



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
REVISED AGENDA
June 22, 2021**

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

- I. Committee meeting called to order by Chairman Geraghty
- II. Motion to approve minutes of June 3, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.
- III. Action Agenda/New Business Items:
Resolution Request: To rescind "Schedule A" Spending Guidelines for Municipalities
Rationale: Will be replaced by new best practices
Attachment #1
- IV. Discussion Items:
 - a. Ice Castles request for Special Event Funding
 - b. Draft – Evaluation Strategy, Grading Criteria and Scoring Sheet
 - c. Draft – Occupancy Tax Grant Application
- V. Referrals/Pending Items: Discussion to continue regarding the Municipal County-wide funding application, evaluation criteria, after action reports/follow-up and best practices guidelines (06.03.21)
- VI. Privilege of the floor and public comment
(Please allow for 15-second delay on live stream meetings).
- VII. Motion to adjourn

Attachment# 1: Resolution Request Form No. 20 to rescind Spending Guidelines for Municipalities

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism (Occupancy Tax)

DATE: 6/22/21

- (a) Purpose of Request: to rescind Schedule "A" Spending Guidelines for municipal spending

- (b) Details: Form has been in use since 2007; to be replaced by best practices.

- (c) Previous Resolution Number: none

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 469 - Other Payments/Contributions

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Schedule "A"
SPENDING GUIDELINES

GENERAL GUIDELINE

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

APPLICATION OF GENERAL GUIDELINE TO LIST BELOW

The listing below is intended to provide examples of acceptable or eligible expenditures under the general guideline provided above. In order to maintain the listing below as an easy to use 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

Production/Development of New Events/Activities, i.e., Outdoor Drama, Civic Center Events, Elvis Festival; and advertisement of same.

Billboard production/Installation/Rental Creation of Programs/Directories for Specific events
Fireworks Displays
Banners/Flags
Business Cards
Postage
Event Consultation Fee
Rental of Traveling/Special Exhibits
Promotional Items -- Give-Aways i.e., Buttons, Pins, Decals Letterhead/Envelopes/Postcards
Re-enactors/Musicians/Entertainers Create Town Tours/Maps
Portable Toilets
Sponsorship/Hosting Fees
Event Crowd Control -- Safety Concerns
Promotional Items -- Resale i.e., Mugs, T-shirts
Set-up/Clean-up Costs directly related to a Tourist event/activity

RECREATIONAL ATTRACTIONS

Advertisement and enhancement of existing and new recreational activities and attractions to be developed to accommodate and increase the number of visiting tourists, for example, enhancements to river walk, snowmobile trail system, hiking trails, bicycling routes with displays or improvements to accommodate tourists such as benches or a gondola for transportation.

Mapping/Brochures

Clearing/preparation of property for Tourist or convention activity or event.

Any eligible criteria from other spending guideline categories.

WEB SITE DEVELOPMENT/ELECTRONIC PROMOTION

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

- Search Engine Optimization
- Web Site Design/Construction
- Email Appends
- Purchase of Images/Sound
- Broadcast Design/Delivery of Promotions, Purchase of Hyper-Links
- Newsletters
- Interactive Informational Kiosk
- Purchase of Banner Ads
- Purchase Photo Enhanced Listings

BROCHURE PRODUCTION/DISTRIBUTION

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

- Design Fees
- Copyrighting
- Paid Brochure Distribution Locations
- Typesetting
- Reproduce Brochure to CD/DVD
- Production (disks/films/pdf's, proofs, etc.)
- Postage/Permit Fees
- Printing/Reprinting
- 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 in all 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 and consumer show brochure distribution and exhibit space co-oping.
- Local, Regional and/or National Advertising or Promotional Opportunities
- Production/Placement of Ads (Print, Radio, and Design/Production/Agency Services TV)
- Consumer/Trade Show Registration
- Clipping Service
- Exhibit Graphics
- Advertising in Trade Journals
- Kiosk Design
- Staffing Expenses
- Signage/ Ad on Trolley or Bus
- Logo Development/Tag Line/Branding
- Business Reply Cards
- Product Development, i.e., Tour Packages, Itineraries, Special Events
- Coupons
- Familiarization (FAM) Tour Development
- Public Relations - Press Kits, Press Release Development, Printing, Mailing Broadcasting

MEMBERSHIPS/ ASSOCIATIONS/ AFFILIATIONS

For Furtherance of Tourism Promotion, i.e., American Bus Association (ABA), New York State Travel and Vacation Association (NYSTVA), National Tour Association (NTA), etc.

