



MONTGOMERY
C O U N T Y NY
Made of Something Stronger

**Montgomery County
Local Tourism Grant Program
Serving Montgomery County, New York**

Application & Guidelines

The Montgomery County Local Tourism Grant Program is funded by Montgomery County's Occupancy Tax and is administered by the Department of Economic Development and Planning under the direction the County Executive and the recommendation of the Economic Development/Planning Committee. Monies are awarded as grants for programs/projects/events/individuals that will attract tourists (non-resident participants) to Montgomery County. Grants may not be used solely to serve residents.

Non-profit and for-profit organizations, clubs, individuals, groups, sole businesses and business consortiums in Montgomery County may apply.

Refer questions to the Department of Economic Development and Planning or any member of the Economic Development Committee. Completed Applications must be mailed to:

Montgomery County Department of Economic Development and Planning
Old County Courthouse
9 Park St., P.O. Box 1500
Fonda, NY 12068-1500
(518) 853-8334

This grant program may be revised at any time at the discretion of the Department with the approval of the Montgomery County Legislature.

Grant Guidelines

1. Eligibility:

- A. Organization/ sponsor and/or event must in Montgomery County.
- B. Event grants are available per the following guidelines:

Guidelines for Expenditure of the Montgomery County Occupancy Tax

The Montgomery County Executive upon recommendation of the Economic Development Committee, establishes the following guidelines be met for the expenditure of Occupancy Tax collected.

For any given calendar year starting in January and ending in December, the amount of the tax's fund balance remaining after meeting the requirements of the County's promotion program, including the I Love NY matching funds program if applicable, additional non eligible promotional programming and the administration thereof as determined by the County Treasurer, be allocated for expenditure in the following manner:

The distribution of funds will be regulated by a grant process established by the Economic Development Committee, administered by the Department of Economic Development and Planning, and will require the final approval of the County Executive.

The Department of Economic Development and Planning will be utilized for the channeling of funding requests and for following up on the utilization of awarded funds through the use of interim and final reporting submitted by the funded organization.

A wide range of activities are eligible for funding, from special one-day events like concerts, fairs, fireworks and car shows to weekend events like farmers' markets, fishing tournaments, and seasonal festivals to permanent tourist attractions like historic guided tours, maps and signage, nature and outdoor "adventure activities" (hiking & biking, hunting & fishing, etc.).

2. Application Procedure and Review Process:

All applicants must assign one primary contact for the grant. The application must be filled out completely. Applications must be submitted to the Department of Economic Development and Planning no later than April 17, 2020

Applications will be reviewed by the Department of Economic Development and Planning in conjunction with the County Executive and Economic Development and Planning Committee. All applicants will be notified of the County Executive's decision by mail; there is no appeal process.

3. Funding Decisions Will Be Based On:

- A. Availability of funds
- B. Promotion of entire area, as well as event;
- C. Collaboration of businesses, organizations, and individuals;
- D. Matching support (support letters, letters of intent, sponsorships, etc.);
- E. Feasibility of the event and targeted area;
- F. The organization's ability to accomplish stated goals;
- G. Special consideration given to:
 - 1. Historical and cultural institution activities;
 - 2. Events held generating overnight tourists within the County;
 - 3. Events held for the benefit of the general public and community;

4. Application will be accepted only in original format:

Application may be obtained from the Montgomery County Department of Economic Development and Planning; on the Departments website (www.mcbdc.org), on the Tourism website (www.visitmontgomerycountyny.com), via mail or via email attachment. Application may be copied, but not altered.

5. Final Report:

All Grant Recipients must submit the following within 90 days following the event:

- A. Visitor Profiles on the individuals attending.
- B. One copy of all invoices and cancelled checks associated for expenses to be reimbursed through the copies of invoices as well as copies of ads/ promotional materials.
- C. Copies of the Vendor information form and W9 application.
- D. Summary narrative detailing how the grant assisted in promoting the event.
- E. Compare the final outcome of the event with the initial expected outcome.

Application Instructions

NOTE: The Montgomery County Local Tourism Grant is funded exclusively by the Montgomery County Occupancy Tax, a surcharge imposed on overnight visitors to lodging facilities within the county. In order to generate a continuous input of tax funds for the future of this grant program, only activities that have the ability to attract overnight tourists to the county's hotels, motels, inns and bed & breakfasts, will be considered for funding through this application.

Name and Address:

- Must be the legal name of the organization that the award check will be written to; Address must be one used to receive mail - this is the one we will send notifications, contact information, and send awards to - contact person should have access to this mailing address.

Contact Names, Phone Numbers and Email:

- Persons who know about the project and can be contacted by the grant coordinator. Email does not have to be for the organization.

Project Title & Dates and Times:

- Should identify the nature of your project. Keep this title short and specific. This title will be used for listings in calendars, press releases, etc. You may apply for one project per application. Each project will have its own review and consideration for funding. An individual project may contain more than one event, such as a concert series or festival with multiple events.

