

Tompkins County Tourism Application

Application Guidelines

Tompkins County Tourism Program - Tourism Project, New Tourism Initiative and Tourism Marketing & Advertising Grant Application

Click "save" often! The application does not automatically save. You can return to your application to edit it as often as you would like until you click "submit"

Please take time to read the application guidelines before you begin. Review all of the questions before you begin. Answer each question as clearly, completely and concisely as possible. Your responses must fit within the designated word limits. [Click here to view Application Guidelines and Resources.](#)

Applicant and Project Information

Applicant Information

Read-Only

0

Grant

Tompkins County Tourism Application (Application in Progress)

Agency Intake

(1 hidden)

Applicant Organization

Test Agency

Submission Date

Format for Project Title: [YEAR in which project will take place] [PROJECT NAME]

Test Application1

Applicant Head of Organization

Head of Organization Email Address

Applicant Email Address

Applicant Telephone

Organization Tax ID #

Address

City

State

County

Zip

Organizer Information

Project Organizer

Project Organizer Email Address

Project Organizer Day Telephone

Project Organizer Other Telephone

Project Website URL

You may use this application to apply individually for one of the three grant programs or simultaneously for a Tourism Project/New Tourism Initiative Grant and a Tourism Marketing and Advertising Grant. Please refer to the individual grant guidelines for each program to which you are applying, available on the Tompkins County website via [the Tompkins County Tourism Program Link](#).

Please Select the grant program(s) to which you are applying:

Funds Requested by Grant Type - Please identify the grant amount you are requesting in the appropriate field below.

New Tourism Initiative Grant or Tourism Project Grant Request

0.00

Tourism Marketing and Advertising Grant Request Amount

0.00

Total Funds Requested

0.00

Total Project Budget (Cash and In-Kind Combined)

0.00

Tourism Grant(s) Share of Budget

0.00

Is the project an event?

Yes

If "Yes", note event date(s) or date range(s) in the MM/DD/YY format

Projected number of attendees/participants

0

Of these, number who live outside of Tompkins County

0

Certification and Approval

I hereby certify that I am the applicant's Head of Organization, and that the information contained in this application is, to the best of my knowledge, complete and accurate. I further certify, to the best of my knowledge, that any ensuing program and activity will be conducted in accordance with all applicable application guidelines and instructions, and that the requested budget amounts are necessary for the implementation of this project. I agree that immediate written notice will be provided to Tompkins County if at any time I learn that this certification was erroneous when submitted, or has become erroneous by reason of changed circumstances.

Signature

TK

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I - Project Description

Executive Project Summary (125 words)

Executive Project Summary

Detailed Project Description: Describe the project in more detail including the vision, purpose and history. (350 words)

Detailed Project Description

Project Implementation Timeline: Provide an implementation timeline or statement of work; include dates and major project milestones and deliverables. (250 words)

Project Implementation Timeline

II - Strategic Tourism Plan Implementation

In this section, document how your project aligns with the 2020 Tompkins County Strategic Tourism Plan.

Access the [2020 Strategic Tourism Plan](#) here to view the plan.

Strategic Tourism Goals: Which Goal(s) of the 2020 Tompkins County Strategic Tourism Plan does this project support? (select up to three)

Goal One:

Goal Two:

Goal Three:

Strategic Tourism Goals Narrative: How will your project support these Strategic Tourism Goal(s)? (100 words)

Goals Narrative:

Critical Action: Will your project directly implement a Critical Action from the Plan? (100 words)

Critical Action?

Yes

Critical Action Narrative if Yes:

III A-Outcomes and Evaluation Information and Definitions

Provide projections for the year in which the project will be implemented and estimates for all past years for which data are available. If your project is not an annual event, enter the total projected audience for the life of the project (up to five years) in the "Current Year-Projected"

column.

% Primary Purpose of Visit: The percentage of out-of-county participants for whom the project is the primary reason for coming to Tompkins County.

Room Nights Generated: A room night is one hotel room occupied for one night. Estimates should be based on survey results or actual tracked bookings.

Average Spending per Out-of-County Participant: Draw estimates from your own survey results/analysis or from the per-trip spending averages found in Table 2.16 on page 28 of the [Profile of Visitors to Tompkins County Report \(the Chmura Report\)](#).

The Chmura Report estimates the average per trip per person spending for all types of visitors to Tompkins County to be \$185. However if you have good information about whether and where your participants are staying overnight and/or how much they are spending during their visit, you may be able to make an estimate that is more specific to your project.

Use the optional 'Other' fields to provide information on other factors influencing participation in the event/project, or trends you wish to highlight.