SPECIALIZED PROFESSIONAL SERVICES

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

Shoot Videographer or Photographer	Airplane/Helicopter Rental for
Graphic Designer	Ad/Brochure/Web Design Research, Feasibility or Marketing Studies Sponsorship of Events, i.e. "Elvis" fee
Step-On Guide Services	
Public Relations Agency	
Speakers/Musicians/Entertainers/Models	Outsourcing to Call Centers, Fulfillment Houses
	Update portions of Local History in furtherance of promoting tourism, conventions, special events, trade shows and other tourist activities
	Hosting/Attending Educational Seminars, i.e., Hospitality Training

EDUCATIONAL TOURISM

informational Kiosk

Hosting/Attending Workshops, i.e., How to Market Your Destination, Property or Event

BEAUTIFICATION

Community Signage,
i.e., Welcome or Directional signs

Plantings/LandscapingStreetscaping/lighting furthering establishment or growth of tourism, conventions, special events, trade shows and other tourist activities

Informational Kiosk

Fountains/Benches

AUDIO - VISUAL PRODUCTION, DUPLICATION AND DISTRIBUTION

DVD/CD/VHS

MISCELLANEOUS PROMOTION

Mailings to targeted audiences

Purchase Mailing Lists

CAPITAL PROJECTS

Expenditures may be made for capital projects which facilitate use by tourist and/or increase tourism to an area by improving the aesthetic qualities of the municipality, enhancing the environment, improving infrastructures related to tourism, conventions and trade shows, and developing, operating and maintaining parks, recreational facilities and tourist attractions.

When spending funds for capital projects it is necessary to be sure the primary benefit is to promotion of Tourist activities, conventions, trade shows, special events and other directly related and supported activities. A project which only incidentally furthers tourism etc. and primarily benefits residents is not allowable as contrary to the legislatively authorized use of this funding.



EVALUATION STRATEGY, GRADING CRITERIA AND SCORING SHEET
DRAFT 1.4

DRAFT

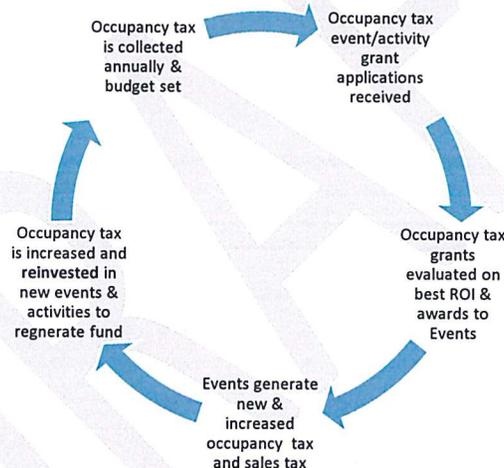
What is Occupancy Tax?

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 (ie: 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 grant program to support the region's events and tourism assets "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 [Occupancy Tax Information and Forms](#). (see Occupancy Tax law under Occupancy Tax Information and Forms at <http://warrencountynv.gov/treasurer>).

Historically, Warren County has sought to award grant funding to special events, non-profit groups, local attractions and organizations that coordinated events and activities demonstrating a significant potential to proactively increase tourism, visitations and overnight stays in the Lake George Area.

Grant allocations and funding decisions should be viewed as "**investments**" which can/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 should be prioritized and supported at the county and municipal levels, where appropriate.



1.1 STRATEGY

With Occupancy Tax historically generating \$4- 4.9M annually in revenue and continued demand increasing year to year, the goal is to create a comprehensive strategy which will align and complement the overall tourism growth goals and objectives of Warren County by driving overnight visitors, increasing regional visibility, developing strong community/hospitality and business partnerships, enhancing the local quality of life, increasing regional employment opportunities and developing a "self-funding" mechanism which will continually regenerate occupancy tax year over year. Three tenets are implemented under this strategy:

1. **Transparency of process** – Utilize a clear communication strategy for the award application process and produce a streamlined and equitable evaluation/decision-making process. Award funding allocations based on value (financial and in-kind), merit, regional economic benefits and opportunity for future occupancy tax growth.
2. **Accountability of investments** – Mandate that all applicants receiving funding provide a complete application, which should include: description of how funding usage to ensure compliance with overall strategy and eligible expenditures, comprehensive budgets for anticipated expenditures, complete marketing plans/timelines, detailed description of



events/activities or programs and overall impact to the region economically, as well as added community and promotional/marketing benefits. Do not accept or review incomplete applications.

3. **Evaluation of return on investment** – Mandate all occupancy tax awardees provide “After action reports” within 60 days of the events to determine overall regional impact. Information should include a one-page evaluation of the event, growth year to year (if annual event), final budget, final marketing plan/analysis, marketing reach/demographics, properties used in the region, number of room nights, total number of attendees, locations where Lake George Area brand was used, displayed and/or mentioned and provide examples of funding support that helped expand the visibility and visitations of the Lake George Area. Applicants may be invited to present their application formally in-person/virtually to the Occupancy tax committee and answer Q & A.

To determine application and event/activity value, a comprehensive set of criteria has been developed to extensively evaluate the future “investment” of occupancy tax funding in events, activities and programs and require more accountability for funds expended. If the ultimate goal is to increase the occupancy tax fund year after year, ensuring that the investments are sound and vetted, this strategy will guarantee a stronger return on investment.

