

TOURISM IMPACT GRANT PROGRAM



Program Guidelines

Draft date: 3/10/2025

Purpose & Overview

Through the Sullivan County Tourism Impact Grant Program, the Sullivan County Legislature is committed to supporting Sullivan County non-profit organizations that provide successful, large-scale tourism programming events. Applicants must demonstrate project readiness, capacity to host large-scale tourism programming, thorough planning and budget preparation, and alignment with County goals that substantially enhance local tourism. Grants awarded under this program will be funded by a portion of the Hotel Room Occupancy Tax collected in Sullivan County, NY designated by the County Legislature in its annual budget.

Funded projects must demonstrate the potential for economic benefits through additional room nights and visitor spending in Sullivan County.

Eligibility

This funding opportunity is offered to Sullivan County non-profit organizations for tourism promotion only. No funding will be awarded for capital improvements, other than specific capital improvements described in Eligible Projects "equipment and capital expenses," or to improve privately-owned property, or to benefit a specific business.



This funding opportunity offers two tiers of funding availability. For small projects, awards of \$10,000 to \$24,999 are available with a 33% match required. For large projects, minimum awards of \$25,000, with no cap, are available with a required 35% match.

The Sullivan County Tourism Impact Grant is a grant open to Sullivan County-based non-profit entities to offset costs associated with sponsoring large-scale tourism event programming. Proposed event programming must be held within Sullivan County and target diverse participation of visitors from outside of Sullivan County. Proposals should demonstrate anticipated positive corollary impacts on local Sullivan County tourism industries, including the food, hospitality, and recreation sectors. Organizations must clearly demonstrate that revenue generated from the programming event supports the stability and expansion of the event itself. Allocating program revenue to offset day-to-day organizational operating costs is prohibited, and general organizational operating expenses are not eligible for this grant.



Annual Trout Parade in Livingston Manor

Eligible Projects

Projects should create a new facility or experience, or expand and increase the impact of existing attractions. The funded activity must be a new and discreet project, or an enhancement of an existing event with a schedule and demonstrated outcome. The program is flexible in terms of the types of proposals that will be considered. These may include:

- ***New or expanded special events, festivals and community celebrations*** that convey the unique culture and history of Sullivan County, promote a sense of place and community pride, create new traditions, and build Sullivan County's brand as a travel destination. Events may take place on a single day or span multiple days. For multi-day events, the dates of the event are not required to run consecutively. Eligible programming expenses might include costs associated with hiring entertainment, purchasing of food/beverage supplies, and other supply costs.
- ***Marketing and advertising campaigns and promotional activities*** to expand and increase impact by attracting visitors from outside Sullivan County. These may include social media, website work, the creation of visitor-oriented apps, production and/or distribution of collateral material, etc.
- ***Equipment and capital expenses*** associated with a special event, festival or celebration for which funding is requested may be eligible for this grant. Examples of such expenses include construction of temporary structures, such as stages, or rental of equipment for event activities.

Tourism Impact Grants are not meant to provide general operating expenses, overhead costs, routine facility maintenance, ongoing financial assistance, or support for the continuation or renewal of established programs and activities.

Applicants must show how their proposed project will add to the ability of Sullivan County to attract new and repeat visitation, extend stays, and increase spending on local goods and services. Projects should create a new facility or experience, or increase the impact of existing attractions. **The funded activity must be a new and discreet project, or an enhancement of an existing event with a schedule and demonstrated outcome.**



Time & the Valleys Museum

Match Requirements

Applicants must demonstrate that a minimum 33% match for small projects and 35% match for large projects of the total project costs will be provided by sources other than the Tourism Impact Grant program (TIGP). Acceptable sources of matching funds include local, state and federal funding, donations of materials, and pro-bono services provided by a licensed or accredited professional.

Project administration by the grantee and non-professional volunteer labor may be factored into the overall project cost but will not be counted as part of the required match. Projects providing a larger share of costs will be rated more highly than applications meeting the minimum required match.



Stone Arch Bridge Park

Application Process & Requirements

Program applications will be accepted on a rolling basis by the Sullivan County Visitors Association. Applications will be reviewed and those deemed complete and eligible will be referred to the Tourism Impact Grant Selection Committee. Members of the Committee will include three members of the Sullivan County Visitors Association and four sitting members of the Sullivan County Legislature. An advisory committee consisting of the Sullivan County Deputy County Manager, one representative from the Sullivan County Office of Management & Budget, and one representative from the Sullivan County Office of Audit & Control will provide assistance to the Selection Committee.

The Selection Committee will meet every other month, beginning in January, to review new and/or resubmitted applications until all available grant funds for the program year program have been awarded. The Selection Committee will make funding recommendations to the Sullivan County Legislature. Once the Legislature has approved an award, applicants will be notified and provided with a grant contract.

