



YATES COUNTY TOURISM ADVISORY COMMITTEE

Thank you for your interest in funding opportunities made possible through the Yates County Tourism Advisory Committee (TAC) and the Yates County Occupancy Tax.

Included in the following documentation you will find:

- Program Description
- Application and Selection Procedures
- Eligibility Criteria and Restrictions
- Tracking/Reporting
- Allocation Request Form/Application

The deadline for your submission is **Friday, August 18, 2023, by 4:00pm.**

We look forward to receiving your completed application.



YATES COUNTY TOURISM ADVISORY COMMITTEE

Grant Application

For 2023 Projects

Program Description

Yates County established a 4% occupancy tax program for the purpose of promoting, developing, and protecting the area's tourism industry. Through this grant program, it was deemed important to establish programs and opportunities to promote or support the development of **activities that will increase occupancy in the lodging sector in Yates County**. The Tourism Advisory Committee (TAC) was established to act as an advisor to the Yates County Legislature. The TAC reviews the funding requests from tourism agencies and related groups for the upcoming County fiscal year and makes a final recommendation of funding to the Legislature. The ultimate decisions as to the allocation of funds are the responsibility of the Legislature.

Programs and initiatives should help create destination awareness of Yates County as a place to visit and/or improve the likelihood of repeat visits to the area. A key objective for Yates County's tourism industry is to create and promote products and experiences that will attract more visitors, particularly for overnight visits and in the pre- and post-summer seasons. Grant funds are not intended for facility maintenance or ongoing operational costs, but rather, the funds are intended to be developmental in nature, i.e., for new or enhanced events or marketing activities, as well as planning and pre-development activities for the creation or enhancement of new attractions and destinations.

A portion of the occupancy tax is intended to provide grants for projects that will achieve and/or support the following types of projects:

Event Development and Marketing Projects

- New or enhanced events that are non-duplicative, unique, and demonstrate appeal and outreach to visitors from outside the county; and
- New or enhanced marketing activities aimed at stimulating additional overnight visits to the County preferably in the off-season.

Eligibility

- A Yates County business that is engaging in projects to promote, attract, stimulate, develop and expand tourism within the County.
- A valid NYS registered business or organization.
- Must complete an agreement with Yates County for the project, if awarded.
- Must provide and maintain a commercial general liability insurance policy.
- Provide certificates showing compliance with New York Workers' Compensation Law by providing Workers Compensation insurance and New York State Disability insurance.
- Project must be completed within one calendar year of the signed contract.
- Ability to perform proper accounting procedures and be open to perform pre and post-audits regarding the proposed project.

Application and Selection Procedures

Thank you for your interest in receiving funding for tourism marketing from the Yates County Occupancy Tax revenues. Please review the following guidelines:

1. Enclosed with these guidelines is a copy of the Allocation Request Form. This form must be filled out completely and must accompany your application packet.
2. Your application packet should include the following:
 - a. Allocation Request Form
 - b. Marketing Plan – 3 pages maximum and double spaced along. Up to a 3 year projection, if applicable.
 - c. Return on Investment (ROI) demonstration plan, show how this will benefit Yates County.
 - d. ROI report for the current year, if you received funding.
 - e. Supporting materials including, but not limited to, a budget breakdown and detailed program description(s).
 - f. Funding request applications must indicate the total project budget, amount being sought from the Occupancy Tax program, project contributions from other sources, and an itemized breakdown of project spending (particularly marketing costs).
3. The complete digital packet must be received via email by **4:00pm on Friday, August 18, 2023.**

Submit *digital* application to: tourismadvisorycomm@yatesny.com

4. The committee will schedule personal presentations to those applications that meet eligibility criteria set by the committee, for a date to be determined in September. You will receive 15 minutes to make your presentation to the committee. This will be the **ONLY** opportunity for this presentation. *A representative from your organization must attend this session for your request to be considered.*
5. Determination for funding will be based on a project review and ranking by the TAC, County Legislative approval, and the County Administration's budgeting process.
6. Funding for projects is based on the submitted proposal. If, for any reason, there is an amendment to the proposed project (i.e., cancellation of an event) the TAC must be informed in writing with funding subject to be returned.

7. In the event of approval from the Yates County Legislature for funding of your project for 2024, please be aware of the required contract / agreement for the spending of the tourism funds. Samples available for viewing in advance upon request.

