

Market New York

Market New York, a funding program under the Regional Economic Development Council (REDC) initiative, supports regionally-themed tourism marketing projects that promote destinations, attractions, existing/new special events, and regional tourism infrastructure improvements. In December of 2019, \$15 million of Market New York funding for 60 tourism-related projects were announced as part of the Round 9 awards. Collectively \$95.5 million (including Round 9) has been awarded since the grant was initiated in 2012.

Market New York projects help grow tourism as a vital economic driver. Tourism is New York State's third largest industry, responsible for \$114.8 billion of economic impact and 957,800 jobs -- 1 in 10 of the jobs in the state. The \$8.9 billion of local and state taxes generated by tourism saves each household in New York an average of \$1,221.

Projects are awarded, in part, based on how well their proposal demonstrates that they will increase tourism to and within New York State. Additionally, proposals must demonstrate that the project increases the perception and consideration of New York State as a travel destination.

Market New York projects are awarded to successful applicants through the REDC Consolidated Funding Application (CFA) and are distributed across the 10 REDC regions of New York State. Proportional distribution throughout the state's regions is a factor taken into account, when considering which projects receive grants.

A list and map of all Market New York projects can be found on the REDC [CFA Projects page](#). Below are a few examples of the variety of Market New York projects that were awarded in Round 9:

Albany Symphony (Event)

The Albany Symphony will present the Trailblaze NY Festival celebrating the new Empire State Trail through all-day music and art events. With local arts partners, the Festival continues in and around Kingston, Hudson, Schenectady, Albany, Amsterdam, and Schuylerville, full of new art happenings, interactive site-specific trail performances, and free community concerts featuring newly commissioned world premiere performances, summer pops, all in festive block party settings.

National Susan B. Anthony Museum House (Capital & Event)

The Susan B. Anthony Museum & House will use grant funds to expand its campus in order to provide better access and parking, allowing thousands more to visit the National Historic Landmark each year.

The Susan B. Anthony House will bring a 21-st century message about the power of the vote to five historic and cultural sites in the Finger Lakes Region in 2020. The Program

will arrive at each site with a highly visible motorcade, bringing street theater, site-specific music and art, speeches, mock voting, and activities.

Storm King Art Center (Capital)

Storm King Art Center's Commission and Exhibition capital project will support the construction of the 2021 Sarah Sze commissioned work, Fallen Sky, and exhibition, in order to increase tourism in Orange County and the overall region.

Seneca Lake Wine Trail (Agritourism/Craft Beverage)

The Seneca Lake Wine Trail, in coordination with the 4 tourism promotion agencies within its footprint, are looking to drive winter and shoulder season agri-tourism visitation. The grantee will use the funds to undertake a large digital media buy to boost awareness of Seneca Lake, and the overall region, as a place to visit during the winter season.

Visit Buffalo Niagara (Marketing)

Visit Buffalo Niagara will partner with the Martin House and Graycliff tourism attractions, to launch an integrated marketing initiative to showcase Frank Lloyd Wright's work and architecture.