Spring 2023 Tourism Grant Workshop

January 19, 2023
Greater Ithaca Activities Center

TOMPKINS COUNTY Tourism Program

Outline

- Introductions
- Brief background on the Tourism Program
- Visit Ithaca & Tompkins Festivals Program
- Spring grant programs
    - Community Celebrations Grants
    - Tourism Advancement Grants
- Common Grant Application
- Consultation / Q&A

TOMPKINS COUNTY Tourism Program

Introductions

- Your Name & affiliation(s)
- Is this your first time applying for a Tourism Program grant?
- One question you want answered today
- Two-minute description of your idea

Why Tourism?

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

- Ed McMahon, Urban Land Institute

TOMPKINS COUNTY Tourism Program

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

TOMPKINS COUNTY Tourism Program

Tourism Program Values

- Leverage local and regional assets
- Improve connectivity within the county
- Create multi-day and off-peak travel demand
- Develop accountable and transparent programs
- Advocate for policies that affect tourism
- Thoughtfully support new economic growth
- Enhance visitor experience
- Present our inclusive, accessible, vibrant, and sustainable community

TOMPKINS COUNTY Tourism Program

Tourism Program Goals

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

TOMPKINS COUNTY Tourism Program

Ithaca / Tompkins County Convention & Visitors Bureau (CVB)

visit ITHACA

Tompkins Festivals Program

https://tompkinsfestivals.com/

Getting Help

- ☑ the grant guidelines
- ✉ tourism@tompkins-co.org
- 607-274-5560

Spring 2023 Tourism Grants

- Community Celebrations
- Tourism Advancement

Community Celebrations

- Purpose: to support events that convey the unique culture and history of Tompkins County
- Eligibility:
  - Event is free and open to all
  - Event is an observance, jubilation, presentation, etc.
  - No carnival rides, fireworks, religious celebrations, etc.
- Award Range: $500 - $2,500 ($21,825 available)
- Match: $1 grant : $1 other sources
- Application deadline: **February 27, 2023**

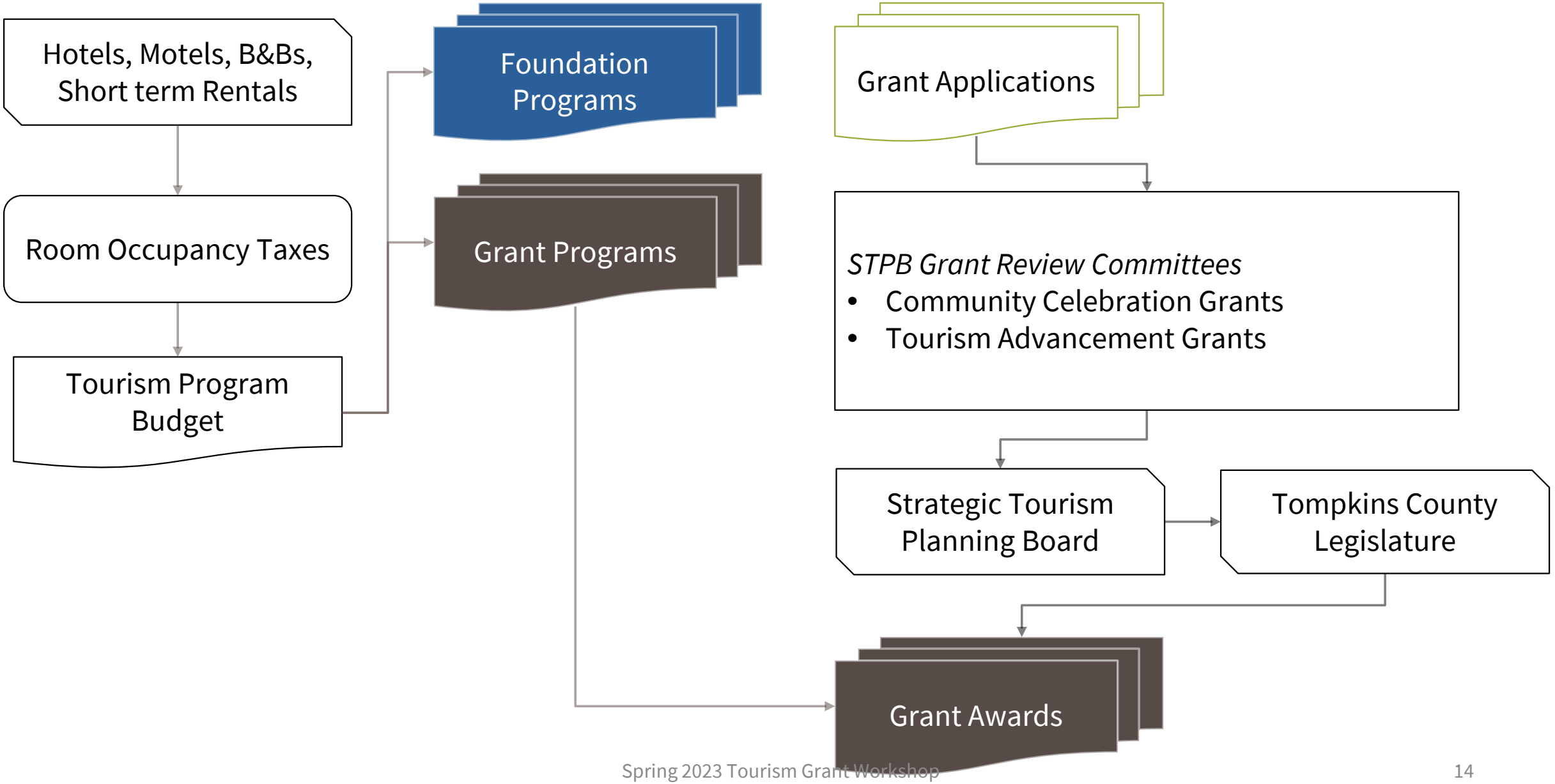
TOMPKINS COUNTY Tourism Program

Tourism Advancement Grants

- Purpose: to attract visitors to Tompkins County for overnight trips
- Eligibility:
  - Nonprofit organizations & municipalities
  - Performances, festivals, guided tours, exhibits, and other events
  - No fundraisers, membership groups, faith congregations, or conferences
- Award range: $1,000 to $15,000 ($83,700 available)
- Match for Marketing: $1 grant : $1 other sources
- Match for All Other Expenses: $1 grant : $2 other sources
- Application deadline: **February 27, 2023**

