

# FRANKLIN COUNTY DESTINATION DEVELOPMENT & MARKETING PROGRAM

## PROGRAM GUIDELINES

### 1. INTRODUCTION

Through the Franklin County Destination Development & Marketing Program (DDMP), the Franklin County Local Development Corporation (FCLDC) provides grants to municipalities, non-profit organizations and businesses to undertake or support projects and activities that increase recreational, tourism or cultural visits to the county or that enhance the visitor experience. The fund is capitalized by FCLDC and Franklin County.

The goals for the fund are as follows:

- Increase the number of products, experiences and services available for visitors and residents, particularly those that are hospitality and tourism-related;
- Enhance the quality of experiences and events available for visitors and residents;
- Grow the number of visits, length of stay and spending by visitors;
- Strengthen tourism-related businesses and organizations; and
- Keep Franklin County competitive with other destinations.

Funding through DDMF is available for projects in the following categories:

1. Destination Development
2. Marketing

### 2. ELIGIBILITY

Grant funds are available to for-profit businesses, non-profit organizations, and municipalities for projects that will have direct impacts in Franklin County, New York.

### 3. PROGRAM INFORMATION

- Minimum grant award is \$500. Maximum grant award is \$5000.
- Grants cannot exceed 50% of the total project cost.
- At least 50% of available grant funds are reserved for projects in the Destination Development category.
- Grants will be issued on a reimbursement basis.
- Applications are accepted any time and are awarded on a first come-first served basis until all funds are committed.
- Grants are reviewed and scored monthly by the DDMF committee.

### 4. PROJECT EVALUATION CRITERIA

Projects will be reviewed using the following criteria:

#### PROJECT IMPACT:

- Generates amenities and quality of life improvements for the local community

- Expands on, complements, and enhances existing tourism-related amenities and offerings
- Increases visitation, especially overnight visits, or enhances the visitor experience
- The degree to which it generates economic benefits (e.g. increased sales, lodging revenue growth, occupancy tax revenues, sales tax revenues, etc.)
- The degree to which it demonstrates measurable benefits
- The amount or percentage of products and services purchased locally

### PROJECT ALIGNMENT:

- Aligns and integrates well with local, regional and state destination development and destination marketing priorities, plans, goals, and strategies
- Does not duplicate or replace existing regional or local destination marketing efforts
- Aligns well with community and regional brand, culture, and environment

### PROJECT QUALITY:

- Is a new activity, event or physical improvement or clear expansion of existing activity, event or physical improvement
- Does not replace normal business marketing
- Is not used for routine maintenance
- There is a plan to maintain the project over time
- Demonstrates a commitment to providing a high-quality product, service, or experience
- Does not create an unfair competitive disadvantage to other local businesses
- Project timeline is reasonable and will be completed in less than one year
- Quality of performance measures identified for project impacts above

### PROJECT BUDGET:

- Is financially and organizationally sustainable
- The amount of match as a percentage of total project cost
- Evidence of match and resources to complete projects
- Clear budget of project costs

## 5. PROGRAM CONDITIONS

- Grant awards will be merit based. Applicants that can communicate a compelling need that directly fulfills FCDDMF goals with quantifiable results will be given higher consideration.
- Grant funds will be awarded on a reimbursement basis unless otherwise stated in grant agreement.
- Awarded funds may be subject to conditions. The award letter and agreement will clearly outline all conditions.
- FCLDC reserves the right to award a project less funding than requested.
- Once approved, a grant agreement will be provided to the Grantee for execution. Upon execution of the grant agreement, funds must be used within 12 months of the award announcement date. If the funds are not expended within the 12-month period, the Grantee must inform the FCLDC in writing

that the project has been canceled or to request an extension. FCLDC reserves the right to reject a request for extension and cancel the grant.

- As a provision of accepting these funds, Grantees must provide adequate proof that the funds received were used for their intended purpose. FCLDC reserves the right to audit the Grantee's records and use of funds.
- A Final Project Report must be submitted within 45 calendar days of the completion of the project.
- Grantees that do not meet post-award requirements will be deemed ineligible to apply for future funding.
- FCLDC reserves the right to seek reimbursement from the Grantee if the Grantee fails to fulfill contractual obligations.
- Products and services should be purchased locally where practical and available.

## 6. ELIGIBLE EXPENSES

In general, eligible expenses include, but are not limited to, the following:

- Purchase of recognized media advertising;
- Production costs of print and audio/visual materials;
- Website design/updates;
- Fees paid to artists, musicians, performers, special guests & speakers;
- Rental of event amenities (e.g. chairs, tents, tables, staging, lighting, fencing, etc.);
- Consultation/vendor events services (e.g. security, av, sound, lighting crews, etc.);
- Site expenses & services (e.g. facility fees, security, shuttle buses, etc.);
- Approved supplies and materials;
- Purchase of equipment and/or event amenities (ex. permanent staging, fixed assets, etc.);
- Pre-development costs;
- Improve accessibility;
- Acquisition or leasing of land, buildings, machinery and/or equipment;
- Acquisition of an existing business and/or assets; and
- New construction, renovation or leasehold improvements.

## 7. INELIGIBLE EXPENSES

Ineligible expenses include, but are not limited to, the following:

- Alcohol & tobacco;
- Purchase of real estate;
- Repayment of debt;
- Food and/or beverages for consumption;
- Loan, finance, interest and/or tax fees;
- Mini-grants or reallocation of funds to other organizations (other than approved project subcontractors);
- In-kind, donated, volunteer services (not reimbursable nor can they be used toward the match); any costs incurred for events held outside Franklin County;
- Competition prizes, prize money and monies paid to participants;

- Salaries, wages and/or staff time;
- Fringe benefits (such as health insurance, retirement benefits and other non-mandated benefits);
- Capital expenditures (e.g. equipment, hardware, vehicles, computers, etc.) used to maintain the operations of an organization;
- Operational/overhead expenditures (e.g. rent, utilities, office supplies, etc.); and
- Expenses reimbursed from any other source or agency.

## 8. APPLICATION PROCEDURES

Interested applicants must schedule an in-person meeting with FCLDC staff prior to submitting an application. All applicants must receive approval to submit an application before a project will be considered for funding. The application must be submitted to the FCLDC electronically and in typed form. No handwritten applications will be accepted. All attachments must be sent as digital files. FCLDC reserves the right to request additional information from the applicant.

## 9. PROGRAM INFORMATION

Additional information about this program, including contact information and the program application form, is available at [www.franklinida.org](http://www.franklinida.org).