

Warren County Board of Supervisors

RESOLUTION NO. 392 OF 2021

RESOLUTION INTRODUCED BY SUPERVISORS GERAGHTY, MERLINO, BRAYMER, WILD, HOGAN, BEATY AND STROUGH

ADOPTING THE MUNICIPAL SUPPLEMENTAL FUNDING EVALUATION STRATEGY, GRADING CRITERIA AND SCORING SHEET AND APPLICATION FOR WARREN COUNTY OCCUPANCY TAX GRANT FUNDING

WHEREAS, the Director of Tourism presented to the Tourism & Occupancy Tax Committee a Municipal Supplemental Funding Evaluation Strategy, Grading Criteria and Scoring Sheet and Application for Warren County Occupancy Tax Grant Funding, and

WHEREAS, the Tourism & Occupancy Tax Committee has reviewed the criteria and has recommended that the same be advanced to the full Board of Supervisors for consideration, now, therefore, be it

RESOLVED, that the Municipal Supplemental Funding Evaluation Strategy, Grading Criteria and Scoring Sheet and Application for Warren County Occupancy Tax Grant Funding annexed hereto, be and the same hereby is, adopted as the official criteria for Warren County.



Warren County Municipal Tourism Supplemental Funding Request

Evaluation Strategy, Grading Criteria and Scoring Sheet

For use by Tourism and Occupancy Tax Coordination Committee and Tourism Department Staff

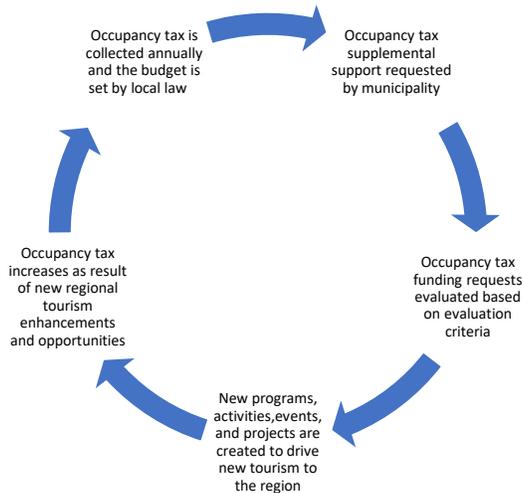


What is Occupancy Tax?

Occupancy tax is a 4% tax collected on all Warren County room rentals of hotels, motels, bed & breakfasts, inns, housekeeping cottages of 4 or more units, tourism facilities (i.e. campgrounds with onsite RV rentals), as well as Short Term Rentals (STR R367 of 2018, Section 1).

A portion of the Occupancy tax collected in Warren County is appropriated for a grant program to support the region's activities, tourism assets, events and projects "through the promotion of tourist activities, conventions, trade shows, special events, and other directly related and supporting activities" as stated in Local Law No. 6 of 2015. (see Occupancy Tax law under Occupancy Tax Information and Forms at <http://warrencountyny.gov/treasurer>).

Grant allocations and funding decisions shall be viewed as "investments" which will pro-actively regenerate future occupancy tax collections, increasing revenue year after year to create a self-funding mechanism, consistently re-investing in itself and creating ROI "return on investment." Programs, activities and events that can clearly demonstrate their value and benefit to the area shall be prioritized and supported at the county and municipal levels, where appropriate.



WARREN COUNTY MUNICIPAL TOURISM SUPPLEMENTAL FUNDING REQUEST

1.1 GENERAL GUIDELINES

Generally, uses of occupancy tax revenues provided to Municipalities by the County must be expended for the promotion of tourist activities, conventions, sports, trade shows, special events, projects and other directly related and supported tourism activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be "related" to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.

Expenditures may be also be made and considered for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department. Funding of capital projects that predominantly benefit residents and only incidentally promote tourism should be avoided.



1.2 APPLICATION EVALUATION CRITERIA

This application applies to municipal, county-wide funding requests that are above and beyond annual municipal allocations. Applications will be accepted on a rolling basis, are based upon municipal financial need and should not be considered substitutions for municipal budget shortfalls.

