

NYS Consolidated Funding Application # 121265
Organization Name: Finger Lakes Visitor Connection
Project Name: History Comes to Life Project
City: Canandaigua **State:** NY

Created on
July 29, 2022 - 03:09 PM
Application finalized on
July 29, 2022 - 03:07 PM

Region

Finger Lakes

Questionnaire Questions & Answers

Location

Market New York

Q_3527 US Congressional District where the project is located. (This question's value will be filled automatically, based on the project address, when the application is finalized.)

27

Q_928 Project Street Address: Please input the project street address (**Street Number and Street Name only**).

If the project has multiple locations, please input the primary street address of the project. If the project does not have a definite street address, please input the approximate street address of the project (Street Number and Street Name only).

25 Gorham St

Q_565 Project City

Canandaigua

Q_972 Project county or counties.

Ontario

Q_568 Project State

NY

Q_572 Project Latitude (This question's value will be filled automatically, based on the project address, when the application is finalized.)

42.88914727300005

Q_573 Project Longitude (This question's value will be filled automatically, based on the project address, when the application is finalized.)

-77.28081771599994

Q_184 NYS Assembly District where the project is located. (This question's value will be filled automatically, based on the project address, when the application is finalized.)

131

Q_190 NY Senate District where the project is located. (This question's value will be filled automatically, based on the project address, when the application is finalized.)

54

Q_1034 Project ZIP Code. (please use ZIP+4 if known)

14424

Q_616 For more than one project location, please provide full address(es) for each location. If Not Applicable, indicate "NA".

This project will consist of multiple locations throughout Ontario County.

Basic

General Project Information

Q_549 Type of Applicant (select all that apply)

Not-For-Profit

Q_12603 Is the applicant a DBA?

Yes

Q_550 What is the applicant's DBA name?

(This question is associated with your answer selection in question: [Q_12603](#))

A Finger Lakes Visitors Connection

Q_556 Select an applicant ID type from the list below that you normally use to identify your organization on application forms.

Federal Tax ID Number

Q_2655 Based on your selection from the previous question, enter your applicant ID number. (Please do not provide your social security number).

22-2561805

Q_969 If you are a business, have you been certified as a New York State Minority or Women-owned Business Enterprise (MWBE)?

No

Applicant

	Answer
Organization Legal Name	Ontario County Four Seasons Local Development Corporation
Applicant First Name	Valerie
Applicant Last Name	Knoblauch
Street Address	19 Susan B. Anthony Lane
City	Canandaigua
State	NY
Zip Code (use ZIP+4 if known)	14424
Telephone Number (include area code)	585-394-3915
Email Address	valerie@ visitfingerlakes.com

Contacts

	Primary Contact	Contact Authorized to Execute Contract if Awarded	Additional Contact
Salutation	Mrs.	Mrs.	Mrs.
First Name	Valerie	Julie	Nichola
Last Name	Knoblauch	Maslyn	Ostrander
Title	President/CEO	Assistant to the President	Owner
Organization	A Finger Lakes Visitors Connection	A Finger Lakes Visitors Connection	Ostrander's Consulting
Street Address	19 Susan B. Anthony Ln.	19 Susan B. Anthony Ln.	900 West Water Street
City	Canandaigua	Canandaigua	Elmira
State	NY	NY	NY
ZIP Code	14424	14424	14905
Telephone Number	585-394-3915	585-394-3083	607-742-2168

Email Address valerie@
visitfingerlakes.com

accounting@
visitfingerlakes.com

nostrander@
ostrandersconsulting.com

Q_4199 Please select the primary sector or characterization that best defines this project.

Historic Preservation

Q_4198 Please select the secondary sector or characterization that best defines this project.

Tourism/Travel

Project Description

Q_575 Project Description. Concisely describe the project, indicating the location, what will be planned, designed, acquired, and/or constructed, the issues/opportunities to be addressed, and expected outcomes and deliverables. Additional details will be collected later in the application process.

