

**Craft Beverage Industry Tourism Promotion Grant**  
**Funding Available: Up to \$1 million**

**DESCRIPTION:**

ESD has up to \$1 million of working capital (marketing only) funding available for the State's *Craft Beverage Industry Tourism Promotion Grant Program (the "Program")*, which helps bolster tourism growth by promoting destinations, attractions, and special events explicitly related to the craft beverage industry, across New York State. The Program and each funded project will support the Regional Economic Development Councils' long-term strategic plans for economic growth as well as to attract visitors to New York State.

Program funding is available for marketing-based tourism projects intended to create or retain jobs and/or increase tourism related to the craft beverage industry. For the purposes of this grant and these guidelines, "craft beverages" are recognized and defined as New York State-produced wine, beer, spirits and cider.

Funding will be awarded by the New York State Urban Development Corporation (d/b/a Empire State Development) at its discretion.

**ELIBILITY:**

An Applicant must be a not-for-profit corporation to be eligible for funding.

Not-for-profit corporations are subject to New York State's Not-For-Profit Corporation Law. An Applicant must submit with their Application proof of incorporation (or equivalent document) from the NYS Department of State or NYS Board of Regents, a charities registration number from the NYS Office of the Attorney General, and proof of tax-exempt status under the IRS code.

Once staff determines an Applicant's eligibility with all Program requirements, but prior to determining whether to recommend to ESD Directors' approval and execution of a contract with ESD, a not-for-profit corporation must be registered and up-to-date with filings with the New York State Office of the Attorney General's Charities Bureau and the New York State Office of the State Comptroller's VendRep System and must be prequalified in the New York State Grants Gateway. Please click here to register for Grants Gateway and apply for pre-qualification: <http://www.grantsgateway.ny.gov>

**NOTE:** Organizations currently receiving tourism matching funds and/or having an active grant under the Market NY tourism initiative are not eligible to apply for direct funding but may be considered as partners on Program Applications. Additionally, projects that are already being funded under any other New York State funded program are not eligible; this specifically includes the Craft Beverage Industry Marketing and Promotion Grant. Only new projects or initiatives by the applicant or by project partners are eligible for funding.

**Pre-Application Requirements:**

Applicants must complete and submit a Consolidated Funding Application (CFA) for review by ESD and the Regional Economic Development Councils. Applications are available at <https://apps.cio.ny.gov/apps/cfa/>

**Participation By Minority Group Members and Women With Respect To State Contracts:**

Article 15-A of the New York State Executive Law requires participation by minority group members and women with respect to state contracts by providing opportunities for MBE/WBE participation. Projects awarded funding shall be reviewed by ESD’s Office of Contractor and Supplier Diversity, which may set business and participation goals for minorities and women. Such goals shall typically be included in the incentive proposal.

Please note that ESD’s agency-wide MWBE utilization goal is 23 percent (23%). Each project will be assigned an individual contract-specific goal, which may be higher or lower than 23 percent (23%). Should an Applicant receive a funding award, the Applicant shall be required to use good faith efforts to achieve the prescribed MWBE goals assigned to this project. Applicants must maintain such records and take such actions necessary to demonstrate such compliance.

**APPLICATION CRITERIA:**

In addition to the criteria noted below, ESD shall have the discretion to consider additional factors in determining the relative merits of projects.

Applicants applying for the *Craft Beverage Industry Tourism Promotion Grant* should request funding at a minimum of \$25,000 and no more than \$250,000. Applications will be accepted for proposed projects that include plans to market destinations, attractions, and special events explicitly related to the craft beverage industry across New York State. It is strongly encouraged for applications to attach a marketing plan that includes but is not limited to the following:

- a general description of the project;
- specific milestones for the project;
- expected results and goals of the project;
- a project budget specifically detailing sources and uses of funds;
- how results of the project will be measured;
- letters of commitment from partners to describe their roles in the overall project;
- how the project generates tourism to and in New York State;
- how the project benefits the statewide craft beverage industry;

ESD will give additional consideration to applications that clearly demonstrate (in the budget included in project marketing plans) additional actual cash funding into the project budget beyond the grant funds being requested. Cash funding can come from Applicant equity, cash donations, or other sources. In-kind donations of time, services, products, facilities, etc., should not be included in budgets.

