

Subject: New submission ALBANY Arts, Culture, and Tourism Application**Date:** Friday, June 30, 2023 at 7:43:22 AM Eastern Daylight Time**From:** jnytko@govsol.org**To:** jnytko@govsol.org

General Information
Date of application
06/30/2023
Name of Entity
New York Bicycling Coalition, Inc.
Entity TIN, EIN or Social Security Number
11-2999677
Entity physical address
550 Myrtle Ave (note: we need to change to this address in SAM) Albany, NY 12208 United States Map It
Is the physical address different from the mailing address?
Yes
What is the mailing address?
PO Box 8868 Albany, NY 12208 United States Map It
Website (if available)
https://nybc.net/
Primary Contact Information
Primary contact name
Anne Savage
Primary contact title
Interim Executive Director
Primary contact phone
(518) 227-1677
Primary contact email
nybc@nybc.net
What is the primary contacts preferred method of contact?
Email
Entity Info and Structure
Which structure best describes the entity?

Non-profit organization

What is the date of establishment?

1990

If applicable, is the entity a W/MAM (Minority or Women-Owned Business Entity)?

No

Have you or the entity ever received any form of COVID-19 relief funds or loans specific to the negative impacts of the Pandemic?

No

General Project Information

Describe the arts/cultural/tourism activities your organization provides in Albany County.

The New York Bicycling Coalition (NYBC) has twice held the NYS Bike Summit in the Capital Region. This event brought over 300 people to the Capital Region for a conference each year. In 2017, the summit was held in Albany County at the Times Union Hearst Media Conference Center in Colonie, and in 2018, it was held in Saratoga County at the Gideon Putnam Hotel.

If an award is made, describe how Albany County will benefit. Where possible, please quantify impact.

Albany County will benefit both short and long term. Short term with 300 visitors coming to Albany County for a 2 - day conference in the fall of 2024 that will include bike rides that highlight new cycling and Active Transportation in Albany County especially the Albany County Rail Trail. Additionally, at least 50 attendees will continue their stay in Albany County for the weekend following the conference for optional bike rides and other outings to Albany County venues. 95% of the NY Bike Summit attendees will stay in hotels in Albany County for the time that they are here spending money at local businesses. Long-term these attendees will become aware of the many reasons to return to Albany County for another visit in the future.

If an award is made, we will work with the Discover Albany Visitors Center to be sure that all attendees learn about the many reasons to return to Albany County soon!

If an award is made, describe how the funds will help you to sustain your operations in Albany County.

If an award is made, the funds will help sustain our operations in Albany County by energizing our base of members and friends from every corner of New York State. NYBC held two amazingly successful summits in 2017 and 2018, then unfortunately, we had to make steep cuts in 2019 and were unable to hold the Bike Summit that year. We had been hoping to bring the Summit back in 2020, but with the COVID-19 pandemic, we did not have the resources. Energizing our base will increase our membership and donations to our small, but dedicated non-profit organization that promotes bicycling across NYS with a particular focus on bicycle tourism.

Describe the extent to which the COVID-19 pandemic increased or decreased demand for your services. As an option, you may attach to this application any optional information that supports you're the service increase or decrease being described below.

Due to the COVID-19 pandemic, NYBC was unable to hold a Bike Summit for the past several years. Too many of our members and friends across New York State were not comfortable attending in-person events. The number one request from our members and friends over the past six months has been that we bring back the Bike Summit. During the COVID-19 Pandemic cycling increased exponentially with shortages of bicycles and long waits for bicycle servicing.

Please select the grant opportunity you wish to apply to

Arts, Culture, and Tourism (ACT) Promotion Grants (Up to \$100,000)

Project Information – Promotion Grants

Please select whether the proposed project is new or existing

Expands an existing initiative or project

Please provide a short summary of your proposed project including a project name, general description, total cost, reason(s) why you are pursuing the project and anticipated impact:

NYBC is proposing to hold an expanded NYS Bike Summit in the fall of 2024. The total project costs is \$115,277. The summit will bring approximately 300 visitors to Albany County for a 2-day conference held in a downtown Albany venue that will culminate with an event that highlights the Albany County Rail Trail. We will work with local businesses to provide incentives for visitors to spend the weekend following the conference in Albany County and visit more venues. We are pursuing the project because our members have been asking for a bike summit and NYBC has a strong focus on bicycle tourism. We believe expanding the NYS Bike Summit to include post conference activities will be a great way to showcase the many wonderful attractions that Albany County has to offer.

What amount of funding is being requested?

\$74,000.00

Please describe the entity's capabilities to implement the project you propose including organizational structure, staff members involved, a summary of similar initiatives you have undertaken and the date they were completed:

NYBC previously held two successful and highly regarded NYS Bike Summits. In 2017, the summit was a one-day conference, and in 2018, activities were held over 3 days in Saratoga County. Both years, we hired a contractor who was responsible for putting together the Summit. We have included the programs from each of the previous NYS Bike Summits as supporting documentation. We would follow the model of hiring a contractor again since it worked very well previously. Our Executive Director will oversee the project and have weekly check-ins with the contractor to be sure that the event planning is on track.