Imagine a history “museum” that is open from dawn to dusk and is accessible throughout the entire County, from border to border! Imagine the stories that can be told of our history. Those stories come to life via modern technology of augmented reality and QR codes. We propose to make this happen by installing permanent signage with augmented reality and QR codes, where your cell phone becomes the tool to tie together “what happened here in the 1600s or 1800s or another time frame – with modern day technology.” we would like to use the stories of these signs and incorporate a QR code in the signs that would lead to a library of virtual stories and storytelling. Put your phone up to the sign, it recognizes the QR code, and the story is told in a 30-second clip, and you’re off to the next sign or the opportunity for a more in-depth lesson on that element of history in that place.

The installation of the permanent signage with augmented reality and QR code capability making the County an outdoor tourism destination while also creating an outdoor museum by incorporating the historical sites throughout the County. Hopefully, this project will expand into other areas and regions over time.

Q_976 Statement of need: Provide a brief summary of the need for the project in the geographic area proposed and the project's financing needs, including funding gaps of the proposed project.

Finger Lakes Visitors Connection, Ontario County's Official Tourism Promotion Agency(TPA) focuses on driving sustainable economic growth by promoting Ontario County as a travel destination. As one of the 14 counties in the Finger Lakes Region, Ontario must differentiate itself and stand out as a unique place to visit because most counties offer similar products. Ontario County Economic Development office, developed a strategic plan after COVID-19 to address the disruption stemming from the pandemic and the "new normal" created from the pandemic aftermath. The County found a "potential decline in technology innovation in the Rochester metropolitan area" (P9). Due to the cost of the installation of the signage to bring this project to life, there is a funding gap of \$150,000, which is 20% of the total project cost.

Q_2366 How does your project align with the Regional Economic Development Council’s Strategic Plan/Upstate Revitalization Initiative Plan? (strategic plans are located at <https://regionalcouncils.ny.gov/>)

This project advances the Regional Economic Development Councils' economic priorities of tourism and arts, making a vital contribution to the region's economic vitality, stimulating and strengthening the region's high quality of life, which has consequences in the attraction and retention of businesses (P18). In addition, this project will "Invest in the development, promotion, and preservation of culture, artistic and historical assets" (P18), making this a REDC priority project in Ontario County.

Q_930 Explain what makes your project a regional economic priority - for example creates jobs, economic investment, sustainability and community revitalization, government efficiency or consolidation etc.

The project would be an economic investment and a community revitalization initiative after the COVID-19 pandemic. The REDC Tourism and Arts sector strategy outlines how the tourism and arts industry generates economic growth in a community, along with the need to leverage the region's substantial recreational, cultural, culinary, and historical assets with a particular focus on making the Finger Lakes an international destination. The Tourism and Arts sector in the Strategic Plan states that Museums are the priority projects for the region. The installation of the permanent Augmented reality and QR code signage at each historic site throughout the County would bring an outdoor museum to life, bringing recreational, cultural, and historical assets under one project, revitalizing the tourism and arts in the new normal after COVID-19.

Q_929 Current State of Project Development (i.e. planning, preliminary engineering, final design, etc. You may enter N/A for non-project related applications)

Planning

Q_975 Estimated Project Timeline: include project start/completion dates, estimates for design, permitting and construction or other major steps.

Grant Award- Month 0

The timeline Ontario County has set for this project is as follows and is based on the award date.

Research, inventory, and condition assessment - first three months.

Identification of potential voids – ongoing.

The first nine months are content development, video, QR code technology, augmented reality technology, web landing page, and other web infrastructure.

Production of Sign – first 12 months.

Permits – first 12 months.

Project Management – ongoing.

Ontario County and the Finger Lakes Visitor's Connections plans are to have this project operational no later than 12 months from the grant award date.

Q_580 Provide a list of all federal, state, and local reviews, approvals, or permits needed or completed, including the dates when they are expected to be completed or were completed. If Not Applicable, indicate "NA".

