

## **ESD Craft Beverage Grant Program**

Frequently Asked Questions

December 30, 2014

### **Can you match with in kind or does it need to be cash?**

In-kind donations of time, services, products, facilities, etc., should not be included in budgets.

Equity matches can come in the form of cash, product used for promotional purposes, and/or staff costs associated with the project. Please refer to the program guidelines for other examples of eligible matching costs.

### **The reimbursement process based on matching funds may knock out the newer - smaller beverage trails that are not well funded. Is this counter to the grant concept?**

The matching grant is designed with smaller not-for-profit corporations in mind because the minimum total project cost is \$10,000. Additionally, we suggest partnering with other not-for-profit corporations or a fiduciary sponsor if organizational budgets are constrained.

### **Do both require a not-for-profit partner or just the Tourism grant program?**

Applicants for both programs must be not-for-profit corporations to be eligible for funding.

### **For the reimbursement process, how long should applicants wait to receive payment?**

Estimated to be 60-90 days.

### **I see a match for the Marketing Program, but is there a match requirement for the Craft Beverage Industry Tourism Promotion grant?**

No match is required for the Tourism Promotion Grant, however 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.

### **Will either of these grants require a percentage goal for participation by MWBE businesses?**

Any project 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.

### **Are you focusing more on craft beer, ciders & spirits?**

The grant programs are intended to support all alcohol craft beverages produced in NYS.

### **Would a NYS beer and spirits event held in NYC be eligible for a tourism grant?**

Yes and the eligible applicant must be a not-for-profit corporation.

**Will information on grant applications, grants actually made, and other program updates be publicly available somewhere?**

Any updates to the program and program guidelines can be found at <http://www.esd.ny.gov/CorporateInformation/RFPs.html>.

**We are a TPA that receives tourism matching funds which appears to make us ineligible. However, we also have a 501c3 foundation. Can our foundation apply for funding through this program?**

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.

**Under Eligible Projects in the marketing & promotion guidelines, can you elaborate further on what "Organizational Creation, Capacity Building or Expansion" means?**

The growth of the craft beverage industry has been explosive, but the supporting trade associations and other not-for-profit corporations are still in their nascence. These entities may need to conduct strategic plans, financial audits, or other projects to support their long term stability. These types of projects are eligible under the matching grant program.

**Can funds be used for a new nonprofit to be formed if grants are secured through a partnering, existing not-for-profit corporations?**

Yes, the partnering not-for-profit corporations can be the applicant and assist the new entity with its start-up.

**Is a portion of each funding program reserved for each of the four beverage industries despite the rolling application basis?**

All alcohol craft beverage sectors will have an equal opportunity to receive funding through these programs. Partnerships between the beverage groups is encouraged but not required.

**You are encouraging partnerships with not-for-profit organizations. Are administration fees for the applying not-for-profit an eligible expense?**

Administrative costs are not eligible.

**Can businesses involved with manufacturing alcoholic beverages apply for the grant?**

An Applicant must be a not-for-profit corporation to be eligible for funding. A manufacturer can be a project partner and/or fiduciary sponsor.

**Would hiring a web developer to improve a web-site be considered "fringe benefits (Wages...)"?**

Hiring a web developer on a contract basis or consultant basis could be considered a project cost.

**I know the marketing grant does not cover build out.....but can tourism grant be used for construction & renovation?**

No capital costs are eligible.

**Would it be possible to get a copy of the PP from today's presentation?**

Yes, it will be posted to <http://www.esd.ny.gov/CorporateInformation/RFPs.html>.

**What are you looking for in terms of statewide impact?**

Statewide impact is not an implicit requirement, but projects should increase the profile, awareness and sales of New York State produced wine, beer, spirits, and hard cider.

**Can you explain more about what promotion of craft beverages mean for lead applicants?**

Projects should increase the profile, awareness and sales of New York State produced wine, beer, spirits, and hard cider; and/or increase tourism related to the craft beverage industry. Projects should not be focused on a sole business or manufacturer. Projects should be inclusive of as many craft beverage producers as possible within a region or statewide.

**Can tourism grants for festivals be used for only one craft beverage company?**

Grants used for festivals should have participation by multiple craft beverage companies, and no one company may be the focus of the festival.