

## 2023 Tourism Assistance Program Funding Application

### Overview

The Watkins Glen Area Chamber of Commerce (the Chamber), being a duly incorporated business with its principal place of business being located at 214 N Franklin Street, Watkins Glen, Schuyler County, State of New York, is designated by the Schuyler County legislature as its Tourism Promotion Agency (TPA) to represent Schuyler County and provide tourism promotion under the New York State Tourism Promotion Act.

The Watkins Glen Area Chamber of Commerce is a 501(c)(6) organization engaged in providing tourism promotion on behalf of Schuyler County. The Chamber's mission is to advance economic vitality by providing promotion, education, and support for our members and our community. The Chamber is responsible for allocating funding and supporting marketing activities that add to the welfare of Schuyler County; including supporting organizations that promote tourism and working with regional partners to bring growth to Schuyler County.

The Chamber creates an annual tourism budget and allocates funding to tourism programs that include anchor programming for I LOVE NY, Finger Lakes Regional Tourism Council (FLRTC), Finger Lakes Wine Country Association (FLWC), and Finger Lakes Tourism Association (FLTA) as well as administration of Schuyler County's Tourism Assistance Program (TAP).

The Chamber will accept tourism assistance program (TAP) applications that support and demonstrate increased tourism promotion in Schuyler County, New York. The source of funding is a portion of the County's Lodging receipts, and taxes collected on overnight stays within the County.

### Application Process

Applicants for funding will be required to file an annual application submitted to the Chamber. Each recipient's project must meet the eligibility requirements outlined in this application to be considered for funding. Each applicant must also provide matching resources of their own toward their request, demonstrating financial support and completion of the project in its entirety through funding from the Chamber.

The following application is for the 2023 funding period. The application process opens on October 15, 2022, and closes at 5:00 pm on November 15, 2022. Applications received after November 15, 2022, will not be considered for funding.

Submit this completed digital application to [TAPapplication@watkinsglenchamber.com](mailto:TAPapplication@watkinsglenchamber.com). Applications may be mailed or delivered to the Chamber office at 214 N Franklin, Watkins Glen, NY.

Funds are paid on a reimbursement basis. Organizations must first incur the expenses and then request reimbursement from the Chamber. First reimbursement checks will be issued between October 31, 2023 – December 31, 2023.

All TAP applications will be reviewed by the Chamber's TAP Committee. The nine-person Committee will include the Chamber's Executive Director and Tourism Marketing Manager, the Chamber's Board Chair and two Board Directors, the Schuyler County Administrator, the Schuyler County Legislature Chairman, and two Schuyler County Legislators. Applicants may be asked to present an in-person, ten-minute presentation to the committee. A representative of your organization must be available to present in order to receive TAP funding (if requested). Funding applications that are not completed in their entirety will not be considered for funding.

## **Application Eligibility Requirements**

- eligibility includes non-profit and for-profit organizations
- Copy of New York State certificate of Non-Profit Incorporation and/or Federal 501(c)(3) or 501(c)(6) letter (if applicable)
- must demonstrate a direct impact on tourism promotion in Schuyler County, NY
- must be in Schuyler County, NY, or directly service Schuyler County, NY
- must not be in competition with the Chamber and its mission
- intention of program should increase tourism in Schuyler County
- may indirectly impact tourism infrastructure or critical logistics to the benefit of the industry

## **Approved Tourism programs should:**

- be new or enhanced events that are non-duplicative, unique, and demonstrate appeal to visitors outside of Schuyler County
- be new or enhanced marketing activities aimed at stimulating overnight visits to Schuyler County, preferably off-season
- increase overnight stays at local lodging establishments
- generate economic benefit through overnight lodging, sales of meals and goods
- increase recognition of Schuyler County as a tourism destination
- increase opportunities for tourism by developing new visitor activities

## **Accountability**

- If awarded, organizations are required to submit two reports to the Watkins Glen Area Chamber of Commerce based on the project timeline.
- The first report must include a progress report on the activities and marketing plan.
- The final report must include copies of invoices associated with each line item and copies of cleared checks showing proof of advance payment invoices.
- Reports are due 30 days after the end of the activity leading up to the culmination of the project. Funding may be withheld if reports are not submitted by established deadlines.

**Each recipient will be notified in writing on or around November 30, 2022, regarding their organization's TAP funding status.**

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## Tourism Assistance Program Application

The application(s) is for the 2023 funding period. The application process will open on October 15, 2022, and close no later than 5:00 PM on November 15, 2022.

Submit digital application and supporting documents to [TAPApplication@watkinsglenchamber.com](mailto:TAPApplication@watkinsglenchamber.com). Applications may also be mailed or delivered to the Watkins Glen Chamber office at 214 N. Franklin St. Watkins Glen, NY.

**Organization Name:**

**Project Lead:**

**Address:**

**City:**

**State:**

**Zip Code:**

**Phone:**

**Email:**

**Type of Organization:**

**Number of Full-time Staff:**

**Number of Part-time Staff:**

**Number of Volunteers:**

**Year of Incorporation:**

**Number and Titles of Board of Directors:**

**Project Title:**

**Project Date(s):**

**T.A.P. Funding Amount Request: \$**

**Project Summary:**

*Provide a one-paragraph summary of your proposed project and tourism promotion objectives.*

**Project Background:**

*Provide a brief history of the project and/or the organization.*

**Marketing Plan** – Include a separate document, 3 pages maximum.

*Provide an outline of your marketing plan. What is the intended economic impact of your project on Schuyler County? Who is the target audience? What is the anticipated event participation? What is the promotion plan? Social media strategy? Media outlets? Included project timeline.*

**Budget** – Include a separate document or use the attached worksheet.

*Provide a detailed budget for your project. List the proposed revenue sources and expenditures. Separate in-kind donations from cash donations. You may include the Tourism Assistance Program funding request in your budget.\**

**Impact Metric | Return On Investment (ROI):**

*Applicant should identify the metrics that will best measure the progress of their project.*

Metric:

Description:

Goal:

Comparison (if applicable):

**Revenue:**

Source	Amount	In-Kind	Total	Notes:

*\*Receipts must correlate back to individual expenses and revenue categories.*

**Expenditures:**

Category	Amount	In-Kind	Total	Notes:

*\*Receipts must correlate back to individual expenses and revenue categories.*

Application Certification

*I understand that the Watkins Glen Area Chamber of Commerce can place limitations on the use of Tourism Assistance Program funds and certify that the requested funds will be used only for the purpose described in this application or as approved by the Chamber. I have read and understood the criteria by which our application will be evaluated and understand that if our application is selected for funding, we must enter into a binding agreement with the Chamber to ensure completion of the project. I further, understand that any change(s) to the plan as presented in this application must be pre-approved in advance by the Tourism Assistance Program (TAP) Committee and that not doing so could jeopardize my funding award.*

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Print Name

Organization Name

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Signature

Date