All application requests will be evaluated and awarded based upon availability of Warren County Occupancy Tax funds, demonstrated financial need, alignment with county-wide and municipal tourism development strategy, soundness and fiscal stability of the tourism-related project, event, or activities, and overall benefit to the municipality's tourism economy. The following evaluation criteria shall apply:

- The application is completely filled out, signed by the town supervisor or mayor and includes a 1-2-page summary and budget.
- The supplemental funding request clearly demonstrates how it will be used to enhance the general tourism economy of Warren County municipalities through the promotion of tourist activities, conventions, trade shows, special events, special projects and other directly related and supported tourist activities
- (If applicable for a capital project) the supplemental funding request supports capital projects which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attractions.
- The request supports a unique tourism opportunity, project, event or activity which will further enhance visitation to the region and increase tourism.

1.3 SCORING (please see detail above)

Please review criteria and apply scoring points to applicable criteria & points. Do not add points if the application criteria does not apply. Use max points if meets/exceeds expectations. Use lower points than max if less than meets criteria. The final total score will be collectively decided by the Tourism Occupancy Tax Coordination Committee, with final approval by the full Board of Supervisors.

Please add each of the 2 sections and final total at the end.

MAX TOTAL POINTS: 50 POINTS

1. SOUNDNESS OF THE REQUEST – 30 points MAX

- a) Does the supplemental funding request follow and meet the *General Guidelines*? **10 points**
- b) Does the request clearly explain how the funds will be used and do they directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region? **10 points**
- c) Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction? **10 points**
OR
- d) Does the request support a unique tourism opportunity which will further enhance visitation to the region? **10 points**

2. FISCAL STABILITY OF THE EVENT, ACTIVITY AND/OR PROJECT– 20 points MAX

- a. Does the budget submitted by the applicant provide clear delineations of expenses and revenues to support the request? **10 points**
- b. Is the budget plan provided comprehensive and does it account for any overages and/or unexpected additional expenditures? **5 points**
- c. If the additional request is for a specific project, tourism-based activity or event, does it align with a larger recreational or municipal long-term plan which will enhance the environment, infrastructures, assets and local tourism attractions? **5 points**



APPLICATION SCORING SHEET FOR WARREN COUNTY MUNICIPAL TOURISM SUPPLEMENTAL FUNDING REQUESTS

MAX TOTAL POINTS: 50

Please review criteria and apply scoring points to applicable criteria & points.

Do not add points if the application criteria does not apply. Use max points if meets/exceeds expectations. Use lower points than max if less than meets criteria. The final total score will be collectively decided by the Tourism Occupancy Tax Coordination Committee, with final approval by the Board of Supervisors.

Please add each of the 2 sections and final total at the end.

MAX TOTAL POINTS: 50 POINTS

SOUNDNESS OF THE REQUEST – 30 points MAX

- a. Does the supplemental funding request follow and meet the General Guidelines? 10 points
b. Does the request clearly explain how the funds will be used and do they directly relate or support tourism activities... 10 points
c. Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism... 10 points
OR
d. Does the request support a unique tourism opportunity which will further enhance visitation to the region? 10 points

Subtotal

b) FISCAL STABILITY OF THE EVENT, ACTIVITY AND/OR PROJECT– 20 points MAX

- a. Does the budget submitted by the applicant provide clear delineations of expenses and revenues to support the request? 10 points
b. Does the budget plan provide a comprehensive explanation of anticipated expenditures and does it account for any overages and/or unexpected additional expenditures? 5 points
c. If the additional request is for a specific project, tourism-based activity or event, does it align with a larger recreational or municipal long-term plan which will enhance the environment, infrastructures, assets and local tourism attractions? 5 points

Subtotal

TOTAL POINTS AWARDED:

FINAL AWARD DECISION

NOTES/COMMENTS/RECOMMENDATIONS:

Horizontal line for notes/comments/recommendations



Name of Evaluating Committee Member

Date of Evaluation



**Warren County Municipal Tourism
Supplemental Funding Request**

Application 2021-22

To be completed by municipalities requesting supplemental funding to support tourism activities, projects, events and initiatives.



Thank you for applying for the **Warren County Municipal Tourism Supplemental Funding Request**. Tourism is such a vital economic driver for our region and we appreciate the opportunity to partner with you to enhance your municipalities' tourism assets, community's vibrancy and support your tourism activities and projects. Within this application, please find the following:

1. Checklist
2. Warren County Supplemental Funding Request Guidelines
3. Application
4. Appendices –
 - a. Spending Guidelines
 - b. Budget Form

To ensure that your application complies with all requirements, please review the application rules, guidelines, complete all sections and submit supporting documentation, as requested. Please note that all applications are subject to FOIL (Freedom of Information Law) requirements.

