



Tompkins County
DEPARTMENT OF PLANNING

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July 30, 2014

FOR IMMEDIATE RELEASE

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**Tompkins County Tourism Program
Announces Fall 2014 Funding Opportunities**

Tompkins County organizations planning Community Celebrations or projects with potential to draw visitors from outside Tompkins County are invited to apply for a grant from the Tompkins County Tourism Program. Organizations who are interested in helping implement Tompkins County's 2020 Strategic Tourism Plan are particularly encouraged to apply. Grant guidelines and instructions are available on Tompkins County's website: www.tompkinscountyny.gov/tourism.

Applications for the following grant programs will be due online by 11am, Friday September 19th.

New Tourism Initiative Grants are for projects that have occurred less than three years in a row and that support implementation of the [County's 2020 Strategic Tourism Plan](#). Maximum award: \$25,000

Tourism Marketing and Advertising Grants provide a dollar for dollar match for marketing and advertising expenses for campaigns that target potential tourists whose visit is likely to result in an overnight stay. Maximum award: \$5,000.

Community Celebrations Grants provide assistance to events and programs endorsed by a municipality that are free and open to all and planned by community members as a benefit to the community. Maximum award: \$2,000.

The overarching goals of the Tompkins County Tourism Program are to promote economic development and enhance quality of life, and oversight and strategic direction for the program are provided by the Strategic Tourism Planning Board. These grants are awarded by the Tompkins County Legislature and are funded entirely by County hotel room occupancy tax dollars. They have supported the activities of dozens of local organizations contributing to tourism in Tompkins County which overall generates more than \$174 million in local economic activity, \$13 million in local tax revenues, and 3,400 local jobs.

A workshop for potential grant applicants will be held on Tuesday, August 19th from 4:00 to 5:30 pm at the Tompkins County Chamber of Commerce at 904 East Shore Drive, Ithaca. The workshop is free and open to all. RSVPs appreciated to tknipe@tompkins-co.org.