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**ALBANY COUNTY CONVENTION & VISITORS BUREAU FOUNDATION
ANNOUNCES GRANT RECIPIENTS**

As tourism industry grows, grants will further develop hospitality culture

ALBANY, N.Y. – The Albany County Convention & Visitors Bureau (ACCVB) Foundation announced today the recipients of the Hospitality Grants, designed to support not-for-profit organizations located in Albany County. Awards will be presented at a press event on December 1 (advisory to follow).

The fund, which is managed by the Community Foundation for the Greater Capital Region (CFGCR), supports programs that aid in building and sustaining Albany County tourism destinations, attractions, events, and other tourism-related activities. The grants encourage collaboration between nonprofit organizations, community groups, and hospitality businesses to further extend the economic impact of tourism and business.

“Tourism to our region ensures economic success, and these organizations understand what it takes to keep people coming back.” said Michele Vennard, President/CEO of the ACCVB, “It’s important to recognize these recipients who have all shown dedication to improving our hospitality culture and community.”

The grants, ranging from \$1,000 - \$5,000, were approved by the ACCVB's Board of Directors and were funded through the earned income of the Bureau. This is the third time in two years that non-profit organizations within Albany County have been awarded grants from the Foundation.

The 2014 Grant Recipients Are:

Camp Mujigae \$1,200

Camp Mujigae 2015

The purpose of Camp Mujigae is to bring Korean-born adopted children and their families together through an annual three day overnight summer camp to experience Korean culture. Grant funds will allow the Camp to provide small additions to Camp to enrich the experience for campers and their families – tote bags, pottery and related supplies, projector and screen, Rosetta Stone (Korean Levels 1-3). This past year, Camp generated approximately 37 room nights from families with children attending Camp at the Holiday Inn Express on Western Avenue. In addition, Camp arranges overnight stays at the Hilton Garden Inn for the SIWA university students upon immediate arrival from Korea, which generates approximately 18 room nights.

National Alliance on Mental Illness - New York State \$5,000

NAMI-NYS Education and Legislative Conference and What's Great in Our State

Grant funds will be used to support the three state-wide conferences NMI-NYS organizes annually in Albany. These events bring more than 750 people to Albany and contribute more than \$100,000 to Albany's economy. The three conferences generate more than 600 overnight stays at the Desmond Hotel and the Holiday Inn Express in downtown Albany.

New England Law Library Consortium, Inc. \$5,000

Annual Meeting of the International Coalition of Library Consortia

Grant funds will be used to fund transportation for the attendees of the 2015 Annual U.S. Meeting of the International Coalition of Library Consortia (ICOLC) April 26, 2015 through April 29, 2015. The ICOLC meeting will draw an audience of 120-150 consortium leaders from around the world, and we have contracted with the Desmond Hotel and Conference Center for 300 room nights. The Desmond offers shuttle service only up and down Wolf Road. The transportation will be bring attendees to and from the Desmond Hotel and all that Albany has to offer including Wolf Road, downtown, and outlying locations.

Albany Institute of History & Art \$5,000

"Triple Play: Baseball in the Capital Region"

From April to July 2015 AIHA will present "Triple Play," and grant funds will be used to supplement the marketing program associated with the exhibitions. The major exhibition, Baseball in America (sponsored by Bank of America) is a nationally important collection of baseball memorabilia and material. AIHA will curate two exhibitions to complement the nationally based exhibition, "The History of Baseball in the Capital Region" and "Club House." AIAH will work with ACCVB on a direct mailing to their list of those interested in visiting Albany. It is anticipated that over 100 hotel stays will be generated by this exhibition.

Cohoes Local Development Corporation \$5,000

Cohoes Visitors and Information Center

Grant funds will be used to revitalize the Cohoes Visitors and Information Center to attract national and international visitors, to provide a venue of activities for Capital District visitors, to provide informational resources to residents, and to provide a showcase for business opportunities in Cohoes. The attraction, programs, and activities, from bike to water travel will attract many daily as well as overnight stays in Albany County.

