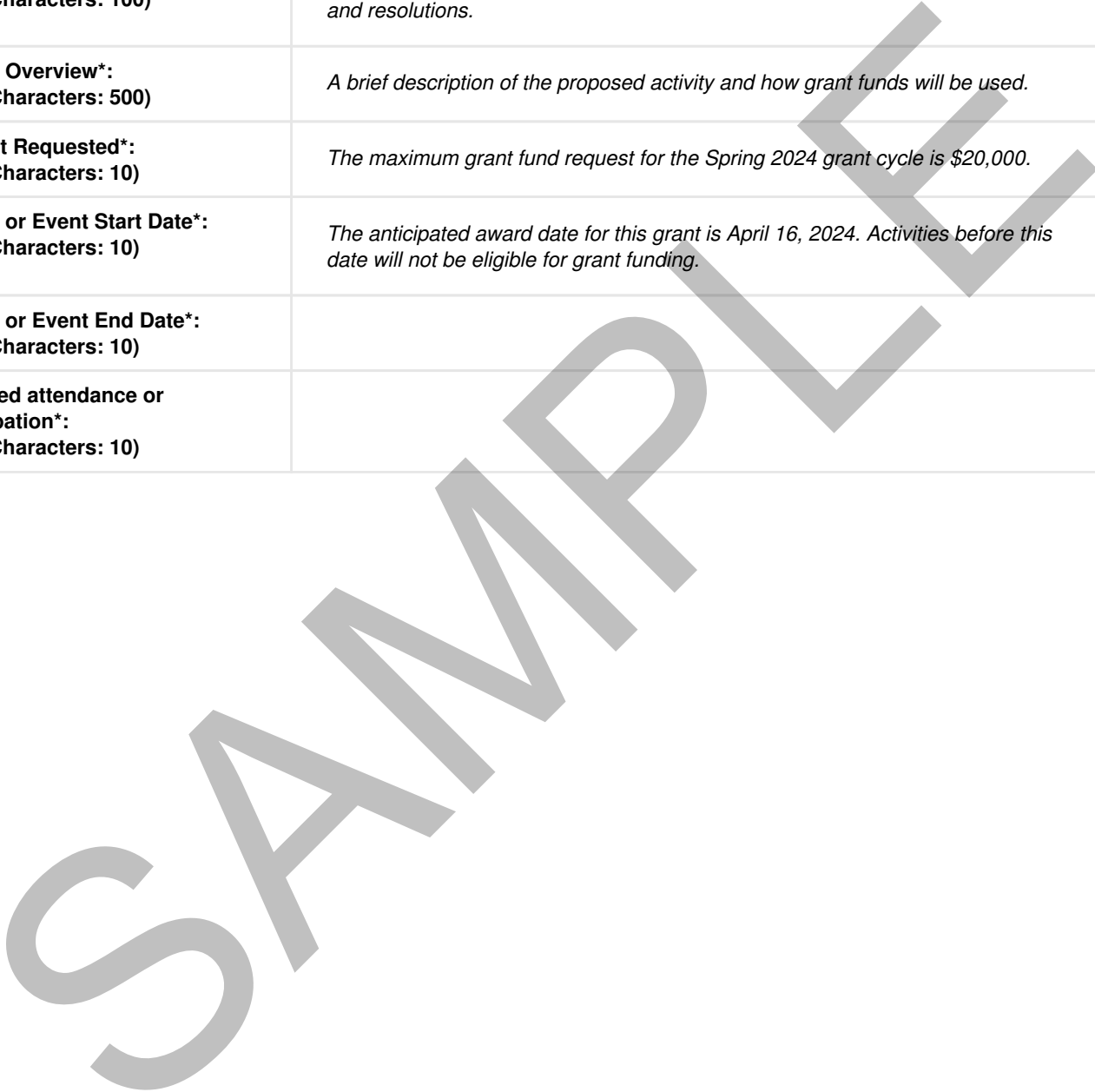


Cover Page

The information on the cover page may be shared publicly.

