



MEDIA RELEASE

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2024 CORTLAND COUNTY TOURISM MARKETING GRANT APPLICATIONS AVAILABLE

(CORTLAND, NY): Cortland County is pleased to announce that 2024 Cortland County Tourism Marketing Grants applications are now available. The yearly grant funding stream provides marketing support for Cortland County tourism-related 501c3 organizations.

Applications are available in person at the Cortland County Convention & Visitors Bureau, located at 42 Main St, Cortland, or can be requested by emailing michelle@experiencecortland.com. The CVB is the application process's facilitator, and all questions should be directed to that agency.

Cortland County collects a 5% tax per room night on overnight lodging stays, known as an Occupancy Tax. The intent of the local occupancy tax law is to enhance marketing funding for tourism and cultural activities for the benefit of Cortland County and to further support economic development as it relates to tourism. The goal of the 2024 Cortland County Tourism Marketing Grant program is to provide support for external marketing efforts (marketing placed outside of Cortland County) that will in turn, stimulate increased overnight stays, increased tourism business and increased visitor spending in Cortland County.

Duly incorporated Cortland County tourism-related 501c3 organizations, as recognized by the Internal Revenue Service, are eligible to apply for 2024 Tourism Marketing Grants to support their marketing efforts outside of Cortland County.

2024 Tourism Marketing Grant applications are due to the Convention & Visitors Bureau no later than 12pm on Friday, October 6th. Tourism-related 501c3 organizations that would like to submit an application can request one in person at the CVB office (42 Main St, Cortland) or by emailing michelle@experiencecortland.com. If an interested organization has additional questions, they can contact the CVB at (607) 753-8463.

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