APPLICATION CHECKLIST

- A signed & completed application which includes a brief one-two page summary detailing the funding request
- A comprehensive budget which includes a detailed description of funding expenditures

AFTER ACTION REPORT (required after the funds have been expended)

An after-action report will be required 60 days after the event, project or activity has been completed. Applicants will be required to include a final budget, receipts for expenditures, a description of how the funding was spend and how it contributed to the overall enhancement of tourism within the municipality.

For any questions related to this application, requirements or process, please contact Kristen Hanifin, Tourism Development and Events Coordinator at 518-761-6369 or email hanifink@warrencountyny.gov

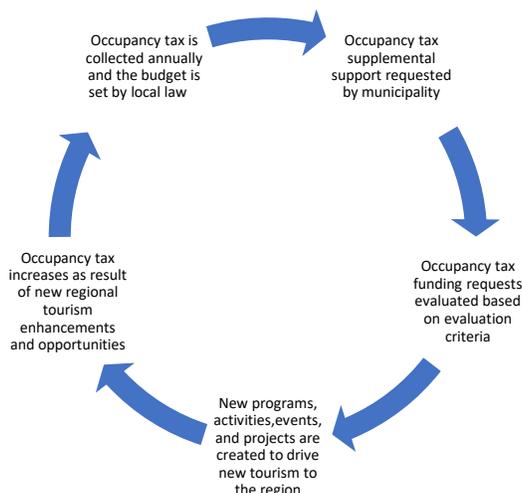


COUNTY TOURISM DEVELOPMENT STRATEGY

Occupancy tax is a 4% tax collected on all Warren County room rentals of hotels, motels, bed & breakfasts, inns, housekeeping cottages of 4 or more units, tourism facilities (i.e.: campgrounds with onsite RV rentals), as well as Short Term Rentals (STR R367 of 2018, Section 1).

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Grant allocations and funding decisions shall be viewed as "investments" which will pro-actively regenerate future occupancy tax collections, increasing revenue year after year to create a self-funding mechanism, consistently re-investing in itself and creating ROI "return on investment." Programs, activities, projects and events that can clearly demonstrate their value and benefit to the region shall be prioritized and supported at the county and municipal levels, where appropriate.



WARREN COUNTY MUNICIPAL TOURISM SUPPLEMENTAL FUNDING REQUEST

GENERAL GUIDELINES

Generally, uses of occupancy tax revenues provided to Municipalities by the County, must be expended for the promotion of tourist activities, conventions, sports, trade shows, special events, projects and other directly related and supported tourism activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be "related" to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.

Expenditures may be also be made and considered for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department. Funding of capital projects that predominantly benefit residents and only incidentally promote tourism should be avoided.



APPLICATION OF THE GENERAL GUIDELINES (see attached "Tourism Expenditures Guidelines")

In addition to the *General Guidelines* outlined above, please refer to the attached "Tourism Expenditure Guidelines" as well. This list is intended to provide a suggested list of possible expenditures under the *General Guidelines* provided above. In order to maintain the listing as an easy and practical tool, elaborate descriptions have been avoided. Therefore, the examples should always read together with the *General Guidelines*, to ascertain the extent to which funds may be expended for the example provided.

FUNDING AWARD REQUIREMENTS

If awarded funding support, the County requires the following:

Warren County Tourism's website (www.visitlakegeorge.com) and logo **must** be listed on municipal websites, printed materials and on all social media, online, or television advertising related to the event, project or activity receiving funding. Tag us on Facebook @[thelakegeorgearea](https://www.facebook.com/thelakegeorgearea) and on Instagram and Twitter @[lakegeorgearea](https://twitter.com/lakegeorgearea), #MYLGArea throughout any promotional campaigns. Hyperlink your online advertising to the URL www.visitlakegeorge.com.

Please be sure to adhere to all *Logo Usage Requirements* and contact Warren County Tourism for specific questions or details.

If awarded, recipients must acknowledge funding support and partnership from Warren County and are highly encouraged to extend invitation and include Warren County officials and regional stakeholders in future press/media events related to the event/activity supported.

EVALUATION CRITERIA

The following application is intended to provide supplemental funding based on need, above and beyond annual municipal allocations, to enhance the general tourism economy of Warren County municipalities through the promotion of tourist activities, conventions, trade shows, special events, special projects and other directly related and supported tourist activities. The following evaluation criteria shall apply:

- Does the request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region?
- Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction?
- Does the request support a unique tourism opportunity, event or activity which will further enhance visitation to the region?

