

TOURISM EVENT GRANTS



PURPOSE AND OVERVIEW

»»» INTRODUCTION

Sullivan Catskills welcomes over 4 million visitors annually drawn to the area for outdoor recreation and artistic/cultural attractions. Events are essential to continuing growth, providing appealing reasons for new and repeat visitation. Our new grant program facilitates expansion of the vibrant local events landscape. The program provides funding supporting development/promotion of new and enhanced events that drive tourism, increase visitation, and promote economic growth in our Sullivan Catskills communities.

ORGANIZATIONAL <<<

Funding is open to municipalities, units of local government, not-for-profit organizations and businesses located within the boundaries of Sullivan Catskills. Membership in the Sullivan Catskills Visitors Association not a requirement to receive funding.

EVENT <<<

Events must be open to general public and take place within Sullivan County

PROGRAM ELIGIBILITY

PROGRAM GUIDELINES

➤➤➤ SCVA BRANDING & MARKETING

- SCVA branding/logo must be featured on all funded event collateral and paid media.
 - Detailed brand standards guide provided with logo files upon award notice.
- Mandatory social media content tagging & cross-posting
- Must add SCVA as a cohost or tag appropriately on all the Social Media platforms for the event.
- Must add to the SCVA Calendar, sullivancatskills.com/submit-an-event/

➤➤➤ APPLICATION REVIEW & SCORING

- **Visitor Reach Potential (10%)** :Evaluate the potential to attract a diverse and substantial number of visitors to the event.
- **Comprehensive Marketing Strategy (10%)**: Assess the depth and effectiveness of the proposed marketing plan in promoting the event.
- **Feasibility of Operations Plan (15%)**: Examine the practicality and thoroughness of the operational plan in executing the event smoothly.
- **Uniqueness and Cultural Significance (10%)** :Consider the event's originality and its representation of unique cultural aspects.
- **Projected Financial Impact on Destination (15%)**: Analyze the expected economic benefits for the destination resulting from the event.
- **Impact on Tourism Metrics (10%)**: Forecast the potential influence on key tourism indicators, such as visitor numbers and duration of stay.
- **Recurring Event Potential (10%)**: Determine the likelihood and benefits of the event becoming a recurring attraction.
- **Contribution to Shoulder Season (20%)**: Evaluate the event's ability to draw visitors during the shoulder season, thereby extending the tourism calendar.

➤➤➤ POST EVENT REQUIREMENTS

To be submitted to the SCVA within 2 weeks of event completion. Failure to complete could negatively impact future funding requests

- Actual Event attendance, room nights if applicable, marketing plan completion data
- Photos/videos for SCVA promotional purposes
- Pre and post social media analytics
- SCVA Support - We are encouraging all grant recipients to become more active within the SCVA community and will require all recipients to attend or participate in at least 2 of our events within 2024.





THE BAGEL FESTIVAL



SUNY KITE FESTIVAL



HURLEYVILLE PRIDE



FARMHOUSE PROJECT MAKERS MARKETS

Sample MARKETING PLAN STRATEGY

>>> SOCIAL MEDIA STRATEGY

- Clear goals to boost awareness.
- Creative, shareable post strategies
- Engage audiences pre/during/post.
- Research successful local events

>>> PAID MEDIA

- Targeted digital and print channels.
- Justification of market choices

>>> OWNED MEDIA PROMOTIONS

- Website updates, emails, flyers
- Boost ticket sales
- Spotlight event offerings

>>> PR & COMMUNITY OUTREACH

- Pitch event angle to build local buzz.
- Leverage community connections

>>> LOCATION SPECIFIC TARGETING

- Promote attendance from the greater area.

>>> BUDGET BREAKDOWN

- Detailed cost-efficient spending plan.
- Prioritize highest ROI channels.

>>> MEASUREMENT PLAN

- Capture key awareness and sales metrics.
- Identify areas needing improvement.

>>> EVENT TIMELINE

- Early start to allow adequate planning time.
- Schedule that maximizes pre-during-post buzz

>>> SCVA BRANDING

- See Program Guidelines for full SCVA Branding Specifications



Developing a strong marketing strategy can significantly improve your grant rating



CATSKILLS REVIBE MURAL FESTIVAL



BIG EDDY FILM FESTIVAL