Expense, Income and Requested Amount:

- The projected expense, projected income and request amounts will be the same as on your budget page(s).

Project Description:

- Keep your information within the space provided; it helps to be clear and concise. Give information only about the project you are applying for. If this application is handwritten please be sure of legibility. If the board cannot read your handwriting you may not receive any funding.

Total request amount:

- This is the total amount of funding requested for one calendar year.

Exhibitors/Performers:

- Attach a separate list of the exhibitor/performers that will participate in this project. Including Letters of Agreement/Intent will greatly help the board in their decision-making.

Community Benefit & Overnight Tourism:

- Describe how this requested funding would be of benefit to the general public in your community.
- Describe how this requested funding would benefit the lodging facilities of Montgomery County by attracting overnight tourists/participants.

Targeted Audience & Estimated Number:

- Specify who audience will be.
- Estimate how many attendees are expected for your event.

Project Location & Description:

- Location should be where the project or event is taking place within Montgomery County, not necessarily your organization's location.
- Describe the location and/or the facilities where the project or event is taking place.

Project Income:

- Admission: Enter expected income from admissions, fees, concessions, tickets, tours, subscriptions, advertising, parking, etc. that applies to the project.
- Individual Contributions, Government, Business & Corporations: Enter separately those contributions expected for the requested project – do not include funds requested from this grant.
- Fundraising: Enter fundraising events used to finance this project. If fundraising events are to finance more than this project, pro-rate the expected amount for this project.

Project Expenses:

- Personnel: Enter costs or fees for exhibitors, performers, coordinators, designers, etc. involved in this project that are not employed by your organization. If personnel are involved in more than this project, pro-rate the expected amount for this project.
- Other Professional Services: Include consultants, legal and accounting services, etc.
- Material: Rental of props, lighting, sound equipment, tents, tables, etc or purchase of exhibit hardware, project materials, etc.
- Space: Rental of off-site, theater, hall, gallery and other spaces for this project.
- Travel/Transportation: Enter all costs for exhibitors, performers travel directly related to this project. Group travel to another site for attendance at a performance is not funded.
- Advertising/Publicity: Costs of advertising, printing and mailing of brochures, programs, flyers, etc.

Total Request Amount:

- Total project expense minus the total project income will help determine the requested amount.

In-Kind Services:

- List all donated goods and services. Do not include these in your project budget.

Applicant's Signature:

- A principle officer of the organization requesting this grant needs to sign here.

One Application Per Project

Organizations Legal Name: _____

Mailing Address: _____

City, State Zip: _____

Contact Name / Title: _____

Contact Phone (day): _____ Contact Phone (evening): _____

Contact Email(s): _____

Municipality: _____

Chairman / President of Board: _____

Project Title: _____

Project Dates and Times _____

Project Expense: \$ _____ Income: \$ _____ **Request:** \$ _____

Project Description: _____

Exhibitors/Performers: (Attach Letters of Agreement / Intent and support materials)

Community Benefit & Overnight Tourism: _____

Targeted Audience & Estimated Number: _____

Project Location & Description: _____

Project Income:

Admissions, Tuitions, Fees, etc.: _____

Project Expenses:

Exhibitors / Personnel: _____

Upon receiving notice of an award amount:

Receiving funds implies responsibilities related to the expenditure of public funds.

The obligations of grant recipient are as follows:

- Sign and return a Letter of Agreement prior to payment of grant.
- Submit adequate documentation including cancelled checks, invoices and bank statements and completed vendor information forms prior to payment of grant.
- Complete an Interim Report due prior to the event and a Final Report due within 90 days following the event.
- Credit Montgomery County and the Occupancy Tax on all promotional and program materials in the following manner:

This (event, project, program) is made possible with grant funds from the Montgomery County Occupancy Tax approved by the Montgomery County Legislature.

Failure to fulfill these obligations will prevent the awarding of any future grants.

Applicant's Signature and Date Certification and Release: The undersigned certifies that he/she (1) is a principle officer of the applicant with the authority to obligate it; (2) has knowledge of the information presented herein; (3) has read the guidelines of the Local Tourism Grant and that this application complies with and is made subject to said guidelines; (4) on behalf of the applicant releases the Montgomery County and its employees and agents with respect to damages to property or materials submitted to connection herewith.

Name _____ Title _____

Signature _____ Date _____

Checklist: All of the following must be submitted.

- This application with signature
- Financial statement from your organization's last completed fiscal year
- List of your organization's board of directors
- List of proposed exhibitors and estimated event dates/times for this project

Project Attachments to include such things as: Artist's resumes, letters of intent/agreement and support, past press publicity, mission statement, etc.

Remember that this is a competitive grant. You might not receive your entire total request amount – partial or no funding is a possibility.