This application applies to municipal, county-wide funding requests that are above and beyond annual municipal allocations. Applications will be accepted on a rolling basis, are based upon municipal financial need and should not be considered substitutions for municipal budget shortfalls.

All application requests will be evaluated and awarded based upon availability of Warren County Occupancy Tax funds, demonstrated financial need, alignment with county-wide and municipal tourism development strategy, soundness and fiscal stability of the tourism-related project, event, or activities, and overall benefit to the municipality's tourism economy.



SUPPLEMENTAL FUNDING REQUEST APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application. All budget, financial and project information will be used solely for application evaluation purposes by the Tourism and Occupancy Tax Coordination Committee and are subject to **Freedom of Information** Law (Public Officers Law, Article 6) (**FOIL**) requests. If you are submitting information which is considered proprietary “trade secrets” and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

A. CONTACT INFORMATION

- 1.) Municipality requesting funding: _____
- 2.) Funding Requestor/Main Point of Contact: _____
- 3.) Address: _____
- 4.) Email: _____
- 5.) Cell phone/Office Phone: _____
- 6.) Amount of Supplemental Funding Requested: \$ _____

B. FUNDING REQUEST INFORMATION

- 1.) Please attach a detailed 1-2-page typed description of the tourism activity, project or event for which you are seeking supplemental funding. In your summary, please address the following questions.
 - a. How does the funding request directly benefit and enhance tourism within your municipality?
 - b. How does the funding request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region and municipality?
 - d. Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction?
 - e. How does the request (if applicable) support a unique tourism opportunity, event or activity which will further enhance visitation to the region and to your municipality?
 - f. If the funding request is to support a new event, please include event details, dates, times, location, number of anticipated attendees.



e. If the funding request is to support a specific project, marketing, other tourism-related activities, please provide details regarding the type of project or activity, if the project is currently part of an overall county or municipal-wide recreation plan, and how this activity or project will enhance and improve tourism long and short-term.

f. Does your activity, project or event require EMS support and if so, please explain.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY/PROJECT REQUESTING FUNDING

1.) Total amount of supplemental funding requested: \$ _____

2.) Will these funds be used in conjunction, and/or matched with any other funding sources?

YES, which sources of funding and how much?

NO

3) Was this event, activity or project anticipated in your annual budget or is the request to support an unanticipated expenditure?

4) **Budget – please attach a total budget for the activity, project or event and indicate total costs, revenue stream and line item expenditures for requested supplemental funding. Please use attached sheet to submit budget.**

AFFIRMATION

I have read the “Warren County Supplemental Funding Request Guidelines,” agree to abide by them and attest that all information provided in the Warren County Funding Application is truthful and accurate.

Signature of Responsible Party

Date

Name

Title

Municipality



TOURISM EXPENDITURE GUIDELINES**

General Guidelines

Generally, uses of occupancy tax revenues provided to Municipalities by the County, must be expended for the Promotion of Tourist activities, conventions, sports, trade shows, special events and other directly related and supported tourism activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be "related" to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.

Application of General Guidelines to List Below

The listing is intended to provide a suggested list of possible expenditures under the general guideline provided above. In order to maintain the listing below as an easy and practical tool, elaborate or extensive descriptions have, generally, been avoided. Therefore, the examples should always read together with the general guideline, above, to ascertain the extent to which funds may be expended for the example provided.

Special Events/Festivals/Activities/Sports

Production, development of new event, activities
Production/installation/rental/creation of programs/directories for specific events
Firework displays
Banner/flags/billboards
Business cards
Buttons, pins, decals, letterhead, envelopes, postcards, postage
Event consultation fee
Re-enactors, musicians, entertainers
Town tours, itineraries, maps
Sponsorship, hosting/bid fees
Rental of traveling/special exhibits
Event crowd control, safety concerns
Promotional items – giveaways

Recreational Attractions

Advertisements and enhancements of existing and new recreational activities and attractions to be developed to accommodate and increase the number of tourists, for enhancements to water access and riverfronts, snowmobiling trail system, hiking trails, cycling routes, with displays or improvements to accommodate tourists such as benches, or a gondola for transportation.

