



Occupancy Tax Coordination Committee
AGENDA
September 28, 2023

Committee Members: DICKINSON, Merlino, Wild, Geraci, Strough, Runyon and Diamond

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

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- I. Committee meeting called to order by Chairman Dickinson.
 - II. Motion to approve minutes of the August 23, 2023 Occupancy Tax Committee.
 - III. Privilege of the floor and public comment
 - IV. Action Agenda/New Business Items:
 - a. Amendment of Local Law #5 of 2018
Rationale: Resolution to amend the amount retained by Warren County with respect to administering the Occupancy Tax from 3% to 10%.
 - V. Discussion Items:
 - a. Occupancy Tax Budget Review 2024
 - b. Occupancy Tax Grant Funding Application
 - VI. Referrals:
 - a. County Attorney to review Occupancy Tax Spending Plan History and Local Law and provide any updates required. (06.20.22) Update: The County Attorney advised he was continuing to review, but no update was provided. (07.25.23)
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
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Attachment #1: Occupancy Tax Budget 2024

Attachment #2: Occupancy Tax Grant Funding Application

Attachment #3: Resolution 20

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

DATE: 9/28/23

- (a) Purpose of Request: to amend the amount retained by Warren County with respect to administering the Occupancy Tax from 3% to 10%.
- (b) Details: as above
- (c) Previous Resolution Number: Res# 367 of 2018
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: N/A

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

* as listed in budget and LOGOS

WARREN COUNTY BUDGET SUMMARY SHEET**PRIOR YEAR EXPENDITURES AND REQUEST FOR 2024 APPROPRIATIONS****REQUEST SUBMISSION TO THE CLERK OF THE BOARD OF SUPERVISORS**

NAME OF DEPARTMENT: Tourism/Occupancy - Occupancy Tax

BUDGET ACCOUNT CODE: A.6417 0002

OBJECT CODES	2022 EXPENDITURES	2023 ADOPTED	2023 AMENDED	2024 DEPARTMENT REQUESTS
400's CONTRACTUAL	\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$4,435,307.00
TOTALS	\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$4,435,307.00

2022 REVENUES	2023 ADOPTED REVENUES	2023 AMENDED REVENUES	2024 DEPARTMENT REQUESTS
\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$4,435,307.00

SIGNED:

Heather A. Boyle
DEPARTMENT HEAD

TITLE:

Tourism Director

DATE:

8/30/2022

Account	Account Description	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Actual Amount	2024 Departmental Request
Fund	A - General					
	REVENUE					
	Department 6417 - Tourism/Occupancy					
	Sub Department 0002 - Occupancy Tax					
	Non-Property Tax Items					
1113	Tax - Hotel Room Occupancy	5,556,628.89	3,400,000.00	3,400,000.00	.00	4,435,307.00
	Non-Property Tax Items Totals	\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$0.00	\$4,435,307.00
	Sub Department 0002 - Occupancy Tax Totals	\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$0.00	\$4,435,307.00
	Department 6417 - Tourism/Occupancy Totals	\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$0.00	\$4,435,307.00
	REVENUE TOTALS	\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$0.00	\$4,435,307.00

