

Occupancy Tax Grant Application

Town of Lake George Occupancy Tax Committee

NOTE: *This application is for the promotion of tourism in the Town of Lake George. Grants may be used for new programs, events or projects as well as the enhancement of existing events. Preference is given to endeavors which encourage overnight stays. These grants may not be used to replace funding for existing programs or promotions.*

Applicant Organization or Individual _____

Contact Person Overseeing Activity _____

Mailing Address _____

Daytime Phone _____ Email Address _____

Name/Title of Event/Project/Program _____

Location of Activity _____ Date of Activity _____

Estimated Attendance _____ Admission Fee? (if none, "NA") \$ _____ First Time Applicant? _____

Please describe your event, program or project and explain how it will promote tourism in Lake George.

_____ (use additional paper if necessary)

Please submit a budget for your proposed activity. (SEE BUDGET FORM, pg 3) Within two months of completion of the event, program or project, the grant recipient is required to submit a final report.

I, the undersigned, certify that all information contained in this application is accurate. I assume responsibility for fulfilling the requirements of the event, program or project described herein and for the appropriate use of the OT funds granted in response to this application. I will complete all reports required by the Town of Lake George OT Committee, in a timely manner.

Signature _____ Date _____

Printed Name _____

OT Grant Application—BUDGET

Town of Lake George Occupancy Tax Committee

Applicant Organization or Individual _____

Contact Person Overseeing Activity _____

Name/Title of Event/Project/Program _____

ESTIMATED EXPENSES:	
Advertising & Publicity	\$
Printing	\$
Speakers	\$
Entertainment	\$
Equipment Rental	\$
Food	\$
Postage & Mailing	\$
Supplies	\$
Other (describe)	\$
Other (describe)	\$
Other (describe)	\$
Other (describe)	\$
TOTAL EXPENSES	\$

ESTIMATED REVENUES: (do not include amount of OT GRANT requested from Town of Lake George).	
Beginning cash on hand	\$
Community Donations	\$
Labor	\$
Admission fees/Ticket Sales	\$
Vendor Sales/Participation Fees	\$
Other Sales (product, raffle, etc)	\$
Sponsors	\$
Other (describe)	\$
Other (describe)	\$
Grants (Village of Lake George, OT)	\$
Grants (Warren County, OT)	\$
SUBTOTAL---Estimated Revenues (not including requested TLG OT GRANT)	\$

Subtotal Estimated Revenues (from above)	\$
SUBTRACT Total Estimated Expenses (from above)	minus \$
TOTAL requested---Town Lake George OT GRANT	\$

Please use the back of this page if additional narrative is needed to explain any of above.

FAQ: Occupancy Tax (OT) Grants

Town of Lake George Occupancy Tax Grant Committee

The Frequently Asked Questions below will explain how the Town of Lake George grants money from its share of the Warren County OT Funds.

1. **What is the Occupancy Tax and what is the purpose of the OT Grants?** The OT, sometimes referred to as "Bed Tax," is levied on rooms in places of lodging—i.e. Motels, Hotels, B&B's, Inns, etc. Revenues from this tax are returned to towns, like Lake George, for the express purpose of promoting tourism.
2. **How are these revenues distributed?** Monies are awarded as grants for programs, projects and events that will attract tourists (non-resident participants) to Lake George. Grants may not be used solely to serve residents. Preference is given to applications which specifically encourage overnight stays. An application must be completed and submitted to the Lake George OT Committee for review by the stated deadlines.
3. **Who may apply?** Individuals, non-profit and for-profit organizations, clubs and groups, sole businesses and business consortiums in Lake George. Note that grants cannot be used for normal operating expenses or for capital improvements not directly related to tourism.
4. **What types of activities are eligible for funding?** A wide range---from special one-day events like concerts, fairs and shows, to weekend events like car shows, festivals and town-wide sales, to permanent tourist attractions like guided tours, maps, signage and adventure activities like hiking, biking, fishing, boating, etc. Only your imagination---and the purpose of the grants, tourism---limit the possibilities.
5. **What percentage of the event budget will the grant monies cover?** A grant award may be given for a single item (i.e. advertising banner or promotional material) or provide a major portion of the budget. In all cases, it is expected that the applicant contribute substantially to the event in terms of money, human resources and in-kind contributions. An OT Grant may not be the sole support of a project.
6. **What is the application deadline?** Grants are accepted year-round, however funding is not always available. Please leave at least 2-3 months between the time of your application and the start of your project, program or event.
7. **Where can I get an OT Grant application form and final report form?** Please contact the Supervisor's office at the Town Center for all necessary paperwork. (518-668-5722, x1)