ERIE CANALWAY National Heritage Corridor

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2021 Event & Festival Funding Support Instructions to Applicants

Application Deadline: April 16, 2021

Overview

Cultural, heritage, and recreational events within the Erie Canalway National Heritage Corridor deliver $1.3 billion in economic benefits to communities. To boost support for canal events, the Erie Canalway National Heritage Corridor has teamed up with NYS Canal Corporation to award funding from $500 - $1,000 to selected events taking place from May through October 2021.

We support events that help people explore and connect with the Canalway Corridor's heritage, recreational assets, beauty, and unique communities. These events may be, but are not limited to:

- Events that focus on the heritage and culture of the canal. The bicentennial period (1817-1825) of the Canal System continues in 2021. Events that mark this celebration will be given priority consideration.
- Events that promote recreation within the Corridor, especially when they encourage use of the New York State Canalway Water Trail, Canalway Trail, or participation in the Canalway Challenge.
- Events that actively include or serve people with disabilities or people from underserved populations. We have launched an Erie Canalway Accessible Tourism Marketing Initiative with the aim of strengthening the Canalway Corridor as an inclusive tourism destination.
- Celebrations of regional food and beverages must showcase a direct connection to the canal. Please note that the cost of food and/or beverages is not eligible for funding; funds may be used to cover marketing, entertainment, or other aspects of the event.
- Events must meet New York State COVID-19 guidelines. In addition, applicants will be asked for a contingency plan or alternative project if the original event cannot be held as planned. **https://coronavirus.health.ny.gov/travel-large-gatherings-and-quarantines**

Criteria

Eligible applicants: Municipalities or nonprofit 501(c)(3) organizations

Events or festivals shall:

- Occur within the boundaries of the Erie Canalway National Heritage Corridor (see www.nycanalmap.com for boundary map)
- Showcase a direct connection to the canal historically or today

We will not fund:

- Staff time
- Food and beverages
- Advertising expenses for the organization are not allowable, advertising expenses specific to your event or festival are allowable for any media

- Applicants who are not in good standing for other projects funded by Erie Canalway
- Education programs (e.g. summer camps), (please see IMPACT! Grants: www.eriecanalway.org/resources/grants)
- We will consider events and festivals that charge a registration fee (e.g. race registration, paddling rental fee); events are evaluated on an individual basis

Application Process

- Complete online submission form at: www.eriecanalway.org/resources/grants/event-sponsorship-application
- All applicants for Erie Canalway funds are required to submit a signed W-9 with application, or funding request will not be considered

Funding Requirements If Awarded

Please be aware of the following requirements when applying for funding. Requirements must be met to remain eligible for future Erie Canalway funding.

Recognition

1. Recognize funding on event website and promotional materials. If Erie Canalway National Heritage Corridor and NYS Canal Corporation logos are used, guidelines supplied for use of logos must be followed.

   Recommended credit:
   This event is funded in part through the generous support of the Erie Canalway National Heritage Corridor, along with the NYS Canal Corporation.

2. If your event is selected as part of the Erie Canalway Accessible Tourism Marketing Initiative, you must also include the I LOVE NEW YORK logo and credit and follow all guidelines provided for *Erie Canalway Event Credit and Publicity.*
3. Provide a copy of event materials (e.g. brochure, flyer, poster, etc.) that document recognition to Erie Canalway.

Matching Funds & Final Reporting

- Complete **a Matching Funds Form** within 30 days of your festival or event.
- Provide public attendance numbers.
- A minimum one-to-one match is required. Federal dollars may not be used as a match. Matching funds may include financial support, in-kind donations, or volunteer hours.
- If volunteer hours are used as a match, then the name of each volunteer, tasks performed, work hours and signature must be recorded on a separate document sent with the matching funds form.

Applicants selected for award will receive detailed information regarding the funding requirements upon award.