

The background of the entire page is a photograph of an outdoor dining area at night. In the foreground, there is a long wooden table with several white folding chairs. The table is set with white tablecloths, glassware, and several floral centerpieces. In the background, other tables and chairs are visible, along with people walking around. The scene is lit with warm, ambient lighting, including a chandelier hanging from the ceiling.

**LIVCO**

LIVINGSTON COUNTY  
— NEW YORK —

**Visit LivCo**  
**Festivals & Events Digital**  
**Marketing Grant**

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**2024 Program Guidelines**

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# Visit LivCo

## Festivals & Events Digital Marketing Grant

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|-------------------------|---|
| Intended Use:           | Help events gain a stronger position online |
| Accepting Applications: | Starting Monday, February 12th, 2024        |
| Applications Due:       | Friday, March 29th, 2024                    |
| Minimum Request:        | \$1,500                                     |
| Maximum Request:        | \$10,000                                    |
| Funding Match:          | Up to 50% of eligible digital marketing     |

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### Program Description

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The Festivals & Events Digital Marketing Grant (DMG) is offered by Visit LivCo, the official tourism promotion agency for Livingston County. The mission of Visit LivCo is to drive economic growth through travel and increase the annual visitors and number of overnights in the county. This grant opportunity is offered to local groups and organizations that coordinate events with a demonstrated history of or significant potential to draw visitors to the area.

The DMG is intended to provide funding assistance to organizations for digital marketing of special events that promote LivCo as a tourist destination. Funds received pursuant to the DMG must be used for expenditures associated with marketing and promoting the event to visitors and guests outside of LivCo, with the goal of increasing overall economic impact and/or overnight stays in Livingston County.

This grant program is funded by Livingston County Tourism and is not intended to be a sustainable source of funds.

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### Who is Eligible?

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To be eligible the event must:

- Take place within Livingston County between May 1-Dec 31, 2024.
- Use awarded funds for advertising, marketing and promotion outside of Livingston County. This is to ensure that funds will be used to attract event participants who reside outside of Livingston County. No media, marketing, or advertising expenditures within Livingston County will be reimbursed.
- If accommodations are secured for the event, they must be located within Livingston County.

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## What is Eligible?

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- Funds are intended for future marketing efforts to be performed.
- Eligible grant expenses may include creation or improvement of event website, digital marketing advertising, ecommerce development costs (selling tickets online), social media management, digital planning and advice/training.
  - Only event-related events and social media platforms will be considered, not business or personal/owner accounts.
  - Examples of approved marketing grant funding expenditures could include: Hiring vendors or agencies to conduct PR, marketing, advertising or digital campaigns, video or website production costs, external marketing or public relations efforts (including social media campaigns, search optimization, and e-marketing) that target visitors outside at least a 30-mile radius of Livingston County
  - The Visit LivCo logo must prominently appear on all appropriate marketing materials. Approved logo will be provided.
- Ineligible expenses include but are not limited to:
  - Traditional marketing costs including billboards, direct mail, print ads, radio ads, classified ads, etc.
  - Venue and vendor rentals, equipment rentals, performer and vendor fees, licenses, permits, or insurance costs, travel and lodging expenses for vendors or performers
  - Payroll costs
  - Promotional items, fundraising, awards/prize money
  - Acquisition of land or buildings, promotion of state public officials individually named, lobbyists, political contributions, late payment fees, finance charges or contingency funds, parking or traffic violations, payment of tax obligations or charitable contributions, payment of debt.
  - Other expenditures not consistent with LivCo objectives. If you are unsure if an expense is eligible, it should be discussed with Livingston County Tourism.

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## Insurance Requirements

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- All events must provide proof of insurance in order to qualify. Livingston County requires four types of insurance:
  - General Liability Insurance – coverage must include single limits of liability in the amount of \$1,000,000 for each occurrence and \$3,000,000 aggregate coverage. Such coverage is proven by a Certificate of Insurance which can be supplied by your insurance agent.
  - (If grantee owns or rents vehicles): Automobile Liability Insurance – coverage must include a \$1,000,000 minimum for each occurrence. Such coverage is proven by a Certificate of Insurance which can be supplied by your insurance agent.
  - Workers Compensation Insurance
    - For more information on NYS Workers Compensation insurance go to [www.wcb.ny.gov/content/onlineforms/obtainC105.jsp](http://www.wcb.ny.gov/content/onlineforms/obtainC105.jsp).

