



GRANT WORKSHOP

- Introductions
- Brief Background on the Tourism Program
- Tompkins Outdoors Grant
- Common Grant Application
- Consultation / Q&A



INTRODUCTIONS

WHY CARE ABOUT TOURISM?

“Tourism is about visiting places that are different, unusual, and unique. If everyplace was just like everyplace else, there would be no reason to go anyplace.”

- Ed McMahon, Urban Land Institute





STRATEGIC TOURISM PLANNING BOARD

Organizational Purpose

- Advise the Tompkins County Legislature on all aspects of tourism development
- Review and evaluate the activities of all entities receiving Room Tax funds
- Develop tourism policy for review and adoption by the Legislature
- Advise the Legislature on allocation of proceeds from the Room Tax

Membership

- 18 voting members, 7 non-voting members

TOURISM PROGRAM GOALS

1. Increase average overnight trip length by one night from 2-3 nights to 3-4 nights
2. Increase average visitor spending by 5% from \$366 to \$384 per day in established downtowns and villages
3. **Offer indoor and outdoor visitor programming year-round**
4. Increase visual and physical access to Cayuga Lake through collaborative efforts with municipal and private stakeholders
5. Increase the share of new visitors from 24% to 30%
6. Provide accurate information to decision makers on legislation and policies that affect tourism
7. Continuously refine communication techniques and media to grow awareness of our destination and its assets
8. Foster collaboration among tourism partners to achieve common goals



Strategic Tourism Plan, Adopted 2020

OUTDOOR RECREATION TOURISM PLAN

5 Theme Areas:

- **Water-Based**
- **Hiking & Running**
- **Bicycling**
- **Kids in Nature**
- **Niche & Adventure**



[Hikers at Lick Brook. Photograph by Kelly Makosch]

TOMPKINS COUNTY OUTDOOR RECREATION TOURISM IMPLEMENTATION PLAN 2018

Adopted by the Tompkins County Strategic Tourism Planning Board on April 18, 2018

TOMPKINS OUTDOORS GRANT



- Purpose: to **increase the capacity** of organizations that enhance the county's profile as a leading outdoor recreation destination.

TOMPKINS OUTDOORS GRANT



Brian Maley

- Eligibility
 - Eligible organizations must either:
 - Be responsible for stewardship of an outdoor recreation asset in Tompkins County
 - OR**
 - Offer outdoor recreation programming in Tompkins County
- Non-profit organization designated as 501(c)3
- Established for at least one year
- Overseen by a board of directors
- Have documented long-range planning experience
- Adopted organizational policy on diversity, equity, and inclusion

TOMPKINS OUTDOORS GRANT



- Award Range:
 - \$1,500 - \$15,000 (total of \$50,000 budgeted for 2022 grants)
- Match: Not applicable
- Application Deadlines:
 - Part 1 – Eligibility Questionnaire: Jan. 31, 2022
 - Part 2 – Full Application: March 14, 2022

EXAMPLE ELIGIBLE ACTIVITIES

- Maintenance and upkeep of trails, outdoor assets, and visitor amenities
- Tools and equipment that improve organizational capacity
- Training and professional development
- Increase staff capacity for marketing, development, or operations
- Expansion of programs to new audiences
- Development of an organizational strategic plan

EXAMPLE INELIGIBLE ACTIVITIES

- Construction of new trails or visitor amenities (see Tourism Capital Grant)
- Land acquisition (see Tourism Capital or Natural Infrastructure Capital Program)
- One-time events or festivals (see Tourism Project Grant)
- Marketing campaigns (see Tourism Marketing Grant)
- Meetings and conferences (see Visit Ithaca)

AWARD DECISION PROCESS

- Staff reviews applications (completeness and eligibility)
- Review Committee evaluates applications and recommends funding to STPB
- STPB considers Review Committee's report and votes to submit recommended funding amounts to Tompkins County Legislature
- Legislature considers funding request and votes to authorize grant awards
- Department of Planning & Sustainability prepares and sends contracts