Applicants under consideration for funding may be asked to provide additional information or documentation, or to modify their project. Applicants denied funding may reapply for consideration in later rounds of review or subsequent program years. Grantees who are awarded less than they requested will be asked to submit an updated project budget and, if necessary, a modified scope of work, demonstrating how the applicant intends to address any funding shortfalls.

Application Materials

Please complete the Sullivan County Tourism Impact Grant Application and submit with all supporting documents in PDF format to the Sullivan County Visitors Association at info@scva.net. A copy of the application form is attached to this notice of funding opportunity. Grant awardees are required to enter into a contract with the Sullivan County Visitors Association.

A separate application is required for each request for project funding. All requests for funding must be submitted for final approval to the Sullivan County Legislature for authorization of funding.

Funding will be provided directly to grant awardees, subject to receipt of a signed contract and required documentation. Any changes to the approved use of funds will be subject to approval by the Sullivan County Legislature and must be documented in a modification to the contract prior to grant funds disbursement.

Grant recipients are required to acknowledge the support of the Sullivan County Tourism Impact Grant Program in all project promotional materials.



Highland Dove

Selection Criteria

Project Benefits

The degree to which the project is likely to:

- lead to additional, local Sullivan County based hotel/B&B room nights and increased visitor spending
- support tourism growth mid-week, in the winter, and on soft weekends
- be resilient to, and help Sullivan County's tourism economy withstand impacts from, changing weather patterns, economic downturns, public health emergencies, and other potential threats
- improve visitor experiences and impressions, create positive memories, and generate positive social media, word of mouth, etc.
- provide significant quality of life benefits for residents as well as visitors
- deliver benefits that last beyond the project time frame
- result in a positive return on public investment

Proposal Quality

The degree to which the application:

- is complete and coherent
- demonstrates the project has been well thought-out, is feasible, and is ready for implementation
- includes a sufficiently detailed budget identifying all projected costs, funding sources, and uses of grant funds, and that includes back-up documentation on the sources of cost estimates
- identifies an effective means of measuring success and tracking project impact over time



Lake Superior State Park

Administrative Capacity

The degree to which the applicant has:

- demonstrated an understanding of the specific steps needed to deliver a successful project
- relevant skills and experience to execute the proposed project
- a history of success in carrying out similar projects
- an appropriate level of financial security to carry out the project
- developed partnerships, with relevant Sullivan County entities to ensure a successful outcome

Leverage and Support

The degree to which the applicant has:

- demonstrated strong support of its organization through its commitment of matching funds and other forms of leverage
- provided for other sources of project funding beyond the required match
- submitted evidence of project support in letters, media coverage, etc.

Additional Criteria for Specific Project Types

Applications to create **Special Events and Celebrations** should address the project's potential to:

- attract visitors from outside Sullivan County
- extend impact by offering multiple days of programming
- support local talent, performers, products, and services
- demonstrate a compelling vision and innovative addition to existing event/festival offerings
- build community identity and pride

Applications to support **Marketing and Promotion** projects should identify the visitor groups targeted and how the project will engage those audiences



Minisink Trail

Questions?

Contact:
info@scva.net

2025 Sullivan County Tourism Impact Grant Application

GENERAL INFORMATION:

Application Preparer:

Name and Title of Person Preparing this Application: _____

Preparer Phone Number: _____

Preparer Email Address: _____

Organizational Information

Legal Name of Non-Profit Organization/Agency: _____

CEO/Director: _____ Non-profit designation: ☐ 501(c)3 ☐ 501(c)6

Physical Address: _____

Mailing Address (if different from Physical Address): _____

Website Address: _____

Phone Number: _____ Email Address: _____

Year Established (Incorporation Date): _____ EIN

Number (or Tax ID): _____

Do you have Articles of Incorporation on File? ☐ Yes ☐ No Do you have By-Laws on File? ☐ Yes ☐ No

Please attach copies of the following:

- ✓ Brief History of your Organization (Narrative)
- ✓ Mission/Values Statement
- ✓ Description of Service Area/Target Population and Current Services/Program Provided

Governance Information

Please attach copies of the following:

- ✓ Description or Diagram of Organizational Structure/Chart
- ✓ List of Board of Directors (affiliations and contact info)
- ✓ Copy of Strategic Plan/Business Plan, if applicable
- ✓ Executive Director/CEO Bio

Tax Documentation

Is your organization tax exempt? ☐ Yes ☐ No

- ✓ If yes, please include a copy of your tax exemption letter.