Local and State Historic Preservation Office will review and issues permits needed for this project.

Q_12606 Does this project require State and/or Federal Environmental Review?

Yes

Q_2364 What is the status of State and/or Federal Environmental Review?

(This question is associated with your answer selection in question: [Q_12606](#))

In Process

Q_12607 Please indicate the lead agency (if applicable).

(This question is associated with your answer selection in question: [Q_12606](#))

Ontario County Planning Department

Q_12604 Has a National Environmental Policy Act (NEPA) Record of Decision been issued?

No

Prior CFA Funding

Q_12625 Has the applicant or project been awarded funding in prior CFA rounds?

No

Q_4160 For each program to which you are applying under the CFA, explain your strategy for proceeding if the full amount of requested funding, required matching funds, and temporary financing are not secured as expected, or committed sources become unavailable. This explanation must address any proposed project phases, and both CFA and non-CFA sources of funds.

If the full amount of the requested funding, required matching funds, and temporary financing is not secured as expected or committed funds become unavailable the strategy will be to proceed with the installation of the signage, but at a much slower rate over a longer period of time as funds become available.

Standard Question

Market New York

General Market New York Funding Questions

Q_6849 Indicate what type of expenditures your project plan includes (select from the drop down below):

Capital/Construction ONLY

Q_6364 If the primary and secondary sectors listed above don't include TOURISM, please provide a brief justification as to how this project is tourism based.

No Answer

Q_12226 Please provide a 1-2 sentence press release ready description of the proposed project. This description will appear in the REDC Awards Booklet if the project is funded. Please be clear and concise.

History will come to life in Ontario County when Finger Lakes Visitors Connection and their partners team up to use Augmented Reality technology on over 100 historical markers throughout the County, reinventing how historical stories are shared and creating an outdoor museum experience.

Q_1459 Will the proposed project directly or indirectly result in the creation of permanent jobs? If so, estimate the number of permanent full-time equivalent jobs that will be created.

Enter zero if not applicable.

0

Q_2372 Will the proposed project result in the creation of construction jobs? If so, estimate the number of construction jobs to be created.

Enter zero if not applicable.

0

Q_3175 Should the full amount of the Applicant's ESD funding request not be awarded, at what minimum level of ESD funding does the project become unfeasible?

The funds, if awarded will provide the necessary funding gap to move forward with the construction/renovation of the site plaques as well as marketing for these sites. Without these funds, the project will not be able to move forward at this point and would put the project on hold to look for other funding sources similar to Market New York.

Q_6850 Prior CFA Funding- If this project has been funded in three consecutive rounds, briefly describe below how this proposal differs from the project awarded in previous rounds and include the CFA numbers for which the funding was awarded.

No Answer

Q_12876 If your project includes capital/construction costs, is the applicant aware of the insurance requirements as outlined in the Market New York Round 12 Guidelines. Please answer "Yes" or "No". If inapplicable, indicate "NA"

Yes

Q_12877 If your project includes event related costs, is the applicant aware of the insurance requirements as outlined in the Market New York Round 12 guidelines. Please answer "Yes" or "No". If inapplicable, indicate "NA"

NA

Q_2618 If your project includes a hotel, with more than 15 employees, as a principal function is the applicant aware that you are required to demonstrate compliance with Section 2879-b of Public Authorities Law regarding labor peace. Please answer "Yes" or "No". If inapplicable, indicate "NA".

NA

Q_6374 Market NY is a reimbursement based grant. Successful grantees will be paid on a reimbursement basis up to the total award amount. No grant funds will be paid up front. Please select "Yes" if you have read and acknowledge this information.

Yes

Q_12878 I verify that I have read and understand the Market New York Round 12 guidelines.

