



2021 Tourism Assistance Program Funding Application

11 Pages

Overview of the Watkins Glen Area Chamber of Commerce

The Watkins Glen Area Chamber of Commerce (the Chamber), being a duly incorporated business with its principal place of business being located at 214 N. Franklin Street, Village of Watkins Glen, Schuyler County, State of New York, is designated by the Schuyler County Legislature as its Tourist Promotion Agency (TPA) to represent the County of Schuyler under the present New York State Tourist Promotion Act.

The Watkins Glen Area Chamber of Commerce is a 501(c) (6) organization engaged in promoting and publicizing the County of Schuyler and the general area in and around the Village of Watkins Glen. The Chamber has been designated by the Schuyler County Legislature as the Schuyler County tourism representative to provide tourism promotion on behalf of Schuyler County.

As the County's TPA, the Chamber supports and promotes the County through an identified marketing plan. Our tourism marketing plan includes, but is not limited to the following: design, production, and distribution of an annual Travel Guide; cooperative interaction with and participation in regional programs; public relations; travel writer hosting; a robust social media presence and much more!

The Chamber is given the absolute right and responsibility to allocate funding on behalf of the County and act in the County's best interest regarding overall tourism promotion. This includes supporting marketing activities that add to the welfare of the County; supporting organizations that promote tourism to the County; and working with regional partners to bring growth to the County.

The Watkins Glen Area Chamber of Commerce creates an annual tourism budget and allocates dollars to existing tourism programs and efforts with in-house projects and anchor partners as a primary task. **Up to 75% of the funding will be used for anchor programming and funding qualified organizations and projects that support its strategic tourism plan.** Established anchor partners are designated by the Chamber and currently include I Love NY, Finger Lakes Regional Tourism Council (FLRTC), and Finger Lakes Wine Country Marketing & Tourism Association (FLWC) and others. **Up to 25% of the funding will be used to fund the Chamber's Tourism Assistance Program (TAP).**

Applicants for funding will be required to file an annual application which must be submitted to the Watkins Glen Area Chamber of Commerce. **Each recipient's project must meet the eligibility requirements outlined in this document in order to be considered for funding.** Each applicant must **additionally** supply matching resources of their own towards their request, demonstrating that they can financially support the purpose of their project, and can complete it in its entirety through funding from the Chamber.

It is the mission of the Watkins Glen Area Chamber of Commerce to advance economic vitality by providing promotion, education, and support for our members and community.

Process

The Watkins Glen Area Chamber of Commerce will accept funding applications that support and encourage tourism promotion in Schuyler County, New York. The source of dollars from which projects will be funded is the County's share of taxes collected on overnight stays within the County (lodging receipts).

The following application is for the 2021 funding period. The application process will be open from September 1, 2020 and close on October 9, 2020.

Beginning September 1, 2020, application forms will be available at the Watkins Glen Area Chamber of Commerce, 214 N. Franklin Street, Watkins Glen, NY 14891. The form can be e-mailed to applicants by contacting Michael J. Hardy at michael@watkinsglenchamber.com

Step One: Funding Applications must be completed in their entirety and submitted to Michael Hardy at the Watkins Glen Area Chamber of Commerce no later than 12:00 p.m. on October 9, 2020. Any questions concerning the application process may be directed to Michael at 607-535-4300.

Step Two: All Funding Applications will be reviewed by the TAP Committee. The Tourism Assistance Program (TAP) Committee is comprised of the following: the Chair of the Chamber's board of directors, two members of the Chamber's board of directors, the Schuyler County Administrator, the Chair of the Schuyler County Legislature, two members of the Schuyler County legislature, the Executive Director (Exec.) of the Chamber, and the Tourism/Marketing Manager of the Chamber (or alternate staff/member Exec. Designee)

Applicants may be asked to present a ten-minute (not to exceed) presentation to the committee. If needed, a specific date and time will be announced for this presentation. The final funding decisions will be made by the Watkins Glen Area Chamber of Commerce TAP Committee.

Application Requirements

GENERAL INFORMATION:

- Please submit the original application and **three (3) copies** of your application. Applications must be mailed or delivered to the staff of the Watkins Glen Area Chamber of Commerce.
- Please **DO NOT** double-side your application and please **DO NOT** use any other paper size than 8 1/2" x 11".
- Application covers are discouraged; they only cost you extra money and we have to strip them off anyway.
- **Faxed or e-mailed applications will not be accepted.**
- Funds are paid on a reimbursement basis. Organizations must first incur the expenses and then request reimbursement from the Chamber. First reimbursement checks are not issued until October 31, 2021.
- The TAP committee may review and appropriate funding at other times of the year at their discretion on a case-by-case basis for special projects.

ELIGIBILITY:

- Copy of state certificate of non-profit incorporation and/or Federal 501 (c) 3 or 501 (c) 6 letter (if applicable)
- Copy of meeting minutes showing official approval of project and authorizing application.