Account	Account Description	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Actual Amount	2024 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0002 - Occupancy Tax						
Contractual Expense						
469	Other Payments/Contributions	1,723,996.65	1,855,000.00	2,377,100.00	1,537,070.92	1,883,007.00
469.05	Municipal Application Funding	47,926.49	50,000.00	105,000.00	12,410.00	50,000.00
471	Administration	127,000.00	207,000.00	207,000.00	207,000.00	231,000.00
480	Tourism-Special Events	680,149.21	700,000.00	1,977,086.54	631,788.74	500,000.00
480.02	Tourism - Convention Event Development Fund	250,000.00	250,000.00	250,000.00	62,500.00	250,000.00
480.03	Tourism - Special Event Discretionary Fund	2,500.00	2,500.00	2,500.00	.00	2,500.00
480.04	Tourism - Warren County Projects	50,713.99	155,000.00	758,800.00	94,250.00	579,800.00
480.05	Tourism - Business Promotion	575,000.00	625,000.00	664,000.00	483,000.00	714,000.00
480.07	Warren County Environmental Projects	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00
480.08	Tourism - Civic Center Capital Costs	100,000.00	100,000.00	350,000.00	223,542.98	100,000.00
Contractual Expense Totals		\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$3,376,562.64	\$4,435,307.00
Comments						
Account	Level	Comment				
469	Departmental Request	\$1,750,000 (25% to towns) based upon \$7,000,000 in revenue plus \$133,007 Spending Plan				
469.05	Departmental Request	For Town Requests above the 25% and any Spending Plan approved				
471	Departmental Request	Treasurer's fee: 3% of 2022 Occupancy Collections of \$7,708,283.66				
480.02	Departmental Request	Civic Center promotion				
480.03	Departmental Request	Lyme Adirondack Forest Company LLC - access to Hague fire tower				
480.04	Departmental Request	Black Dog Designs (Festival Commons website) \$5,000-Lake George TV (11/2022 - 10/2025) \$274,800/yr; ACC (2023-2026) - \$100,000/yr; DPW/Sheriff OT \$200,000				
480.05	Departmental Request	CVB \$650,000; Visitor's Center \$25,000; Lake George Radio \$24,000; Lake George Event Manager (Bob Blais) \$15,000				
480.07	Departmental Request	Invasive Species funding for Towns of Chester, Horicon, and Lake Luzerne				
480.08	Departmental Request	Civic Center Capital costs - year 5 of 5				
Sub Department 0002 - Occupancy Tax Totals		\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$3,376,562.64	\$4,435,307.00
Department 6417 - Tourism/Occupancy Totals		\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$3,376,562.64	\$4,435,307.00
EXPENSE TOTALS		\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$3,376,562.64	\$4,435,307.00
Fund A - General Totals						
REVENUE TOTALS		\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$0.00	\$4,435,307.00
EXPENSE TOTALS		\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$3,376,562.64	\$4,435,307.00
Fund A - General Totals		\$1,874,342.55	(\$669,500.00)	(\$3,416,486.54)	(\$3,376,562.64)	\$0.00
Net Grand Totals						
REVENUE GRAND TOTALS		\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$0.00	\$4,435,307.00

2024 Occupancy Tax Budget

Budget Year 2024

EXPENSE GRAND TOTALS	\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$3,376,562.64	\$4,435,307.00
Net Grand Totals	\$1,874,342.55	(\$669,500.00)	(\$3,416,486.54)	(\$3,376,562.64)	\$0.00



**Warren County Occupancy Tax
Grant Funding
(Special Events and Activities)**

Application 2024

To be completed by those requesting special event or activity funding



Thank you for applying for a Warren County Occupancy Tax Funding Grant. We look forward to partnering with your organization and working collaboratively to help drive tourism to our beautiful destination. We hope you find this information helpful and please feel free to reach out to us with any questions you may have or for additional guidance. Contained in this packet, please find the following:

1. Checklist
2. Application Rules and Guidelines
3. Application
4. Appendices –
 - a. Appendix A – Logo Usage Requirements & Agreement Form
 - 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
 - f. Appendix F – Emergency Services 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. Please note that all applications are subject to FOIL (Freedom of Information Law) requirements.

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) or 501-c-6 (not-for-profit) status (if applicable)
- ☐ A signed logo usage agreement

POST EVENT CHECKLIST (these will be required to receive grant reimbursement)

- ☐ A complete and properly executed County Voucher
- ☐ A one-two page Performance (post event) Report
- ☐ A complete budget indicating final expenditures from the event with all applicable receipts
- ☐ A final marketing plan with copies of all advertisements and promotions where Visit Lake George logo and name was used, applicable invoices, indicating marketing and promotional opportunities related to the event.

For any questions related to the occupancy tax application, requirements or process, please contact the Warren County Tourism Department at 518-761-6366 or email events@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.”

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 day) special event, sporting event, activity or tourism-related initiative which will produce a significant impact on 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

PEAK EVENTS (June-September 2024)*
Applications Due: **October 2, 2023**
Review & evaluation applications. Presentations: **October 24, 2023**
Scoring and Final Awards: **November 21, 2023**

OFF-PEAK EVENTS (October 2024-May 2025)*
Applications Due **April 1, 2024**
Review & evaluation applications. Presentations **April 23, 2024**
Scoring and Final Awards: **May 21, 2024**

*REVISED DATES - 8.25.2023 pt



IV. Rating Criteria and Evaluation

The Committee will consider the following when evaluating funding requests:

