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
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, please 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)**

56. **Question Ref:** Q_657  
**Question Type:** Budget

Total Project Cost
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

H:\PD\projectmgmt\CFA2\application\tourism\tourism.4.28.12.docx