



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

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**Application 2024**

**To be completed by those requesting special event or activity funding**

**IF YOU ARE APPLYING FOR THE FIRST TIME PLEASE CONTACT  
PAUL TACKET AT 518-761-6366 TO MAKE AN APOINTMENT**



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 – Event Budget Form
  - b. Appendix B – Eligible and Ineligible uses of Occupancy Tax Funding

**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 (Appendix A)
- ☐ IRS letter or documentation indicating 501-c-3 (non-profit) or 501-c-6 (not-for-profit) status (if applicable)



## **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**

#### **Winter (Jan. Feb. Dec.) 2024 and Summer (Jun. Jul. Aug.) 2024\***

Applications Due: **November 1, 2023**

Occupancy Tax Committee Meeting: **November 20, 2023**

Board of Supervisors Approval: **December 15, 2023**

#### **Spring (Mar. Apr. May) 2024 and Fall (Sept. Oct. Nov.) 2024**

Applications Due: **January 2, 2024**

Occupancy Tax Committee Meeting: **April 2024**

Board of Supervisors Approval: **May 2024**



#### IV. Rating Criteria and Evaluation

The following will be considered when evaluating application:

- 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.
- 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 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 A**) outlining event and IRS 501-c-3 or 501-c-6 designation (if applicable).
4. All expenditures must adhere to the ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING Guidelines as outlined in **Appendix B**.



## **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: \_\_\_\_\_  
☐ Winter / Summer 2024                      ☐ Spring / Fall 2024
- 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 Organization / 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? \_\_\_\_\_

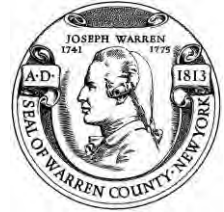
17.) How did you determine total number of overnight rooms?

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 paid 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 A)**

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

If awarded you will be required to complete a marketing plan.

1.) 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)* \_\_\_\_\_

2.) What percentage of your marketing budget is being allocated to outside of Warren County? \_\_\_\_\_

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

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

\_\_\_\_\_





**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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization



APPENDIX A  
**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.)

Expenses	<u>Estimated</u>	<u>Actual</u> (to be completed post event)	<u>Detail</u>
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
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	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

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## **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.**