- The expected direct economic impact of the special event or activity on Warren County tourism.
- The impact of the special event or activity 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 special event or activity.
- The completeness of the application information (including all reporting on prior year results for those who received county and local funding in previous years).
- The degree to which the special event or activity is supported by other community partners. Applications should reflect financial support from other local partners, as occupancy tax grants should not be the sole source of funding support for any special event or activity.
- The degree to which the special event or activity is likely to draw diverse overnight visitors to Warren County.
- The impact the special event or activity 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. If funding is requested prior to the special event or activity, grants will be evaluated/awarded by the Tourism/Occupancy Tax committee and may permit a portion of the expenditures to be dispersed with appropriate documentation. Funding is selective and based on the application your organization submits. Funding grant recipients are subject to county audit to ensure compliance of expenditures.

1. This application must be completed in its entirety in order for the special event or activity 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 special event or activity 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 or 501-c-6 designation (if applicable). Previously county-funded events must include past year's event "post-event report," history of local hotel usage, geographic data of attendees, (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 special event or activity 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.*

VI. Funding Award Requirements

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

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 post-event 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, including zip codes.

Active marketing campaigns for events are recommended to 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 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.

Radio/television advertisements, (60 seconds or more), must recognize Warren County as an event sponsor and should be verbally recognized in advertisements "*brought to you in partnership with Warren County and Visit Lake George Area.*"

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

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 special event or activity, or sooner for production.

If awarded, the recipient is required to primarily target outside of Warren County to encourage overnight visitations through their promotions.

If awarded, the recipient shall coordinate the issuance of all licenses and permits required and ensure that all applicable licenses and permits and insurance certificates have been issued and acquired and shall further ensure that all licensees or permittees have obtained required insurance coverage and submitted proof of such coverage at least ninety (90) days prior to the event. The recipient shall have the obligation of compliance with Federal, State and Local Laws in connection with the special event or activity occurring in connection therewith.

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. Additional insurance will be required for aircraft liability and will be determined by County Attorney's office. 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 recipient agrees, shall provide and maintain, or cause to be provided and maintained, a comprehensive general liability event insurance naming the county as additional insured in the amount of not less than One Million Dollars (\$1,000,000) per occurrence (\$2,000,000 aggregate) for personal injury, death, or property damage arising out of the event or event activities or event organizer acts or omissions. This is the minimum standard requirement and is subject to determination by County Attorney.

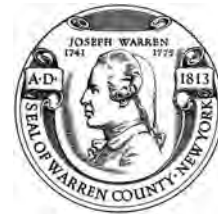


- c. The recipient shall further require all participating organizations, clubs, and other entities to likewise provide insurance coverage naming the event organizer and the county as additional insured. The amount of coverage will be determined by each event on a case by case basis by the County Attorney.
- d. Concessions selling alcoholic beverages shall provide an insurance policy specifically including coverage for liquor law liability in an amount of not less than One Million Dollars (\$1,000,000). This is the minimum standard requirement and is subject to determination by County Attorney. Said certificate of insurance for liquor law liability shall be required only in the event that liquor is to be sold or otherwise dispensed during the event. Certificates and/or other evidence of such insurance, as may be required by the county, shall be delivered to the County Attorney's Office ninety (90) days prior to the commencement of the event, except that certificates and/or other evidence of insurance for third-party vendors or concession shall be delivered to the County Attorney three (3) days prior to the commencement of the event. All insurance policies issued hereunder that name the county as an additional insured under such policy must be an insurance policy from an A.M. Best rated secured New York State licensed insurer, and contain not less than a ten (10) day notice of cancellation clause.
- e. The recipient shall secure Workers Compensation insurance and Disability insurance for the benefit of such employees engaged under the event as are by law required to be insured by the event organizer under the provisions of the Workers' Compensation Law and New York State Disability Law. Proof of Workers Compensation and Disability insurance shall be in the form(s) approved by the Workers' Compensation Board. The event organizer is to provide the county, upon request and prior to the event commencing, with Certificates of Insurance evidencing that the above requirements have been met. In addition to the foregoing, the county may, at any time, request a copy of the insurance policies providing the coverage required herein and the SPONSOR shall, within ten (10) days, furnish copies of said policies
- f. Warren County reserves the right to conduct a full audit on all occupancy tax grant recipients to ensure compliance with all Occupancy Tax Grant Funding policies, procedures and regulations.

