

# Warren County Board of Supervisors

## RESOLUTION NO. 283 OF 2024

**RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, STROUGH, RUNYON, BEAN, GERACI, CROCITTO AND STRAINER**

### **ADOPTING THE OCCUPANCY TAX GRANT APPLICATION FOR CONVENTIONS, TRADE SHOWS AND EVENTS**

WHEREAS, the Director of Tourism presented to the Tourism & Occupancy Tax Committee a revised Occupancy Tax Grant Application for conventions, trade shows and events (last adopted by Resolution No. 509 of 2023), and

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

RESOLVED, that the Occupancy Tax Grant Application for conventions, trade shows and events annexed hereto, be and the same hereby is, adopted as the official application for Warren County, and be it further

RESOLVED, that any prior resolutions adopting the Occupancy Tax Grant Application for Conventions, Trade Shows and Events are hereby superceded.

# Occupancy Tax Application Portal Recommendations

# Occupancy Tax Application

## Occupancy Tax Request

- Requesting <49,999, click here
  - Direct them to Online Application Login Page
  - NOTE: will forward lower amount requests to municipalities for possible funding
- Requesting >50K, click here
  - Direct them to call the office

## Application Login Page

- Existing User
- New User – must be approved before entering into application

## Application Dashboard

- Historical Data
  - Organizations
  - Events
  - Applications
  - Awards
  - Analytics (applicant results and research data supplied by Warren County, Rove Marketing Research)

## Application Managing Organization & Event Details

1. Managing Organization Name
2. Primary Contact
3. Mailing Address
4. City, State, Zip
5. Email
6. Primary contact phone
7. Type of organization
  - a. Non-profit (501-c-3)
  - b. Not-for-profit (501-c-6)
  - c. For profit (New Event or in First 5 Years)
  - d. For profit (Hosting 6 or More Years)
8. Event Name
9. Amount of Occupancy Tax Funding Requested
10. Location of event (municipality)
11. Category of proposed event (select all that apply)
  - a. New event
  - b. Annual event
  - c. Multi-day event
  - d. Multi-week/month
12. Event Dates (Not including set-up and tear-down, ONLY dates of event open to the public)

13. Automatically Generated Season
  - a. Off-Peak (Jan, Feb, Mar, Apr, Nov, Dec) / Annual
  - b. Shoulder: May, June, September, October
  - c. Summer: July August
14. Total Number of Attendees
  - a. Applicant Enters Whole Number
  - b. Applicant Enters % of Day Visitors
  - c. Applicant Enters % of Overnight Visitors
  - d. Computer Calculates Total Room Nights
15. How do you determine the numbers entered in #14?
  - a. Surveys
  - b. Zip Code
  - c. Other
16. 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.
  - a. No
  - b. Yes
    - i. Organization:
    - ii. Contact:
    - iii. Contact Phone:
17. What geographic areas do you anticipate your marketing reaching?
18. Who is your target audience and/or demographic?

#### Application Event Budget

- Enter ESTIMATED BUDGET in the Application Process. Be mindful of the numbers you estimate, as this form will be used to evaluate your Occupancy Tax request, and will be compared with the FINAL BUDGET you will submit in the POST EVENT REPORTING.

## Occupancy Tax Application Timing

#### Application Period

- September 1 – October 15

#### Applicant Presentation

- October Committee Meeting (Committee members to score applications)

#### Applicant Award Approval

- November Committee Meeting
- December Board of Supervisors Meeting (should there not be a December meeting, approval will take place in January)

# Occupancy Tax Application Scoring

		Value	Point Breakdown	
1	Event Season	15	Off-Peak, Annual (15 pts)	Off-Peak (Jan, Feb, Mar, Apr, Nov, Dec) / Annual  Shoulder: May, June, September, October  Summer: July August
			Shoulder (10 pts)	
			Summer (5 pts)	
2	Total Attendees	20	50,000+ (20 pts)	
			10,000-49,999 (15 pts)	
			5,000-9,999 (10 pts)	
			Below 5,000 (5 pts)	
3	Total Room Nights	45	25,000+ (45 pts)	
			10,000-24,999 (35 pts)	
			2,000- 9,999 (25 pts)	
			Below 2,000 (15 pts)	
4	Committee	20	Ability to Increase overnight (5 pts)	Tourism & Occupancy Tax Committee members will rate each question based on a scale of 1--5, 5 being the best and 1 being the worse; for a total of 20 points.
			Ideal type of event (5 pts)	
			Ideal location of event (5 pts)	
			Overall Community Impact (5 pts)	
		100		