

TOTAL SOLAR ECLIPSE

LIVCO



LIVCO TOURISM

EVENT FUND

LIVCO

LIVINGSTON COUNTY
— NEW YORK —

EVENT PACKAGES

1 LEVEL 1 - \$250

- Ability to apply for \$750 in grant funding in accordance with the LivCo Eclipse Event Fund
- 250 Official LivCo Sol Eclipse Viewing Glasses*
- Listing on Official LivCoSol.com Website
- Use of the LivCo Sol Logo
- Inclusion in the LivCo Sol Festival Guidebook
- Promotion of applicable eclipse events/information on Visit LivCo digital platforms:
 - Dedicated Eclipse website (LivCoSol.com)
 - Visit LivCo social media (Facebook, Instagram, TikTok)

2 LEVEL 2 - \$500

- Ability to apply for \$2,000 in grant funding in accordance with the LivCo Eclipse Event Fund
- 500 Official LivCo Sol Eclipse Viewing Glasses*
- Listing on Official LivCoSol.com Website
- Use of the LivCo Sol Logo
- Inclusion in the LivCo Sol Festival Guidebook
- Promotion of applicable eclipse events/information on Visit LivCo digital platforms:
 - Dedicated Eclipse website (LivCoSol.com)
 - Visit LivCo social media (Facebook, Instagram, TikTok)

3 LEVEL 3 - \$1,000

- Ability to apply for \$5,000 in grant funding in accordance with the LivCo Eclipse Event Fund
- 1,000 Official LivCo Sol Eclipse Viewing Glasses*
- Listing on Official LivCoSol.com Website
- Use of the LivCo Sol Logo
- Inclusion in the LivCo Sol Festival Guidebook
- Promotion of applicable eclipse events/information on Visit LivCo digital platforms:
 - Dedicated Eclipse website (LivCoSol.com)
 - Visit LivCo social media (Facebook, Instagram, TikTok)

***ECLIPSE GLASSES NOT FOR RESALE**

LIVCO TOURISM ECLIPSE EVENT FUND

Program: LivCo Tourism Eclipse Event Fund
Intended Use: Fund events related to the 2024 Total Solar Eclipse that will attract visitors and residents to Livingston County
Applications Open: Monday, June 12th, 2023
Applications Due: Friday, September 1st, 2023

BACKGROUND

On April 8, 2024, Livingston County will be in the direct path of a total solar eclipse, which occurs when the moon completely covers the face of the sun, casting a shadow on the Earth. It will be the first total solar eclipse in the area in nearly 100 years. The last total solar eclipse in Livingston County occurred in 1925 and the next will not happen again until 2144. During the 2024 total solar eclipse, Livingston County will experience total darkness for several minutes, the longest of which will be 3 minutes 33 seconds in Caledonia, New York – making it an ideal travel destination for eclipse seekers.

With an estimated 350,000–500,000 visitors expected to travel to the Finger Lakes region for the eclipse, Livingston County communities and businesses have an opportunity to draw in residents and tourists. This is not only an opportunity for those who are fascinated by interplanetary movements and the solar system, but for residents to experience the awe and wonder of a total solar eclipse. This event will also be an opportunity for businesses to capitalize on the influx of visitors, the eclipse is expected to draw in thousands of visitors to the region.

PURPOSE

The purpose of the LivCo Tourism Eclipse Event Fund is to encourage eclipse-related events that will take place between April 1st, 2024 and April 9th, 2024 in order to:

- Extend the stay and spending of visitors traveling to Livingston County for the eclipse, and/or
- Provide opportunities for residents and visitors to safely experience and celebrate the eclipse in Livingston County.

This fund will focus on high-quality, thoroughly-planned events that will draw residents and tourists to Livingston County. Funding is limited and will be awarded on a highly competitive basis.

ELIGIBILITY

Eligible applicants include:

- Municipalities
- Community groups with a fiscal sponsor
- Non-profit organizations
- Tourism-related businesses

Eligible events must:

- Be located in Livingston County
- Be related to the 2024 Total Solar Eclipse (April 8th, 2024)
- Take place between April 1st, 2024 to April 9th, 2024
- Be open to the general public (can be ticketed)
- Include the LivCo Sol logo and link to LivCoSol.com in all marketing assets
- Develop a marketing plan in coordination with LivCo Sol marketing initiatives
- Have contract(s) in place for event facilities and venues or, alternatively, letter(s) of intent reserving them

All applicants who receive funding must meet with Livingston County Tourism to discuss their event and detail the marketing plan for the event.

The following are NOT eligible:

- Fully-virtual events
- Events already receiving or eligible for federal ARPA funding for the same purpose or use (e.g. farmer markets, food drives, health fairs, and other resourced events)
- Religious or political events
- Yard sales
- Business meetings, conventions, conferences, trade shows, and expositions
- Third-party promoters, site selectors, and commissions

USE OF FUNDS

Funds will be provided as a reimbursement for eligible expenses. Eligible expenses must be incurred after receiving and signing a certified award letter. Eligible expenses may include:

- Fees and rental expenses including venue and vendor rentals; equipment and tent rentals; performer and vendor fees; licenses, permits, or insurance costs; travel and lodging expenses for vendors or performers
- Service and staffing expenses including security and valet costs; payroll for staff beyond regular employees already employed by the business or organization
- Promotional items and supply expenses that are not resale including consumable goods used at the event; materials and products used to enhance the event
- Marketing and branding expenses including printing of posters, tickets, banners, wayfinding, etc.; design of event logo, posters, advertisements, promotional items, etc.; paid marketing and advertising via television, radio, social media, print, and digital platforms

Ineligible expenses include but are not limited to: fundraising; prize money; acquisition of land or buildings; promotion of state public officials individually named; lobbyists; political contributions; late payment fees; accounting fees; finance charges or contingency funds; parking or traffic violations; payment of tax obligations or charitable contributions; payment of debt. Promotional items for resale are not eligible.