Occupancy Tax Application Evaluation Committee Seminar Scheduled for: **XXXXX 2021**

DRAFT

1.2 APPLICATION EVALUATION CRITERIA

- The completeness of the application information (including all reporting on prior year results for those who received county and local funding in prior years),
 - The expected direct economic impact of the organization, program, project or event on Warren County. The degree to which the organization, program, project or event is likely to draw diverse overnight visitors to Warren County
 - The impact of the organization, program, project or event on the image and marketing of Warren County as a dynamic and unique destination and potential for collaborative marketing opportunities.
 - The prior success and managerial track record of the organization, program, project or event.
 - The degree to which the organization, project, program or event is supported by other community partners. Applications should reflect financial support from other local partners, as occupancy tax grants should not and cannot be the sole source of funding for any organization, project, program or event.
 - The impact of the organization, program, project or event will have on the quality of life of the region, including charitable partnership opportunities and philanthropic attributes.
1. **ECONOMIC IMPACT** – is this “investment” one which will generate future occupancy tax funding through the increase of overnight guests and increase sales tax revenue
 - a. High Impact vs Low Impact event: Does the event or activity draw a significant number of overnight guests and/or day trippers?
 - b. Peak Season vs. Off Peak – Given the seasonality of the Lake George Area and the desire to increase overnight guests and visitors year-round, heavier weights should be considered for organizers who produce events in the shoulder and “off-season.” Events occurring October to May, with heavier emphasis Dec-March and who clearly demonstrate a significant return on investment.
 - c. Can the visitor/attendee numbers be quantified and if so, how is this demonstrated? Does the organizer indicate how they will collect the data (attendees, room nights, properties used, survey?)
 - d. Are the expenditures within the guidelines for permissible expenses?
 - e. Is the event for profit or non-profit?
 2. **SOUNDNESS & FISCAL STABILITY OF THE EVENT** – does the budget submitted by the applicant provide clear delineations of expenses and revenues to support the event? How reliant is it on public versus private funding?
 - a. Does the event also receive additional funding support from other municipalities and how much?
 - b. Does the event actively seek community partnerships/sponsorships to provide financial support and what percentage?
 - c. Does the event charge a fee and what percentage of that revenue is re-invested into the event year over year?
 - d. If it is an annual event, has it added new components or marketing year over year to attract new visitors?
 - e. Does the event demonstrate an effort to collaborate with the local businesses and hospitality partners (packages, incentives, deals, etc.)?
 - f. Is the event/program a “good fit” for the community? Can it offer additional community or philanthropic benefits such as a fundraiser for a local charity, skills clinics to local residents, food drive for regional food bank, etc.?
 - g. Does the event create a “domino economic effect” benefit to the community at large?
 3. **EVENT MARKETING** – does the marketing plan submitted by the applicant clearly outline defined strategies and opportunities for attracting overnight visitors and visitors from out of county and is the plan well thought out and comprehensive?
 - a. Does the marketing of the event offer opportunities to align with current Warren County tourism marketing initiatives or does it provide a significant benefit by expanding the reach beyond the current county promotions?
 - b. Do the promotions clearly demonstrate targeting overnight visitors?
 - c. Does the event provide co-marketing opportunities with Warren County tourism to increase brand awareness in unique ways through guerilla marketing tactics, brand activations or other opportunities?



- d. Does the event add PR value and enhanced visibility to the region?
- e. Does the event provide opportunities for Warren County to co-brand with a "signature event" (annual/large scale/established/well attended and known)?

1.3 SCORING

To assess the true impact and value of the event/activity requesting County funding support, the following criteria will be evaluated against the Occupancy tax funding applications. **TOTAL POINTS: 125**