Application Ranking Criteria

Each project will be ranked using a scale for specific parameters including those listed below. Ranking will be conducted by the TAC. Projects will then be prioritized for funding based on their score and an averaging of the TAC's recommended project funding levels based on the following considerations:

For Event Development and Marketing Projects:

- Will the project increase overall visitation to the county?
- Does the project directly or indirectly create overnight visits?
- Will the project increase pre- and/or post-summer season visitation? If not, why is it important as a summer project?
- Does the project emphasize a new or significantly enhanced event or marketing effort rather than simply ongoing operational activities or maintenance?
- Does the project emphasize promotion of niche activities and experiences that will enhance varied and/or new visitor interest in the county?
- Does the project involve collaboration and cooperative efforts among communities, attractions, and events?
- Is the project non-duplicative of currently existing programs?
- Is the project supported by appropriate follow-up capabilities such as staffed phone and/or email for information, a website that is kept up-to-date, effective customer service, and delivery of the promised product, event, or experience?
- Is there a plan for long-term sustainability by the applicant without the county's assistance?
- Is there a reference to Finger Lakes Countrysides / Yates County Tourism?

For Attraction/Destination Development and Enhancement Projects:

- Is the project aimed at directly developing or making strides in advancing a new or enhanced attraction or destination that is non-duplicative, thereby enhancing the diversity of the County's tourism assets?
- Does the project fulfill a need or capitalize on an opportunity in the county?
- Is the project aimed at advancing a project or initiative that is anticipated to extend visitor stays and increase overnight visitation?
- Will the project lead to the development/enhancement of attractions or destinations that increase pre- and/or post-summer season visitation?
- Does the project align with local and regional planning efforts and policies?
- Would the funding request leverage other public and private investment?
- Does the project involve collaboration and cooperative efforts among communities and/or other tourism partners?

The project ranking process and presentations will occur in August/September of the application year, after which time a recommendation will be made by the TAC to the Yates County Legislature for their consideration and final determination. Award notifications will be sent out in November/December. Grant funding will then be sent out in the first quarter of 2024 for the program year.



**YATES COUNTY TOURISM ADVISORY COMMITTEE
ALLOCATION REQUEST FORM**

Please provide the requested information below or on separate sheet(s) and return this form and a ***detailed marketing plan*** to Yates County Tourism Advisory Committee. Applications must be received no later than Friday, August 18, 2023. The form can be emailed as an attachment to tourismadvisorycomm@yatesny.com. If you are in need of more information regarding the application process or about the Tourism Advisory Committee in general, please contact the Chamber of Commerce at 315-536-3111.

1. Name of Organization:

2. Address:

3. Telephone Number:

4. Project Director:

5. Email:

6. Project Name:

7. Project Type (choose one):

_____ Event Development or Marketing

_____ Attraction / Destination Development or Enhancement

8. Project Timetable:

9. Total Project Budget:

a. Amount of occupancy tax funding requested:

b. Funds to be provided by applicant:

c. Other funding sources:

d. Expense Itemization – Please specifically identify which expense item(s) the requested occupancy tax funds will be allocated to (attach additional page(s) if necessary):

Please attach an overall financial plan, including a means for making the project self-sustaining.

10. Description of Project:

11. Describe how the project will benefit the area – include responses to Application Ranking Criteria listed in above application guidelines, as they apply to you project:

Do you plan to submit an application for this project again in the future:

_____ Yes _____ No (If you answered yes, you will still be required to submit subsequent year applications)

If your organization/project is awarded a grant, you will be required to enter into a contract with Yates County which requires that you provide proof of insurance as follows:

- Commercial general liability coverage
- New York State Worker's Compensation insurance (if no employees submit for an exemption form)
- New York State Disability insurance form

Failure to enter into the contract process, and/or a failure to supply the required insurance documentation, will result in a loss of funding for that year and may jeopardize future grant funding opportunities.

The applicant's signature below indicates that the grantee (if awarded) agrees with the terms listed herein, and that the content contained in the project application is true.

Signature:

Name (printed):

Title: _____

Date: _____

Submit copies of application by 4:00pm on Friday, August 18, 2023.

Submit *digital* application to: tourismadvisorycomm@yatesny.com