Please describe, in detail, the impact your proposed project will have on Arts, Culture and/or Tourism in Albany County. Describe how your project will attract new visitors to Albany County. Where possible use metrics/estimates of impact (i.e. increased visitation etc.).

Bikes mean business: Studies show that bicycle tourists are a rich source of revenue for communities that attract them. Cycling tourists are wealthier than average, and carry the bare minimum with them, increasing their spending money in local communities on food, supplies, and hospitality. The data bears this out. For example, the 2012 Economic Impact of the Erie Canalway Trail study found that overnight cycling visitors on the trail spend o \$531.47 to \$1,128.39.per person per visit. Surveys of Adirondack cyclists found that the mean annual income of bicyclist survey respondents was between \$60,000 and \$69,000. And an bicycletouring101.com online poll found that 64% of respondents said that when they come to a new town, they prefer to "look around for nice restaurants, historical attractions and interesting things to do while (they) stay and visit."

The return of the NYS Bike Summit will have both immediate and long term impact on Albany County tourism. The immediate impact will be to bring about 300 visitors to Albany County in the fall of 2024. These visitors will stay in Albany County and provide direct revenue to restaurants and hotels. They will also be invited to participate in at least two rides associated with the Summit which will have direct impact on businesses along the trail - we will work with local businesses to provide food and support, and we may consider recruiting food trucks to supplement the offerings as needed.

These rides will be designed to build long term impact for Albany County, by showing off the wonderful new bike infrastructure and trail connections including for example the Albany County Rail trail, the Albany Skyway, the improved Corning preserve, and the Empire State Trail.

We will work with the Discover Albany Visitors Center to share information about events to attend in Albany that weekend, and connect our guests to Albany County events throughout the year.

How will you track performance goals and define success? Include at least two key performance indicators and expected annual outcomes/impact during the reporting period (September 2023 - December 2026).

We will track performance goals and define success by the number of attendees at the summit , and will complete a survey approximately 6 months after the event measuring whether our guests returned to Albany County and evaluating their economic impact of these visits.

Performance indicator: number of conference registrations in 2024 will be at least 250.

Performance indicator: at least 25% of attendees report that they will plan to return to Albany County.

What is the proposed project start date?

September 2023

What is the anticipated date of completion?

October 2024

Please provide key performance indicator(s) demonstrating anticipated results

Indicator	2024	2025	2026
Number of conference registrants	250		
Percentage of attendees who return to Albany or plan to return to Albany 6 months after the conference		25%	

Please provide key project milestones inclusive of the anticipated timelines and descriptions

Milestone	Anticipated Timeline	Task Description
Initial outreach to Albany County venues	June/July 2023	Get quotes from venues for space, food, AV, hotel blocks.
Final selection and reservation of Albany County venue	September 2023	Make deposit on conference venue, food, block of rooms in downtown hotel for attendees
Announce event	November 2023	Announce that the summit will be back and expanded via newsletter & social media
Release RFP seeking Event Planner	November 2023	Release RFP to solicit Event Planner applications
Fundraising efforts	November 2023 - September 2024	Solicit donations, vendors & sponsors
Hire Event Planner contractor	February 2024	
Conference detailed planning	February - July 2024	Finalize outline and key topics Recruit keynote speakers, panelists. Finalize ride routes including working with local businesses along routes for events Develop online registration program.
Marketing planning - and promotional materials design	April - May 2024	
Launch online registration platform	April 2024	launch early bird registrations
Marketing implementation	June - September 2024	Including at a minimum: Outreach to local businesses about promotional opportunities. Coordinate with Discover Albany Visitors Center. Advertising in bike specific trade magazines. Network distribution through bike clubs, bike shops, and bike/ped organizations.
Final Reminders	August - September 2024	aggressive reminder activity to recruit event more event attendees
Event		

Immediate After Action Meeting	October 2024	Meet with partners to gauge success, opportunities to grow/improve in future
Follow up surveys	April 2025	Determine rate at which attendees returned or plan to return to Albany County

If you are funding a multi-year initiative, please provide a breakdown of funding level per year below*:

2023	2024	2025	2026
\$10,000	\$64,000		

Is any upfront funding needed to successfully implement your proposed project?

Yes

If "Yes" above, please specify below.

We anticipate needing upfront funding of about \$10,000 for necessary deposits on venue, food, keynote speakers.

Describe how the funding will support a sustainable Arts/Culture/Tourism initiative that will continue to serve Albany County residents after ARPA funds have been exhausted .