1. Completeness and comprehensiveness of application submissions. *Incomplete applications WILL NOT be reviewed or accepted.*
2. **ECONOMIC IMPACT:** Commitment to the overall economic impact of tourism development in Warren County. *Is this "investment" one which will regenerate future occupancy tax through increased overnight guests and increase sales tax? Does the event occur in peak or off-peak season? Is it an annual or multi-day event? (MAX 65 points)*
 - a. "Signature Event" (annual, unique, consistent draw): 15,000+ estimated room nights and/20,000+ day visitors **(20 points)**
 - b. High Impact Visitors: 6,000-14,999 estimated room nights and/or 15,000+ day visitors **(15 points)**
 - c. Medium Impact Visitors: 1000-5,999 estimated room nights and/or 5,000+ day visitors **(10 points)**
 - d. Low Impact Visitors: < 1000 estimated room nights and/or 2,500 +/- day visitors **(5 points)**
 - e. Is the event in a "non-peak" season (Nov-April)? **(5 points)**
 - f. Event demonstrates how it will quantify total number of attendees and overnight guests **(5 points)**
 - g. Is the event an annual/multi day event? **(3 points)**
 - h. Is the event non-profit? **(2 points)**
3. **SOUNDNESS & FISCAL STABILITY OF THE EVENT** – The applicant provided a comprehensive and detailed budget outlining all expenditures and income, has a clear event objective and identifies all external sources of income. **(MAX 30 points)**
 - a. Specific income/expenditures clearly identified on budget, including estimates **(10 points)**
 - b. No clear budget provided or detailed **(0 points)**
 - c. Requesting Funding from other municipalities or ticket sales **(0 points)**
 - d. Receiving funding from community partners/sponsors **(5 points)**
 - e. Annual event with clear demonstration of adding new components to attract new visitors **(5 points)**
 - f. Event identifies opportunities for local hospitality partnerships (i.e.: hotel packages, incentives, "dine-around") **(5 points)**
 - g. Event provides philanthropic/community-oriented component (fundraiser for local charity, skills clinics for local residents, donations collected for regional food bank, etc.) **(5 points)**
4. **EVENT MARKETING** – The applicant provided a comprehensive marketing plan which outlines strategies and opportunities for attracting visitors from out of county and over 75-miles. Marketing plan is thorough and detailed, and outlines opportunities to reach new audiences, align with Warren County Tourism marketing initiatives and expand area reach and visibility. **(MAX 30)**
 - a. Provided clear, well defined marketing plan with clear strategies to reach and engage overnight visitors through all promotions **(10 points)**
 - b. No clear marketing/promotional plan provided **(0 points)**
 - c. Demonstrates marketing reach beyond Warren County **(5 points)**
 - d. Demonstrates opportunities to expand/align event marketing reach above and beyond current county tourism initiatives to reach new audiences and visitors through brand activations, guerilla marketing or other means **(10 points)**
Provides co-branding opportunities to increase regional visibility to new audiences **(5 points)**



OCCUPANCY TAX APPLICATION SCORING SHEET

TOTAL POINTS: 125

Please review criteria and apply weights 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.

Please total each of the 3 sections and final total at the end.

1. Completeness and comprehensiveness of application. ALL APPLICATIONS MUST BE COMPLETE OR NOT ACCEPTED

2. **ECONOMIC IMPACT:** Commitment to the overall economic impact of tourism development in Warren County. Is the event a:
- "Signature Event" (annual, unique, consistent draw): 15,000+ estimated room nights and/20,000+ day visitors _____ (max. 20pts)
 - High Impact Visitors: 6,000-14,999 estimated room nights and/or 15,000+ day visitors _____ (max 15pts)
 - Medium Impact Visitors: 1000-5,999 estimated room nights and/or 5,000+ day visitors _____ (max 10pts)
 - Low Impact Visitors: < 1000 estimated room nights and/or 2,500 +/- day visitors _____ (max 5pts)
- Is the event in a "non-peak" season (Nov-April)? _____ (max 5pts)
- Event demonstrates how it will quantify total number of attendees and overnight guests _____ (max 5 points)
- Is the event an annual/multi day event? _____ (max 3 points)
- Is the event non-profit? _____ (max 2 points)

_____ (65 MAX TOTAL)

3. **SOUNDNESS & FISCAL STABILITY OF THE EVENT** – The applicant provided a comprehensive and detailed budget outlining all expenditures and income, has a clear event objective and identifies all external sources of income

- Did the applicant provide:**
- Specific income/expenditures clearly identified on budget, including estimates _____ (max 10 points)
 - No clear budget provided or detailed _____ (max 0 points)
 - Requesting Funding from other municipalities or ticket sales _____ (max 0 points)
 - Receiving funding from community partners/sponsors _____ (max 5 points)
 - Annual event with clear demonstration of adding new components to attract new visitors _____ (max 5 points)
 - Event identifies opportunities for local hospitality partnerships (i.e.: hotel packages, incentives, "dine-around") _____ (max 5 points)
 - Event provides philanthropic/community-oriented component (fundraiser for local charity, skills clinics for local residents, donations collected for regional food bank, etc.) _____ (max 5 points)

_____ (MAX 30 points TOTAL)



4. **EVENT MARKETING** – The applicant provided a comprehensive marketing plan which outlines strategies and opportunities for attracting visitors from out of county and over 75-miles and clearly identifies opportunities to reach new audiences, align with Warren County Tourism marketing initiatives and expand area reach and visibility.