III B - Projected Outcomes and Evaluation

	Current YR - Projected	Past Year 1	Past Year 2	Past Year 3
Year	Current Yr 2015	Past YR 1 2014	Past YR 2 2013	Past YR 3 2012
Total Attendance/Participation	Current-attend 4000	Past 1-attend 0	Past 2-attend 0	Past 3-attend 0.00
Attendance, Local	Current-local 2200	Past 1-local 0	Past 2-local 0	Past 3-local 0.00
Attendance, Out-of-County	Current-OOC 1800	Past 1-OOC 0	Past 2-OOC 0	Past 3-OOC 0.00
% Primary Purpose of Visit (Format as decimal)	Current-% Primary	Past 1- %primary	Past 2-% primary	

	0.50	0.00	0.00	Past 3-% primary 0.00
Room Nights Generated	Current-Rooms 0	Past 1-rooms 0.00	Past 2-rooms 0.00	Past 3-rooms 0.00
Average Spending per Out-of-County Participant	Current-OOCSpending 185	Past 1-OOC spending 0.00	Past 2-OOC spending 0.00	Past 3-OOC spending 0.00
Total Associated Visitor Spending (auto-calculated)	Current-assoc. spending 333000.00	Past 1-assoc. spending 0.00	Past 2-assoc. spending 0.00	Past 3-assoc. spending 0.00
Total Generated Visitor Spending (auto-calculated)	Current-generated spending 166500.00	Past 1-generated spending 0.00	Past 2-generated spending 0.00	Past 3-generated spending 0.00
Other (1)	Current Other-1 0.00	Past 1-Other 1 0.00	Past 2-Other 1 0.00	Past 3-Other 1 0.00
Other (2)	Current Other-2 0.00	Past 1-Other 2 0.00	Past 2-Other 2 0.00	Past 3-Other 2 0.00
Other (3)	Current Other-3 0.00	Past 1-Other 3 0.00	Past 2-Other 3 0.00	Past 3-Other 3 0.00

III C - Outcomes and Evaluation Narrative

Data Collection: Describe your data collection methods, including how participants' residency status (in-county or out-of-county) will be established and how you will determine whether your project is a primary or secondary reason for someone coming to visit Tompkins County. (100 words)

Data Collection: Narrative

Other Benefits: Describe any other economic and quality of life benefits that you expect this project to deliver in the short and long term. (75 words)

Other Benefits: Narrative

Other Internal Goals: Describe any other internal goals that you have identified for this project. (75 words)

Other Internal Goals: Narrative

Is this project a one-time investment in the "tourism infrastructure" in Tompkins County in which benefits will accrue to the community over multiple years?

Long-term Measurable Benefits: If yes, please describe in detail any additional measurable benefits from the tourism infrastructure project you propose. Use numbers and clearly articulate any underlying assumptions you use to develop your estimates. (200 words)

Long-term Measurable Benefits

Lessons Learned: If you have done this project or a similar one before, describe key lessons that you will apply to your management of the project this year. (100 words)

Lessons Learned

Download/Link: Survey Instrument > [Tompkins County Tourism Program](#)

Reference: Market Research Overview for Partners of the Tompkins County Tourism Program > [Tompkins County Tourism Program](#)

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IV A - Budget Worksheet - Other Project Revenues - Cash

Applicants applying for a TMA grant ONLY may skip the next four sections (IV A, IV B, IV C and IV D)

Provide details of the major categories of income (other than Tourism grant income) in the following text areas. (50 word limit per field)

Other Grant

Estimated Total (\$)

**Other Grant
Estimated Total
0.00**

Event Revenues

**Event Revenue
Estimated Total
0.00**

Cash Donations

Cash Donations

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	Estimated Total
	0.00
Project Revenue Other (1)	Project Revenue Other Total (1)
	0.00
Project Revenue Other (2)	Project Revenue Other Total (2)
	0.00
Project Revenue Other (3)	Project Revenue Other Total (3)
	0.00
SUBTOTAL	TOTAL Other Cash Income
	0.00

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IV B - Budget Worksheet - Project Support - In Kind

Applicants applying for a TMA grant ONLY may skip this section. (IV B)

Provide details of the major categories of in-kind use/support. (50 word limit per field)

Estimated Total

Donated Goods (1)

Donated Goods (1) Estimated Total

0.00

Donated Goods (2)

Donated Goods (2) Estimated Total

0.00

Donated Services (1)

Donated Services (1) Estimated Total

0.00

Donated Services (2)

Donated Services (2) Estimated Total

0.00

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Other Donations

Other Donations Estimated
Total

0.00

SUBTOTAL (1)