2022 TIMING

- January 31 – part 1 application deadline
- March 14 – part 2 application deadline
- April 20 – STPB meeting
- May TBD – Legislature meeting to vote on awards
- May / June – Grant contracts sent
- Dec – Grant contract term

COMMON GRANT APPLICATION

www.tompkinscountyny.gov/tourism/grants



VIEW ALL DEPARTMENTS SUBSCRIBE TO EMAIL UPDATES CONTACT US NEWS f t

Tompkins
CountyNY.gov

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Tourism

- [Tourism Program Home](#)
- [Strategic Tourism Planning Board](#)
- [Strategic Tourism Plan](#)
- [Grants Available](#)
- [Grants Awarded](#)
- [Grant Recipient Resources](#)

Tourism Helpful Links

- [Visit Ithaca \(Visitor Info\)](#)

Grants Available

The Tompkins County Tourism Program offers a variety of grant programs. All tourism grants are funded from the [Hotel Room Occupancy Tax](#). The [Strategic Tourism Planning Board](#) advises the [Tompkins County Legislature](#) on all tourism grant programs and awards.

All grant applications must be submitted online through [Common Grant Application](#). Please [watch this brief video](#) to learn about Common Grant Application.

Upcoming Grant Applicant Workshops

- **Tompkins Outdoors Grant:**
 - January 6, 2022 at 10:00 am
 - Request a zoom link by contacting tourism@tompkins-co.org
- **Tourism Project Grant, Tourism Marketing Grant, and Community Celebrations Grant:**
 - February 10, 2022 at 10:00 am
 - Request a zoom link by contacting tourism@tompkins-co.org

Incoming 2022 Grant Cycles

Get Started!



The screenshot displays the 'Tourism Program' website interface. At the top left is the logo, and at the top right, it shows 'Logged in as: user123, Owner' with a 'Logout' link. The left sidebar contains a menu with the following items: 'Status: Draft', 'Finalize Draft Application', 'Draft Overview', 'Celebration Application Checklist', 'Approved and Project Information', 'Information on Program' (highlighted with a blue arrow), 'Published and Print Information', 'Attachments', 'Build-in Pages', and 'PDF Download'. The main content area is titled 'Information on Program' and contains three form sections: 'Summary of Celebration', 'History', and 'Aspects'. Each section has a title, a brief instruction, and a large text input area. The 'Summary of Celebration' section includes a '2000' character count. The 'History' section includes a '2000' character count. The 'Aspects' section includes a '2000' character count.

Summary of Celebration
Describe your celebration in a few sentences (this is the summary of your celebration that will be used by all NYPS members and the Legislature)

History
What is the history of the World War Number of years it has continued, events, events, strategies, etc. (1)

Aspects
What aspects of the community's culture or history are you celebrating? (1)



Tompkins County Department of Planning and Sustainability (Ithaca, NY)



ORGANIZATION | PROGRAMS

GRANTS

Choose a program



NAME	SUMMARY															
Community Celebrations	<p>Description:</p> <p>This grant program is designed to provide assistance to events, programs, or series of events endorsed by a municipality that are free and open to all, and are planned by community members as a benefit to the community.</p> <p>Program Type:</p> <p>Grant</p> <p>Grant Cycle Dates:</p> <table border="1"><thead><tr><th>CYCLE NAME</th><th>APPLICATIONS OPENED</th><th>APPLICATIONS CLOSED</th></tr></thead><tbody><tr><td>Spring</td><td>January 2</td><td>February 28</td></tr><tr><td>Fall</td><td>July 1</td><td>August 29</td></tr></tbody></table> <p>Documents:</p> <table border="1"><thead><tr><th>NAME</th><th>NOTES</th></tr></thead><tbody><tr><td>Community Celebrations Project Budget Template.xlsx</td><td></td></tr><tr><td>FINAL 2019 - Community Celebrations Grant Guidelines.pdf</td><td></td></tr></tbody></table>	CYCLE NAME	APPLICATIONS OPENED	APPLICATIONS CLOSED	Spring	January 2	February 28	Fall	July 1	August 29	NAME	NOTES	Community Celebrations Project Budget Template.xlsx		FINAL 2019 - Community Celebrations Grant Guidelines.pdf	
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Spring	January 2	February 28														
Fall	July 1	August 29														
NAME	NOTES															
Community Celebrations Project Budget Template.xlsx																
FINAL 2019 - Community Celebrations Grant Guidelines.pdf																

