



# 2024 Cattaraugus County GROUP B Tourism Promotion Grant Program GUIDELINES AND APPLICATION

## OVERVIEW:

A portion of bed tax is intended to provide grants for advertising and promoting various new or expanded tourism events, unique festivals, attractions and experiences that will attract more visitors for extended stays, overnight visits and day getaways. This grant program seeks to establish the importance of programs and opportunities that promote or support the development of specific themes or significant attractions and events, all of which enhance the level of visitor experience in the area. Any eligible grantee will partner and coordinate with the [Department of Economic Development, Planning & Tourism \(EDPT\)](#).

**This funding is intended to supplement your advertising budget and not meant to be your entire advertising budget; therefore a match or share of cost is expected.**

## ELIGIBILITY:

Chambers without full-time staff, business associations, non-profit organizations, events, festivals and other tourism associated activities – The funds in this group will be administered by EDPT. Grantees will partner and coordinate with EDPT.

## APPLICATION AND SELECTION PROCESS:

Funding requests shall be made for each marketing campaign. Applications will be submitted to the EDPT, EDPT will prioritize and approve. Applications must be received no later than December 8, 2023. Applications received after this date will **NOT** be considered. If awarded, applicants will be informed soon after. Letters will be sent to the Awardees and we will meet with each entity in a face to face meeting where criteria guidelines will be explained and amount awarded announced.

**ADVERTISING PLACEMENTS:** Awardees will meet with EDPT for award amounts prior to event. **All advertising must be placed through EDPT, no exceptions.** Prior approval of ad from all parties will be obtained.

### **ELIGIBLE ADVERTISING:**

Emphasis should be placed on advertising **outside** of Cattaraugus County and **WILL contain the Enchanted Mountains name, logo, and website.** Visit <https://EnchantedMountains.com/Referencing-Enchanted-Mountains> for more information about referencing the Enchanted Mountains. A link to the Enchanted Mountains website must also be included on the grantee's website (see link below to see guidelines and regulations). We will provide the necessary items for the following advertisements:

- Radio Advertising –Enchanted Mountains Jingle must be used.
- Television and Web Video Advertising
- Newspaper, Magazine, Travel Guide, Newsletter, Special Edition Inserts
- Internet Advertisements – Visit <https://enchantedmountains.com/bed-tax-grant-online-advertising> for guidelines and regulations.
- Brochure, Flyer & Poster Printing
- Promotion of special package promotions.

### **RANKING CRITERIA OF APPLICATIONS**

- Increase economic impact
- Increase overall visitations to County
- Create longer stays and overnight visits
- Involve collaboration among communities, attractions and events
- Promotion of niche activities and experiences that will enhance new visitor interest into our County
- Emphasize NEW marketing and or development rather than existing activities
- Involve partnering with various accommodations for package development and promotions

Any Questions, please feel free to call or email:

Samantha Hayes 938-2307 [SLHayes@cattco.org](mailto:SLHayes@cattco.org)

Danna Scharf 938-2312 [DLScharf@cattco.org](mailto:DLScharf@cattco.org)

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## APPLICATION – Must be received by 12/8/2023 – NO EXCEPTIONS

Purpose – To increase tourism and economic development in Cattaraugus County. Please use one application for each event, festival, activity or attraction for which you are requesting funding.

|  |
|--|
| 1. Applicant                           |
| 2. Address                             |
| 3. Address                             |
| 4. Email Address                       |
| 5. Phone                               |
| 6. Contact Name                        |
| 7. Project Name                        |
| 8. Project Dates                       |
| 9. Total Project Budget                |
| a. Amount of Bed Tax Funding Requested |
| b. Funds Provided by Applicant         |
| c. Other Funding Sources               |

10. Expense Itemization – Please identify which expenses will be covered by the requested bed tax funds (please attach additional page if necessary).

11. Description of Project (please attach additional page if necessary).

12. Describe how the project will benefit the area – refer to Ranking Criteria in guidelines; (please attach additional page if necessary).

Is this a one-time application or part of a multi-year plan: \_\_\_\_ one year \_\_\_\_ multi-year?

If multi-year please attach an overall financial plan including the means for making the project self-sustaining.

Mail completed application to:  
Cattaraugus County EDPT  
Group B – Samantha Hayes  
303 Court Street  
Little Valley, NY 14755

## 2024 Cattaraugus County GROUP B Tourism Promotion Grant Program

### POST PROJECT SUMMARY

(Must be submitted to EDPT within 60 days of event)

|   |
|---|
| • <b>Name of Project</b>                                    |
| • <b>Date of Project</b>                                    |
| • <b>Number of tickets sold</b>                             |
| • <b>Percentage of Increase over previous year's events</b> |
| • <b>Approximate number of visitors</b>                     |
| • <b>Percentage of Increase over previous year's events</b> |
| • <b>Number of Vendors</b>                                  |
| • <b>Percentage of Increase over previous year's events</b> |
| • <b>Gross Revenues</b>                                     |
| • <b>Percentage of Increase over previous year's events</b> |
| • <b>Donations</b>  |
| • <b>Expenditures</b>                                       |
| • <b>Miscellaneous Information</b>                          |

#### REPORTING REQUIREMENTS:

**Grantee must provide a Post Project Summary of revenue and expenses.** If a Post Project Summary is not received prior to the following year's application, application will not be considered.

Mail completed Project Summary to:  
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Group B – Samantha Hayes  
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Little Valley, NY 14755