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Contact:

Chyresse Wells (ESD) | Chyresse.Wells@esd.ny.gov | (800) 260-7313
ESD Press Office | pressoffice@esd.ny.gov | (800) 260-7313

EMPIRE STATE DEVELOPMENT ANNOUNCES \$12 MILLION IN MARKET NY TOURISM GRANTS AVAILABLE IN ROUND V OF THE REGIONAL ECONOMIC DEVELOPMENT COUNCILS

Empire State Development (ESD) today announced that up to \$12 million in Market NY grants, to fund projects that will increase tourism and create job opportunities, are available to businesses, municipalities, not-for-profits and other entities through Round V of Governor Cuomo's Regional Economic Development Council initiative. This latest round of Market NY grants, which includes capital grants for tourism facilities, will be awarded to tourism and marketing projects that advance each region's strategic plan and will help to boost tourism in the region and New York State.

"Initiatives like the Regional Economic Development Councils and Market NY have been helping communities across the state invest in and expand their unique tourism assets at a grass roots level," said Gavin Landry, Executive Director of Empire State Development's Division of Tourism. "Thanks in part to the success of these regional programs, along with statewide promotions such as Path Through History, TASTE NY and I LOVE NY campaigns, the state has experienced a 15 percent increase in direct traveler spending since 2010. One of our key goals is to continue to enhance and promote the state's unique regional assets. With that in mind, we encourage every tourism-related business and organization to consider ways in which they can leverage our resources to contribute to a more successful and prosperous future for their region and for New York State."

In order to apply for Market NY grant funds, a Consolidated Funding Application (CFA) must be completed and submitted by July 31, 2015 at 4 p.m. The CFA, created as part of Governor Cuomo's plan to foster economic growth, streamlines the application process, eliminating the need for applicants navigate multiple agencies and funding sources.

Market NY Round V funding will be awarded in two separate tracks with different requirements:

- Regional Tourism Marketing (up to \$5 million)
- Tourism Facility Funding (up to \$7 million)

Applicants with Regional Tourism projects that include both marketing and capital elements can apply for both tracks. Applicants should demonstrate how their project will work to promote and advance the tourism goals of their Regional Council's strategic plan; and each project will be scored and funding will be allocated to eligible, top scoring projects.

Additional information on the Market NY Tourism Grant Program can be found at the following sites:

- For Regional Council strategic plan information, visit <http://regionalcouncils.ny.gov/>
- For 2015 Market NY Guidelines including Scoring Criteria, click [here](#)
- For the 2015 CFA Application, visit: <https://apps.cio.ny.gov/apps/cfa/>
- For more information about I LOVE NEW YORK visit: www.iloveny.com

For answers to specific question and more information, email the New York State Division of Tourism staff at RegionalTourism@esd.ny.gov

About the Regional Economic Development Councils

The Regional Economic Development Council initiative (REDC) is a key component of Governor Andrew M. Cuomo's transformative approach to State investment and economic development. In 2011, Governor Cuomo established 10 Regional Councils to develop long-term strategic plans for economic growth for their regions. The Councils are public-private partnerships made up of local experts and stakeholders from business, academia, local government, and non-governmental organizations. The Regional Councils have redefined the way New York invests in jobs and economic growth by putting in place a community-based, bottom up approach and establishing a competitive process for State resources. After four rounds of the REDC process, nearly \$3 billion has been awarded to more than 3,100 job creation and community development projects consistent with each region's strategic plans, projecting to create and retain more than 150,000 jobs statewide. For more information on the Regional Councils, visit www.regionalcouncils.ny.gov .

About Tourism in New York State

New York State features 11 beautiful vacation regions. New York's attractions feature landmarks such as Niagara Falls, the largest park in the continental U.S. in the Adirondacks and treasures such as the Baseball Hall of Fame in Cooperstown and the Corning Museum of Glass. New York State offers diverse activities for all: fishing, hiking and boating, year-round festivals and exploring the rich history and culture of one of the 13 original colonies. Visitors also enjoy the fine cuisine, beverage trails and farm-to-table fresh foods. More information is available at www.iloveny.com and www.thebeat.iloveny.com. Follow and "Like" I LOVE NEW YORK on [Facebook](#), [Twitter](#) and [Instagram](#) for great ideas for your next getaway!

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