Yes

Certification

Q_1038 By entering your name in the box below, you certify that you are authorized on behalf of the applicant and its governing body to submit this application. You further certify that all of the information contained in this Application and in all statements, data and supporting documents which have been made or furnished for the purpose of receiving assistance for the project described in this application, are true, correct and complete to the best of your knowledge and belief. You acknowledge that offering a written instrument knowing that the written instrument contains a false statement or false information, with the intent to defraud the State or any political subdivision, public authority or public benefit corporation of the State, with the knowledge or belief that it will be filed with or recorded by the State or any political subdivision, public authority or public benefit corporation of the State, constitutes a crime under New York State Law.

Valerie Knoblauch

Q_7341 By entering your name in the box below, you certify, under penalty of perjury, that the information given herein is true and correct in all respects for the company or organization applying for funding (the "Company"), presently and for the past five years: -the Company is not a party to any litigation or any litigation is not pending or anticipated that could have an adverse material effect on the company's financial condition;

-the Company does not have any contingent liabilities that could have a material effect on its solvency;

-the Company, its affiliates or any member of its management or any other concern with which such members of management have been officers or directors, have never been involved in bankruptcy, creditor's rights, or receivership proceedings or sought protection from creditors;

-the Company is not delinquent on any of its state, federal or local tax obligations;

-No principal, officer of the Company, owner or majority stockholder of any firm or corporation, or member of the management has been charged or convicted of a misdemeanor or felony, indicted, granted immunity, convicted of a crime or subject to a judgment, or the subject of an investigation, whether open or closed, by any government entity for a civil or criminal violation for: (i) any business-related activity including, but not limited to, fraud, coercion, extortion, bribe or bribe receiving, giving or accepting unlawful gratuities, immigration or tax fraud, racketeering, mail fraud, wire fraud, price fixing or collusive bidding; or (ii) any crime, whether or not business related, where the underlying conduct relates to truthfulness, including but not limited to, the filing of false documents or false sworn statements, perjury or larceny;

-the Company or any of the Company's affiliates, principal owners or Officers has not received a violation of State Labor Law deemed "willful";

-the Company or any of its affiliates has never been cited for a violation of State, Federal, or local laws or regulations with respect to labor practices, hazardous wastes, environmental pollution or other operating practices;

-there are not any outstanding judgments or liens pending against the Company other than liens in the normal course of business.

-the Company or any of its affiliates, principal owners or officers the company has not been the subject of any judgments, injunctions, or liens including, but not limited to, judgments based on taxes owed, fines and penalties assessed by any governmental agency, or elected official against the Company.

- the Company or any of its affiliates, principal owners or officers the company has not been investigated by any governmental agency, including, but not limited to, federal, state and local regulatory agencies

-the Company or any of its affiliates, principal owners or officers the company has not been debarred from entering into any government contract; been found non-responsible on any government contract; been declared in default ore terminated for cause on any government contract; been determined to be ineligible to bid or propose on any contract; been suspended from bidding on any government contract; received an overall unsatisfactory performance rating from any government agency on any contract; agree to a voluntary exclusion from bidding or contracting on a government contract.

- the Company or any of its affiliates, principal owners or officers the company has not failed to file any of the required forms with any government entity regulating the Company. By entering your name in the box below, you agree to allow the Department of Taxation to share the Company tax information with ESD. By entering your name in the box below, you agree to allow the Department of Labor to share tax and employer information with ESD. Note: If any of the statements above are not true, in addition to entering your name, also include an explanation in the box below, indicating which issue you are addressing.

Valerie Knoblauch

Q_2365 By entering your name in the box below, you are acknowledging that ESD's Contractor & Supplier Diversity policy will apply to this project. You are further acknowledging that you are aware of ESD's agency-wide Minority and Women Business Enterprise ('MWBE') utilization goal of 30%. Please note that each project will be assigned an individual contract-specific goal, which may be higher or lower than 30%. Furthermore, you understand that, should this project receive a funding award, the Applicant shall be required to use good faith efforts to achieve the prescribed MWBE goals assigned to this project and failure to attain MWBE goal could result in grant amount being reduced.

