

2023 NYSTIA Advocacy Survey Terms

I LOVE NY Matching Funds:

The purpose of the Tourism Matching Funds program is to provide funding to official County Tourism Promotion Agencies (TPAs) to market their destination in order to increase the number of visitors and the level of spending across New York State. The Program's priorities are to reach new market areas and expand current programs that have the potential to result in new or sustainable overnight visitation.

Funding levels for this program were \$4.9 million in 2018 vs. \$3.4 million in 2022.

Market NY Grant Program:

Market New York is a grant program that supports regionally-themed marketing projects that promote tourism destinations, attractions and special events, as well as tourism facility capital improvement projects. Funding available for eligible projects will create an economic impact by increasing tourism throughout the state. Eligible applicants include: not-for-profit organizations, municipalities, Tourism Promotion Agencies, public benefit corporations, and for-profit companies.

The Market NY Grant Budget has been in the \$14-15 million dollar range.

Tourism Improvement Districts:

Tourism Improvement Districts (TIDs) are similar in concept and execution to a Business Improvement District. In this case programs that involve a partnership with government organizations, like Destination Management and Marketing Organizations (DMMOs), and local private businesses, where private businesses opt-in to fund tourism development budgets in their areas.

In the agreement, businesses commit to support the DMMO so they can continue their marketing efforts to promote tourism in the region even if government funding goes away. TIDs use this money for promotional efforts to bring in all types of tourists to the area as well as large-scale events such as conventions and conferences.

The relationship between DMMOs and local businesses through TIDs is beneficial for both parties:

For local businesses:

- More tourists visiting the area
- Promotion of the business to new and returning visitors

- Increased visibility throughout the area

For DMMOs:

- Additional funding source outside of government budget
- Direct connection and accountability to local business
- Ability to prioritize marketing efforts and measure its effectiveness

Short-term rental regulations:

Short-term rentals contribute enormously to the economics of New York State's tourism industry. However, without thoughtful planning and integration into a community's hospitality offerings, short-term rentals can negatively affect the availability of affordable housing for residents, local hospitality businesses, guest safety, hospitality tax collections, and quality of life for year-round residents.