

See below for the funding of the Matching Grants program and the Market NY program now also incorporates the TasteNY program and is funded at \$7M. Other various tourism initiatives are also below:

16	MARKETING AND ADVERTISING PROGRAM .....	11,352,000
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18	General Fund	
19	Local Assistance Account	
20	For a local tourism promotion matching	
21	grants program pursuant to article 5-A of	
22	the economic development law .....	3,815,000
23	For operation of a gateway information	
24	center at Beekmantown, New York .....	196,000
25	For operation of a gateway information	
26	center at Binghamton, New York .....	196,000
27	For services and expenses, loans, and	
28	grants, related to the market New York	
29	program, including but not limited to,	
30	marketing and advertising to promote	
31	regional attractions in the state of New	
32	York and New York produced goods and	
33	products. All or portions of the funds	
34	appropriated hereby may be suballocated or	
35	transferred to any department, agency, or	
36	public authority .....	7,000,000
37	For services and expenses of the Queens	
38	Tourism Council .....	70,000
39	For services and expenses of the Finger	
40	Lakes Tourism Alliance .....	75,000
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