Did the applicant:

Provide a clear, well defined marketing plan with clear strategies to reach and engage overnight visitors through all promotions _____ (max 10 points)

No clear marketing/promotional plan provided _____ (max 0 points)

Outline clear marketing and promotional strategies _____ (max 5 points)

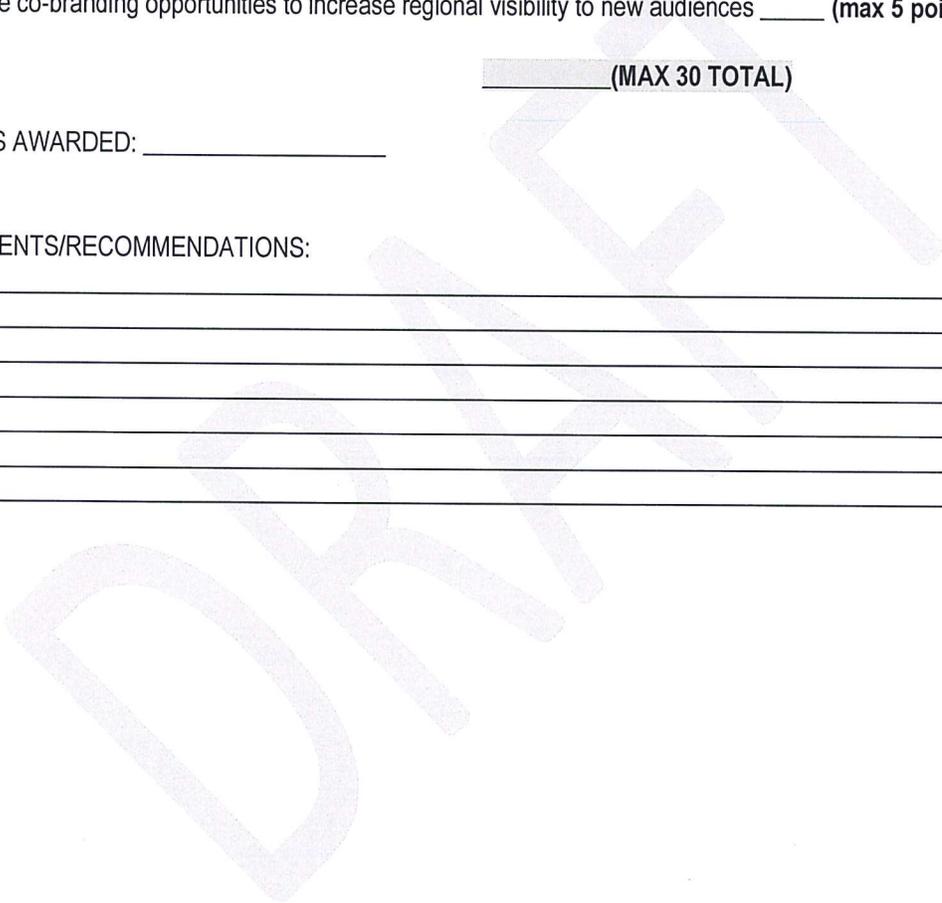
Demonstrate opportunities to expand/align event marketing reach above and beyond current county tourism initiatives to reach new audiences and visitors through brand activations, guerilla marketing or other means _____ (max 10 points)

Provide co-branding opportunities to increase regional visibility to new audiences _____ (max 5 points)

(MAX 30 TOTAL)

TOTAL POINTS AWARDED: _____

NOTES/COMMENTS/RECOMMENDATIONS:





Warren County Occupancy Tax Grant Application 2021-22

DRAFT

To be completed by those requesting special event and/or Occupancy Tax funding



Thank you for your Warren County Occupancy Tax Grant Application. Contained in this packet, please find the following:

1. Application Rules and Guidelines
2. Checklist
3. Application
4. Appendices –
 - a. Appendix A – Logo Usage Requirements
 - b. Appendix B – Eligible and Ineligible uses of Occupancy Tax Funding
 - c. Appendix C – Economic Impact Visitor Survey – Visitor Questionnaire
 - d. Appendix D – Marketing/Advertising Plan Form
 - e. Appendix E – Event Budget Form

To ensure that your application complies with all requirements, please review the application rules, eligibility, guidelines and deadlines carefully, complete all sections and submit supporting documentation, as requested.

Incomplete applications and those that do not include the supporting documentation **WILL NOT** be reviewed for consideration, regardless of previous awards.

APPLICATION CHECKLIST

- A **COMPLETE**, signed application which includes a brief one-page detail of your event
- A comprehensive budget which includes ALL sources of income and expenditures
- A comprehensive and detailed marketing plan
- IRS letter or documentation indicating 501-c-3 (non-profit) status (if applicable)
- A signed logo usage agreement

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



Rules and Guidelines

I. Background

Warren County currently collects a 4% occupancy tax on all overnight tourism accommodations in the County. This tax is levied on customers of hotels, motels, bed & breakfasts, inns, housekeeping cottages with four or more units and tourism facilities (i.e. campgrounds with onsite RV rentals) as well as short-term (STR) vacation rentals.

The purpose of this tax, as outlined by Occupancy Tax law under [Occupancy Tax Information and Forms](#) is to promote and increase tourism in Warren County and its municipalities "through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities."

Projects which only incidentally further tourism and primarily benefit residents are not eligible for occupancy tax grant funding.

