

# BROOME COUNTY COMMUNITY IMPROVEMENT GRANTS

## ECONOMIC DEVELOPMENT AND MARKETING FUNDS PROGRAM AND APPLICATION GUIDELINES

*Revised 12/18/2023*

### Overview and Purpose

Broome collects funds through the local Occupancy Tax, accumulated by means of a tax on stays at the County's hotels and motels. Municipalities and not for profit organizations may apply for these funds under two categories. The purpose of this fund is to support events, projects and programs that support the economic development, tourism and community improvement goals of the County and local communities. This program supports projects that can demonstrate a positive impact on the local economy and tourism. These may be projects that bring in visitors from other areas, improve community character, or support efforts to leverage private investment, among others.

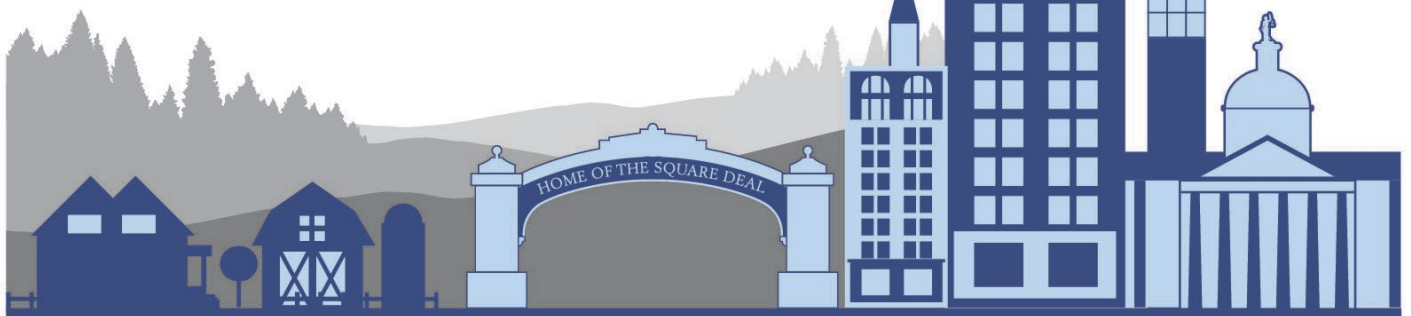
### Timeline

Applications will be accepted on a rolling basis (pending availability of funds). However, they will be only considered at the bi-monthly meeting of the Community Improvement Grants Committee. Once funding is approved by the committee, additional approval by the Broome County Legislature may be required. Applicants should ensure that your application is submitted a minimum of two months prior to when disbursement of funds is needed. Applicants should be aware that processing times may vary so additional lead time is recommended and no guarantee of a date of funding availability is made.

Funds must be spent within 12 months of award. Requests for extensions must be submitted in writing to the Department of Planning and Economic Development and will be considered on a case-by-case basis. Extensions may require additional legislative approvals.

2024 Meeting Date*	Application Deadline
January 25	January 10
March 28	March 13
May 30	May 15
July 25	July 10
September 26	September 11
Nov/Dec TBD	November 1

*\*Dates may be subject to change at the discretion of the grants review committee*



# Program Goals

The Broome County Comprehensive Plan was developed with a series of Vision Items for the future of Broome County. The full plan can be found at at [www.gobroomecounty.com/planning](http://www.gobroomecounty.com/planning). The Vision Items include:

- Making Broome County an Inviting Place to Live, Work, and Play
- Engaging Our Students and Young Professionals
- Taking Pride in Our Urban and Village Centers
- Taking Pride in our Scenic Beauty
- Investing in Our Workforce, Entrepreneurship, and Innovation

The Community Improvement Grant Committee seeks to advance these goals through selected projects and initiatives. Applicants should demonstrate how their project advances these goals. The emphasis of the Hotel-Motel fund will be on projects which address the above goals by:

- Raising the profile of Broome County for travelers, business owners, entrepreneurs, site selectors and investors
- Attracting investment to Broome County
- Fostering entrepreneurship and innovation within Broome County
- Attracting and retaining businesses
- Attracting and retaining residents, with an emphasis on young professionals
- Generating meals, hotel stays, visits, extended visits, and/or increased retail sales by visitors from outside of Broome County
- Establish Broome County as a unique destination

## Eligibility

### *Who may apply?*

The following entities are eligible to apply under this program:

1. Local municipalities
2. School districts
3. Non-profit organizations with a current IRS non-profit exemption
4. Local economic development agency

If a project is to be implemented through a partnership with an eligible entity above, the applicant should demonstrate an agreement for implementation and describe this partnership appropriately in the project description within the application.

