

Spring 2023 Tourism Grant Workshop

January 19, 2023
Greater Ithaca Activities Center



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



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



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



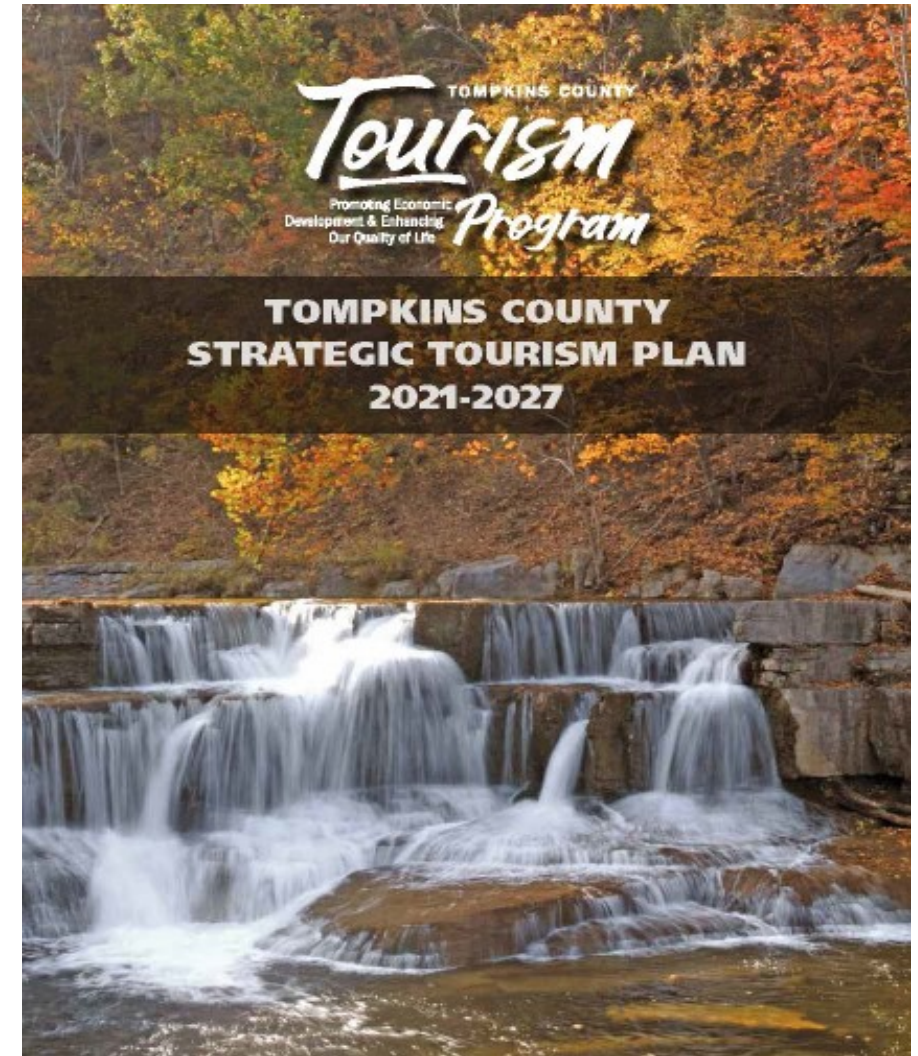
Tourism Program Values

- 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



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.



Ithaca / Tompkins County Convention & Visitors Bureau (CVB)




Visit

i **T** **H** **A** **C** **A**

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

A vintage-style poster for the Newfield Music Series. At the top, a speech bubble contains the text "NEWFIELD MUSIC SERIES AT MILL PARK". Below this, a black and white illustration shows three men in work clothes; one is pointing towards the other two. The bottom half of the poster is a black box with white text listing the dates and names of the events.