Applicant Organization Name*: (Max. Characters: 300)	
Project Title*: (Max. Characters: 100)	<i>The project title will be used to refer to this application in grant summary tables and resolutions.</i>
Project Overview*: (Max. Characters: 500)	<i>A brief description of the proposed activity and how grant funds will be used.</i>
Amount Requested*: (Max. Characters: 10)	<i>The maximum grant fund request for the Spring 2024 grant cycle is \$20,000.</i>
Project or Event Start Date*: (Max. Characters: 10)	<i>The anticipated award date for this grant is April 16, 2024. Activities before this date will not be eligible for grant funding.</i>
Project or Event End Date*: (Max. Characters: 10)	
Expected attendance or participation*: (Max. Characters: 10)	



Contact Information

Organization

Applicant Organization Name*: (Max. Characters: 300)	
Employer Identification Number (EIN)*: (Max. Characters: 11)	
Organization Mission and Background*: (Max. Characters: 3000)	
Fiscal Sponsor*:	Please indicate if the organization listed above is serving as the fiscal sponsor for another organization.

Primary Contact

If awarded funds, the individual listed here will be the primary contact for all grant related communication.

*Non profits: please list your executive director or equivalent.
 Municipalities: please list your town supervisor or equivalent.*

First Name*: (Max. Characters: 20)	
Last Name*: (Max. Characters: 30)	
Email Address*: (Max. Characters: 300)	
Phone Number*: (Max. Characters: 20)	
Use mailing address on file*:	Please indicate if you would like to use the address on file with the Tompkins County Tourism Program for any official mailed correspondence.
Organization Mailing Address:	Please enter a physical address below (not a P.O. Box). Official mailed correspondence will be sent to this address.
Address Line 1: (Max. Characters: 50)	
Address Line 2: (Max. Characters: 50)	
City*: (Max. Characters: 50)	
State*:	
Zip Code*: (Max. Characters: 300)	

Additional Contact Information

Please provide contact information for the person completing this application, the project organizer and key project staff.

Applicant:	Please provide information about the person completing this application
Applicant Name*: (Max. Characters: 50)	
Email Address*: (Max. Characters: 300)	
Phone Number: (Max. Characters: 20)	
Project Organizer:	Please provide information about the person responsible for organizing this project or event.
Project Organizer Name*: (Max. Characters: 300)	
Email Address*: (Max. Characters: 300)	
Phone Number: (Max. Characters: 20)	
Key Project Staff: (Max. Characters: 3000)	<i>Please list the staff in your organization who will assist in the implementation of this project or event. Please list the title, name, and anticipated roles for each individual.</i>

Sponsored Organization

If you are working with a municipality or non profit organization as a fiscal sponsor, please tell us about yourself.

A letter confirming the proposed fiscal sponsorship relationship is required for any organization that uses a fiscal sponsor. This letter should be on the sponsor's letterhead.

Sponsored Organization Name: (Max. Characters: 300)	
Name: (Max. Characters: 300)	
Email Address: (Max. Characters: 300)	
Phone Number: (Max. Characters: 20)	
Sponsored Organization Mailing Address:	Please provide a mailing address for the sponsored organization.
Address Line 1: (Max. Characters: 50)	
Address Line 2: (Max. Characters: 50)	

City: (Max. Characters: 50)	
State:	
Zip Code: (Max. Characters: 300)	
Sponsored Organization Mission and Background: (Max. Characters: 3000)	

