Regional Tourism Marketing Grants Initiative

1. **Question Ref:** Q_1689
   Question Type: Threshold

   Are you a not-for-profit, municipality or public benefit corporation?

2. **Question Ref:** Q_1603
   Question Type: Basic

   Was this project or a phase of this project awarded funding in CFA Round I ?

3. **Question Ref:** Q_1604
   Question Type: Basic

   If yes, with which agency(s)?

4. **Question Ref:** Q_1605
   Question Type: Basic

   If funding was received in a prior round of the CFA, indicate the amount of funding received.

5. **Question Ref:** Q_184
   Question Type: Basic

   NYS Assembly District(s) where the project is located. (please enter a number between 1 and 150 that represents your Assembly District)

   HELP SECTION

   Click HERE to determine your Assembly district.

6. **Question Ref:** Q_190
   Question Type: Basic

   NY Senate District(s) where the project is located. (please enter a number between 1 and 62 that represents your Senate District)

   HELP SECTION

   Click HERE to determine your Senate district.

7. **Optional Question Header:**

Applicant Information

Question Ref: Q_546
Question Type: Basic

Legal Name of Applicant

8. **Question Ref:** Q_547
Question Type: Basic

Contact First Name

9. **Question Ref:** Q_549
Question Type: Basic

Type of Applicant (select all that apply)

10. **Question Ref:** Q_550
Question Type: Basic

If you are a DBA, what is your DBA name?

11. **Question Ref:** Q_551
Question Type: Basic

Applicant Street Address

12. **Question Ref:** Q_552
Question Type: Basic

Applicant City

13. **Question Ref:** Q_553
Question Type: Basic

Applicant State

14. **Question Ref:** Q_554
Question Type: Basic

Applicant Zip Code. (please use Zip+4 if known)

15. **Question Ref:** Q_555
Question Type: Basic

Applicant Email Address

16. **Question Ref:** Q_556
    Question Type: Basic

    Select an applicant ID type from the list below that you normally use to identify your organization on application forms.

    HELP SECTION

    Applicants will be required to provide the specified ID number upon request by the funding agencies.

17. **Question Ref:** Q_561
    Question Type: Basic

    Additional Contact Email Address

18. **Question Ref:** Q_562
    Question Type: Basic

    Additional Contact Phone Number. (please include area code)

19. **Question Ref:** Q_565
    Question Type: Basic

    Project City

20. **Question Ref:** Q_568
    Question Type: Basic

    Project State

21. **Question Ref:** Q_572
    Question Type: Basic

    Project Latitude

    HELP SECTION

    Click HERE to determine Latitude

22. **Question Ref:** Q_573
    Question Type: Basic

    Project Longitude

    HELP SECTION

    [Click HERE to determine Longitude](#)

23. **Optional Question Header:**

    ## Project Description

    Question Ref: Q_575
    Question Type: Basic

    Project Description. Concisely describe the project, indicating the location, what will be planned, designed, and/or constructed, the issues/opportunities to be addressed, and expected outcomes and deliverables. Additional details will be collected later in the application process.

24. **Question Ref:** Q_580
    Question Type: Basic

    Status of Permits

25. **Question Ref:** Q_582
    Question Type: Basic

    Estimated Service Life

    HELP SECTION

    List the estimated service life/useful life of capital expenditure that is the focus of this request.

26. **Question Ref:** Q_616
    Question Type: Basic

    For more than one project location, please provide full address(es) for each location. If Not Applicable, indicate "NA".

27. **Question Ref:** Q_651
   Question Type: Basic

   Applicant Telephone Number, (please include area code)

28. **Question Ref:** Q_928
   Question Type: Basic

   Project Street Address: if the project does not have a definite street address, please skip to "Project without a Street Address" below.

29. **Question Ref:** Q_929
   Question Type: Basic

   Current State of Project Development (i.e. planning, preliminary engineering, final design, etc)

30. **Question Ref:** Q_930
   Question Type: Basic

   Explain what makes your project a regional economic priority - for example creates jobs, economic investment, sustainability and community revitalization, etc.

31. **Question Ref:** Q_969
   Question Type: Basic

   If you are a business, have you been certified as an Minority or Women-owned Business Enterprise (MWBE)?

32. **Question Ref:** Q_970
   Question Type: Basic

   Additional Project Contact Last Name

33. **Question Ref:** Q_971
   Question Type: Basic

   Project Without a Street Address: please enter a description of the project location. Include project starting/ending street addresses, cities & zip codes if applicable.

34. **Question Ref:** Q_972
   Question Type: Basic

   Project county or counties.

35. **Question Ref:** Q_973
    Question Type: Basic

    Status of State and/or Federal Environmental Review.

36. **Question Ref:** Q_975
    Question Type: Basic

    Estimated Project Timeline: including project start/completion dates, estimates for design, permitting and construction or other major steps.

37. **Question Ref:** Q_976
    Question Type: Basic

    Statement of Need

    HELP SECTION

    Provide a brief summary of the need for the project in the geographic area proposed, the project's financing needs, including funding gaps and, where applicable, describe the additional short and long term jobs that will be created through the development of the proposed project.