**I LOVE NEW YORK ALLIGNMENT & LOGO USAGE:**

All projects should align with current I LOVE NEW YORK marketing. Additionally, all projects will be required to use the I LOVE NEW YORK logo in all promotions for the project. Any use of the I LOVE NEW YORK logo must be approved by ESD and conform to ESD I LOVE NEW YORK branding guidelines. To request approval for I LOVE NEW YORK logo usage in marketing elements and/or if you have any questions regarding the alignment and logo usage please contact Kelly Baquerizo at [kelly.baquerizo@esd.ny.gov](mailto:kelly.baquerizo@esd.ny.gov) . For logo approvals please allow a minimum of two days for review and approval.

**ELIGIBLE ACTIVITIES & EXPENDITURES:**

Eligible activities/uses of funds are generally those completed/incurred by personnel engaged in development and delivery of a tourism-based craft beverage marketing project and non-personnel costs in support of the project.

Successful Applicants will be those that promote tourism to destination, attractions and/or events that are craft beverage-related. These may include but not be limited to the following:

- the purchase of recognized multi-media advertising to promote efforts such as industry-related tours and/or day trips related to NYS craft beverages;
- consultants/vendors to support project related marketing (ex. media buyers, graphic designers, photographers, videographers, etc.);
- production and/or distribution costs of print collateral and/or audio/visual elements for project-related promotions;
- project-specific website design/updates;
- activities that help beverage trail operators interested in partnering with an ILNY bus operator to market tours to their regions;
- some costs, as approved by ESD, associated with attending industry-related shows to promote a craft beverage destination, attraction and or event (travel costs are approved on a case-by-case basis at the discretion of ESD and are at the current NYS Per Diem rates); and
- costs associated with hosting of craft beverage related events.

**INELIGIBLE ACTIVITIES & EXPENDITURES:**

Ineligible activities/expenses may include but are not limited to the following:

- the purchase of food, alcohol, or rental expenses for events ;
- general operating expenditures;
- capital expenditures;
- fringe benefits (ex. wages including supplemental pay, benefits such as health insurance, retirement benefits, and other non-mandated benefits);
- the usage of the I LOVE NY logo on any craft beverage product/label;
- the usage of the I LOVE NY logo without written approval from ESD;

- administrative costs;
- the reimbursement of projects already being supported by any New York State funded program; and
- reimbursement of any expenditures already claimed for reimbursement from any other New York State source.

**REIMBURSEMENT:**

The grantee will be required to enter into a contract with Empire State Development (ESD). ESD will pay the grantee on a **reimbursement basis**, in proportion to ESD’s funding share and generally at project completion.

**REPORTING:**

Progress reports and requests for reimbursement must be submitted on a periodic basis, which will be outlined the disbursement agreement with successful Applicants.

**GRANT AWARD INFORMATION**

Notice of a funding recommendation will be given in the form of an incentive proposal outlining the terms of the proposed assistance, including reporting requirements. The award is subject to approval of the ESD Directors and compliance with applicable laws and regulations. Applicants are strongly encouraged to review and countersign ESD’s incentive proposal prior to starting the project. After ESD Directors’ approval, Applicants will be provided with a grant disbursement agreement (GDA) that further details the funding process. Once approved and countersigned, the GDA will allow the Applicant to begin requests for reimbursement.

Grant funds will be awarded to eligible applicants upon review and approval of and ESD review. Funds will be awarded on a first-come, first-served basis until such time that the total funding made available has been expended.

ESD can modify the terms of the assistance at its discretion.

**More Information/Assistance**

For more information please contact the Sam Filler, Director, Industry Development, at [nysbevbiz@esd.ny.gov](mailto:nysbevbiz@esd.ny.gov) and/or (518) 227-1535.