



The Niagara Falls City Council has enacted criteria for the expenditure of funds from the taxes collected on motel, hotel, bed and breakfasts and other lodging, known from this point on as the "bed tax".

The purpose of the funds, as established by the state statute is to enable The City of Niagara Falls to expend funds to "promote tourism; conventions, expositions; events, festivals, concerts, and cultural activities within the City of Niagara Falls to increase visitor stays and promote Niagara Falls as a premier tourist destination."

The Niagara Falls City Council has established criteria to distribute funds to events which promote tourism and encourage overnight stays in an effort to provide an environment for collateral tourist commercial activities in Niagara Falls.

The following is a set of criteria adopted by the Niagara Falls City Council and the Niagara Falls Tourism Advisory Board.

Completed applications will be submitted to the Office of the City Clerk.

Completed applications will be reviewed by the Niagara Falls Tourism Advisory Board and then submitted to the City Council for approval of funds.

CRITERIA FOR FUNDING REQUESTS

1. Requests for the funding of events shall be submitted to the **Niagara Falls City Clerk's Office**. In order to ensure that adequate study and consideration is given to a particular event or request for funding applications for funding shall be made no later than three (3) months prior to the date of the event for which funding is requested.
2. No funding will be granted for fundraising events sponsored by organizations unless the event is marketed to increase collateral commercial tourist activity.
3. Application for funding from the Tourism Fund shall contain a detailed plan for the expenditure of the funds. The aforementioned plan shall contain information related to advertising of the event in print or electronic media.
4. The purpose of the Tourism Fund is the encouragement of tourism and publicizing Niagara Falls as a tourism destination. **Funding will not be approved for construction projects or as a reimbursement for construction costs, or for costs related to building maintenance, physical upkeep of grounds, or custodial expenses of facilities and structures that are not "visitor ready"**.
5. In order to ensure that there are adequate funds available for the development and marketing of tourism in Niagara Falls, the Niagara Falls City Council reserves the "right to approve" requests at a lesser level than sought in the application.
6. The request must meet basic standards for tourism promotion. The event must promote a positive image for the City, promote Niagara Falls as a destination place, attract visitors, build new audiences and encourage tourist expansion. The event must increase awareness of the City's amenities, history, facilities, or natural environment.

7. The event must benefit the tourism population and the citizens of Niagara Falls as an overall community rather than a specific segment or interest.

Tourism Funds must promote activities, operations and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Application for Tourism Promotion Funding

This application must be completed three (3) months prior to the date of the event. Applications must be submitted to the Office of the Niagara Falls City Clerk. It can be mailed to:

Niagara Falls City Clerk, City Hall, 745 Main Street, Niagara Falls, New York, 14302 -or- hand delivered to the **Office of the City Clerk** at the above address, Room 114.

Project Title: _____

Project Dates: Beginning _____ Ending _____

Where will the project or event take place? _____

Contact Person: _____

Email: _____

Phone: _____

Organization: _____

Type of Entity (check all that apply):

For Profit ___ Not-for-Profit ___ Municipal ___

If 501c3, enter tax ID# here _____

Is the entity both registered with the State of New York and authorized to do business in the State of New York? _____

Has the Corporate entity authorized the applicant to apply for these funds and is it willing to accept accountability for their use? _____

Address: _____

City: _____ State: _____ Zip Code: _____

Project Sponsor: _____

(Person representing agency or organization to sign Memorandum of Understanding with the City).

Signature: _____

Amount requested: \$_____ Other funding sources: \$_____

Total project budget: \$_____

Please list all amounts received from the City of Niagara Falls, NY for each of the past five (5) years and provide a details accounting of all monies expended (if there is none, please state "NONE"). **Attach additional sheets if needed.**

Please list any other sources of funding sought in the last 12 months, including but not limited to grants, fundraisers, private sponsorships and public funds, whether funds have been received or not. List all funds received during the last 12 months from any of these sources (if there are none, please state "NONE").

Please state what performance guidelines or metrics are in place to insure that the allocated funding will be utilized effectively to maximize tourism efforts in the City of Niagara Falls, New York.

A. Summary

In the space below, provide a summary of your request and what you will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus your answer on the specific element for which you are requesting funding.

B. SCOPE OF WORK

In the space below please provide benefits to the community and visitor impact. What makes your project unique? Please include any information that displays why your tourism-based project is needed within the City of Niagara Falls.
