

STRATEGIC TOURISM DEVELOPMENT AND INVESTMENT

Occupancy Tax Funding Request Changes

- ◆ Special Event Applications
- ◆ Supplemental Municipal Funding

Occupancy Tax = Investment Opportunities for Tourism Growth

- What do we fund and why?
- What is the RETURN on INVESTMENT
- Is what we fund “transformative”
- Is it good for the community?
- Does it support opportunities for diversity, equity and inclusion

MUNICIPAL TOURISM FUNDING SUPPLEMENTAL REQUEST APPLICATION

- Amount budgeted for 2022: \$195,000
- ABOVE and BEYOND the annual 25% distribution
- Must be used to promote tourist activities, special events, projects, and capital infrastructures DIRECTLY related to tourism growth

MUNICIPAL APPLICATION PROCESS

- Obtain Supplemental Funding Request Application
- Review General Guidelines and Tourism Expenditure Guidelines
- Fill out form and answer the following questions in a 1-2 pg. summary

APPLICATION PROCESS

- Provide a total budget for the activity, project or event,
- Indicate if this funding request will be merged with any other funding mechanisms.
- IF this funding request is to support an existing county-wide or municipal recreation plan, please indicate this as well.

ONCE COMPLETE, submit to the Warren County Tourism Department, Attn: Development Office.

MUNICIPAL EVALUATION QUESTIONS



- Does it create a sustainable mechanism for future tourism growth in the region?
- Does it make the community more vibrant?
- Does this investment provide new opportunities for entrepreneurial tourism business growth & fill needs?
- Does it increase overnight visitors?
- Does the budget plan make sense & consider overages?
- Does it align and support larger county-wide, regional or local existing Master or recreational plans?



SPECIAL EVENT FUNDING APPLICATION CHANGES

NEW SCHEDULE

Annual/Seasonal (June-Sept) Awards - DUE BY OCT. 27.

COMMITTEE REVIEW – Nov. 1-24, 2021

APPLICANT PRESENTATIONS: Nov. 29-Dec. 3, 2021

FUNDING DECISIONS – Mid-End December *

“Off-Peak” Season awards (Oct- May) – DUE DEC. 3.

COMMITTEE REVIEW – Jan. 14-Feb. 4, 2022

This Photo by Unknown Author is licensed under CC BY-NC

APPLICANT PRESENTATIONS: Feb. 7-11, 2022 *

FUNDING DECISIONS – End of February – early March *

** Dates are subject to change due to committee availability*

THE EVALUATION PROCESS



NOT JUST “HEADS IN BEDS” ANYMORE!

What is the **VALUE** of this event to Warren County?

(**VALUE** = # of room nights + VIK (value in kind), economic impact, community benefit)

“Value in Kind” any additional OPPORTUNITIES received by Warren County for non-paid destination visibility, marketing or public relations. Like a Sponsorship.

EVALUATION CRITERIA

ECONOMIC IMPACT = Value for each dollar spent.

- Size of the event?
- “PEAK” or “Off-Peak” Season?
- For profit or non-profit?
- Positive impact on local businesses and community?
- Does is the funding request equitable to what is being promised?

EVALUATION CRITERIA

SOUNDNESS AND FISCAL STABILITY – Does it have the funds to make it work?

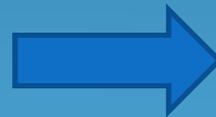
- Does the event have enough “seed money” to cover its major expenses?
- How else is it funded?
- As an annual event, does it improve year over year to attract new visitors?
- Does this event collaborate with businesses to package, create incentives to grow tourism?

EVALUATION CRITERIA

EVENT MARKETING – Does it maximize reach beyond Warren county?

- Does the event provide Value in Kind marketing opportunities?
- Does the event reach new demographics by being a “unique event”?
- Does it provide an opportunity for Warren County tourism to co-brand?

UNIQUE EVENTS LIKE CLOWN CONVENTIONS OR JEEP INVASIONS = **NICHE MARKETS & NEW VISITORS!!!**



SPECIAL EVENT EVALUATION

EXAMPLE

PRIME TIME LACROSSE July 24-25, 2021

- Returning event 4+ years, 30% growth year over year
- 158 registered teams from 16 states, 8,380 visitors w/ 85% occupancy
- Generated 6,164 room nights at 22 HOTELS!!
- Requested \$40,000 in 2021 – generated \$99.47 for each \$1 Occ tax invested

ECONOMIC VALUE & IMPACT - \$3M in one weekend !!

- **(Value in Kind)** – promoted lax event in CT, FL, IL, ME, MA, MD, PA, RI, NH, NY, NC, SC, TX, VT, VA.
- Supporting this event contributed out-of-state dollars to occupancy/sales tax and brought new visitors and demographics from as far away as TEXAS!

SCORE= 100/100



QUESTIONS?