If you are unsure if an expense is eligible, it should be discussed with Livingston County Tourism prior to order.

APPLICATION DEADLINE

Applications will be due on Friday, September 1st, 2023 and reviewed by committee on a highly-competitive basis.

REIMBURSEMENT PROCEDURES

Funds shall not be provided in advance of event(s) or full payment by the recipient. Once the applicant provides verification that the event(s) has been completed and that all vendors have been paid in full, reimbursement will be processed. Applicants must document project expenditures to receive reimbursement. Proof of payment to the contractor/vendor is required in the form of an invoice and canceled check or credit card statement. Cash payments are not an acceptable form of payment and cannot be reimbursed. 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 Eclipse Event Fund, its rules or organization at any time without prior notice.

LIVCO TOURISM

ECLIPSE EVENT FUND

Applications are due by Friday, September 1st, 2023,
and will be awarded on a highly competitive basis.

The applicant is responsible for the submission of a complete application including the application form and all supporting documents listed below:

- ☐ Completed application
- ☐ Contract(s) for event facilities and venues or, alternatively, letter(s) of intent reserving them

Applications and all required attachments can be submitted electronically to info@visitlivco.com or in person/by mail to Livingston County Tourism, 6 Court Street, Room 306, Geneseo, NY 14454. All questions regarding this program should be submitted via email to info@visitlivco.com with the subject "Eclipse Event Fund".

SECTION 1: APPLICANT INFORMATION

Organization/Business Name: _____

Organization/Business Address: _____

Contact Person: _____

Preferred Phone: _____

Email Address: _____

Mailing Address: _____

Type of Applicant:

☐ Non-Profit ☐ For-Profit Business ☐ Community Group or Organization ☐ Municipality

Nature of Organization/Business: _____

SECTION 2: ELIGIBILITY

		Yes	No
1.	Is the event happening within Livingston County?		
2.	Will the event take place between April 1st, 2024 and April 9th, 2024?		
3.	Will the event be open to the general public?		
4.	Do you have contract(s) in place for event facilities and venues or, alternatively, letter(s) of intent reserving them?		

SECTION 3: EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Time(s) of Event: _____

Location(s) of Event: _____

Detailed Description of Event:

What do you hope to achieve during this event?

How many people (from Livingston County and from outside of the county) do you expect to attend this event? What method(s) will you use to track where event attendees are visiting from (e.g. ticketing, check-in stations)?

How many volunteers and/or paid staff will be helping with the event?

SECTION 4: EXPENSES

Provide a detailed description of the proposed use of the grant funds for planning, executing, and promoting the event and explain how the proposed use will enable the event to attract residents and visitors to Livingston County (attach additional sheets as necessary).

Complete the table below. All costs must be associated with planning, executing, and promoting the event.

Category	Detail	Expenses
Fees & Rental Expenses: Venue and vendor rentals; equipment and tent rentals; performer and vendor fees; licenses, permits, or insurance costs; travel and lodging expenses for vendors or performers		
Service & Staffing: Security and valet costs; payroll for staff beyond regular employees already employed by the business or organization		
Promotional Items & Supplies: Not for resale consumable goods used at event; materials and products to enhance the event		
Marketing & Branding: Printing of posters, tickets, banners, wayfinding, etc.; design of event logo, posters, advertisements, promotional items, etc.; paid marketing and advertising via television, radio, social media, print, and digital platforms		
Other:		

Total Project Cost From Table Above: \$ _____

Selection of Package Level: \$ _____

Grant Request (cannot exceed amount of selected package level): \$ _____

SECTION 5: MARKETING PLAN

Do you have an established logo/visual identity for your organization? ☐ Yes ☐ No

Do you have a website where the event will be promoted? ☐ Yes ☐ No

If yes, website address: _____

Do you have social media page(s) where the event will be promoted? ☐ Yes ☐ No

If yes, which platforms (include usernames)? _____

Who is your target audience for the event? Describe the target persona of your marketing.

What marketing channels, promotional platforms, and strategies will you use to reach your target audience?

Provide a detailed description of your marketing and explain how it will enable the event to attract residents and visitors to Livingston County (attach additional sheets as necessary).

SECTION 6: CERTIFICATION

I (we) attest that to the best of my (our) knowledge and belief, the information contained in the foregoing application is correct and true.

I (we) am (are) aware that the filing of a false instrument in connection with this application may constitute an attempt to defraud Livingston County Tourism and may be a felony under the laws of the State of New York.

I (we) agree to abide by the provisions of all applicable local, state and federal laws pertaining to falsification of any item contained herein or fraudulent misrepresentation of my (our) business.

I (we) further authorize Livingston County Tourism to order credit reports and/or other information on my (our) personal financial background (if signatory(ies) is (are) an owner(s) of the organization seeking financial assistance) and on the financial background of the organization seeking financial assistance.

I (we) acknowledge that this application is not a legally binding document for purposes of receiving grant monies. This grant request may be withdrawn at any time prior to a formal closing of the grant, subject to the terms and conditions of any written grant commitment offered by Livingston County Tourism or its agent. However, this application is being submitted in good faith as a request for grant funds.

Printed Name and Title

Authorized Signature

Date

No person in the United States shall, on the ground of race, color, creed, religion or national origin or sex be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any project assisted with Livingston County funds.