

LIVCO

LIVINGSTON COUNTY

— NEW YORK —

LivCo Tourism Festivals & Events Fund



LivCo Tourism Festivals & Events Fund

Program:	LivCo Tourism Festivals & Events Fund
Intended Use:	Funds new and existing events that will attract visitors to Livingston County
Accepting Applications:	Starting Wednesday, May 25th, 2022
Applications Due:	Friday, June 24th, 2022 by 4pm
Minimum Request:	\$3,000
Maximum Request:	\$25,000
Funding Match:	Reimbursement of up to 50% of eligible projects

Purpose

The Livingston County Office of Tourism aims to offer grant funding that will assist Livingston County community groups, non-profit organizations, and tourism-related businesses in promoting and marketing festivals and events. Eligible projects include the hosting, coordination, and execution of new events as well as existing events with new enhancements to draw tourists to Livingston County and promote quality of life, outdoor recreation, cultural experiences, and agritourism. For purposes of these programs:

- An “Event” shall be defined as a new or existing organized music, cultural, film, food, or craft festival, community event, parade, lifestyle event, fireworks celebration, heritage event, agricultural event, concert, exhibition, celebration, flea market, and more which is conducted according to a prearranged schedule and is deemed to have the potential to attract visitation to Livingston County.
 - "New Large Festivals and Events" shall be defined as an event that is new to the region with the intention of becoming an annual event that will continuously grow and make enhancements year after year.
 - "Existing Large Festivals and Events with New Enhancements" shall be defined as an event that has previously been held in the region that has been temporarily canceled during the pandemic. These events should be returning to the area with new enhancements to improve visitor experience, increase tourist attraction and spending, and adapt to the new needs of safety due to the pandemic.
- A “Visitor” to Livingston County shall be defined as anyone who does not reside in Livingston County and who travels to the County for the purposes of recreation and/or business.

Program Description

Since March 2020, festivals and events in Livingston County have been postponed and adapted to the changing world while the way people attend events and seek out experiences has also changed. In addition to event and festival producers, countless vendors—many of whom are small business owners and employees—have been impacted by event and festival cancellations, including events vendors, managers, promoters, producers, artists,

designers, set-up crews, stage technicians, and events rental providers. Festivals and events contribute to the cultural fabric and vibrancy of the community and are a critical component of regional tourism.

The Livingston County Tourism Festivals & Events Fund aims to address the needs of event and festival producers seeking to reestablish community activities, events, festivals, and celebrations in a safe environment as well as establish new events that will enhance tourism and visitor spending in Livingston County. These events will engage residents, tourists, event workers, and working creatives while increasing the economic impact of visitors on regional and local economies, increase spending by visitors, generate media awareness of Livingston County, and enhance the quality of life for residents of Livingston County.

This program will make grants to non-profit organizations and for-profit businesses to produce new events and reestablish existing events with new enhancements that will attract visitors to Livingston County. Applications should spur innovation and strengthen the economy through the development and enhancement of the region's tourism and recreation industry. This fund focuses on high-quality, thoroughly-planned events that will draw tourists to the region when they previously would not have visited Livingston County. Funding is limited and will be awarded on a highly competitive basis.

Individual organizations and businesses can only receive one (1) grant per fiscal year. The fund will provide reimbursement of up to 50% of eligible projects. Funds awarded are paid to the grantee upon presentation of approved paid invoices.

Eligibility

Eligible applicant entities include community groups with a fiscal sponsor(s), non-profit organizations, municipalities, and tourism-related businesses. Businesses must be certified in New York State. Not-for-profit corporations are subject to New York State's Not-For-Profit Corporation Law and must have proof of incorporation (or an equivalent document) from the NYS Department of State or NYS Board of Regents, a charities registration number from the NYS Office of the Attorney General, and proof of tax-exempt status under the IRS code.

The following types of festival and event organizations will be considered eligible for an award.

- Eligible events must be located in Livingston County
- Festivals and events will take place between July 1st, 2022, to December 31st, 2022.
- Festivals and events that are open to the general public with the majority of attendees from outside Livingston County
- Agree to generate other funding (minimally 50% of expenses)
- Include the current Visit LivCo logo and link to VisitLivCo.com in all marketing assets.
- Develop a marketing plan that includes reaching outside a 30-mile radius of the local area.
- Additional consideration will be given to shoulder- and off-season events
- 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 the Livingston County Director of Tourism, Melissa Hughes to discuss their event and detail the marketing plan for the event.

Ineligibility

Types of events that do not qualify for this funding include:

- 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, not to exceed 50%. Eligible expenses must be incurred after receiving and signing a certified award letter. Eligible expenses include:

- Fees and rental expenses including venue and vendor rentals; equipment 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 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; 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.

The funding amount of each award will be determined based on the total number of applications received, the total amount requested by applicants, and the application score determined by a review panel. All awards are based on available funding.

Application Deadline

Applications will be accepted from Wednesday, May 25th, 2022 and to Friday, June 24th, 2022. Applications will be reviewed by committee.

Reimbursement Procedures

Funds shall not be provided in advance of project completion or full payment for the project by the recipient. Once the applicant provides verification that the project has been completed and that all vendors have been paid in full, reimbursement will be processed. Applicants must document project 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 project which was approved and agreed upon will be reimbursed.

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

LivCo Tourism Festivals & Events Fund

Applications are due Friday, June 24th 2022 by 4pm and will be awarded on a 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 and event timeline
- Marketing plan that includes reaching outside a 30-mile radius of the local area
- Contract(s) for event facilities and venues or, alternatively, letter(s) of intent reserving them
- Documentation to support visitor attraction from outside Livingston County including marketing and advertising collateral from past events or for the event in the application

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 "Festivals & Events 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 July 1st, 2022 and December 31st, 2022?		
3.	Will the event be open to the general public with the majority of attendees from outside Livingston County?		
4.	Have you developed a marketing plan that includes reaching outside a 30-mile radius of the local area?		
5.	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 of Event: _____

Location 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 visitors from outside of 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 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: \$ _____

Grant Request (cannot exceed 50% of total project cost): \$ _____

Applicant's Matching Funds (project cost minus grant request; should be at least 50%): \$ _____

Section 5: Marketing Plan

Do you have an established brand for this event? Yes No

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

If yes, website address: _____

Do you have social media pages 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 campaign.

How will you reach your target audience?

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

Provide a detailed description of the proposed marketing plan and explain how the proposed use will enable the event to attract visitors from outside of 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.