TOTAL In-Kind Estimate

0.00

IV C - Budget Worksheet - Project Cash Expenses

Applicants applying for a TMA grant ONLY may skip this section. (IV C)

Provide details in the text box of all major categories of cash expenses. Do not list in-kind support here. List the value of in-kind support in the separate table above. (50 word limit per field)

Estimated
Expense in \$

Estimated Use of Grant

Difference to be Made Up
With Other Resources

Marketing

Marketing
Estimated
Total
0.00

Marketing Estimated Use
of Grant
0.00

Marketing Difference
0.00

Services

Services
Estimated
Total
0.00

Services Estimated Use of
Grant
0.00

Services Difference
0.00

Materials

Materials
Estimated
Total
0.00

Materials Estimated Use of
Grant
0.00

Materials Difference
0.00

Project Staffing

Staffing
Estimated
Total
0.00

Staffing Estimated Use of
Grant
0.00

Staffing Difference
0.00

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Operations/Administration	Operations / Administration Estimated Total	Operations/Administration Estimated Use of Grant	Operations/Administration Difference
	0.00	0.00	0.00
Other 1	Other (1) Estimated Total	Other (1) Estimated Use of Grant	Other (1) Difference
	0.00	0.00	0.00
Other 2	Other (2) Estimated Total	Other (2) Estimated Use of Grant	Other (2) Difference
	0.00	0.00	0.00
Total Expenses	Estimated TOTAL (1)	TOTAL Estimated Use of Grant	TOTAL Difference
	0.00	0.00	0.00

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IV D - Grand Total Differences -

Applicants applying for a TMA grant ONLY may skip this section. (IV D)

These totals are calculated from the subtotals noted above.

Total Cash Expenses (1)
0.00

Total Cash Revenues (Other Project Revenues-Cash + Tourism Grant(s))
0.00

Tourism Grant(s) Share of Cash Expenses (1)
0.00

Profit (Total Revenues - Total Expenses)
0

Total Project Support In-Kind
0

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Total Budget (Cash Expenses + In-Kind)

0

Tourism Grant Share of Total Budget

0

IV E - Budget Narratives

Other Fundraising: Describe your efforts to generate revenues and in-kind support from sources other than the Tompkins County Tourism Program. (100 words)

Other Fundraising

Financial Sustainability: What activities have you undertaken or will you undertake in the next 12 months to ensure the financial sustainability of your project? (200 words)

Financial Sustainability

Marketing Section Instructions

Enter details about each of your proposed marketing and advertising investments. "Marketing Impressions" are the estimated number of individual impressions to be generated by each proposed investment. "% out of County" is the estimated portion of those impressions which will be for non-Tompkins County residents.

V - Marketing Budget - Required for Mktg and Advertising - Optional all others

Type of Marketing-Use as many rows as needed. You may duplicate or leave out marketing types as needed.

Description

Cost

% Out-of-County
(Format as decimal)

\$ Out-of-County

Paid by Grant (must be 50% or less of \$ out of County)

Paid by Other Sources

Mktg Type-1

Mktg-1 Desc

Mktg-1 \$ Out-of-County

Mktg-1 Paid by Grant
0.00

		Mktg-1 Cost	Mktg-1 % Out-of-County	0.00		Mktg-1 Paid by Other
		\$0.00	0.00			0.00
Mktg Type-2	Mktg-2 Desc Video	Mktg-2 Cost	Mktg-2 % Out-of-County	Mktg-2 \$ Out-of-County	Mktg-2 Paid by Grant	Mktg-2 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Mrktg Type-3	Mktg-3 Desc	Mktg-3 Cost	Mktg-3 % Out-of-County	Mktg-3 \$ Out-of-County	Mktg-3 Paid by Grant	Mktg-3 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Mktg Type-4	Mktg-4 Desc	Mktg-4 Cost	Mktg-4 % Out-of-County	Mktg-4 \$ Out-of-County	Mktg-4 Paid by Grant	Mktg-4 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Mktg Type-5	Mktg-5 Desc	Mktg-5 Cost	Mktg-5 % Out-of-County	Mktg-5 \$ Out-of-County	Mktg-5 Paid by Grant	Mktg-5 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Mktg Type-6	Mktg-6 Desc	Mktg-6 Cost	Mktg-6 % Out-of-County	Mktg-6 \$ Out-of-County	Mktg-6 Paid by Grant	Mktg-6 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Mktg Type-7	Mktg-7 Desc	Mktg-7 Cost	Mktg-7 % Out-of-County	Mktg-7 \$ Out-of-County	Mktg-7 Paid by Grant	Mktg-7 Paid by Other
		0.00	0.00	0.00	0.00	0.00

