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FOR IMMEDIATE RELEASE

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HOSPITALITY GRANT PROGRAM TO SUPPORT ALBANY COUNTY'S TOURISM DESTINATIONS, ATTRACTIONS, EVENTS

Applications now being accepted for eligible programs to receive up to \$5000 in grants

ALBANY, N.Y. (Feb. 11, 2021) – Discover Albany, Albany County's convention and visitors bureau, is now accepting applications for the Michele L. Vennard Hospitality Grant Program, a fund administered by the Community Foundation for the Greater Capital Region. The annual grant program supports Albany County's hospitality industry by providing funds to programs that help build and sustain Albany County tourism destinations, attractions, events and bring more visitors to the County.

Eligible applicants can receive grants ranging from \$1,000 to \$5,000 and are encouraged to demonstrate approximately how many overnight hotel stays their project will yield. The fund also encourages both individual and collaborative programs to apply. Applications can be submitted through the Community Foundation portal linked on the Hospitality Grant Program page on albany.org/partners/grant/. Applications will be accepted until Wednesday, March 3, 2021.

To be eligible for a grant, applicants must be a certified U.S. nonprofit tax-exempt organization as designated by Internal Revenue Code 501(c)(3). Additional program qualifications include:

- Location within 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
- Capital campaigns and requests for capital expenditures
- Challenge grants where funds may be used as a match
- *The fund will also consider grants spread over a specific number of years when appropriate

The Fund also encourages collaboration between:

- nonprofit organizations, community
- groups, and hospitality businesses

In 2020, over \$57,400 was given in grants to 20 different organizations throughout Albany County. Last year's grant recipients included Park Playhouse, Albany Center Galleries, the New York State Writers Institute, the Historic Albany Foundation, and more.



The Hospitality Grant recipients will be announced at Discover Albany's Annual Celebration of Hospitality Excellence on April 28, 2021.

For more information on the Michele L. Vennard Hospitality Grant Program, including the grant guidelines and the application portal, please visit albany.org/partners/grant/.

For more on Discover Albany, please visit albany.org.

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About Discover Albany: The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. Today, the organization is known as Discover Albany. Discover Albany currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. Discover Albany also operates the Discover Albany Visitors Center, and the Albany International Airport Information Center. The Albany County Convention and Visitors Bureau Foundation was established in 1993 to provide educational opportunities and work with other organizations to secure grants and funding to advance regional travel and tourism projects. For more information, call 518-434-1217 or 800-258-3582 or visit www.albany.org.