Mapping and/or brochures
Wayfaring/directional signage
Clearing/preparation of property for tourist or convention activity or event

Website Development

Expenditures for the following provided that the same is for purposes of promoting tourism, conventions, special events, trade shows, sports and other tourist activities.



Website design/production
Purchase of images/sound/video
Promotions, purchase of hyperlinks
Interactive informational kiosk
Broadcast design/delivery of
Newsletters/banner ads
Purchase of photography/videography
Purchase of photo enhanced listings
Search engine optimization
Social Media

Brochure Production/Distribution

General tourism guide, seasonal guide, themed events, flyers, promotional literature, niche – publication (i.e. walking/driving tours, packages, itineraries, coupons, heritage, birding, sports, etc.), post cards, maps, posters.

Paid brochure distribution locations
Design fees
Copywriting
Postage/permit fees
Printing/reproduction/production
Photography

Advertisements/Promotions

Paid advertisements promoting events, activities, packages, attractions, conventions, tradeshow for general tourism development to Warren County communities – Destination Marketing Programs.

Co-op partnerships with Warren County- Adirondack Regional Tourism Council, New York State publications, as well as national publications and directories, radio, newsprint/magazine opportunities, television campaigns, and trade/consumer show brochure distribution and exhibit space co-op.

Local, regional and/or national advertising, promotional opportunities
Production/placement of ads (print, radio, tv)
Advertising in trade journals
Exhibit graphics
Consumer/trade show registration
Show staffing expenses
Logo development/design/tag line/branding
Product Development (i.e. Tour packages, itineraries, special events, familiarization tours for operators or media)
Coupons
Public relations – press kits, press releases, messaging development, printing, mailing, broadcast, services

Membership/Association/Affiliations

For the furtherance of Tourism Promotion, (i.e. American Bus Association (ABA), New York State Travel and Tourism Association (NYSTIA), National Tour Association (NTA)).



Specialized Professional Services

Expenditures for the following, provided that the same is for purposes of promoting tourism, conventions special events, sport, trade shows and other tourism activities:

- Shoot photographer/videographer
- Graphic designer
- Step-on guide services
- Public relations/marketing agency
- Speakers/musicians/entertainers/models
- Airplane/helicopter rentals
- Ad/brochure/web design
- Market research, feasibility study
- Event sponsorship/bid fees
- Outsourcing to call centers/fulfillment houses
- Drone photography/videography
- Travel coordination for familiarization tours
- Update portions of local history in furtherance of promoting tourism, conventions, special events, sports

Educational Tourism

- Informational kiosk
- Hospitality training
- Hosting/attending workshops (i.e. how to market your destination, property or event)

Beautification

- Community signage – welcome/directional signage
- Plantings/landscaping/streetscaping/lighting/water features furthering establishment or growth of tourism, conventions, sports, special events, trade shows and other tourist activities
- Informational kiosk
- Fountains, benches, trail development & enhancement

Miscellaneous promotion

- Purchase mailing lists
- Mailings/social media targeted lists for specific audiences

Capital projects

Expenditures may be made for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department.

When spending funds for capital projects, it is necessary that the primary benefit and end result of the project is to increase, enhance and promote tourism and tourist activities. Funding of capital projects that predominantly benefits residents and only incidentally promotes tourism should be avoided.

**** Please note: This is not an all-inclusive list and expenditure approval is at the discretion of the Warren County Tourism and Occupancy Tax Committee, County Attorney and Auditor.**



MUNICIPAL SUPPLEMENTAL FUNDING REQUEST BUDGET FORM *(Required)*

Name of Requestor: _____

Municipality: _____

Email: _____

Cell Phone/Office Phone: _____

Reason for Requesting Supplemental Funding (name of event, activity, project or other):

Special Comments: _____

Use this form to submit supplemental budget request. Please feel free to attach estimates of anticipated costs as back-up. *Budget must list all event/activity/project-related expenditures in detail (as well as projected revenue & sources.)*

Expenses

\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

Revenue

\$ _____	<u>Municipal/town/village funding – Supplemental Request</u>
\$ _____	<u>Municipal/town/village funding</u>
\$ _____	<u>Sponsorship/external funding (detail):</u> _____
\$ _____	<u>Sponsorship/external funding (detail):</u> _____



\$ _____	Fundraising/donations: _____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

TOTALS	\$ _____	TOTAL EXPENDITURES
	\$ _____	TOTAL INCOME