VII. Post Event Performance Report *(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 complete and properly executed County Voucher.
2. A one-two page summary detailing the success of the special event/activity, number of attendees, number of room nights, hotels used and future plans/dates for next year's event, including quantitative results. Event manager must use reasonable efforts to collect zip codes/track geographic, demographic data of attendees.
3. Receipts 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.
4. Summary of Visitors' Surveys conducted at the event/activity and one-page report summarizing details of surveys.
5. Final budget indicating all expenditures and revenues (APPENDIX E – updated by applicant).
Final marketing plan with back-up documentation such as copies of ads, screenshots of social media/website, invoices, insertion orders or other proof indicating marketing and promotional opportunities associated with the event. (APPENDIX D – updated by applicant).



APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include ALL items on the page two check list. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and WILL NOT be reviewed or awarded. All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism 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.

Amount of Occupancy Tax Funding Requested: \$ _____

A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact _____
- 2.) Address: _____
- 3.) Email/Cell phone: _____
- 4.) Estimated Event Duration (including set-up/clean up times): _____
- 5.) Anticipated Number of Attendees _____
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): _____

B. EVENT INFORMATION

- 1.) Name of Event: _____
- 2.) Date & Time of Event: _____
☐ Peak Season (June-September) ☐ Off-Peak (October-May)
- 3.) Location of Event: _____
- 4.) Which category BEST describes your event (check one):
☐ High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors
☐ Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
☐ Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) Event Detail: Please provide a brief one page detail of your event. *(If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.*



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

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

8.) 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.*

9.) Total number of attendees projected? _____ Previous year's attendees? _____

10.) How will you track attendance and room nights?

11.) Number of day visitors projected? _____

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

13.) Number of overnight guests projected? _____

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

15.) Number of overnight accommodations used in previous year? _____

16.) Average length of stay per guest? _____

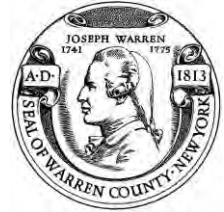
17.) How did you determine total number of overnight rooms?

18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ _____

2.) Ticketed event: ☐ YES Price of tickets: \$ _____ ☐ NO



3.) Does this event provide an opportunity for local discounted community tickets? ☐ YES, Price of tickets: \$ _____ ☐ NO

4.) Total Cost to be borne by the organizer for the event: \$ _____

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ _____

6) 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.*)
\$ _____

7.) Anticipated total revenue from the event: \$ _____

8.) Clearly identify the special 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

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

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

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

Municipality? _____
☐ NO

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? _____

13.) 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

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



D. EVENT MARKETING & PROMOTION

1) 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. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

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

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

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

5.) Who is your target audience and/or demographic?

6.) PERMITS AND LICENSES – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process? ☐ YES ☐ NO

8.) What permits and licenses are anticipated for your event?

9.) SAFETY AND LAW ENFORCEMENT NEEDS (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.

Do you require these services? ☐ YES, if yes, what services and when? Explain. ☐ NO

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event? ☐ YES ☐ NO



AFFIRMATION

I have read the "Warren County Rules and 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

Name

Organization

Date

Title



APPENDIX A

LOGO USAGE REQUIREMENTS & LOGO USAGE AGREEMENT

The Warren County Tourism Logo must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Funding.



LOGO APPLICATION/PRINTING INSTRUCTIONS:

- PRINT/WEB PLACEMENT: Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.
- ONE-COLOR PRINTING: The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.
- FOUR-COLOR PRINTING:

Logo prints 100% with no screens. No color changes allowed.

Please contact Peter Girard at Girardp@warrencountyny.gov for specific logo files or for any placement questions.