Start an Application:

Already have an account? [Login to start an application.](#)

Don't have an account? [Sign up to open an account and start an application.](#)



Start Here!



Register here if you are a non-profit organization that would like to apply for grants or in-kind donations or an individual that would like to apply for scholarships that may be offered by the grantmakers using our site. Please read the grantmaker guidelines to determine your eligibility before applying. Grantmakers and their grantmaking interests are listed at the [Grantmaker List](#).

Please note, the Common Grant Application does not make grants, in-kind donations or give scholarships; only the grantmakers using the site do. The Common Grant Application can support multiple users within the same organization's account. If your organization already has an account please contact your account administrator and ask them to issue you an account user name and password. There are no applicant fees to use the site.

[Already have an account?](#) [Problems Registering?](#)

Account

* Required Fields

Organization or Individual: * ?

First Name: *

Last Name: *

Organization Name: * ?

Country: *

Email: *

Re-enter Email: *

User Name: * ?

Password: * ?

Re-enter Password: *

Register



Confirm Grant Program



If you would like to start an application to:

Tompkins County Department of Planning and Sustainability

and their program:

Community Celebrations

click on the "Continue to Application" button below. This will start a step-by-step process to fill out and submit an application.

You will be able to interrupt and return to the step-by-step process to check or change your account settings and status at any time by clicking on the "Pause" button.

[Logout](#) [Continue to Application](#)



If you would rather just browse your account before doing anything, click on "Continue to Dashboard" below. This will take you to the dashboard, which will show you information about the settings and status of your account.

You'll be able to start a step-by-step process to fill out and submit an application at any time from the dashboard by clicking on the "Start Draft Application" or "Resume Draft Application" links.

[Continue to Dashboard](#)



Community Celebrations

Draft Application

Navigation bar with buttons: < (left), Pause, Save, > (right). A yellow arrow points to the right arrow button.



Status: **Draft**

Submit Application

Preview/Check Application



Grant Guidelines

- Applicant and Project Information
- Information on Program
- Projected and Past Attendance
- Attachments
- Built-In Pages



PDF Download

Grant Guidelines

Funding Purpose + Overview *

Community Celebrations grants support local events that convey our unique culture and history. The goal of this grant is to enhance quality of life for residents.

- Award Range: \$500 to \$3,000
- Deadline: February 28, 2019
- Contact: Kristin McCarthy - tourism@tompkins-co.org - 607-274-5560

This grant funds community-led efforts to educate the public about our history and cultural inheritances; to improve understanding of local culture; and to expand contemporary culture in ways that are informative, educational and just plain fun.

A celebration is an event, program, or series of events endorsed by a municipality or recognized community. A celebration is also defined as an observance, commemoration, jubilation, inauguration, presentation, salute, or any other "red letter day" that has meaning for the community.

This grant is funded by Hotel Room Occupancy Tax collected in Tompkins County, NY. A total of \$36,590 was budgeted for this grant in 2019

For additional information about eligibility, creating a strong application, the award decision process, grant recipient responsibilities, and other resources, please download the **grant guidelines** below.

Download Document Below

Type	Name	Size	Updated
General Information 1	Community Celebrations Project Budget Template.xls	16,703	10/16/2018 12:55:06 pm



Notices go here



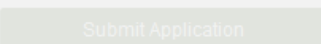
 The Applicant and Project Information changes were saved. 