38. **Question Ref:** Q_1034
    Question Type: Basic

    Project Zip Code. (please use Zip+4 if known)

39. **Question Ref:** Q_1049
    Question Type: Basic

    Contact Last Name

40. **Question Ref:** Q_1050
    Question Type: Basic

    Contact Title

41. **Question Ref:** Q_1051
    Question Type: Basic

    Additional Contact Title

42. **Question Ref:** Q_1052
    Question Type: Basic

    Additional Project Contact First Name

43. **Question Ref:** Q_1053
    Question Type: Basic

    If project review pursuant to the National Environmental Policy Act (NEPA) has been completed has a Finding of No Significant Impact or Record of Decision been issued?

44. **Question Ref:** Q_1054
    Question Type: Basic

    If National Environmental Policy Act (NEPA) Record of Decision has been issued, please explain (include date of Record of Decision).

45. **Question Ref:** Q_1056
    Question Type: Basic

    If review of the project is underway pursuant to the State Environmental Quality Review Act (SEQRA), please indicate the lead agency (if applicable).

46. **Question Ref:** Q_1691
    Question Type: Attachment

    Concisely describe how you plan to market regionally-themed tourism assets/activities in a single campaign that aligns with I LOVE NEW YORK's "Follow Your Heart" campaign, including process, expected outcomes and deliverables. Attach marketing plan.

47. **Question Ref:** Q_1695
    Question Type: Attachment

    Can you provide evidence or research of consumer demand for your project? If yes, plesae provide.

48. **Question Ref:** Q_1696
    Question Type: Standard Question

    What types of travelers are you hoping to reach through your project?

49. **Question Ref:** Q_1692
    Question Type: Standard Question

Describe how your project is tourism-driven.

50. **Question Ref:** Q_1693
    Question Type: Standard Question

    Summarize your marketing message/concept for this project.

51. **Question Ref:** Q_1694
    Question Type: Standard Question

    How does your project distinguish itself from others in the marketplace?

52. **Question Ref:** Q_1450
    Question Type: Standard Question

    Will the proposed project result in the creation of construction jobs? If so, estimate the number of construction jobs to be created.

    Enter zero if not applicable.

53. **Question Ref:** Q_1459
    Question Type: Standard Question

    Will the proposed project directly or indirectly result in the creation of permanent jobs? If so, estimate the number of permanent full-time equivalent jobs that will be created.

    Enter zero if not applicable.

54. **Question Ref:** Q_659
    Question Type: Budget

    Amount provided directly by applicant toward project

55. **Optional Question Header:**

    Funding Sources (Enter dollar amounts below)

    Question Ref: Q_657
    Question Type: Budget

    Total Project Cost

56. **Question Ref:** Q_660
    Question Type: Budget

State sources committed to project

HELP SECTION

For each source, list: program name, type of assistance (loan, grant, interest rate subsidy, etc), and amount of assistance. For loans, list interest rate and term.

57. **Question Ref:** Q_662
Question Type: Budget

   Federal sources committed to project

58. **Question Ref:** Q_665
Question Type: Budget

   Private sources committed to project

HELP SECTION

For each source, list: program name, type of assistance (loan, grant, interest rate subsidy, bond financing, sales tax exemption on construction materials and/or non-manufacturing machinery or equipment, mortgage recording tax waiver, etc), and amount of assistance. For loan and bond financing, list interest rate and term.

59. **Question Ref:** Q_664
Question Type: Budget

   Local (municipal) sources committed to project, if different than applicant.

60. **Question Ref:** Q_668
Question Type: Budget

   Not-for-Profit/foundation funding committed to project

61. **Optional Question Header:**

Expenditure Activities (Enter dollar amounts below)

Question Ref: Q_670
Question Type: Budget

   Planning

62. **Question Ref:** Q_672
    Question Type: Budget

    Design

63. **Question Ref:** Q_679
    Question Type: Budget

    Marketing, Outreach, Advertising

64. **Question Ref:** Q_682
    Question Type: Budget

    Supplies/Materials

    HELP SECTION

    State the cost and describe briefly the supplies and materials to be purchased by the applicant. Note that the donation of supplies and materials should be listed in Other

65. **Question Ref:** Q_686
    Question Type: Budget

    Contractual Services

    HELP SECTION

    State the cost and describe briefly the extent and purpose of contractual services to be procured directly by the applicant. Each activity should be listed separately, unless procured together under one subcontract.

66. **Question Ref:** Q_688
    Question Type: Budget

    Other

    HELP SECTION

    State the cost and describe briefly budget items that do not fit in the categories above
    For actual costs to be incurred list the type of cost, purpose and total cost.
    For Volunteer Services – provide a generalized description and the total value.
    For Donated Professional Services - indicate the service being provided and the total

value.
For Donated Supplies and Materials – indicate the supplies and materials being provided and the total value
For Equipment Usage or Donated Equipment - indicate the purpose of its use and the total value.

67. **Question Ref:** Q_685
    Question Type: Budget

    Travel

    HELP SECTION

    State the purpose and the estimated cost of travel by the applicant

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