The funds spent on the event, and the hundreds of thousands of dollars generated by the attendees event will contribute to Albany County's sales, hotel bed, and restaurant taxes which will contribute to the tax base in Albany County, helping residents with needed county services after the funds are exhausted. Additionally, the 300 attendees from outside the area will return to their home communities and share information about the great time they had in Albany. Additionally, we estimate that at least 25% of attendees will return to Albany County for another visit.

Explain why ARPA Funds Are Needed to Complete the proposed program/project. Would the proposal be Possible Without ARPA Assistance? Describe how your proposal would be impacted if you are awarded a smaller grant than requested?

ARPA funds are needed in order for the expanded 2024 NYS Bike Summit to be a huge success and to be able to have a tangible impact on tourism that will bring people back to Albany County for additional visits within two years of the summit. If NYBC does not receive ARPA funds, we will need to re-assess the ability of doing the project in Albany County and we will need to look at neighboring Capital District counties. If NYBC receives a smaller grant than requested, we would need to reduce the scope of the project depending on the funding level.

Tax Information

Please upload Federal tax returns for 2019

- [2019-Tax-Return-Documents-New-York-Bicycling-Coa-Client-Copy.pdf](#)

Please upload Federal tax returns for 2020

- [2020-Tax-Return-Documents-New-York-Bicycling-Coa-Preparer-Copy-Char500.pdf](#)

Please upload Federal tax returns for 2021

- [2021-Tax-Return-Documents-New-York-Bicycling-Coa-Client-Copy.pdf](#)

If available, please provide your Unique Entity Identifier (UEI) from SAM.gov

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Risk Assessment

Has the entity adopted and/or implemented policies relating to: records retention, conflict of interest, code of ethics, and/or nondiscrimination policies?

Yes

If "Yes" above, please specify which policies have been adopted

We have conflict of interest, code of ethics and nondiscrimination policies. We need to look into our records retention policies, and will update or adopt as needed.

Is the entity properly insured?

Yes

If "Yes" above, please specify which types of insurance(s) are held and the limit(s).

We have \$1,000,000 Directors and Officers Insurance. Worker's Comp Insurance and worker's comp insurance with a \$500,000 limit. We also have NYS's required disability and paid family leave insurance. We get additional coverage for events and organized bike rides.

Does the entity have a financial management system?

Yes

If "Yes" above, please provide details about the financial management system.

We use Quickbooks and separate out accounts so that all sources of funding are separately tracked. We also use Gusto as our personnel/payroll system.

Has there been any change in the entity's key staffing positions in the last 2 years?

Yes

If "Yes" above, please specify which position(s)

In 2020 we hired Keith Pickett to serve as our Interim Executive Director to help NYBC with the fiscal strain that occurred in 2019. He did a good job, and worked with us until he unexpectedly passed away in October 2022. We have since hired a new Interim Executive Director, Anne Savage who is very skilled at events management, fiscal management and sound policy development. For example, Anne is the annual coordinator of Albany's long-running Upper Madison Street Fair.

Has the entity previously done work for the Federal government (i.e. Is the entity experienced in managing Federal funds)?

Yes

If "Yes" above, please provide details on the Federal funds managed

Yes, NYBC has received federal National Highway Traffic Safety Administration (NHTSA) funds annually for over 15 years administered by the Governor's Traffic Safety Committee

The County is careful about identifying and avoiding conflicts of interest, especially with grants awarded through the County. A conflict of interest arises when a person's self-interest and professional interest or public interest intersect. In this situation, there is the potential for biased professional judgment and lack of objectivity which creates a serious conflict when one of the interests can benefit financially or personally from actions or decisions made in the official capacity. A conflict of interest exists whether or not decisions are affected by a personal interest; there only needs to be the possibility of bias for a conflict. If your organization knows of a possible conflict of interest with your application for funds please disclose that information here. Otherwise write "None."

None.

Certifications

US Treasury Reporting & Compliance Acknowledgment 1

- I Have Been Provided a Copy and Understand the U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds (see link or PDF included at the top of page)

US Treasury Reporting & Compliance Acknowledgment 2

- Should the County Allocate ARPA Funds, I am Able to and Pledge to Adhere to ALL Compliance and Reporting Requirements of the U.S. Treasury as it relates to any State and Local Fiscal Recovery Funds

US Treasury Reporting & Compliance Acknowledgment 3

- I Understand the County Will Contact me if/when Additional Information is Needed and that Information will be Promptly Provided to the County to Support Reporting Requirements

US Treasury Reporting & Compliance Acknowledgment 4

- If for Any Reason I am Unable to Comply with the U.S. Treasury's Compliance and Reporting Requirements I will Immediately Notify the County in writing by email or letter

US Treasury Reporting & Compliance Acknowledgment 5

- All Information Submitted in this Application is True & Accurate

Electronic Signature Agreement

- I Agree

Type name

Leah Golby