Community Celebrations

Draft Application


    


Status: **Draft**





- [Grant Guidelines](#)
- [Applicant and Project Information](#)**
- [Information on Program](#)
- [Projected and Past Attendance](#)
- [Attachments](#)

Built-In Pages 



Applicant and Project Information

Contact Information

Group Name Requesting Grant *:

Wonderful Community Event Production Group

Celebration Name *:

Amazing Demonstration

Municipality where Celebration will take place *:

Multiple/Countywide

Who will serve as fiscal sponsor for the Celebration (check one)? *:

- The municipality where the Celebration will take place
- A not-for-profit organization

Approval *:

The fiscal sponsor has been notified of this application and has agreed to act as fiscal sponsor for this Celebration should it be successful in receiving Community Celebrations grant funding.

- Yes
- No



Start filling in the blanks



 The Attachments changes were saved. 

Community Celebrations

Draft Application

 Pause 

Status: Draft

[Submit Application](#)

[Preview/Check Application](#)


[Grant Guidelines](#)


[Applicant and Project Information](#)

[Information on Program](#)


[Projected and Past Attendance](#)

[Attachments](#)

Built-In Pages 

 PDF Download

Check Application

 **Your Application is ready for submission**

Preview your application before you submit or submit your application. To submit your application, click the blue arrow to move to the Submit page.

Ready to Submit!



D/L complete application



 The Projected and Past Attendance changes were saved. 



Pause

Submit



Confirm Submission

Submit

Ready to Submit

Click on the "Submit" button to submit your draft Application to Tompkins County Department of Planning and Sustainability. If you do not click on the "Submit" button the draft Application will not be submitted. Please do not click the "Submit" button more than once, as this may result in a duplicate Application being submitted. Depending on your email preferences configured at User Setting -> General -> Email Preferences an email will be sent to you confirming this form has been submitted.

Grantmaker Organization:	Tompkins County Department of Planning and Sustainability
Grantmaker Program:	Community Celebrations
Cycle:	Spring2019
Cycle Close Date:	2/28/2019 23:59:59 CST



Pause

Submit

[Common Grant Application] Application Submitted > Inbox x

Check your Email for a Confirmation



4:06 PM (0 minutes ago)



Common Grant Application <noreply@commongrantapplication.com>

to me ▾

January 23, 2019

The following grant application has been submitted by the applicant and received by Tompkins County Department of Planning and Sustainability

Application #: 41146

The application was submitted to the program: Community Celebrations. The program contact is:

Nick Helmholdt
Principal Planner / Tourism Program Director
Tompkins County Department of Planning and Sustainability
Ithaca, NY
United States
(607) 274-5560
NHelmholdt@tomkins-co.org

The grant application may be viewed by clicking on the following link: http://www.commongrantapplication.com/gsk/bin/gsk_newapprove.php?apld=41146&mode=reviewApp or by logging in, clicking on the Grants tab, clicking on the Review button and then clicking on App # 41146 in the left hand column.

The application was submitted for the grant cycle that has an open date of: 1/2/2019 00:00:01 CST and a close date of: 2/28/2019 23:59:59 CST

If you have any questions about an application or the grantmaker, please contact the grantmaker directly. If you have any questions or comments about your account or the Common Grant Application in general, we may be reached by email at: info@commongrantapplication.com. Also, as a reminder, your user name is: ████████@gmail.com.

Sincerely,

Common Grant Application

Please note: The sender's email address is NHelmholdt@tomkins-co.org. If you have any questions about this email, please direct them to the sender at that address. Please do not reply directly to this email. The email address this email was sent from is not monitored and you will not receive a response.



Grants



Applications Under Review: 1	No Approved Applications
Review Grantmakers	
Start Draft Application (Help?)	

Quick Actions

Find Grantmaker

Grantmaker Name

Settings

- Account
- Organization
- Statistics**
- Applications
- LOIs



WORKSHOP TIME!

- What questions do you have?
- How can we help?





QUESTIONS

Nick Helmholdt, AICP

Principal Planner / Tourism Program Director
Tompkins County Department of Planning &
Sustainability

NHelmholdt@Tompkins-co.org

607-274-5560