SENECA LAKE RESORTS

Project Description (Attach additional pages as necessary):

The proposed project is a **community-wide Fourth of July 250th Year Fireworks Celebration** designed to bring residents, visitors, and families together in a safe, inclusive, and highly visible patriotic event. The fireworks display will serve as the centerpiece of an evening of community activities, encouraging attendance from across Seneca County and neighboring counties.

This event plays a vital role in fostering community pride, reinforcing local traditions, and strengthening the social fabric of the county. Fourth of July fireworks are a universally recognized attraction that draw large, diverse audiences, including families, seniors, and visitors who may not otherwise attend local events. By offering a high-quality fireworks display, the project creates a reason for people to gather in one location, support local businesses before and after the event, and experience firsthand what Seneca County has to offer.

Importantly, the event functions as a **tourism driver**, encouraging visitors to dine at local restaurants, visit wineries and attractions, and stay overnight at local hotels, campgrounds, and short-term rentals. The celebration enhances the County's reputation as a welcoming destination that invests in quality community events, making it more likely that first-time visitors will return.

The fireworks event is free and open to the public, ensuring broad access and maximum impact. Strong emphasis will be placed on promotion throughout the region to attract non-county residents and generate measurable economic activity within Seneca County.

Total Applicable Project Cost:

$30,000+

Grant Request:

$10,000

Provide a detailed description of the budget and match:

The total project cost of $50,000 includes the professional fireworks display, required permits and insurance, site preparation, public safety coordination, and promotional activities.

- Fireworks display and licensed pyrotechnician: $25,000
- Insurance, permits, and safety coordination: $5,000
- Marketing, advertising, and promotions: $2,500

What is the timeframe for project implementation?

Project planning and marketing will begin in May, with full implementation taking place on **July 3rd**, including pre-event promotion, event-day coordination, and post-event evaluation completed by the end of July.

What are the short / long-term goals of the project?

Short-term goals include successfully hosting a safe, well-attended fireworks celebration that draws both residents and visitors into Seneca County while increasing spending at local businesses.

Long-term goals include establishing the Fourth of July fireworks celebration as a signature annual event, strengthening Seneca County's tourism brand, and encouraging repeat visitation and extended stays in future years.

Will the project result in increased visitors, particularly for overnight stays, and increased visitor spending? If so, how?

Yes. The fireworks event attracts visitors from neighboring counties who often arrive early or stay later to dine, shop, attend wineries, or visit attractions. Regional promotion encourages visitors to make a day or weekend of the event, supporting overnight lodging, restaurants, fuel stations, and retail businesses.

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What market / segment(s) of non-county visitors does your project target? How?

The project targets:

- Families from surrounding counties
- Couples and groups visiting regional wineries and attractions
- Seasonal tourists seeking summer events and holiday experiences

These groups will be reached through targeted social media advertising, regional event calendars, tourism websites, and partnerships with local businesses promoting the event to their customers.

How will this project benefit / impact the tourism industry in Seneca County?

The project provides a high-visibility attraction that increases foot traffic and spending across multiple tourism sectors. By aligning the event with lodging providers, restaurants, wineries, and attractions, the fireworks celebration strengthens cross-promotion and enhances the overall visitor experience. The event also reinforces Seneca County's reputation as a destination that offers family-friendly, well-organized public events.

How will you seek to measure and / or document these benefits / impacts?

Impact will be measured through:

- Estimated attendance counts
- Traffic and parking utilization
- Social media engagement and reach
- Informal surveys and feedback from local businesses
- Comparison of hotel occupancy and restaurant activity during the event period

Data will be compiled and shared with the Tourism Committee as part of post-event reporting.

How is your organization, and / or the principals involved in project implementation, qualified to undertake this project?

The organizing team has experience coordinating community events, managing vendors, working with emergency services, and overseeing public safety requirements. Partnerships with municipal leaders, law enforcement, fire services, and event professionals ensure the project is executed safely, efficiently, and in compliance with all regulations.

How are you collaborating with other municipalities, organizations and / or for-profit businesses in the implementation of your project?

The project is a collaborative effort involving municipal partners, local businesses, sponsors, public safety agencies, and tourism stakeholders. Local businesses contribute sponsorships and promotional support, while municipal partners assist with logistics, permitting, and public safety coordination.

What differentiates this project from other current initiatives within the County?

This project delivers a **large-scale, universally appealing event** that is accessible to all ages and income levels. Unlike smaller or niche initiatives, the fireworks celebration attracts a broad regional audience, generates immediate economic activity, and serves as a visible showcase of Seneca County's commitment to community and tourism investment.