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Mktg Type-8	Mktg-8 Desc	Mktg-8 Cost	Mktg-8 % Out-of-County	Mktg-8 \$ Out-of-County	Mktg-8 Paid by Grant	Mktg-8 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Mktg Type-9	Mktg-9 Desc	Mktg-9 Cost	Mktg-9 % Out-of-County	Mktg-9 \$ Out-of-County	Mktg-9 Paid by Grant	Mktg-9 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Mktg Type-10	Mktg-10 Desc	Mktg-10 Cost	Mktg-10 % Out-of-County	Mktg-10 \$ Out-of-County	Mktg-10 Paid by Grant	Mktg-10 Paid by Other
		0.00	0.00	0.00	0.00	0.00
Totals		Total Mktg Cost		Total \$ Out-of-County	Total Paid by Grant	Total Paid by Other
		0.00		0.00	0.00	0.00

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VI - Marketing Plan

In this section, describe your marketing and advertising plan for this project.

Demographics: At which demographic / lifestyle segments will your marketing campaign be directed? (ie. age, target consumer habits, household income). (50 words)

Demographics Narrative

Marketing Vehicles: What media / marketing vehicle(s) (print, direct mail, broadcast email, radio, TV, social media, grassroots marketing etc.) will be the basis of your marketing investments and why? (100 words)

Marketing Vehicles Narrative

Geography: To which geographic areas (outside of Tompkins County) will your marketing be directed and why? (50 words)

Geography Narrative

Use of Local Resources: Describe your plans to utilize the tourism promotion resources currently

available in Tompkins County. (50 words)

Use of Local Resources Narrative

Learning: Which marketing approaches have worked in the past, which haven't, and what learning will you apply to your marketing strategy for this project? (50 words)

Learning Narrative

Tracking: What tracking mechanisms will your marketing campaign include to identify how the tourist, visitor or customer heard about your program? (50 words)

Tracking Narrative

For Information

VII - Organization Description

If applying jointly with one or more organizations, provide this information for both the applicant organization and the project organizer(s).

Organizational History and Mission: Briefly describe the applicant organization's history, mission and governance. (150 words)

Organizational History and Mission

Project Fit: Describe how the proposed project fits within your larger organizational mission, goals and activities. (75 words)

Project Fit

Key Project Staff: Who are the core project staff/leaders, and what specific skills, experiences and other attributes will help you successfully implement the proposed project? (300 words)

Key Project Staff

Organizational Challenges and Successes: Describe any recent organizational challenges and successes, and your record in implementing similar types of projects. (75 words)

Organizational Challenges and Successes

Organizational Aspirations: Provide any strategic (3-5 year) goals for your organization as a whole and the process you followed to establish these goals. (75 words)

Organizational Aspirations

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VIII - Other Tompkins County Tourism Program Grants

List any other Tompkins County Tourism Program grants that you have received since 2009 with project title, year received, grant program, and amount received. (75 words)

Other Tompkins County Tourism Program grants

IX - Collaboration and Packaging

Packaging: Describe your plans to "package" this project with other tourism products or initiatives based in Tompkins County to enhance the overall tourism impact and sustainability of your project. Who will you partner with and how? (200 words)

Packaging Narrative

Have you used the services of the Tompkins Festivals Program?

Describe the services of the Tompkins Festivals Program you have used and the impact of this support. (50 words)

Tompkins Festivals Program Services

X - Impact of Funding

What would be the specific impact(s) on the project of receiving less funding than you are requesting? (100 words)

Impact of less funding

Required Uploads

Please upload the following documents; please note that to be eligible to receive grant funding from County Government as defined by NY State Municipal Law proof of status as a non-profit organization or other entity is required.

Nonprofit Status Upload Document (required for new applicants)

Previous Year's Grant Report (Required for returning applicants)

Detailed Operational Budget for this Project

(this is an optional upload for those applying for a Tourism Marketing and Advertising Grant only. For all others it is a required upload)

Optional Uploads

Qualifications, letters of commitment/support, drawings or ancillary information.

Past earned media, collateral, advertising or other marketing related to this project (strongly recommended for Tourism Marketing and Advertising Grant applicants).

Additional Upload1

Additional Upload2

THANK YOU - The Tompkins County Tourism Program

Submit your application by the deadline, Friday February 20th at 11am.

For questions and assistance, contact:

Tom Knipe

Senior Planner/Tourism Coordinator

Tompkins County Planning Department

607-274-5560

tknipe@tompkins-co.org

System Fields