- Disability Benefits and Paid Family Leave Benefits Insurance -
  - For more information on Disability Benefits and Paid Family Leave Benefits Insurance forms go to [www.wcb.ny.gov/content/main/forms/Forms\\_db\\_carrier\\_self\\_insurer.jsp](http://www.wcb.ny.gov/content/main/forms/Forms_db_carrier_self_insurer.jsp)
- If a grantee does not have any employees they must apply for a Certificate of Attestation of Exemption (CE-200) to prove a business is not required to carry New York workers' compensation and/or New York disability and Paid Family Leave Benefits Insurance.
  - Grantees can apply for a CE-200 at [www.businessexpress.ny.gov/app/answers/cms/a\\_id/2263/kw/ce-200](http://www.businessexpress.ny.gov/app/answers/cms/a_id/2263/kw/ce-200).

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## Application Process

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- Submit grant application via [Google Forms](#)
  - Include uploads of the following items
    - [Budget Spreadsheet](#)
    - “Before” screenshots/images if the event includes improvement to existing online presence
    - Estimates for proposed work
- All questions regarding this program should be submitted via email to [info@visitlivco.com](mailto:info@visitlivco.com) with the subject “Festivals & Events Digital Marketing Grant”.
- Starting Monday April 1, Visit LivCo will review all applications and presents recommendations to the Visit LivCo Board. The Board makes the final decision for the award of grants. Grant applicants are notified of the grant awards by April 26, 2024.

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## Evaluation Criteria

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This is a highly competitive process and applications will be reviewed and scored on rigorous criteria. Not all applications may be awarded funding fully or partially. Applications and requests for grant funding are approved at the sole discretion of Visit LivCo. We subjectively evaluate applications on the following criteria:

- REACH—Reach refers to the ability to engage a large percentage (>50%) of external (non-Livingston County) audiences.
- EVENT AWARENESS—Event awareness involves how prominently and frequently your event will be displayed during the proposed grant activities. Examples of event awareness may include developing advertisements, videos, promotional items, or brochures that incorporate the official brand colors, logos or emblem of your event.
- GROWTH—Growth refers to the extent to which the marketing will enhance the digital capabilities of the event to allow for increased visitation year after year.
- VALUE—Visit LivCo will evaluate if the amount of grant funding requested seems appropriate for the proposed grant activities. Please send quotes or budget estimates with your application for consideration whenever possible.
- FEASIBILITY—Does the event have a detailed execution plan with clear deliverables, timelines, and measurable milestones for success? Does the event have its own marketing team/resource that will implement the digital marketing component?



- OCCUPANCY—Funding priority may be given to events that generate high-value and/or overnight stays in Livingston County during non-peak periods. Non-Peak season is considered to be the months of May-June and October through January.

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## Commitment

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- Board approval of an application qualifies a event for reimbursement.
- This grant offering is not to be construed as a blanket offer of funds for any other event.
- Changing the application intent without Visit LivCo approval voids the agreement and leaves the applicant(s) liable for the cost of the event.

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## Post Report

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Within 30 days of the completion of the event, grant recipients must submit a detailed post report. Failure to submit a complete Post-Event Survey will result in disqualification for reimbursement. Post reports consist of the following four sections:

- Event evaluation: Provide a detailed overview of the completed grant-funded activities and if the goals of the event were achieved.
- Event impact: Share all relevant data from your grant activities. Data may include the number of tickets sold outside the county, new followers, audience impressions, website or social media visits.
- Event financials: This is one of the most important elements of the post report, which requires a detailed accounting record of how the marketing grant funding was spent. All receipts and paid invoices must be submitted along with an itemized financial report.
- Event creative: Attach samples of any items produced with grant funds (i.e., links or screenshots of websites or social media content, proof of placement of digital advertising).

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## Reimbursement Procedures

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- Funds shall not be provided in advance of event completion or full payment for the event by the recipient.
- Once the applicant provides verification that the event has been completed and that all vendors have been paid in full, reimbursement will be processed.
- Applicants must document event expenditures and the required match to receive reimbursement. Proof of payment to the contractor/vendor is required in the form of an invoice and cancelled check or credit card statement. Cash payments are not an acceptable form of payment and cannot be reimbursed. Sales tax is not a reimbursable expense.
- Only those costs deemed to be reasonable and appropriate to complete the event which was approved and agreed upon will be reimbursed.

*Livingston County Tourism reserves the right to amend or change the Festivals & Events Digital Marketing Grant, its rules or organization at any time without prior notice.*