TOMPKINS COUNTY Tourism Program

Tourism Grants - Award Decision Process



Award Decision Process

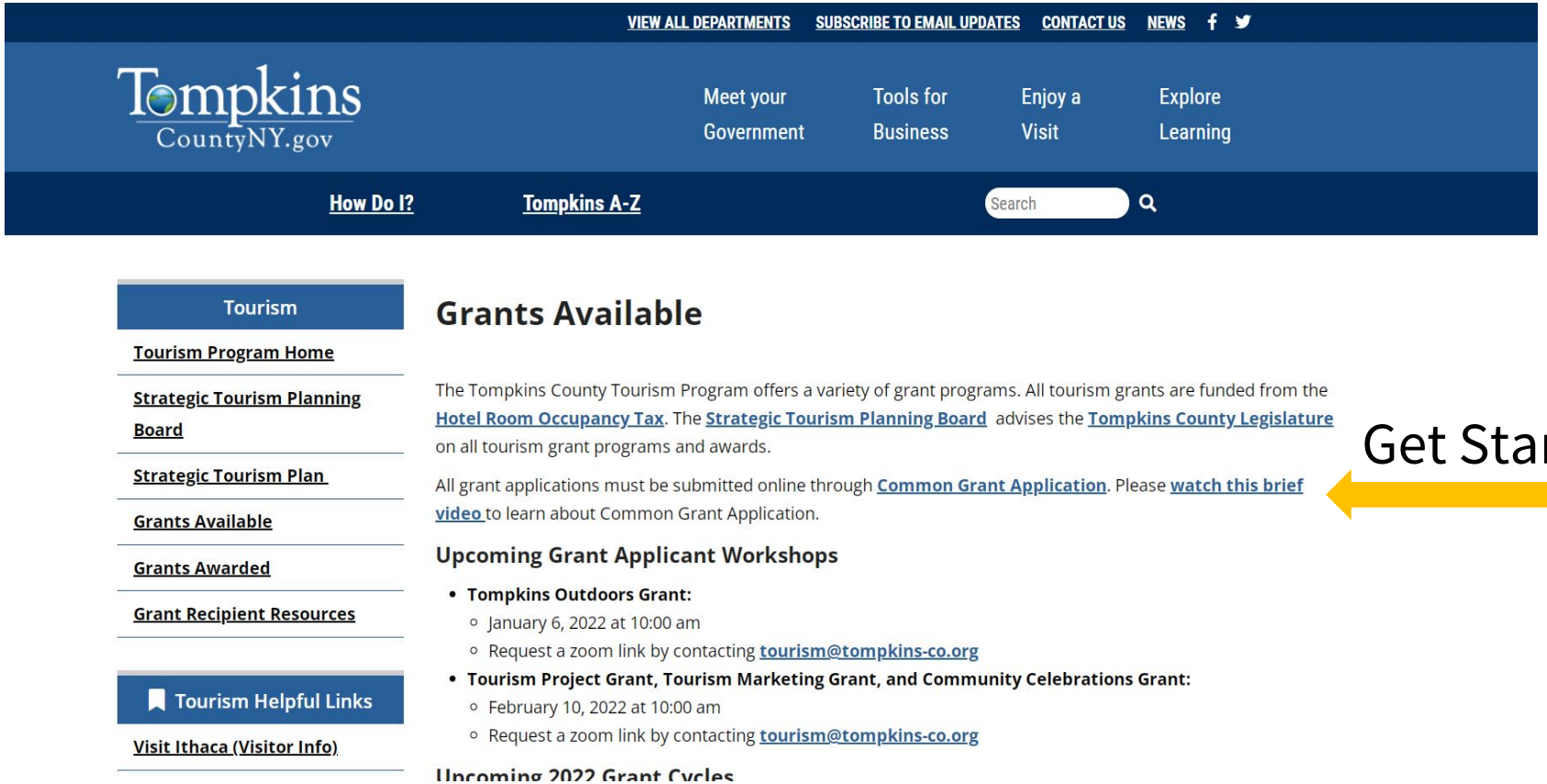
- County staff review applications (completeness and eligibility)
- Grant review committee evaluates applications and recommends funding to Strategic Tourism Planning Board
- Tourism Board considers review committee's report and votes to submit recommended funding to Tompkins County Legislature (via Planning, Development, and Environmental Quality Committee)
- Legislature considers funding request and votes to authorize grant awards
- County staff prepare and send contracts

Key Dates

- January 19th — Grant workshop
- February 27th — Application deadline
- March 15th — STPB makes grant award recommendation
- March TBD — HED Committee votes on grant resolutions
- April 4th — County Legislature votes on grant resolutions
- April 5th — Grant contracts issued

