY logo. Each project is unique and will require working with the Department for creative/ branding guidance.

Show programs submitted must include:

- A detailed description of the objectives and goals;
- List of proposed shows; and
- 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) and information about the entire county/region must be available.

2025 TOURISM MATCHING FUNDS

Ineligible Expenses include long-term rentals; on-site construction costs; purchase of electronic or other display equipment costs; and entertainment, food and beverages.

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 or auto; and contract for providing services such as arranging appointments, creating 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; and
- Anticipated budget with itemized expenses

Ineligible Expenses include entertainment, food and beverages.

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 NY logo and legal language should be included when size and design specifications allow for appropriate branding.

Promotional item costs cannot exceed 5% of the total program budget.

K. INFORMATION CENTER & OTHER CONSUMER SERVICES

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

Projects submitted must include:

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

Ineligible Expenses include exhibit construction and equipment purchase; and travel, food, lodging and entertainment.

L. MAILING/DISTRIBUTION PROGRAM

Matching Funds can be used for expenses related to mailings of tourism collateral or marketing materials, vendor contracts for distribution services (on a fee-for-service basis) or expenses for fulfillment services.

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

2025 TOURISM MATCHING FUNDS

Postage meter expenses require an invoice and proof of payment.

Equipment purchases are an ineligible expense.

M. TELEPHONE SERVICES/TOLL-FREE NUMBERS

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. 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.

2025 TOURISM MATCHING FUNDS

IV. CONTACT INFORMATION

For Matching Funds questions, approvals & reporting contact:

Janay Burke

Janay.Burke@esd.ny.gov

518.292.5920

With a cc to:

Jenna.Krzyzak@esd.ny.gov AND matchingfunds@esd.ny.gov

518.292.5727

APPENDIX: PREFERENCE FOR THE PROMOTION OF CRICKET

The New York State Department of Economic Development (“the Department”) has set aside funding for counties that promote tourism through the planning, development, and/or promotion of the sport of cricket, pursuant to Article 5-A of the New York State Tourism Promotion Act which states, “The department shall give a preference to any tourism promotion agency that is promoting the sport of cricket.”

Notice of planned participation should be indicated in your Tourism Matching Funds Application Part I and included as such in the overall Tourism Matching Funds marketing plan as submitted with your Application Part II. And a match of the requested amount will be required at a 1:1 match.

Upon confirmation of participation and demonstration of the marketing plans to support the sport of cricket in New York State, participating TPAs will receive up to \$5,000 maximum per county for the support of cricket related events and/or activities. TPAs will have the flexibility to apply for an amount less than the maximum amount per county. The designated cricket funding is required to be used for semi-professional and/or professional cricket related events and/or promotional costs only.

A maximum of up to \$200,000 may be utilized to support this niche industry. If the funds are not applied for, they will be re-appropriated per the usual Tourism Matching Funds formula. If more than \$200,000 is applied for in one program year, the funding will be pro-rated based on the total number of applicants for the cricket supplemental funding.

Spending for the cricket funding is subject to all rules and regulations for TPA conduct and reporting as outlined in the main TMF guidelines. Capital costs are not an authorized expenditure for the cricket funding.