II. Applicant Eligibility

Eligible applicants may be an individual, non-profit organization, or for-profit business requesting funding in support of a multi-day (more than one special event, sporting event or tourism-related initiative which will produce a significant impact to overnight guest stays and visitations.

All non-profit applications are required to provide IRS 501-c-3, or 501-c-6 documentation indicating their non-profit status or not-for-profit status.

III. Schedule

III. Schedule ROUND 1 – Shoulder Season Awards

*Application available for events for Nov. 2021-April 2022 available **August 1, 2021***

Applicant Q & A period: Aug. 1-30, 2021 (applicants can call 518-761-6369 or email hanifink@warrencountyny.gov with any questions about the application process)

*Application due date: **September 1, 2021** (all application **MUST** be received by 5pm COB. Late applications will not be accepted.)*

*Application committee review: **Sept. 2-15, 2021***

*Applicant presentations (in person recommended, ZOOM option available) **Sept. 22, 2021***

*Final Awards **October 1, 2021** (for fiscal Nov. 2021-April 2022)*

ROUND 2 – Annual/Seasonal Awards

*Application available for events for May-October 2022 available **October 2, 2021***

*Applicant Q & A period: **Oct. 2-31, 2021** (applicants can call 518-761-6369 or email hanifink@warrencountyny.gov with any questions about the application process)*

*Application due date: **November 1, 2021** (all application **MUST** be received by 5pm COB. Late applications will not be accepted.)*

*Application committee review: **Nov. 2-19, 2021***

*Applicant presentations (in person recommended, ZOOM option available) **Nov. 22, 2021***

*Occupancy tax funding award **Dec. 1, 2021** (for fiscal May-October 2022)*



IV. Rating Criteria and Evaluation

The Committee will consider the following when evaluating funding requests:

- Completeness and comprehensiveness of application submissions.
- The expected direct economic impact of the organization, program, project or event on Warren County tourism.
- The impact of the organization, program, project or event on the image and marketing of Warren County as a dynamic and unique destination, and potential for collaborative marketing opportunities.
- The prior success and managerial track record of the organization, program, project or event.
- The completeness of the application information (including all reporting on prior year results for those who received county and local funding in prior years).
- The degree to which the organization, project, program or event is supported by other community partners. Applications should reflect financial support from other local partners, as occupancy tax grants should not and cannot be the sole source of funding support for any organization, project, program or event.
- The degree to which the organization, program, project or event is likely to draw diverse overnight visitors to Warren County.
- The impact of the organization, program, project or event will have on the quality of life of the region, including charitable partnership opportunities and philanthropic attributes.

V. Application Rules, Grant and Award Guidelines

Warren County Occupancy Tax Grant Funding requests are reimbursable only. Funding is selective and based on the application your organization submits.

1. This application must be completed in its entirety in order for event/expenditures to be considered for funding. If any portion of the application is incomplete, it will not be reviewed or considered.
2. The applicant(s) must present reasonable evidence that the event/expenditures will increase overnight visitations in Warren County and that the increase is consistent with the level of funding requested.
3. All applications MUST include a comprehensive budget (**APPENDIX E**) outlining event and marketing expenditures, revenue expected, detailed marketing plan (**APPENDIX D**), and IRS 501-c-3 designation (if applicable). Previously county-funded events must include past year's event "after-action report," history of local hotel usage (where attendees stayed, how many room nights used) broken down by property name, and total number of rooms attributed to the event.
4. All expenditures must adhere to the ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING Guidelines as outlined in **Appendix B**. *If your organization, program, project or event received occupancy tax funding in the current/prior year and your request is for an amount larger than that award amount, please explain specifically in your description, how the requested increase will result in positive economic impact to Warren County.*
5. Funding awarded through this grant does not cover promotional items for sale (ie: t-shirts, caps, etc). The grant will reimburse items that are purchased and given away for free as part of as an advertising strategy promotion of the event.

VI. Funding Award Requirements

To be within occupancy tax grant guideline compliance, the County requires the following:

1. Event organizers are encouraged to keep track of overnight stays that are directly attributed to their event and work in collaboration with local hospitality partners to gather this data. This information will be required for the after action report, including determining what percentage of attendees were overnight and which visited beyond a 75-mile radius. Event managers may use the attached *Visitor Survey (Appendix C)* or a survey of their own to gather this quantitative data.
2. Active marketing campaigns for events should begin no less than 90 days prior to the event.



Warren County Tourism's website (www.visitlakegeorge.com) and logo **must** be listed on event websites, printed materials and on all social media, online, or television advertising to the event or activity receiving funding. Tag us on Facebook @thelakegeorgearea and on Instagram and Twitter @lakegeorgearea, #MYLGArea throughout the marketing campaign. Hyperlink to your online advertising to the URL www.visitlakegeorge.com. Please be sure to adhere to all *Logo Usage Requirements (Appendix A)* and contact Warren County Tourism for specific questions or details.