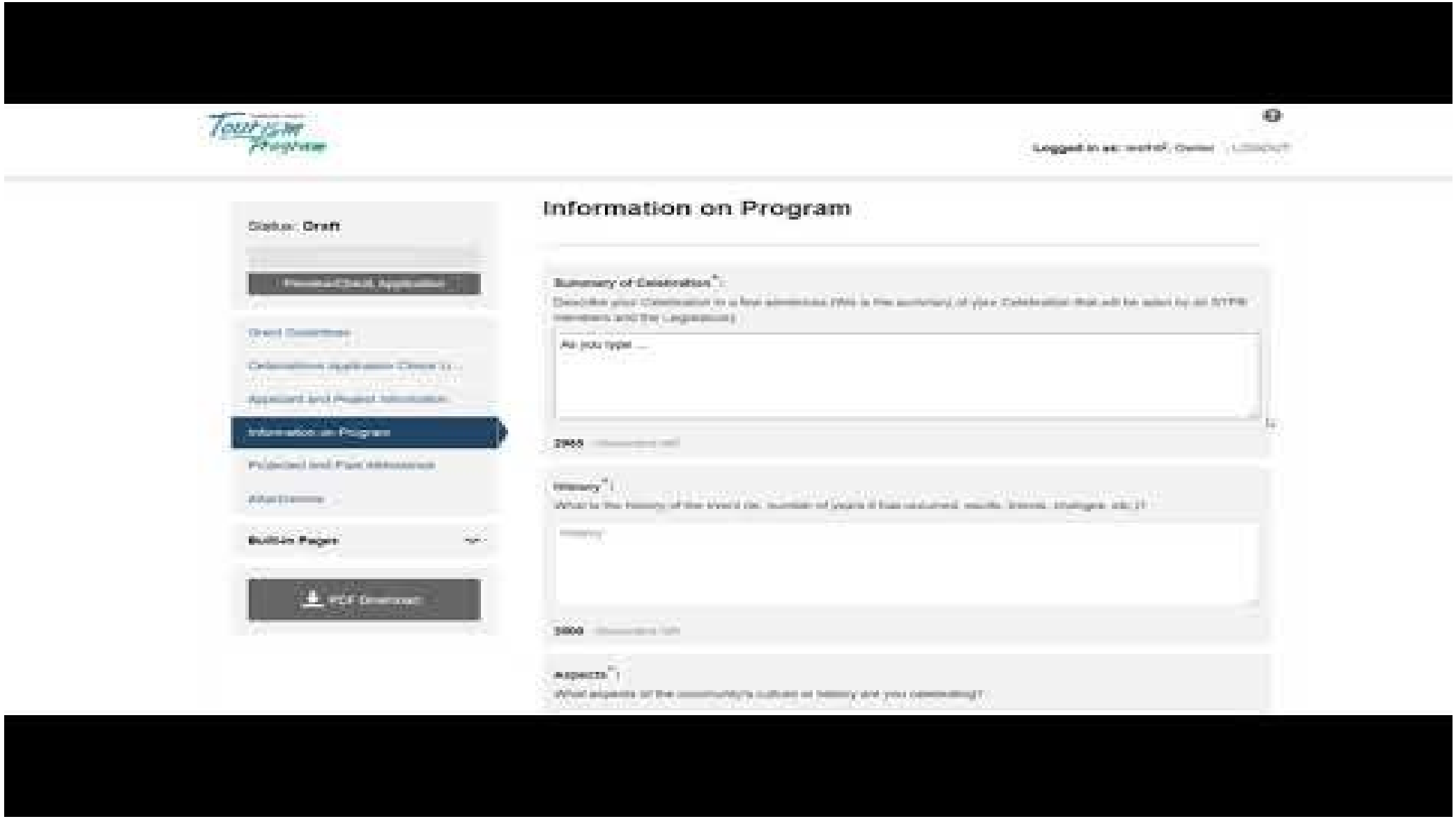
Common Grant Application

www.tompkinscountyny.gov/tourism/grants



Get Started!

Video Tutorial



https://youtu.be/xD85LuIZjRM

Choose a program

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GRANTMAKERS | APPLICANTS | ABOUT US | HELP | CONTACT US

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

ORGANIZATION | PROGRAMS

GRANTS

NAME	SUMMARY
Community Celebrations	**Description:**

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.

Program Type:

Grant

Grant Cycle Dates:

CYCLE NAME	APPLICATIONS OPENED	APPLICATIONS CLOSED
Spring	January 2	February 28
Fall	July 1	August 29

Documents:

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!

Powered by **Common Grant Application**

Register

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:*	Organization
First Name:*	
Last Name:*	
Organization Name:*	
Country:*	-- Select --
Email:*	
Re-enter Email:*	
User Name:*	
Password:*	
Re-enter Password:*	

Register

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Logged in as: [redacted]@gmail.com, Owner | LOGOUT