**NEWFIELD MUSIC SERIES
AT MILL PARK**

JUNE 22: LOUISTON
JULY 13: JESSIE GRAY
JULY 27: HOME REMEDY
AUG 10: GOOD DOG
AUG 24: FREIGHT

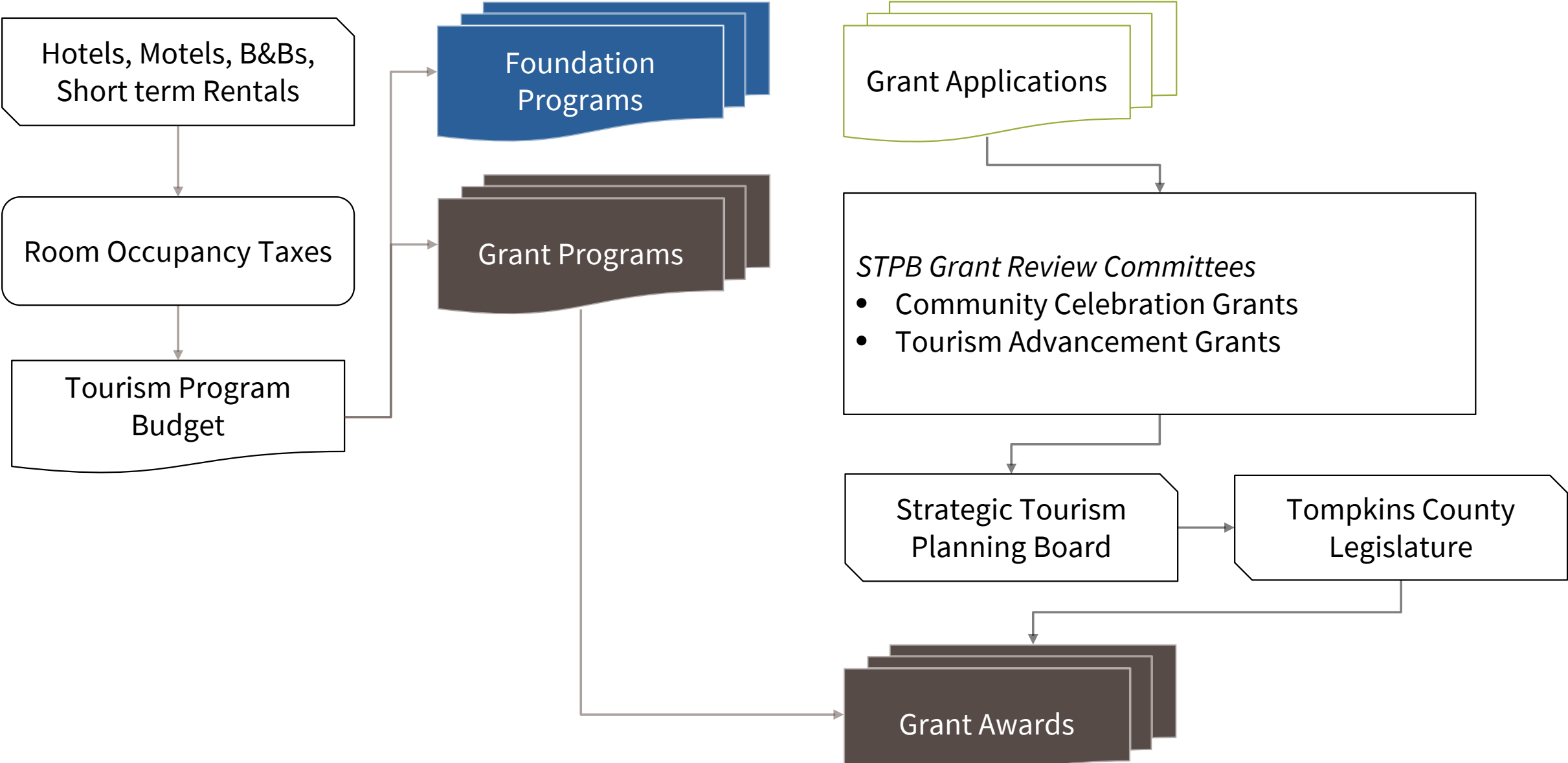
- Purpose: to support events that convey the unique culture and history of Tompkins County
- Eligibility:
 - Event is free and open to all
 - Event is an observance, jubilation, presentation, etc.
 - No carnival rides, fireworks, religious celebrations, etc.
- Award Range: \$500 - \$2,500 (\$21,825 available)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

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**

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



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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.