SAMPLE

Project Information

Project Title*: (Max. Characters: 100)	<i>The project title will be used to refer to this application in grant summary tables and resolutions.</i>
Proposed activity*:	<i>Please indicate which of the following categories best describes your proposed activity. Please select no more than three options.</i>
Detailed Project Description*: (Max. Characters: 10000)	<i>Provide a detailed description of your proposed project or event, including:</i> <ul style="list-style-type: none"> - the purpose and history of the project or event - how visitors will find out about your project or event - who you expect to participate - where your event or project will take place - which local partners will assist with the project or event
Location*: (Max. Characters: 300)	<i>The venue where the project or event will primarily take place.</i>
Timeline*: (Max. Characters: 3000)	<i>Provide a project implementation timeline including key dates, major milestones and deliverables.</i>
Expected attendance or participation*: (Max. Characters: 10)	
Visitor Definition:	<p>The Tompkins County Tourism Program considers visitors as travelers from 50 or more miles or travelers who stay in the county overnight.</p> <p>This definition aligns with statewide guidance issued by Empire State Development. Please see the Tourism Program website for a map and list of zip codes that are within 50 miles of Tompkins County:</p>
Visitor participation - low estimate (%)*: (Max. Characters: 300)	Using a number between 0 and 100, indicate your low estimate for the percent of visitors who will participate in this event or project.
Visitor participation - high estimate (%)*: (Max. Characters: 300)	Using a number between 0 and 100, indicate your high estimate for the percent of visitors who will participate in this event or project.
Strategic Tourism Plan*: (Max. Characters: 3000)	<i>How will your project support goals and actions described in the Tompkins County Strategic Tourism Plan?</i>
Data Collection*: (Max. Characters: 3000)	<i>Describe your data collection methods, including:</i> <ul style="list-style-type: none"> - any tools, forms or instruments you plan to use to gather information on participants - how you will determine where participants traveled from - how you will determine the participant's primary or secondary reason for traveling to Tompkins County
Long-term and Additional Benefits: (Max. Characters: 3000)	<i>Please describe any additional measurable benefits which will outlast the project or event duration. Also describe any additional measurable benefits which will outlast the project or event duration.</i>

<p>Variables, Assumptions, and Risks*: (Max. Characters: 3000)</p>	<p><i>Please describe any known variables, assumptions and risks involved in the proposal.</i></p>
<p>History and Lessons Learned: (Max. Characters: 3000)</p>	<p>NOTE: If this is your first time planning this event please disregard this question.</p>
<p>Permits: (Max. Characters: 1000)</p>	<p><i>Please describe what permits you expect you will need and if you have begun applying for these permits.</i></p>
<p>Does your event require a NYS Mass Gathering Permit?:</p>	<p><i>Details on the Mass Gathering Permit are available at the NYS Department of Health. Events that are "likely to attract 5,000 people or more and continue for 24 hours or more" are required to obtain this permit.</i></p>
<p>Tompkins Festivals:</p>	<p><i>The Downtown Ithaca Alliance provides free resources to anyone planning a community event in Tompkins County. Please indicate which of these services you have used.</i></p>
<p>Project Website: (Max. Characters: 255)</p>	

SAMPLE

Marketing Plan

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

<p>Target Audiences and Marketing Channels*: (Max. Characters: 3000)</p>	<p><i>Who are your target audiences? What media and marketing channels (print, direct mail, broadcast email, radio, TV, social media, grassroots marketing etc.) will be the basis of your marketing investments? Please describe why you chose these promotional channels.</i></p>
<p>Geographic Markets*: (Max. Characters: 3000)</p>	<p><i>Where will your marketing be directed? Please be as specific as possible.</i></p>
<p>Use of Local Resources: (Max. Characters: 3000)</p>	<p><i>Describe how you expect to use any tourism promotion resources currently available in Tompkins County.</i></p>
<p>Packaging: (Max. Characters: 3000)</p>	<p><i>Packaging is adding your event or activity to another product or service to create value for visitors and encourage longer term stays in Tompkins County. Describe any plans to "package" your project with local businesses and organizations. Who will you partner with and how?</i></p>
<p>Learning: (Max. Characters: 3000)</p>	<p><i>Which marketing approaches have worked in the past, which haven't, and what learning will you apply to your marketing strategy for this project?</i></p> <p><i>NOTE: If this is your first time planning this event please disregard this question.</i></p>
<p>Tracking*: (Max. Characters: 3000)</p>	<p><i>What tracking mechanisms will your marketing campaign include to identify how tourists, visitors or customers learned about your program?</i></p>



Budget

Please provide detail about your project's budget.

