

ST. LAWRENCE COUNTY
ARPA Tourism, Travel, and Hospitality Promotion Program
APPLICATION GUIDELINES

Overview: St. Lawrence County has apportioned approximately \$200,000 from its American Rescue Plan Act (ARPA) allocation to be used toward cooperative and independent destination marketing opportunities to leverage marketing reach and provide professional branding and marketing assets for ongoing promotion of a business, community, or organization, attracting increased visitation. Priority will be given to those seeking markets from outside of the County, including Canada. Tourism, Travel and Hospitality partners, once approved may submit marketing receipts for print, radio, digital placements, trade show booth fees, website development, email marketing, professional photography, videography, and branding for reimbursement. \$50,000 of this budget will be allocated to promote airports in St. Lawrence County.

The County intends to distribute these funds to multiple entities. This grant program is eligible to for-profit businesses, non-profit organizations, and communities in St. Lawrence County. The County reserves the right to not fund a project, or to fund it at a lower amount than requested. Should an applicant be selected to receive funds, a fully executed contract will be required. Projects must adhere to all regulations for ARPA funds. See Federal regulations here: <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-funds>

Submission information: Questions, the application form, and all supporting documents should be e-mailed to: info@SLCchamber.org or 315-386-4000.

Deadline: Deadline: The next round of ARPA applications will be accepted until **April 30, 2023**. While applicants may apply for up to \$10,000, completion of an application is not a guarantee of an award. Applications will be reviewed, and awards will be made at the discretion of the St. Lawrence County Industrial Development Agency.

Funding: Applicants will be notified of application status. Once approved, applicant will submit a completed voucher, proof of payment for project expenses, and all other required documents prior to reimbursement. Applicants will be required to provide **matching funds of 20%** towards the project. Applications will be reviewed and recommended for approval by a committee of the St. Lawrence County Chamber of Commerce. Funds will be disbursed by the St. Lawrence County Industrial Development Agency.

The Project Application must include the following (details in corresponding section on the application): Attach additional pages as needed to completely answer each question.

Project Description
Project Need
Funding Narrative
Project Timeline

Other supporting materials – if additional materials are provided, they must be referenced somewhere in the Project Application. Other documentation may be requested as needed.

GENERAL PROVISIONS

- Reimbursement shall be made only after submission of a completed Voucher (sample provided). The Voucher must have attached any paid invoices and any additional documentation of the Applicants **matching share of at least 20%** as agreed upon,
- The Agency may modify or terminate the Agreement if the applicant fails to comply with the program objectives or reporting requirements.
- The Applicant shall agree to provide the Agency with reports and/or documentation to verify the project as requested.
- The Agency may modify or terminate this Agreement at any time upon presentation of written notice to the Applicant.
- The Applicant shall hold and save the Agency, its official agents, and employees, harmless from liability of any nature or kind, including costs and expenses, for or on account of any suits or damages of any character whatsoever.

GREIVANCE PROCEDURE

- The Applicant agrees to attempt to resolve disputes arising from this Agreement by administrative processes and negotiation in-lieu-of litigation.
- Any disputes concerning the question of fact arising under this Agreement which is not settled by informal meetings shall be decided by the Agency's authorized representative, who shall mail the written decision to the Applicant or otherwise furnish a copy.
- In connection with any appeal proceeding under this provision, the Applicant shall be afforded an opportunity to be heard and to offer evidence in support of the appeal. Pending final decision of a dispute hereunder, the performance of the Applicant shall proceed in accordance with the Agency's decision. This procedure does not preclude consideration of law questions in connection with decisions provided above, provided that nothing in this Agreement shall be construed as making final the decision of any administrative official, representative or board on a question of law.
- The Applicant agrees to pay any debt incurred while in violation of this Agreement.

[Remainder of page intentionally left blank]

ST. LAWRENCE COUNTY
ARPA Tourism, Travel, and Hospitality Promotion Program
REQUEST FOR PROGRAM CONSIDERATION

APPLICANT INFORMATION:

Applicant Name: _____ Federal ID#: _____
 Business Name: _____
 Address: _____ Contact Name: _____
 _____ Contact Title: _____
 City/State/Zip: _____ Contact Email: _____
 Telephone: _____ Cell: _____
 Alternate Phone: _____ Fax: _____

FORM OF ENTITY:

- Sole Proprietor
 Partnership: General Limited
 Corporation
 Limited Liability Company
 Nonprofit Organization – Typic of Nonprofit (ex 501-C(3)): _____
 Other: _____

Employment Information

Existing Jobs – A full-time equivalent job equals any combination of two or more part-time jobs that, when combined, constitute the equivalent of a job of at least 35 hours per week

Indicate how many existing full-time equivalent jobs the applicant and any related entities employ in St. Lawrence County.

of Jobs:

--

PROJECT TIMELINE:

Provide a detailed project timeline by key steps, including design, development, and distribution (not an exhaustive list). Clearly indicate the anticipated date of completion. NOTE: ARPA funds will be available on an ongoing basis until the funds are depleted.

--

PROJECT DESCRIPTION:

Concisely describe the project, what will be planned/designed/distributed, the visitor opportunities to be addressed, and expected outcomes or deliverables. Explain how this project aids in the economic recovery from COVID. (750 words or less). Please attach additional pages as needed to fully explain.

PROJECT NEED:

Describe, in detail, your need for the proposed destination marketing project. Describe how the project/design will leverage marketing reach and/or provide professional branding and marketing assets for ongoing promotion of your business, community, or organization, to attract increased visitation after the impacts of COVID.

FUNDING NARRATIVE: Applicants will be **required to provide matching funds of 20%** towards the project. *Indicate your strategy for proceeding if the full amount of requested funding (from ARPA or other sources) is not secured as expected.:* Attach an additional page if more space is needed

SOURCES OF FUNDS: Include ARPA funds requested	Amount
TOTAL ARPA Funds Requested	
TOTAL owner's contribution (Must be minimum of 20% of total project)	
Other Funds: Add details	
Total Project Funding Sources	

PROJECT COSTS:	Amount
Land/Building Acquisition	
Construction or Renovation (Materials)	
Construction or Renovation (Labor)	
Site Work	
Machinery & Equipment	
Personal Protective Equipment	
Total Project Costs	

TOTAL PROJECT FUNDING SOURCES MUST EQUAL TOTAL PROJECT COSTS.

** Please attach vendor quotes and estimates for each project cost line item.*

ST. LAWRENCE COUNTY
ARPA Tourism, Travel, and Hospitality Promotion Program
APPLICATION CERTIFICATION, MUST BE EXECUTED UPON SUBMISSION

Signature of Company Official Completing Application:	Title:	Date Completed
X		

CERTIFICATION: I, _____, being duly sworn, state that I have read and understand all the questions and answers contained in the forgoing application and the documents that I have attached hereto; that I have supplied full and complete information in the answer to each question herein to the best of my knowledge, information and belief; and that all information I have supplied is true and correct. I further understand that false statements or intentional omissions made in this Application or in connection with the verification process may have an adverse consequence to my application/submission to the St. Lawrence County Industrial Development Agency. In addition, I acknowledge that the Agency is subject to New York State’s Freedom of Information Law (FOIL). I understand that all grant information and records related to this application are potentially subject to disclosure under FOIL subject to limited statutory exclusions.