3. Radio/television advertisements must recognize Warren County as an event sponsor and should be verbally recognized in advertisements "*brought to you in partnership by Warren County and Visit Lake George Area.*"
4. All events producing programs, directories, magazines or publications used for the event must provide Warren County Tourism with one (1) full page of free advertising in the event publication and must provide required specifications within 60 days of event or sooner for production.
5. Funding awarded, if used for event promotion, must primarily target outside of Warren County and encourage overnight visitations through their promotions.
6. If awarded, the recipient must provide the County with the following to receive funding and reimbursement:
 - a. A General Liability Insurance certificate naming the County as an additional insured (90) ninety days before the contract date. The wording on the certificate should read as follows:

"Warren County, its Board, Officers and Employees are named as additional insured on a primary, non-contributory basis."
 - b. The limit of liability should be at least \$1,000,000/\$2,000,000.
 - c. If applicable, the event organizer will also furnish the County with a disability certificate (DB120.1) and Workers Compensation form C105.2

VII. After Action Report and Reimbursement – (these are requirements for award reimbursement)

Within 60 days of the final day of the event/activity supported, organizers are required to provide the following information for reimbursement:

1. A one-two page summary detailing the success of the event/activity, number of attendees, number of room nights, hotels used and future plans/dates for next year's event, including quantitative results.
2. Receipts with for all event-related bills (please note, these must fall under the ELIGIBLE USES OF OCCUPANCY TAX guidelines, as outlined in **Appendix B**. INELIGIBLE USES will not be reimbursed.
3. Summary of Visitors Surveys conducted at the event and one-page report summarizing details of surveys.
4. Final budget indicating all expenditures and revenues (**APPENDIX E – updated by applicant**)
5. Final marketing plan indicating marketing reach, with associated back-up documentation such as copies of ads, screenshots of social media/website, etc. (**APPENDIX D – updated by applicant**)



Type of Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)
 New Event Annual Multi-Day Multi-week/month

How long has this event been in existence: _____ Date started: _____

If a multi-year event, what new marketing, promotions and/or activities have been added to enhance the event and increase attendance? *Feel free to attach a separate sheet*

Estimated number of attendees? _____ Previous year's attendees? _____

How will you track attendance and room nights?

Percentage of day visitors anticipated? _____

How did you determine this percentage (surveys, zip codes, etc.)?

Percentage of overnight guests anticipated? _____

How did you determine this percentage (surveys, zip codes, etc.)?

Estimate number of overnight accommodations anticipated/used in previous year? _____

Average length of stay per guest? _____

How did you determine total number of overnight rooms?

FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

Amount of Occupancy Tax Funding Requested: \$ _____

Ticketed event: YES Price of tickets: \$ _____ NO

Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. *Failure to provide a complete budget will result in the application being disqualified.*):
 \$ _____



Anticipated external revenue or financial support from sponsorships/ticket sales or other sources (please list amounts and funding sources):

Anticipated total revenue from the event: \$ _____

Clearly identify the event/activity objectives. (i.e.: *the purpose of this event is to create a unique car show which will attract car aficionados from across the Northeast. The purpose of this activity is to create a stronger cultural asset in the region.*) Attach additional pages if necessary

Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ _____ #of yrs _____
 NO

What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?

Previously funded by local other local municipalities: YES (amount & # of years): \$ _____ #of yrs _____

Municipality? _____
 NO

Will the proceeds from the event benefit any other organization or does the event provide an opportunity to support a local charitable organization or group? YES (what %/\$ amount) _____ NO

Please describe community benefit opportunity if answered YES to the previous question:



EVENT MARKETING & PROMOTION

Marketing Plan (See Appendix D)

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs, additional external funding support and revenue anticipated. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

When do you anticipate beginning promotion of your event (*pls note that all events awarded funding must begin promotion of event no less than 90 days prior to event*) ? _____

What percentage of your marketing budget is being allocated to outside of Warren County? _____

What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)

Who is your target audience and/or demographic? _____

CONTACT INFORMATION

Name of Applicant(s)/Organizer(s)/Main Point of Contact

Address: _____

Email/Cell phone: _____

Estimated Event Duration (including set-up/clean up times): _____

Anticipated Number of Attendees _____

Anticipated Number of employees/staff (inclusive of vendors and contractors): _____

SAFETY AND LAW ENFORCEMENT NEEDS (*police, fire, EMT, Public Health, DPW, Office of Emergency Services*)

Do you require these services? YES NO

Have you consulted with the appropriate agencies regarding potential public safety impacts of your event? YES NO

What local law, health and safety impacts will your event require assistance with?



COMMUNITY AWARENESS

Are there any other major events in the region which may conflict with your selected event dates? YES NO

List: _____

If awarded funding, we reserve the right to request a modification to the date should there be a conflict with other events scheduled prior to your event.