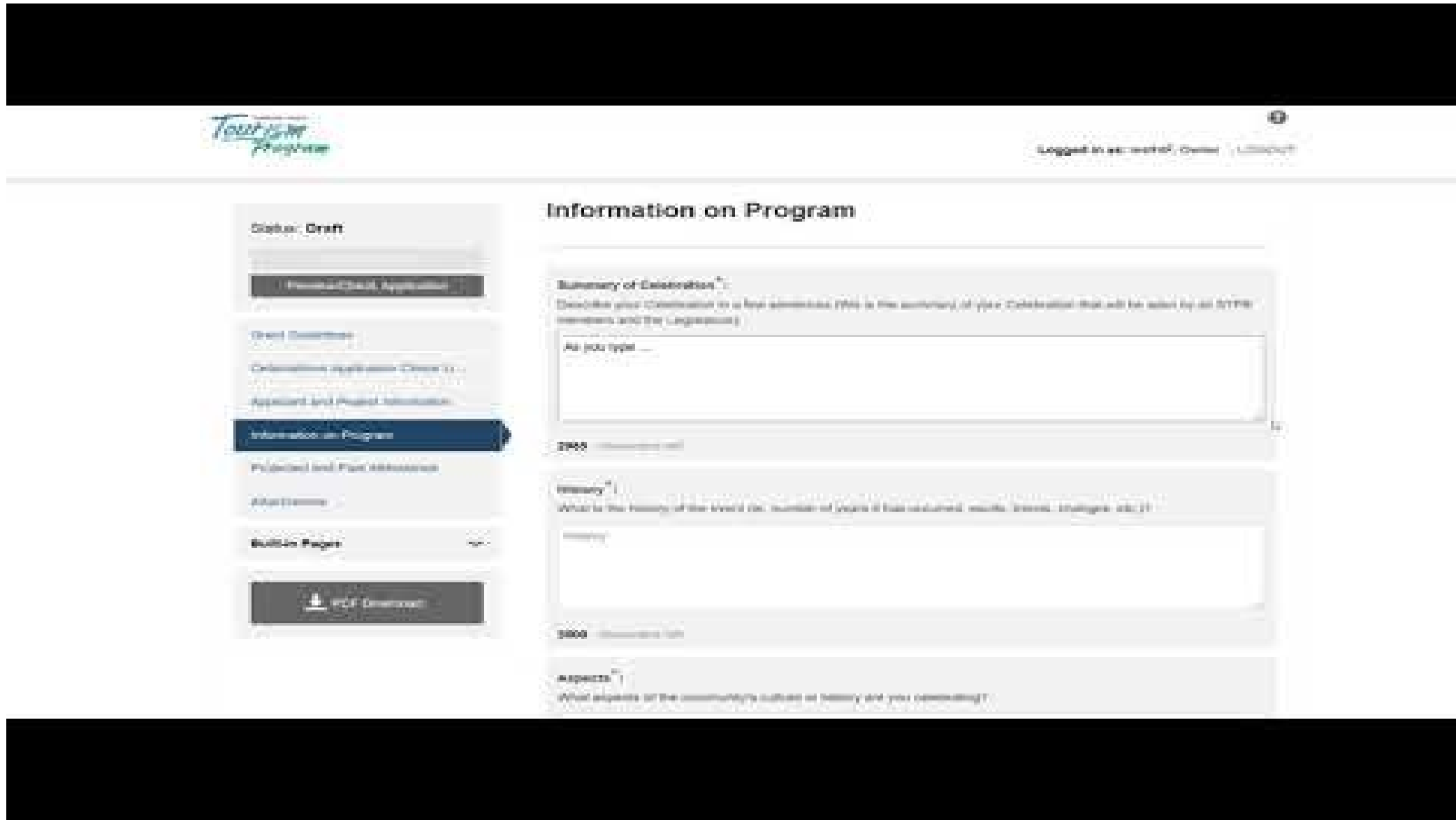
Upcoming Grant Applicant Workshops

- **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!