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

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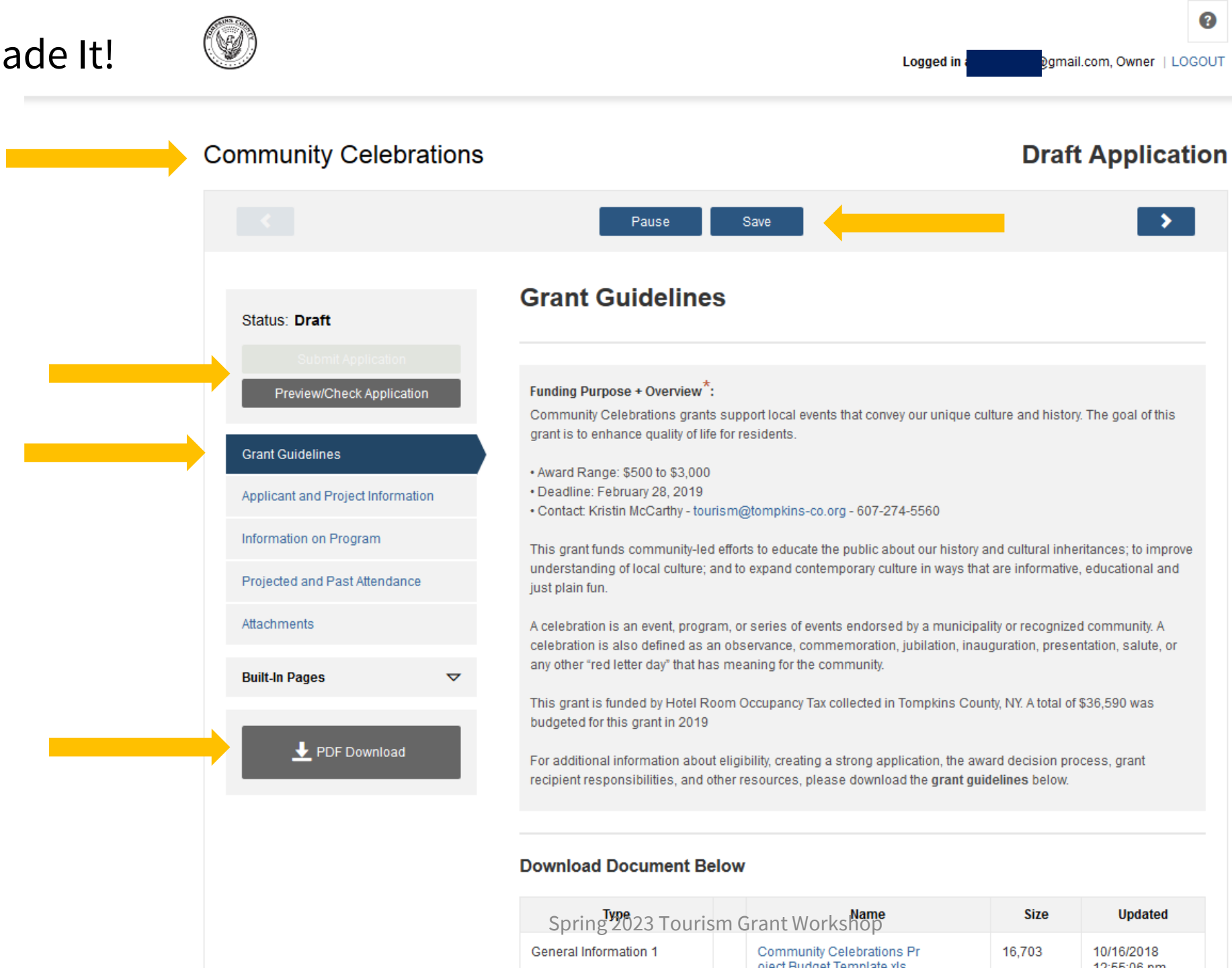
You Made It!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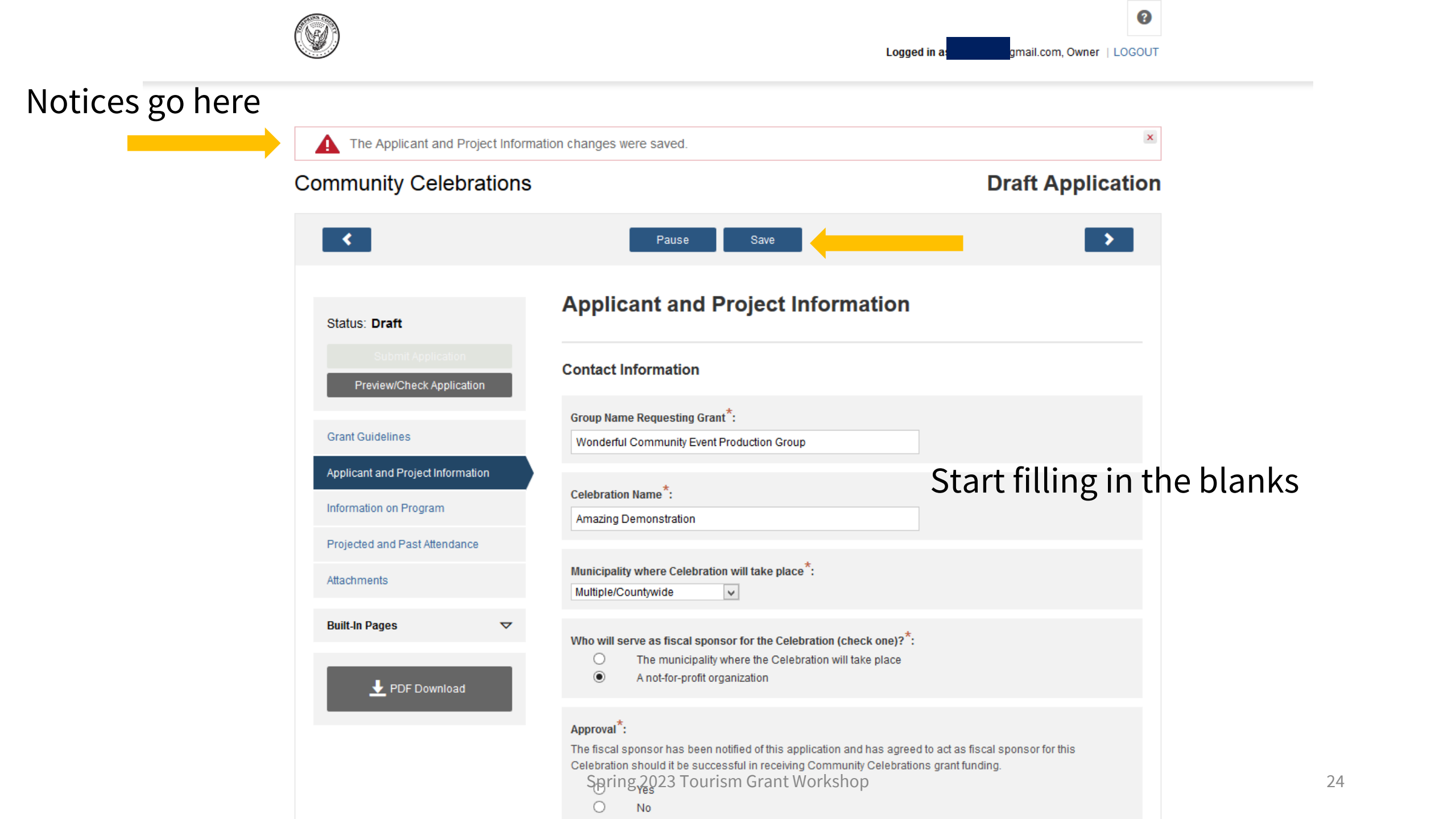
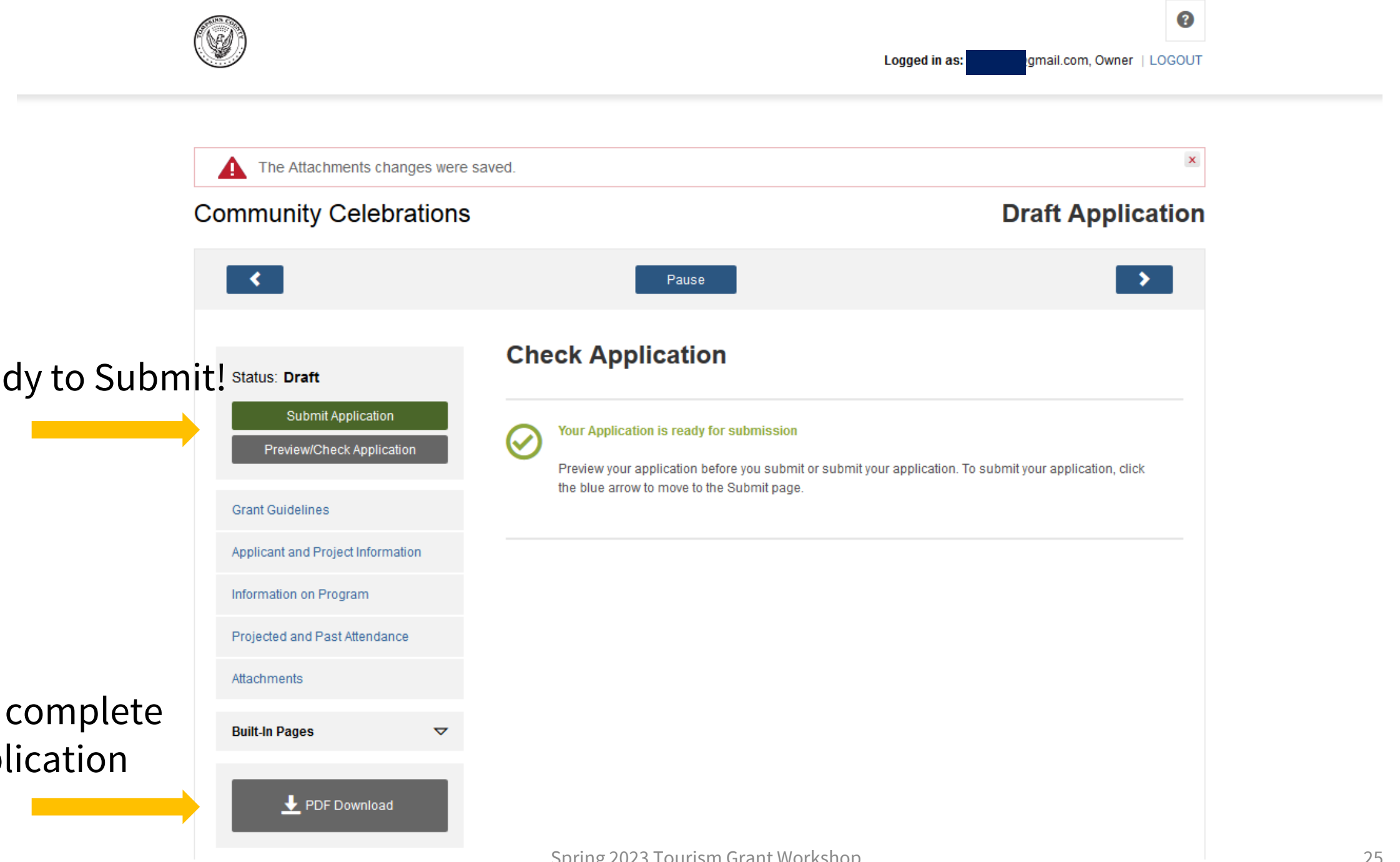
Community Celebrations
Draft Application
Pause
Save
Status: Draft
Submit Application
Preview/Check Application
Grant Guidelines
Applicant and Project Information
Information on Program
Projected and Past Attendance
Attachments
Built-In Pages
PDF Download
Grant Guidelines
Funding Purpose + Overview*:
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