AFFIRMATION

I have read the "Warren County Application 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

Organization

DRAFT



APPENDIX A

LOGO USAGE REQUIREMENTS

DRAFT

APPENDIX B

ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING**

ELIGIBLE USES OF EXPENDITURES

- Paid advertisements print, radio, television and Internet advertisements, social media campaigns, promoting events, attractions, activities, packages, conventions, sporting events, tradeshow, encouraging overnight stays
- Outdoor signage/banners/billboards
- Posters/flyers/brochures
- Design, production and placement of out-of-county advertising
- Fireworks displays
- Event-related postage for direct mail campaigns
- Rental or fee of traveling/special exhibits
- Free promotional giveaway items promoting the event
- Re-enactors, musicians, entertainers, umpires for games
- Maps, guides tours of regional area, bicycle routes, snowmobile trails
- Hosting/bid fees (*subject to committee review based on ROI*)
- 50% of the venue rental, EXCLUDING any and all county-owned properties
- COVID-related costs related to adherence to NYS and County COVID guidelines and requirements will be reimbursed from 2021-2022.
- Portable toilets(?)
- Promotional videography, photography promoting the event
- Signage/advertising on trolley/bus promoting the event
- Advertising in trade journals
- Paid brochure distribution
- Production of promotional materials
- Banner ads
- Public relations to promote event

INELIGIBLE USES OF EXPENDITURES

- Payroll/salaries
- Staff hotel/meals
- Travel expenditures
- Housing
- Security
- Mileage
- Annual operating, administrative, and maintenance costs
- Awards to participants
- Meeting room rental
- Promotional items for sale
- Capital programs such as beautification, restoration, or development of asset
- Logo development
- Website development
- Set up/clean-up of event
- Volunteer stipends
- Wayfair signage and/or production
- Routine operational expenditures, for sectarian, religious or political purposes

(**Organizations receiving Occupancy Tax Funding are subject to audit by Warren County)



APPENDIX C
ECONOMIC IMPACT VISITOR SURVEY - Visitor Questionnaire

EVENT NAME: _____ EVENT DATE: _____

What is your zip code? _____

What was the PRIMARY reason for your trip to the Lake George Area?

- Special Event Vacation/Leisure Visit friends/relatives
 Business/Convention Sporting Event Other: _____

How did you travel to the Lake George Area?

- Car Bus tour/group Boat Other: _____

How many nights do you plan to stay in the Lake George Area? _____ Nights _____ Day Trip Only

Where are you staying while in the Lake George Area?

- Hotel/Motel Vacation Rental/Condo (STR) With Friends/relatives
 Bed & Breakfast Campground Other: _____

Name of Accommodation (if willing to provide)? _____

In addition to this event, what other activities did you participate in while in the Lake George Area?

- Shopping Dining Outdoor Recreation (hiking, biking, rafting, etc.)
 Beach Cultural & Arts Evening Activities (fireworks, etc.)

Is this your first time coming to the Lake George Area? Yes, would you return? _____ No

How did you hear about the Lake George Area ?

- Event promotion/advertisement Friends/family VisitLakeGeorge events website
 Radio Hotel/motel/campground staff Other _____
 Lake George Area newsletter, Lake George Area social media, (website bullet above)

Thank you for participating in our survey!!!



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: _____

Event Date (and rain date if any): _____

Event Type: _____

Special Comments: _____

Please fill in this form in detail with Estimates and submit at time of application. An updated and detailed Marketing plan form will be REQUIRED after the event as part of the Post Event Final Report.

	<u>Estimated</u>	<u>Actual</u>
Print Ads	\$ _____	\$ _____ Newspaper (indicate which) _____
	\$ _____	\$ _____ Magazine (indicate which) _____
	\$ _____	\$ _____ Brochure (indicate distribution) _____
	\$ _____	\$ _____ Direct Mailer (indicate distribution) _____
	\$ _____	\$ _____ Other print advertising: _____
Digital Ads	\$ _____	\$ _____ Google Display/Search Engine Marketing
	\$ _____	\$ _____ Facebook
	\$ _____	\$ _____ Instagram
	\$ _____	\$ _____ Other social media _____
	\$ _____	\$ _____ Purchased email lists
	\$ _____	\$ _____ Other digital advertising _____
Billboards/Outdoor Advertising		
	\$ _____	\$ _____ Billboard/banner
	\$ _____	\$ _____ Poster
	\$ _____	\$ _____ Other Outdoor Advertising
Other Advertising Expenses		
	\$ _____	\$ _____ Radio, TV (indicate stations)
	\$ _____	\$ _____ Creative Design
	\$ _____	\$ _____ Other advertising expenses

*** In addition, please provide separate sheet outlining timeline of when marketing efforts will begin/end, where/who they will reach (geographic/demographics) and opportunities (if any) for collaborative marketing with Warren County Tourism.*

TOTAL EVENT MARKETING/ADVERTISING EXPENSES \$ _____ (estimated) \$ _____ (actual)