### *What activities are eligible?*

The following activities are eligible for funding under the program as established:

- Programs and events for the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities.
- Event development and marketing projects including new or enhanced events that are non-duplicative, unique and will bring visitors to the County, and enhanced marketing activities aimed at stimulating additional overnight visits.
- Attraction/Destination Development and Enhancement Projects that meet the goals of this program.
- Feasibility studies, conceptual planning, small area plans, business plans, cost analysis, design, engineering and other similar analysis related to the implementation of projects and programs that meet the goals of this program.

## Available Funds

Funding of the program is subject to Occupancy Tax Funding levels (determined by fees obtained from hotel/motel stays) and varies annually. There is no set maximum or minimum request, but grants are awarded with consideration of the the annual hotel motel fund budget and other grant requests that have been submitted and awarded. The County reserves the right to make a grant smaller than the total requested. If this would not be acceptable, please state this in the application under the budget justification.

The total amount requested should be supported through submission of the budget form available within the application at [www.gobroomecounty.com/planning/communitygrants](http://www.gobroomecounty.com/planning/communitygrants) which outlines all eligible costs for the project, and further described in the budget narrative.

## Evaluation Criteria

All applications will be reviewed and evaluated by the Community Improvement Grant Committee. The Committee will provide the recommended list of projects to the County Legislature or Board of Acquisition and Contract (as applicable) for approval. Broome County holds the right to deny funding to any and all projects.

Applications for Hotel-Motel Funds will be evaluated on the basis of the following criteria:

- Expected direct economic impact on Broome County tourism/economic development, including the degree to which the project will attract overnight visitors.
- Impact on the image and marketing of Broome County as a unique destination.
- Support by community partners.
- Advancement the goals of the Broome County Comprehensive Plan (as listed above)
- Leveraging of funds from other sources, with an emphasis on leveraging private funds
- The completeness of the application information
- Plan for self-sufficiency

The Community Improvement Grant Committee consists of the following individuals: County Executive (or designee); Chairman of the Legislature (or designee); Director of Planning (non-voting Chair).

# Application Process

Eligible applicants may apply via the application available at:

**[www.gobroomecounty.com/planning/communitygrants](http://www.gobroomecounty.com/planning/communitygrants)**

Questions regarding the program or application process can be directed to the Broome County Department of Planning and Economic Development at (607)778-2114 or [communitygrants@broomecountyny.gov](mailto:communitygrants@broomecountyny.gov).

## Awardees

Awardees will be notified by email after approval of the committee at the schedule bi-monthly meeting. Projects awarded will be pending official approval by the Legislature or Board of Acquisition and Contract (as applicable).

Payment will not be made until a contract is fully executed via the Broome County Law Department. Payment will NOT automatically be sent upon execution of an award, but must be requested through submission of the following documentation.

Any payment request must include the following:

- Community Improvement Grant Payment Request Form in an amount not to exceed the contracted grant amount.
- Current W-9 Tax Form (unless already established as a vendor with Broome County)
- Backup documentation showing the costs that have been/will be paid with the grant. This can consist of invoices from a contractor/supplier you are working with, final scope/fee for services, or some other official documentation outlining costs. In the event that the awardee has already expended funds, documentation of payment should be included. Since this may vary with each project, you may contact us with any questions.

Questions regarding the program or application process can be directed to the Broome County Department of Planning and Economic Development at (607) 778-2114 or [communitygrants@broomecountyny.gov](mailto:communitygrants@broomecountyny.gov).