

## Helpful hints on filling out your Occupancy Tax Funding Application

### What is Occupancy Tax?

Occupancy Tax is a 4% tax on room rentals of hotels, motels, bed & breakfasts, inns, housekeeping cottages with four or more units and tourism facilities (ie. campgrounds with onsite RV rentals) as well as vacation rentals. It is used to fund the Warren County Tourism Department as well as promoting the County and Towns “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. See Occupancy Tax Law under [Occupancy Tax Information and Forms](#) at <https://warrencountyny.gov/treasurer>.

A project which only incidentally furthers tourism and primarily benefits residents is not eligible for occupancy tax funding.

### 1. Who is eligible

An applicant can be an individual, a not-for-profit organization, or a for-profit business. An applicant may consist of a multi-day event or a tourism-related initiative. The applicant’s operations may also be performed outside of the County if there is a major impact on County revenue. The County seeks to sponsor new events/initiatives to attract new visitors to the area. Please note that awards are given on a reimbursement basis.

### 2. What to do

- A. Complete the application, including your proposed budget and marketing plan. Include post-event documents if previously funded, including a history of hotel usage, broken down by property name and number of rooms attributed to your event. Send application to [grantl@warrencountyny.gov](mailto:grantl@warrencountyny.gov).
- B. If awarded funding, provide us with a General Liability insurance certificate naming the County as an additional insured (90) 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.](#)

The limit of liability should be at least \$1,000,000/\$2,000,000.

If applicable, provide us with a disability certificate (DB 120.1) and Workers Compensation certificate (C105.2) as well.

### 3. Preparing for your event

- A. An active marketing campaign for events should begin more than 90 days before the event.
- B. The County logo should appear on all printed materials and on all social media, online or television advertising. Tag us on Facebook @thelakegeorgearea and on Instagram and Twitter @lakegeorgearea when possible. Hyperlink your online advertising to the URL [www.visitlakegeorge.com](http://www.visitlakegeorge.com).

- C. Radio advertisements should mention the County's sponsorship.
- D. Provide us with one (1) full page of advertising in your primary program, directory, magazine or publication used during your event.
- E. Contact local hotels. Ask them to collect number of rooms attributable to your event, party size and where the attendees are coming from.

4. During the event

Endeavor to collect zip codes from the attendees along with party size.

5. After the event

- A. We will mail or email you a voucher and event questionnaires to complete.
- B. Analyze your zip code list to see where the attendees came from. Indicate by percentages those attending from the local area versus those coming from two hours away requiring accommodations. Include party size and indicate out-of-state travelers. Do not submit raw data.
- C. Analyze hotel information. See 3E above.
- D. Within 90 days submit paid receipts to the County along with copies of your bank statement or credit card statement showing payment for the items (Block your account number on the statements). In the case of an event you should include copies of print advertisements/items showing the County's logo, radio ads (send electronic copies) mentioning the County's sponsorship, a final income statement for the event as well as the zip code analysis. Complete the event questionnaires and explain your successes and challenges in putting on the event.

From time to time you may be asked to attend in person or virtually a Tourism and Occupancy Tax Coordination Meeting to present and/or report on your event. If this is necessary we will reach out to coordinate this with you.