



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
May 13, 2021**

Committee Members: GERAGHTY, Merlino, Braymer, Wild, Hogan, Beaty, Strough

- I. Workshop called to order by Chairman Geraghty

 - II. Motion to approve minutes of April 29, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.

 - III. Discussion Items:
Review New Scoring Guidelines and Scoring Worksheet

 - IV. Action Agenda/New Business Items:
Review Occupancy Tax requests and make award recommendations

 - V. Motion to adjourn
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SCORING SYSTEM GUIDELINES – OCCUPANCY TAX

	<u>Points</u>
<u>Not for Profit Event</u>	10

Room Nights – one room, one night

20,000+	30
15,000 – 19,999	25
10,000 – 14,999	20
5,000 – 9,999	10
3,000 – 4,999	8
1,000 – 2,999	6
1 – 999	3

Economic Impact – based on \$100 per day for day-tripper and \$200 per day for overnight visitor

	<u>Points</u>
10 – 14 million	15
5 – 9 million	10
2 - 4 million	5
1 – 3 million	3
Under 1 million	2

Length of Event

	<u>Points</u>
Multi year	15
Multi month	10
Multi week	8
6 days - One week	6
4 – 5 days	4
2 - 3 days	2



<u>Month of Event</u>	<u>Points</u>
January, February, March, April, November, December	10
September and June	6
October and May	7
July and August	2

<u>New Event</u> - funding is to encourage new events	<u>Points</u>
New Event – First Year	8
Second and Third Year	6
Fourth Year +	2
Annual Event with demonstrated growth	5

Marketing

Demonstrated marketing/promotional reach beyond 75 miles	5 - 10
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Scoring

Up to 15 points	refer to local municipality
16 – 19 points	\$5,000
20 – 24 points	6,000 – 7,000
25 – 29 points	8,000 – 11,000
30 – 34 points	12,000 – 19,000
35 – 39 points	20,000 – 24,000
40 – 45 points	25,000 – 34,000
46+ points	35,000 – 50,000

Variables/Considerations

When evaluating each application, please consider the following variables in your scoring/decision-making process:

- 1) Overall economic impact to the local community (ie. \$300,000 to Stony Creek vs. \$300,000 to Lake George)
- 2) Size of event and fit within the town/village (ie: traffic flow, parking, etc.) and benefit to the community (if a sporting event, can it provide free clinics, or if a music event, a free concert to benefit a local charity in need?)

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- 3) Potential for future growth of the event. If it's already an annual event, what has it demonstrated to grow and increase its potential (has it changed its marketing and outreach? Is it looking to attract new demographics and how?)
- 4) Is the application COMPLETE? Has the applicant provided the following:
 - a. A comprehensive marketing plan and timeline for its marketing effort launch? Have they indicated their attendee audience and how they will attract them? What mediums will they use?
 - b. A complete budget clearly identifying expenditures and revenue streams
 - c. Is the event a for profit or not for profit event? What are the ticket sale costs and what is the anticipated revenue stream for this event?
 - d. Can the event's marketing efforts expand/or dovetail the reach of WC Tourism's current advertising/marketing efforts (ie. if X event markets in PA, RI, MA, NH, & ME, and WCT is not running in these markets currently, this would increase the reach and visibility of Warren County/Lake George area to new markets and audiences, creating value added marketing efforts in supporting this event.)
 - e. Does the event's reach expand beyond a 75 mile radius? If so, how?
 - f. Is the event unique to the Warren County area or are there comparable events across the state/nearby? (indicated competition in the market)

Notes/Recommendations:



OCCUPANCY TAX SCORING SHEET

Applicant: _____

Name of Event: _____

Date Application Received: _____

For Profit Not for Profit Complete Application ____ Y ____ N

Points

Not for Profit Event _____

Room Nights – one room, one night _____

Economic Impact _____

Length of Event _____

Month of Event _____

Year of Event _____

Marketing _____

TOTAL POINTS

Amount Requested by Applicant: _____

Amount Received in 2019 or 2020 _____

Reviewer's Recommendation _____

Committee Recommendation _____

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Notes/Recommendations: