



Tompkins County
DEPARTMENT OF PLANNING

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FOR IMMEDIATE RELEASE

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Tompkins County Tourism Program Announces Spring 2015 Funding Opportunity: Grant Applications Due February 20

Tompkins County organizations planning Community Celebrations or projects with potential to draw visitors from outside Tompkins County are invited to apply for financial support from the Tompkins County Tourism Program. Grant guidelines and applications are available online: www.tompkinscountyny.gov/tourism.

Applications for the following grant programs will be due online by 11am, Friday February 20, 2015:

Tourism Project Grants support tourism generating projects that have been in active operation for more than three years at the date of application. Proposed projects must demonstrate likelihood of generating significant visitor participation and overnight stays in County hotels, motels and B&Bs. Maximum award: \$25,000

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 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.

\$234,000 in County hotel room occupancy tax funds will be made available through these four programs in 2015. Tompkins County also offers two other tourism grant programs with separate funding cycles and application requirements: Tourism Capital Grants, and Arts & Culture Organizational Development Grants.

The overarching goals of the Tompkins County Tourism Program are to promote economic development and enhance quality of life through tourism development. Oversight and strategic direction are provided by the Strategic Tourism Planning Board, with these grants awarded by the Tompkins County Legislature and funded entirely by County hotel room occupancy tax dollars. Tourism grants have supported the activities of dozens of local organizations contributing to local tourism. As an industry, tourism provides 3,400 local jobs and generates more than \$177 million in local economic activity and more than \$13 million in local tax revenues.

A workshop for potential grant applicants will be held on Tuesday, January 20th from 3:30 to 5:00 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.