Notices go here

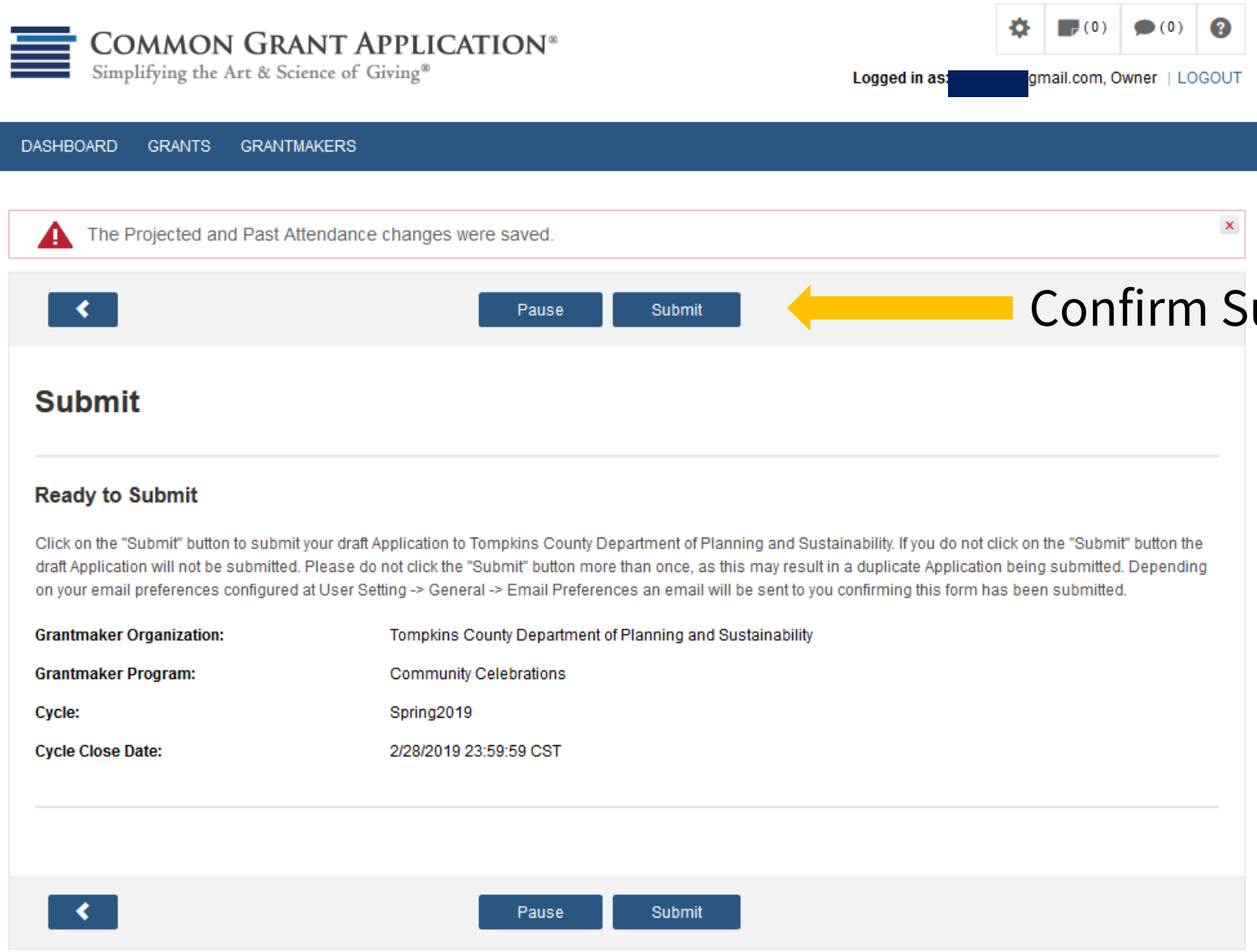


Start filling in the blanks



Ready to Submit!

D/L complete application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DASHBOARD GRANTS GRANTMAKERS
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
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Check your Email for a Confirmation

[Common Grant Application] Application Submitted

Inbox ×

Common Grant Application <noreply@commongrantapplication.com>
to me

4:06 PM (0 minutes ago)

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@tompkins-co.org

The grant application may be viewed by clicking on the following link: http://www.commongrantapplication.com/gsk/bin/gsk_newappreview.php?appId=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.

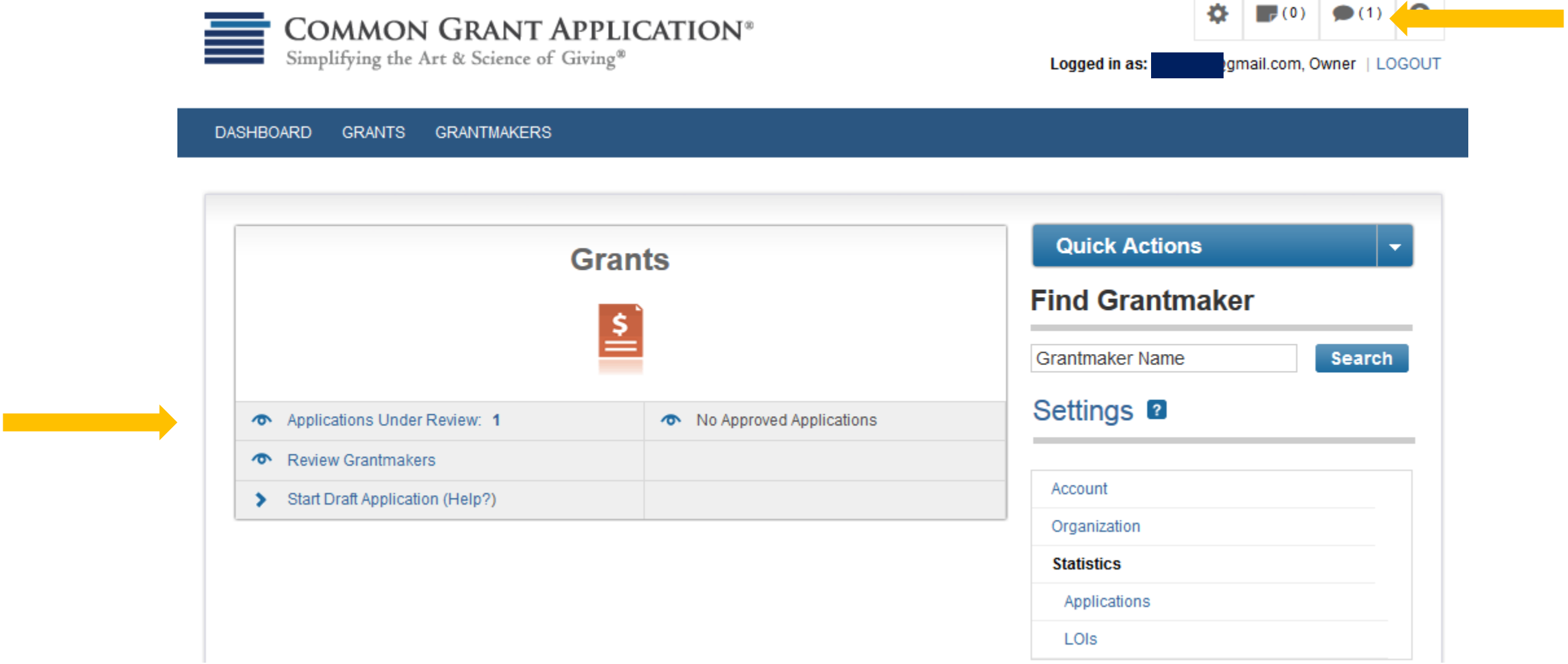
The application was submitted for the grant cycle that has an open date of: 1/2/2019 00:00:01 CST and a close date of: 2/28/2019 23:59:59 CST

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: [redacted]gmail.com.

