



Tompkins County
DEPARTMENT OF PLANNING

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FOR IMMEDIATE RELEASE

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Strategic Tourism Planning Board Announces Spring 2013 Funding Opportunity: Grant Applications Due March 5th

Are you interested in helping implement Tompkins County's recently completed [2020 Strategic Tourism Plan](#)? Does your organization have a project with strong potential to draw visitors from outside Tompkins County? Would more tourists come to your Tompkins County event or venue with an enhanced, targeted out-of-county marketing program? Do you host an event that celebrates local culture in ways that are informative, educational and fun? If your organization can answer 'yes' to any of these questions, consider applying for a grant from the Tompkins County Tourism Program. Applications for the following grant programs will be due by 11am, March 5th, 2013.

Community Celebrations Grants– This grant program is designed to provide assistance to events, programs, or series of events endorsed by a municipality that are free and open to all, and are planned by community members as a benefit to the community. Maximum award: \$2,000.

Tourism Marketing and Advertising Grants – These 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.

Tourism Project Grants - This category supports tourism generating single projects that have been in active operation for at least 3 years at the date of application. Proposed projects must demonstrate strong likelihood of generating significant visitor participation and overnight stays in County hotels, motels and B&Bs. Maximum award: \$25,000

New Tourism Initiative Grants - For projects that have occurred less than 3 years in a row and that flow from and are consistent with the [County's Strategic Tourism Plan](#). Maximum award: \$25,000

Eligibility details, grant guidelines and grant applications are available on the Tompkins County Tourism Program website: <http://www.tompkins-co.org/tourism/>. These grants are awarded by the Tompkins County Legislature and are funded entirely by County room occupancy tax dollars. Potential applicants should consider attending the tourism grant workshop, to be held on Tuesday, January 29th from 3:00 - 4:30 pm at the Ithaca Tompkins County Convention and Visitor's Bureau, 904 East Shore Dr, Ithaca.

The overarching goals of the Tompkins County Tourism Program are to promote economic development and enhance quality of life. Tourism in Tompkins County generates more than \$166 million in local economic activity and \$11.7 million in local tax revenues, and accounts for 3,400 local jobs. For more information on tourism grants, the local tourism economy and the Tompkins County Tourism Program, visit the Tourism Program [website](#) or contact Tom Knipe, tknipe@tompkins-co.org, 607-274-5560.

Inclusion through Diversity