

# Market New York

EMPIRE STATE DEVELOPMENT (ESD)

Deadline July 31, 2024

Market New York is a grant program established to strengthen tourism and attract visitors to New York State by promoting destinations, attractions and special events. Funding is available for tourism marketing initiatives, capital/construction projects and the recruitment and/or execution of special events, including meetings, conferences, conventions, festivals, agritourism/craft beverage events, athletic competitions and consumer and industry trade shows.

## ELIGIBLE CATEGORIES

- Regional Tourism Marketing (Working Capital)
  - Minimum Request of \$50,000
- Tourism Capital
  - Minimum Request of \$150,000

## SIGNIFICANT TOURISM INITIATIVES

- Projects that market/promote/showcase, on at least regional basis, New York State
  - Unique, world-class destinations and new, unique special events;
  - Broad array of available activities;
  - Niche tourism segments including but not limited to: accessible travel, LGBTQ tourism, international tourism, outdoor recreation, and heritage travel, including historic sites and museums.
- Projects that engage the travel trade
- Projects that promote international tourism
- Projects that promote outdoor recreation destinations and activities

## ELIGIBLE APPLICANTS

- Municipalities
- Not-for profits
- For-profit Companies
- Tourism Promotional Agencies
- Public Benefit Corporations

## MATCH REQUIREMENTS

- 50%/80% Match
- Actual Cash Match

## ADDITIONAL RESOURCES

- [REDC Website](#)
- [2024 Available CFA Resources](#)
- [CFA Program Questions](#)

For more information, please contact the New York State Division of Tourism staff at [RegionalTourism@esd.ny.gov](mailto:RegionalTourism@esd.ny.gov).

Mohawk Valley Economic  
Development District, Inc

For more info visit [mvedd.org/cfa-information](http://mvedd.org/cfa-information)