AFFIRMATION

I, _____, as representative for _____ (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Signature

Date



APPENDIX B

ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING FOR COUNTY WIDE EVENTS **

ELIGIBLE USES OF EXPENDITURES

- Paid advertisements: print, radio, television and Internet advertisements, email campaigns, 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
- Promotional items promoting the event
- Re-enactors, musicians, entertainers, umpires for games
- Maps, free guides tours of regional area, bicycle routes, snowmobile trails
- Hosting/bid fees
- Venue rental, EXCLUDING any and all county/municipal-owned properties
- Event-related rentals & expenditures (tents, chairs, tables, etc.)
- Portable toilets/handwashing stations/public health-related expenses
- 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
- Hanging banner ads
- Public relations to promote event
- Insurance
- Event security/emergency Services
- Event-specific website design/development/updates
- Event-specific directional signage
- Event-specific logo design
- Event-specific external marketing services

INELIGIBLE USES OF EXPENDITURES

- Payroll/salaries
- Staff hotel/meals
- Staff travel expenditures
- Alcohol
- Staff mileage
- Annual operating, administrative, and maintenance costs
- Awards to participants
- Capital programs
- Set up/clean-up of event
- Volunteer stipends

**** 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, Legal and County Auditor.**



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 ☐ Other: _____

How many nights did you 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?

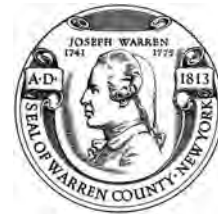
- ☐ Shopping ☐ Dining ☐ Outdoor Recreation (hiking, biking, rafting, etc.)
☐ Beach ☐ Cultural & Arts ☐ Evening Activities (fireworks, etc.)
☐ Other: _____

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.com
☐ 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. If you use your own spreadsheet, please follow the format below and answer all questions.

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



Marketing/Advertising Plan p. 2

- 1) When will your event marketing campaign begin/end? _____
- 2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?

- 3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)

- 4) Who is the primary audience you are trying to attract with your event (i.e. families, auto enthusiasts, food/wine enthusiasts, cultural travelers, etc) _____

- 5) What opportunities do you foresee with your event to collaborate your marketing efforts with Warren County Tourism to help promote your event (i.e. joint press events, cross marketing on social media, etc).



APPENDIX E
EVENT BUDGET FORM (Required)

Event Name: _____

Event Date (and rain date if any): _____

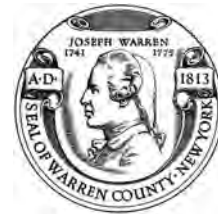
Event Type: _____

Special Comments: _____

Use this form for estimated budget at time of event and complete with actual budget for submission of *Post Event Final Report*. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
Expenses			
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
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	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

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APPENDIX F

Warren County Emergency Services Event Request

Welcome to the Lake George Area. We are thrilled you have selected our area for your event and would like to work collaboratively with you to ensure that your event is the safest it can be for you and your attendees. Please take a few moments to fill out the form below so that we may coordinate with you for any emergency services needs you may have. If you have specific questions regarding the safety of your event or emergency services options, please email EventsEMS@warrencountyny.gov

Name of Event: _____

Dates of Event: _____

Number of attendees expected (Adult/youth): _____

Host Municipality/Location: _____

Brief Description/nature of the event (type, motorized, non-motorized, specific location):

Main Organization Point of Contact:

Name: _____

Organization: _____

Phone: _____

Email: _____

What emergency services do you require (police, fire, EMT, emergency services, road closures, police details, etc.)?

Recommended Updates to Regulations

Special Events / Activities Funding Allocation

*Flat dollar amount of \$350,000 of
prior year (#287 of 2021)*

**UPDATE: Recommend that it be an
minimum amount rather than a flat
rate**

Application Funding Criteria

*Request shall not exceed \$50,000
(#287 of 2021)*

**ADD: Project that exceed \$50,000
must present to the Occupancy Tax
Committee and be approved to
apply**

Occupancy Tax Grant Application

*2 rounds of awards due October for
annual / seasonal awards (peak
season) and January (off-peak
season awards) (#287 of 2021)*

**UPDATED: 2 rounds of application
evaluation / awards:**
**November for Winter (Jan. Feb.
Dec.) / Summer (Jun. Jul. Aug.) of
next year**
**January for Spring (Mar. Apr. May)
/ Fall (Sept. Oct. Nov.) of current
year**

Scoring Criteria

*NEW Evaluation Strategy, Grading
Criteria and Scoring Sheet for WC
Occupancy Tax Grant Funding
adopted (#441 of 2021)*

CHANGE:
**Evaluation/Grading/Scoring of all
applications will be completed by
the Tourism Department. The
Evaluation Strategy, Grading
Criteria and Scoring Sheet adopted
in 2021 will be used as a guide;
however applications will not be
accompanied with a scoring sheet.
Applications and evaluation
results will be presented to
committee/board for final
approval.**