Valerie Knoblauch

Q_6854 By entering your name in the box below, you certify and agree that you are aware that your application is a commitment specifically in regards to your organization's matched funds and as such, if your application is successfully awarded, at the full requested amount, your organization is committed to the amount of the match as written in your application. A reduction in a committed match will likely result in a reduction in the award amount.

Valerie Knoblauch

Net New Jobs

No job answers necessary due to your associated programs.

Qualified Investments

No investment answers necessary due to your associated programs.

Total Project Cost

Total project cost: \$ 900,000

Funding Requested from Program

Program	Amount Requested
Market New York	\$ 180000

Program Budget

Market New York

Use	Source	Status	Amount	Indicate Source / Comments
Construction/Renovation	Private	Secured	\$180000	Empire State Development
Contractual and/or Consultants	ESD Grant Funds	Anticipated	\$720000	Finger Lakes Visitors Connection

Attachment Questions & Answers

Market New York

Attachment Questions:

Q_12037 Does your business operate outside of New York State? If so, you are required to submit, as part of your application, a Certificate of Authority provided by New York State Department of State.

No attachment, cannot upload

Q_12873 MARKETING PROJECTS - Attach your MARKETING Project Plan if you are applying for marketing grant funds for a general tourism, tourism special events, and/or agritourism, including craft beverage, project. Additional information on suggestions for Project Plans can be found in the Market New York guidelines. See SCORING TIPS for link to guidelines.

[Finger Lakes Visitor's Connection Capital Project Plan \(1\).pdf](#)
[Download](#)

Q_12875 CAPITAL PROJECTS - Attach your CAPITAL Project Plan if you are applying for capital tourism grant funds, including capital costs for tourism special events and/or agritourism including craft beverage tourism projects. Additional information on suggestions for Project Plans can be found in the Market New York guidelines. See SCORING TIPS for link to guidelines.

No attachment, cannot upload

Q_12874 MATCH DEMONSTRATION & COMMITMENT: Attach documentation demonstrating and/or commitment of required match for this project.

[2022_FLVC_Grant_historycomestolife_.pdf](#)

[Download](#)

Q_10004 LETTERS OF SUPPORT - Attach all letters of support and/or partnership letters for this project.

[Finger Lakes Visitors Connection_Support Letter_119853..pdf](#)

[Download](#)

Q_11621 Attach 2019 financial documents

For privately owned companies, IDAs, not-for-profits, educational institutions, start-ups, municipalities, or any business or organization other than publicly traded companies, please provide audited or reviewed financials, or compiled financials with signed tax returns, for 2019. For-publicly traded companies, please provide Form 10-K for 2019.

[2018 FYE_Financial Statements & Auditor's Report.pdf](#)

[Download](#)

Q_12172 Attach 2020 financial documents.

For privately owned companies, IDAs, not-for-profits, educational institutions, start-ups, municipalities, or any business or organization other than publicly traded companies, please provide audited or reviewed financials, or compiled financials with signed tax returns, for 2020. For publicly traded companies please provide Form 10-K for 2020.

[2020 Financial.PDF](#)

[Download](#)

Q_12593 Attach 2021 financial documents.

For privately owned companies, IDAs, not-for-profits, educational institutions, start-ups, municipalities, or any business or organization other than publicly traded companies, please provide audited or reviewed financials, or compiled financials with signed tax returns, for 2021. For publicly traded companies please provide Form 10-K for 2021.

[2021 Financials.PDF](#)

[Download](#)

Q_12594 Attach interim financials for 2022

For privately owned companies, IDAs, not-for-profits, educational institutions, start-ups, municipalities, or any business or organization other than publicly traded companies, please provide interim financials for 2022, certified by a company officer. For publicly traded companies, please provide the most recent Form 10-Q.

[2022 interim financials.PDF](#)

[Download](#)

Legend

[x] = Expired Program