Sincerely,

Common Grant Application

Please note: The sender's email address is NHelmholdt@tompkins-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.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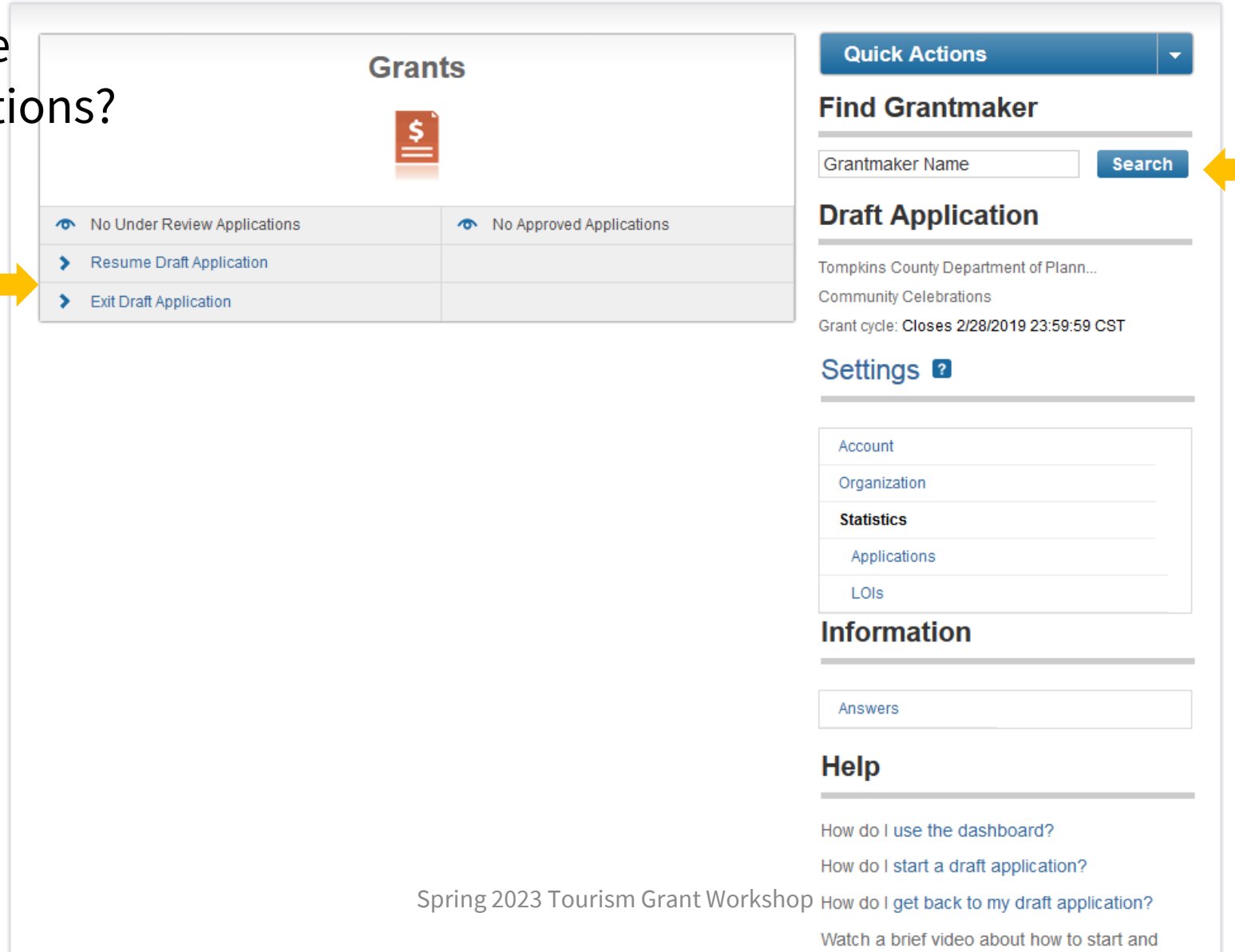
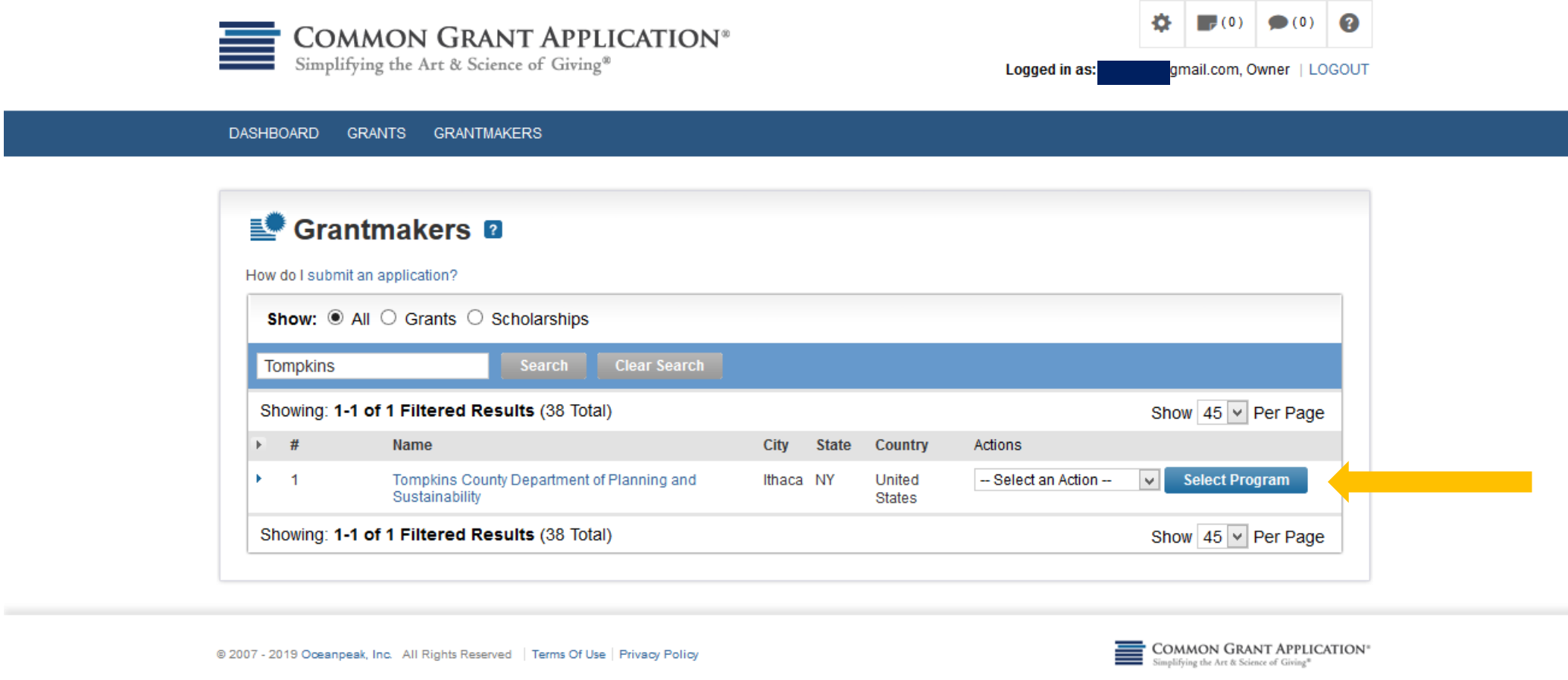
DASHBOARD
GRANTS
GRANTMAKERS
Grants
Applications Under Review: 1
No Approved Applications
Review Grantmakers
Start Draft Application (Help?)
Quick Actions
Find Grantmaker
Grantmaker Name
Search
Settings
Account
Organization
Statistics
Applications
LOIs