Shaker Heritage Society \$5,000

The Shakers: America's Quiet Revolutionaries

Quiet Revolutionaries opened November 15, 2014 and will remain on view until March 6, 2016. The exhibition focuses on the Capital Region as the birthplace of the Shaker movement in America, and the 700,000 square foot exhibition will feature hundreds of objects, documents and multimedia elements that illuminate the lives of Shakers in their three earliest villages--Albany, Mount Lebanon and Hancock. Grant funds will be used to continue to market this first collaborative exhibition ever mounted at the New York State Museum. Funds will be used specifically to purchase advertising space. 3,500 overnight hotel accommodations are expected.

Albany Barn, Inc. \$1,500

2014-2015 Concert Series

Grant funds will be used to offset the expenses of marketing the first season of the 2014-2015 concert series, specifically print and online advertising of performances from December 2014 to March 2015 by strategically placing advertisements in publications such as Metroland and Chronogram, paid social media advertising and online hubs like All Over Albany and Albany.com. The concert series features regional artists that may not typically frequent the Albany market--attracting a broader regional fan base.

Albany Symphony Orchestra \$3,000

Albany Symphony Subscription Concert Series

Grant funds will be used to support our subscription concerts taking place in Albany during the 2014-2015 Season. The Symphony will perform four subscription concerts, three additional family concerts and a Christmas concert this season at the historic Palace Theatre in downtown Albany. The subscription series in particular attracts a significant audience from across the Capital Region, surrounding counties and the wider tri-state area. Requested funds will be used to support the Symphony's marketing efforts to promote its Albany concerts to areas outside of the Capital Region. The concert series, activities and events produced more than 225 hotel overnight stays in Albany County last year.

Friends of Schuyler Mansion \$2,700

Schuyler Splendor: The Making of an 18th Century Home of Good Taste

Grant funds will be used to support our program, Schuyler Splendor: The Making of an 18th Century Home of Good Taste. The program will consist of five illustrated talks to be presented from February - June 2015. Following the scholars sharing their expertise, the participants will travel to the Albany Institute of History and Art and/or Historic Cherry Hill in order to examine local examples of the material culture discussed in the talk. This educational program will raise awareness of the Schuyler Mansion projects, interest and knowledge in the material culture of the 18th century and give participants a rare peek into the collections of Historic Cherry Hill and the Albany Institute of History and Art.

Historic Albany Foundation \$5,000

Historic Walking Tour Mobile App

Historic Albany was just awarded a grant through the Hudson River Valley Greenway to develop and launch a mobile phone app of historic walking tours throughout Albany's historic neighborhoods, streetscapes and sites. Grant funds will be used to help implement this app. The app will begin with one tour for the 2015 tour season and increase yearly to have a library of 30+ tours. With the inauguration of a new mayor, HAF has been tasked with developing a plan to promote and increase Albany's heritage tourism visibility and programming.

Palace Performing Arts Center \$5,000

Keep the Palace Lit!

In 2014, the Palace engaged a team of consultants to help with the preliminary steps in revising a strategic plan for the theatre. One theme that continuously came out in each focus group that was held was "the Palace Theatre should have fewer dark nights." Grant funds will be used to help to offer more community events in the 2014-2015 season, to engage more companies to hold retreats and expos at the venue and to add additional programming. Last year, hotel partners recorded over 1,250 total overnight stays that could be directly attributed to events at the Palace Theatre. This year is already on track to dramatically increase that figure.

Steamer No. 10 Theatre, Inc. \$1,000

Shakespeare in Lincoln Park - Wireless Mics

Grant funds will be used to rent a wireless mic system that will allow stage crew and performers to work entirely with an in-house sound system. This program will generate several hundred hotel stays each year as the audience grows.

In addition, the **Albany Police Athletic League** was awarded with a \$200 donation in-kind to further promote Capital Holiday Lights in the Park.

ABOUT ACCVB

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. ACCVB currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. ACCVB also operates the Albany Heritage Area Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. The ACCVB 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.

ABOUT THE COMMUNITY FOUNDATION OF THE GREATER CAPITAL REGION

Since 1968, The Community Foundation for the Greater Capital Region has provided an effective means for people who care about this community to be part of shaping its future. The Community Foundation offers donors a complete toolkit for charitable giving, expert assistance in learning more about the causes they care about, and the opportunity to join others with similar interests to learn and give together.

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