- Must be a member of the Watkins Glen Area Chamber of Commerce in good standing.
- Must not be in competition with the Chamber and its mission.
- Must be in and/or directly service Schuyler County. All programs applied for must have a direct impact on **tourism promotion** in Schuyler County.
- Must generate increased tourism in Schuyler County resulting in areas such as: increased overnight stays at local lodging establishments and/or generate economic benefit through overnight lodging, sale of meals and goods, and/or increase recognition of Schuyler County throughout the region as a destination for tourism and/or increase opportunities for tourism by developing new visitor activities.

AWARDS:

Each recipient will be notified in writing on or around **October 23, 2020** regarding their funding or non-funding status.

ACCOUNTABILITY:

- If awarded, you will be required to submit quarterly reports to the Watkins Glen Area Chamber of Commerce stating your progress and accomplishments. Quarterly reports must include the following documentation: copies of invoices associated with each line item and copies of cleared checks showing proof of paying invoices in advance.
- A quarterly worksheet will be provided to funding recipients. This document will be reviewed and used as a tool to monitor your original project, program budget and timeline.
- Three copies of all quarterly reports and supporting documentation must be mailed to or delivered to the Watkins Glen Area Chamber.
- Reports are due 30 days after the end of each quarter. If reports are not submitted within 30 days of the end of each quarter, funding may be withheld.

Project Funding Year: 2021

Project Dates: Beginning no earlier than 1/1/2021 and ending no later than 12/31/2021

Project Title: _____

APPLICATION INFORMATION

Organization: _____

Contact Person: (person who wrote or has most knowledge about this application)

Address:

City, State, Zip Code:

Phone: _____ **Email:** _____

ORGANIZATION INFORMATION

Type of Organization: _____

What is your service area and who is your target market?

Number of Full-time Staff: _____ **Number of Part-time Staff:** _____

Number of Volunteers: _____ **Year Organization Incorporated:** _____

Please attach the names and titles of your Board Members.

FUNDING REQUEST

Amount of Request: _____

PROJECT SUMMARY

In the space below, provide a legible, concise, one paragraph summary of your proposed project and what tourism promotion objectives it will accomplish. If your request is part of a larger project, you may briefly describe the project; however, please focus the majority of your answer on the specific element for which you are requesting funding.

PROJECT SCOPE OF WORK

Fully describe your project. Provide a brief history of the project and/or the organization. Provide an outline of your marketing plan. Be sure to address such issues as: What is it you wish to do? How and why the community will benefit? What are the beginning and ending dates of your project? What economic impact will your project have on Schuyler County?

Beginning & Ending Dates of Your Project: _____

PROJECT ELIGIBILITY

How does your project meet the application requirements for the Tourism Assistance Program?

ALTERNATIVE FUNDING SOURCES

Have alternative sources of funding been explored? If so, please explain.

PROJECT BUDGET

Please provide a detailed budget for your project. List the proposed revenue sources and expenditures for your project. Be sure to separate out what you expect to receive through in-kind donations versus cash donations. You may include the Tourism Assistance Program Funding Request in your budget.

Revenue:

SOURCE	CASH	IN-KIND	TOTAL
TOTALS:	\$	\$	\$

Expenditures:

ITEM OR SERVICE	CASH	IN-KIND	TOTAL

TOTALS:	\$	\$	\$
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BUDGET NARRATIVE

Please offer any information which you feel may provide useful background on your proposed budget such as numbers of promotional pieces to be produced, number of media ads to be placed, media outlets to be used, etc.

PROJECTED IMPACT

The TPA lodging tax receipts are derived entirely from taxes on lodging stays in Schuyler County. One of the key evaluation criteria, therefore, is how funding a particular project will enhance these receipts. Please indicate how the results of your project would increase tourism development and overnight stays, resulting in increased lodging receipts.

Expected Number of Visitors: _____

Expected Number of Out-Of-Town Visitors: _____

Expected Number of Hotel-Motel Room Nights to Be Generated: _____

Describe in detail, who are the expected visitors to be attracted by the project? (i.e., inside and outside Schuyler County)

Explain how your organization will collect and verify the above information, such as surveys, registrations, hotels, etc. (If you are guessing, say it is a guess and talk about how you will validate your guess and explain your methodology.)

PROJECT TIMELINE

Please use the chart below to break out your project into its major milestones, showing when each will be accomplished. You may not need to fill in something for each month. For example, items you might list are: develop program plan, solicit sponsors/donations, submit for permits, order supplies, create advertising documents, print flyers, ads in newspapers, and distribute flyers/posters, evaluation of project.

MONTH	TASK ITEM
January	
February	
March	
April	
May	
June	
July	
August	
September	

October	
November	
December	

Please use this space to provide any additional information that will support and enhance your application for funding.

APPLICATION CERTIFICATION

I understand that the Watkins Glen Area Chamber of Commerce can place limitations on the use of Lodging Tax funds and certify that the requested funds will be used only for the purposes described in this application or as approved by the Chamber. I have read and understand the criteria by which our application will be evaluated and understand that if our application is selected for funding, we will have to enter into a binding agreement with the Chamber to ensure completion of the project. I further understand that any change(s) to the plan as presented in this application must be pre-approved in advance by the Tourism Assistance Program (TAP) committee. Not doing so could jeopardize my funding award.

Print Name

Signature

Date