How do I Prepare Multiple Applications?

1- Exit your draft

2- Search: TOMPKINS

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GRANTS
GRANTMAKERS
Grantmakers
How do I submit an application?
Show: All Grants Scholarships
Tompkins
Search
Clear Search
Showing: 1-1 of 1 Filtered Results (38 Total)
Show 45 Per Page
Name City State Country Actions
1 Tompkins County Department of Planning and Sustainability Ithaca NY United States
-- Select an Action --
Select Program
Showing: 1-1 of 1 Filtered Results (38 Total)
Show 45 Per Page
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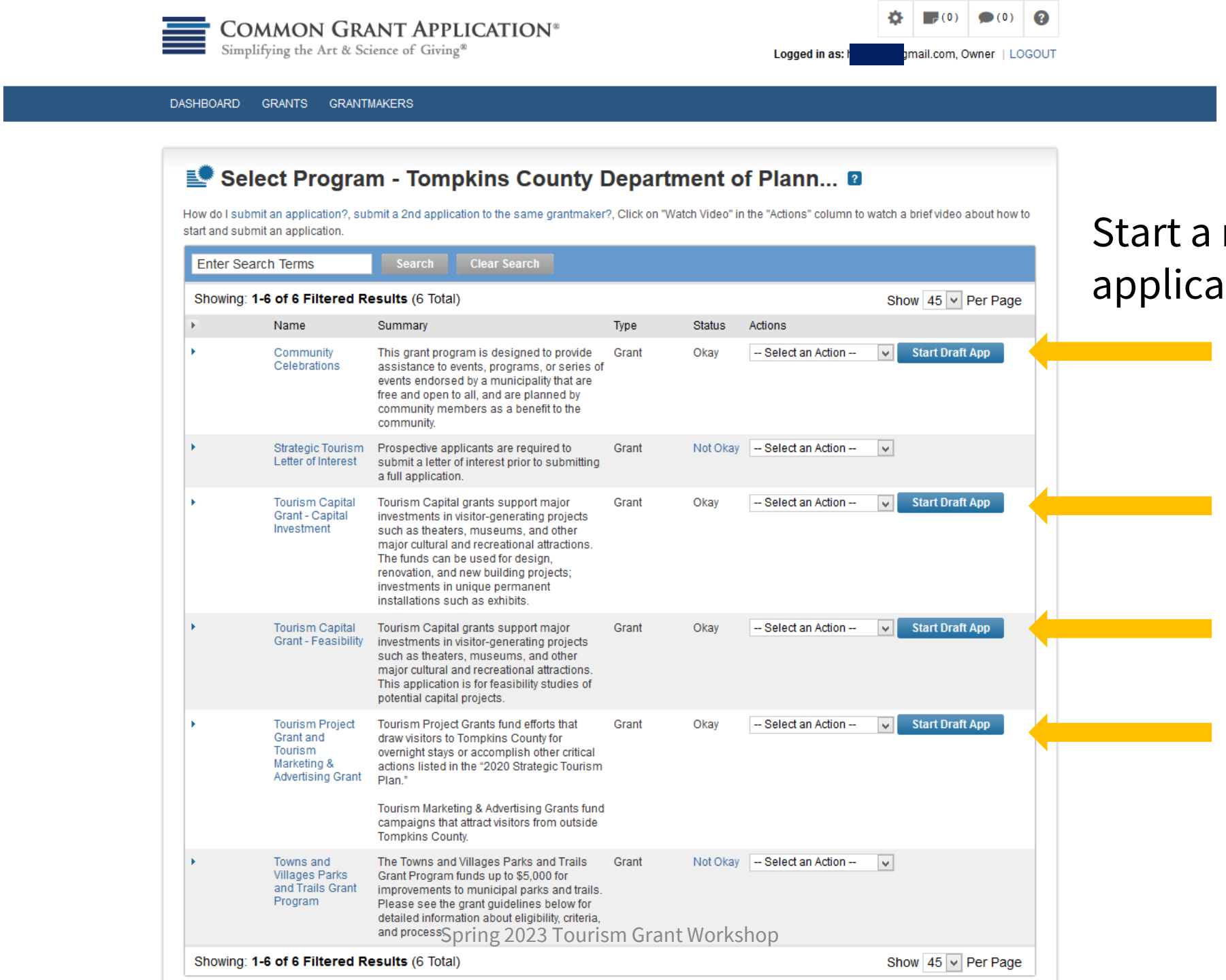

Start a new application