



## **The Albany County Convention and Visitors Bureau Fund of the Community Foundation for the Greater Capital Region**

### **Mission**

The Albany County Convention and Visitors Bureau Fund was established **to support Albany County's hospitality industry by funding programs that will help build and sustain Albany County tourism destinations, attractions and events and bring more visitors to the County.** The grant range is between \$1,000 and \$5,000. It is important that organizations applying demonstrate approximately how many overnight hotel stays this project will yield.

### **Eligibility**

To qualify for a grant, the applicant must be a certified U.S. nonprofit tax-exempt organization as designated by Internal Revenue Code 501(c)(3), *whose work falls within the area outlined above.* The Albany County Convention and Visitors Bureau Fund will consider grants for the following:

- Organizations or activities/initiatives located in Albany County.
- Events of a permanent nature that support and enhance tourism infrastructure and the positive image of Albany as a destination.
- Activities that will increase attendance and tourism within Albany County.
- Capital campaigns and requests for capital expenditures.
- Challenge grants where grants may be used as matches for other foundations' grants.

In addition, the Fund:

- Will consider grants spread over a specific number of years when appropriate.
- Encourages collaboration between nonprofit organizations, community groups and hospitality businesses.
- Cannot make grants to individuals.

**Please see The Albany County Convention and Visitors Bureau - Grant Evaluation Rubric below for an explanation on how the grant application will be evaluated.**

### **Application Submission**

The grant application is due on **September 14, 2017**, and the form can be emailed to Shelly Connolly, Program Assistant, at [sconnolly@cfgr.org](mailto:sconnolly@cfgr.org).

**Review Process**

Staff will conduct an initial review of the application. Applicants may be contacted for additional information. Applications not conforming to the guidelines will be asked to resubmit.

The committee will review and discuss all complete applications. Site visits to applicant organizations with which the trustees are unfamiliar are likely. Applicants should have the following information available at that time:

- Brochures, annual reports or other descriptive materials (if available); and
- Descriptions of key staff, including qualifications.

Applicants will be notified in writing of the committee's decisions.

**Post Grant Requirements**

The Albany County Convention and Visitors Bureau Fund of The Community Foundation for the Greater Capital Region requires all grant recipients to submit a final follow-up report accounting for grant disbursements. We will ask you to include the return on investment in the follow up report.

**Questions regarding the grant review process should be directed to:**

Jackie Mahoney, Vice President of Programs or Shelly Connolly, Program Assistant  
The Community Foundation for the Greater Capital Region  
6 Tower Place, Albany, NY 12203 | (518) 446-9638 | [jmahoney@cfgcr.org](mailto:jmahoney@cfgcr.org) or [sconnolly@cfgcr.org](mailto:sconnolly@cfgcr.org)

**The Albany County Convention and Visitors Bureau - Grant Evaluation Rubric –**

The grants committee will consider the following to evaluate each grant application

**Please note: grant applicants are not required to complete this section. It is provided solely as an example.**

Applicant: \_\_\_\_\_

Factor	Explanation of Factors	Weight	Total Points
<b>Fits with Mission</b>	Does the proposed project address the mission and priorities of ACCVBF? <b>The Albany County Convention and Visitors Bureau Fund was established to support Albany County’s hospitality industry by funding programs that will help build and sustain Albany County tourism destinations, attractions, events, and bring more visitors to the County. The grant range is between \$1,000 and \$5,000. It is important that organizations applying demonstrate approximately how many overnight hotel stays this project will yield.</b>	30	
<b>Lead Applicant</b>	Does the lead applicant have the ability and history for implementing quality programs? Does the lead applicant have the staff/resources to execute the project?	15	
<b>Fiscal Solvency</b>	Have you included the financial statement indicating the organization is fiscally solvent?		
<b>Collaborative Partners</b>	Are there collaborative partners such as hotels, museums, galleries, restaurants, theatres, and/or events? Is there a letter of partnership?	5	
<b>Effectiveness</b>	Does the project seem to have a high likelihood of achieving its stated goals? Does it align with The Albany County Convention and Visitors Bureau Funds mission?		
<b>Number of People Served</b>	How many will be served by this project? If only a few will be served, is it likely that the learning from the project will provide greater benefit and sustainability in the future? Have you considered the cost per individual served and the return on investment?	30	
<b>Measurable Outcomes</b>	Have you included the outcomes and how they would be measured? Are the outcomes satisfactory?		
<b>Implementation Plan</b>	Have you carefully considered and identified the steps and resources required to execute the project?	10	
<b>Sustainability/Growth</b>	Is the project sustainable and does it have growth potential? Does the project have the resources necessary to grow and sustain this effort over time?	5	
<b>Budget</b>	Are the expenses reasonable and necessary?	5	
<b>Total</b>		100	

**Specific questions or points of clarification that should be addressed in a site visit or follow-up interview:**