You may attach a detailed budget to provide additional detail. A template excel budget table is available on the [Tourism Program website](#)

At a minimum your project budget must include the following:

- an estimate of the total project cost
- a list of all known and anticipated sources of revenue
- a list of all known and anticipated expense categories
- a clear indication of how Tourism Advancement grant funds will be spent

<p>Estimated Total Project Budget*: (Max. Characters: 300)</p>	<p>Please provide an estimate of the total budget for your event or project.</p> <p>This figure includes all expenses you anticipate paying for AND all in kind donations of time and materials. Please see the grant guidelines for guidance on calculating the value of volunteer time.</p>																																			
<p>Amount Requested for Marketing*: (Max. Characters: 300)</p>	<p>Please indicate the amount of grant funding you are requesting to use for marketing and advertising expenses.</p>																																			
<p>Expenses*:</p>	<p>Describe the uses of funds (aka expenses) for your project or event.</p> <p>Please list expense categories for your project or event and group together similar types of expenses in a single category (for instance, musicians and dancers can be categorized together as performers). You can use the "notes" section to add detail. You can also provide a more detailed budget in the "Attachments" section of the application.</p> <p>Describe how the grant will be spent. Please indicate how much of the Tourism Advancement grant will be applied to each expense category.</p> <p>Please review the grant guidelines to understand what expenses are eligible for grant funding.</p> <table border="1" data-bbox="533 1391 1434 1621"> <thead> <tr> <th></th> <th>Expense Category Name</th> <th>Amount (\$)</th> <th>Use of TA Grant (\$)</th> <th>Notes</th> </tr> </thead> <tbody> <tr> <td>Expense 1</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Expense 2</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Expense 3</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Expense 4</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Expense 5</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Expense 6</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Expense Category Name	Amount (\$)	Use of TA Grant (\$)	Notes	Expense 1					Expense 2					Expense 3					Expense 4					Expense 5					Expense 6				
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Expense 5																																				
Expense 6																																				
<p>Revenues*:</p>	<p>Describe the sources of funds (aka revenues) for your project or event.</p> <p>Please list the anticipated revenues and group together similar types of revenues in a single category (for instance, sponsorships from two or more businesses may be categorized simply as sponsorships).</p> <p>Please note the Tourism Advancement (TA) grant is listed as the first revenue category and confirm that the value matches the amount listed above.</p> <p>Please check the grant guidelines for information about matching funds and "in kind" donations of time and materials.</p> <p>You can use the "notes" section to indicate if any revenues have been secured or</p>																																			

when you anticipate securing these funds. You can also provide a more detailed budget in the "Attachments" section of the application.

	Revenue Category Name	Amount (\$)	Cash or in-kind	Notes
TA Grant				
Revenue 1				
Revenue 2				
Revenue 3				
Revenue 4				
Revenue 5				

Impact of less funding*:
(Max. Characters: 1500)

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

SAMPLE

Attachments and Certification

Funding Purpose *:	<p>Tourism Advancement grants support projects and marketing efforts intended to increase overnight visitation to Tompkins County during periods where additional travel demand to the county is desirable.</p> <p>Current grant guidelines are available on the Tompkins County Tourism Program grants webpage.</p>
I have read and understand the Grant Guidelines*:	
Does your organization have an adopted policy on diversity, equity and inclusion?*	
Other Tourism Program Grants: (Max. Characters: 1500)	<p><i>Please list all other Tompkins County Tourism Program grants that your organization has been awarded in the past three years.</i></p> <p><i>Please list the grant program, project title, year, and award amount for each grant.</i></p>

Attachments

Please see the grant guidelines for detailed information about attachments. You may upload files to attach to the application or provide a link to a file hosted on your website for any of the items below.

Type	Name	Size	Updated
IRS Determination Letter			
Notes			
Fiscal sponsorship			
Notes			
Most recent grant report			
Notes			
Policy on Diversity, Equity and Inclusion			

Type	Name	Size	Updated
Notes			
Project Budget			
Notes			
Additional supporting material			
Notes			
Additional supporting material			
Notes			

Certification

Certification:	<p>With the signature below I certify that the information contained in this application is, to the best of my knowledge, complete and accurate.</p> <p>I further certify, to the best of my knowledge, that any activity will be conducted in accordance with all applicable federal, state, and local laws and that the requested budget amounts are necessary for the implementation of this project.</p> <p>I agree that prompt written notice will be provided to Tompkins County if any element in this application changes following its submission.</p>
Signature*: (Max. Characters: 300)	