<https://youtu.be/xD85LuIZjRM>

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	
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																

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: *	<input type="text" value="Organization"/>	
First Name: *	<input type="text"/>	
Last Name: *	<input type="text"/>	
Organization Name: *	<input type="text"/>	
Country: *	<input type="text" value="-- Select --"/>	
Email: *	<input type="text"/>	
Re-enter Email: *	<input type="text"/>	
User Name: *	<input type="text"/>	
Password: *	<input type="text"/>	
Re-enter Password: *	<input type="text"/>	
<input type="button" value="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

← 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 12:55:06 pm



Notices go here



The Applicant and Project Information changes were saved. ✕

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

Applicant and Project Information

Contact Information

Group Name Requesting Grant *:

Celebration Name *:

Municipality where Celebration will take place *:

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.

Spring 2023 Tourism Grant Workshop

Yes
 No




Start filling in the blanks



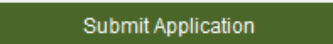
 The Attachments changes were saved. 

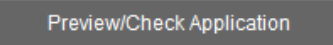
Community Celebrations

Draft Application

Status: **Draft**






[Grant Guidelines](#)


[Applicant and Project Information](#)

[Information on Program](#)

[Projected and Past Attendance](#)

[Attachments](#)

Built-In Pages 



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_newappreview.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

Settings ?

[Account](#)

[Organization](#)

Statistics

[Applications](#)


[LOIs](#)



How do I Prepare Multiple Applications?

1- Exit your draft



Grants



 No Under Review Applications	 No Approved Applications
Resume Draft Application	
Exit Draft Application	

Quick Actions ▾

Find Grantmaker

 [Search](#)

Draft Application

Tompkins County Department of Plann...
Community Celebrations
Grant cycle: Closes 2/28/2019 23:59:59 CST

Settings ?

Account
Organization
Statistics
Applications
LOIs

Information

Help

[How do I use the dashboard?](#)
[How do I start a draft application?](#)
[How do I get back to my draft application?](#)
[Watch a brief video about how to start and](#)

2- Search: TOMPKINS



 **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	<input type="button" value="-- Select an Action --"/> <input type="button" value="Select Program"/>

Showing: 1-1 of 1 Filtered Results (38 Total)

Show 45 Per Page



Select Program - Tompkins County Department of Plann... ?

How do I submit an application?, submit a 2nd application to the same grantmaker?, Click on "Watch Video" in the "Actions" column to watch a brief video about how to start and submit an application.

Enter Search Terms Search Clear Search

Showing: 1-6 of 6 Filtered Results (6 Total) Show 45 Per Page

Name	Summary	Type	Status	Actions
Community Celebrations	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.	Grant	Okay	-- Select an Action -- Start Draft App
Strategic Tourism Letter of Interest	Prospective applicants are required to submit a letter of interest prior to submitting a full application.	Grant	Not Okay	-- Select an Action --
Tourism Capital Grant - Capital Investment	Tourism Capital grants support major investments in visitor-generating projects such as theaters, museums, and other major cultural and recreational attractions. The funds can be used for design, renovation, and new building projects; investments in unique permanent installations such as exhibits.	Grant	Okay	-- Select an Action -- Start Draft App
Tourism Capital Grant - Feasibility	Tourism Capital grants support major investments in visitor-generating projects such as theaters, museums, and other major cultural and recreational attractions. This application is for feasibility studies of potential capital projects.	Grant	Okay	-- Select an Action -- Start Draft App
Tourism Project Grant and Tourism Marketing & Advertising Grant	Tourism Project Grants fund efforts that draw visitors to Tompkins County for overnight stays or accomplish other critical actions listed in the "2020 Strategic Tourism Plan." Tourism Marketing & Advertising Grants fund campaigns that attract visitors from outside Tompkins County.	Grant	Okay	-- Select an Action -- Start Draft App
Towns and Villages Parks and Trails Grant Program	The Towns and Villages Parks and Trails Grant Program funds up to \$5,000 for improvements to municipal parks and trails. Please see the grant guidelines below for detailed information about eligibility, criteria, and process.	Grant	Not Okay	-- Select an Action --

Showing: 1-6 of 6 Filtered Results (6 Total) Show 45 Per Page

Start a new application