Do you have an IRS Form 990 on file? ☐ Yes ☐ No

Can you provide a W-9, upon request? ☐ Yes ☐ No

Financial Information

Are the following financial documents prepared and available upon request?

Annual Operating Budget ☐ Yes ☐ No

Year-End Financial Statements ☐ Yes ☐ No

Audit, if applicable ☐ Yes ☐ No

Sources of Funding ☐ Yes ☐ No

Annual Report ☐ Yes ☐ No

PROJECT PROPOSAL:

Proposal Information

Tourism Program/Event Title: _____

Please select: ☐ One Day Event ☐ Multiple Day Event

Proposed Date(s) of Event: _____

Proposed Event Location: _____

Proposed Event Time: _____

Proposed Event is: ☐ New Event (*held 0-1 times previously*) ☐ Established Event (*held 2 or more times previously*)

Projected Number of Participating Visitors: _____

Does the event directly generate revenue? ☐ Yes ☐ No

How much funding is your organization seeking? _____

Can you provide proof of Liability Insurance for Special Events, if required? ☐ Yes ☐ No

Proposal Narrative

Provide a detailed description of the proposed programming event. Include the following information and attach additional documentation as needed.

- ✓ Detailed Program/Project Description (Include date/time(s), description of event activities, involvement of collaborating partner agencies, engagement of vendors/entertainers, etc.)
- ✓ Year Event was Established and History (How many years have you hosted event/programming?)
- ✓ Target Population (Include samples of advertising and information about reach, if applicable.)
- ✓ Event Staffing Structure/Organizational Chart
- ✓ Measurable Outcomes (number of visitors, description of demographic, data from previous events, if applicable, and positive outcomes)
- ✓ Success Story Narratives/Newspaper Articles/Media, if applicable
- ✓ Description of the challenges your organization faces related to the event/programming
- ✓ Description of current needs of your organization to promote, stabilize, or expand the programming event
- ✓ Description of how grant funding would be utilized
- ✓ Explanation of how the proposed project benefit Sullivan County's tourism sector
- ✓ Description of positive corollary impacts on associated tourism industries (ex. food/hospitality/recreation)
- ✓ Explanation of event sustainability plans, if applicable
- ✓ If charging admissions to an event, please provide the anticipated admission fee

Proposed Project Budget and Budget Narrative

Please attach a preliminary **Project Budget** and **Budget Narrative** for your Proposed Event/Program. Within your Budget Narrative, provide a brief budget summary; describe how the event directly generates revenue, if applicable; and include copies of any cost estimates received, if applicable. If your organization has hosted this event previously, please include a copy of revenue and expense reports from the most recently held event. If your event is revenue generating, please describe how revenues are applied.

Capacity:

Collaborating Partners

Do you currently partner with any other organizations/agencies for this project? ☐ Yes ☐ No

If yes, please list them here:

If partners will be involved in the proposed project, please attach letters of support or MOAs from these partners for the project.

Grant Administration Requirements

This grant is directly funded and administered by the Sullivan County Visitors Association. Award recipients will be required to attend a brief Grant Administration Training

and submit a final report upon completion of the event/program which includes a detailed description, participation data, and other pertinent information as requested.

Authorizations:

Is the governing board of your organization aware of an interest in pursuing grant funding? ☐ Yes ☐ No ☐ NA

Is your local municipality (township/village) aware of the proposed event/program? ☐ Yes ☐ No

(NOTE: Awardees are expected to comply with all local municipal guidelines/requirements related to holding special events within the local jurisdiction.)

Signature of Preparer: _____

Signature of Organization CEO/Director: _____

Please complete this assessment and submit with all supporting documents in PDF format to the Sullivan County Visitors Association at: info@scva.net.

Sullivan County Tourism Impact Grant Application Checklist

Organizational Information:

- ☐ Brief History of your Organization/Agency (Narrative)
- ☐ Organization Mission/Values Statement
- ☐ Description of Your Organization's Service Area/Target Population and Current Services/Program Provided
- ☐ Description or Diagram of Your Organization's Organizational Structure/Chart
- ☐ List of Board of Directors (affiliations and contact info)
- ☐ Copy of Strategic Plan/Business Plan, if applicable
- ☐ Executive Director/CEO Bio
- ☐ 501(c)3 or 501(c)6 determination letter

Proposal Information:

- ☐ Proposal Narrative
- ☐ Event Staffing Structure/Organizational Chart
- ☐ Event Newspaper Articles, Media Samples, if applicable
- ☐ Project Budget
- ☐ Budget Narrative
- ☐ Copies of cost estimates, if applicable
- ☐ Revenue/Expense Report from most recent event, if applicable
- ☐ Description of how revenues from event are applied
- ☐ Collaborating Partners Letters of Support/MOUs if applicable