# Town of Johnsburg Application for Grant

## From the Warren County Occupancy Tax Local Distribution

**Directions & Requirements:**

Beginning in the fall of 2017, there shall be two application cycles per year - one in the fall and one in the spring.

- o For events/projects expected to take place between January 1st and July 31, it is recommended that applicants use the fall cycle. Applicants must submit their applications electronically or in person at Town Hall no later than October 1st to be considered for funding.

- o For events/projects expected to take place between August 1st and December 31, it is recommended that applicants use the spring cycle. Applicants must submit their applications electronically or in person at Town Hall no later than March 1st to be considered for funding.

Organizations unable to submit an application electronically may print and deliver their completed application to: Joann Morehouse, Administrative Clerk at the Town Hall. Regardless of the form in which an organization submits an application, it is recommended that they keep a copy in their records for six (6) years.

Applicants may be, but are not limited to:

- o A community non-profit or service organization
- o A business group which promotes an entire category of businesses or all businesses in the community
- o Group of community-minded folks with a worthy idea

*\*Town residency is NOT a requirement to apply for funding*

Projects should promote/attract tourism in the Town of Johnsburg and create a regional economic benefit

Operational costs (salaries, overhead, etc.) may be eligible to be covered by occupancy tax funding, so long as they are directly related to an event or activity that serves to generate additional occupancy tax revenue

Projects must be all-inclusive of the community and preference may be given to new projects/events

Completion and submission of the application does not assure funding. All applications must be reviewed by the Occupancy Tax Committee and approved by the Johnsburg Town Board

Approximately two weeks prior to each application cycle deadline, the Occupancy Tax Committee shall hold an open workshop for prospective applicants. This informal session is meant to answer questions, address any concerns that may arise, and to assist applicants with the creation of well drafted applications.

The Johnsburg Town Board or Committee thereof reserves the right to request additional Information from any applicant. Beginning this fall, the Committee will schedule a date and time during which all applicants will be allowed to give a short presentation on their event/project and answer questions from the Committee members. *Applicants are not required to present but have the option.*

Organizations may request increased funding for similar projects/events in subsequent years, however the organization must show that the event/project they are sponsoring is significantly improved or provides increased benefit to the community over previous years.

If an organization is asking for additional funding for a previously funded project/ event, they must include the earlier project/event budget showing how the awarded occupancy tax was used with the new application. If the former project is not complete by the current year's due date, the organization must submit a status report along with projected expenses.

Once a funding award is made, should the applicants be unable to use the funding in fulfillment of their stated purpose and should they wish to alter the scope of t heir event/project, the applicant must notify the Occupancy Tax Committee in writing. The Committee will then review the proposed changes and make a recommendation to the Town Board as to whether or not the applicant should be allowed to retain the right to use the previously awarded funding.

Upon completion of their event/project, all applicants who receive funding awards shall be required to file a follow-up report/evaluation. This final report shall be required whether the applicant failed to use the awarded funding in fulfillment of their stated purpose or not. This report should also include the date or dates of the event and the number of people served by the event.

**Examples of Fundable Projects**

Distributes information about the community
- o Websites/brochures/flyers/ post cards/ maps/posters
- o Bus signage
- o Kiosk development
- o Area Branding

Enhances the image of the town
- o Streetscapes/ sidewalk plantings/parking lot improvements
- o Community signage/murals
- o Banners/flags

Provides something to do within the community
- o Enhance recreational attractions/create trials
- o Create outdoor theater
- o Promote special events

**Project Ranking Process**

Each application received will be placed into one of three project categories, as seen below. The Occupancy Tax Committee will then assess and score each application based on both general and project-type specific criteria including;

## Information

- o Attractive/professional work potential
- o Good distribution plan
- o Fosters community image
- o Informative, useful
- o Delivers tourists into businesses

## Beautification

- o Welcomes and/or adds comfort for visitors
- o Enhances community image and/or spaces
- o Long-term maintenance and sustainability addressed
- o Appearance (design, color, shape, size) appropriate for space
- o Suitability to location

## Event or Things to Do

- o Number of visitor days and nights
- o Season extender
- o Relevancy of activity to potential market
- o Good marketing plan
- o Spin-off to businesses or hamlets