



Dear applicant:

Thank you for your interest in obtaining funding for your organization's event or program through a City of Glens Falls Occupancy Tax Grant for Grant Year 2021. Please note that the procedure for applying for funding has evolved to reflect the City's attempt to adapt to changes at the Warren County level in allocating Occupancy Tax funding.

Enclosed is an application form. Please complete the application and prepare a tentative budget for your event or program and return both to the Mayor's Office at your earliest convenience but no later than March 26, 2021. Your application will be reviewed by the Common Council Occupancy Tax Committee who will determine which applicants will be offered grants and if so, how much.

As you complete the application, please be as detailed as possible and focus on how your initiative encourages visitors to stay overnight in the City and spend money in the City's shops and restaurants. To assist you in the application process, enclosed is an FAQ sheet as well as spending guidelines prepared by Warren County that describes in detail appropriate uses of Occupancy Tax funds.

In screening applications, preference will be given to City of Glens Falls organizations whose programs and events supplement and enhance the City's tourism promotion efforts to draw visitors from outside the region to the City.

Pre-existing events or programs will need to establish enhancements, improvements or growth in order to maintain Occupancy Tax Grant support. Please be specific in describing how you will use the grant to achieve those goals.

If your organization receives a Glens Falls Occupancy Tax Grant, at the completion of your event you will be required to submit a report that will gauge the success of your event or program. Additionally, any un-used grant money should be returned to the City so that it may be allocated to an event or program for another organization.

Again, thank you for your interest in the Occupancy Tax Grant program.

Occupancy Tax Grant Application

City of Glens Falls Occupancy Tax Committee

NOTE: This application is for the promotion of tourism in the City of Glens Falls. Grants may be used for new programs, events or projects as well as the enhancement of existing events. Preference is given to endeavors that encourage overnight stays. These grants may not be used to replace funding for existing programs.

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 the City of Glens Falls

(use additional paper if needed)

Please submit a budget for your proposed activity. (SEE BUDGET FORM, page 2) 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 and truthful. I assume responsibility for fulfilling the requirements of the event, program or project described herein and for the appropriate use of the Occupancy Tax Funds granted in response to this application. I will complete all reports required by the City of Glens Falls in a timely manner.

Signature _____ Date _____ Printed Name _____

FAQ: OCCUPANCY TAX (OT) GRANTS

City of Glens Falls Occupancy Tax

The Frequently asked questions below will explain how the City of Glens Falls grants money from its share of the Warren County Occupancy Tax Funds.

- 1. What is the Occupancy Tax and what is its purpose?** The OT, sometimes referred to as "Bed Tax," is levied on rooms in places of lodging, i.e. Motels, Hotels, B&Bs, Inns, etc. Revenues from this tax are returned to municipalities for the express purpose of promoting tourism in the municipality.
- 2. How are these revenues distributed?** Monies are awarded as grants for programs, projects and events that will attract tourists (non-resident participants) to Glens Falls. Grants may not be used solely to serve residents. Preference is given to applications that specifically encourage overnight stays. An application must be completed and submitted to the Glens Falls OT Committee by the stated deadline.
- 3. Who may apply?** Individuals, non-profit and for-profit organizations, clubs and groups, sole businesses and business consortiums in Glens Falls. 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 city-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 will 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?** Grant applications are available now and are due back to the Mayor's Office by March 9.
- 7. What if I have other questions?** Please contact the Assistant to the Mayor at 518 761-3867 or asstmayor@cityofglensfalls.com

Schedule "A"

SPENDING GUIDELINES

GENERAL GUIDELINE

Generally, uses of occupancy tax revenues provided to Municipalities by the County, must be expended for Promotion of Tourist activities, conventions, trade shows, special events and other directly related and supported activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales, and/or contributing to the growth, enlargement, or prosperity of and/or to forward or to encourage or to advance. Therefore and importantly, in order for an expenditure to be eligible under these guidelines it can not just be "related" to Tourism, it must be determined to be consistent with the previously stated allowed uses and the definition of promotion.

APPLICATION OF GENERAL GUIDELINE TO LIST BELOW

The listing below is intended to provide examples of acceptable or eligible expenditures under the general guideline provided above. In order to maintain the listing below as an easy to use and practical tool, elaborate or extensive descriptions have, generally, been avoided. Therefore, the examples should always read together with the general guideline, above, to ascertain the extent to which funds may be expended for the example provided.

SPECIAL EVENTS/FESTIVALS/ACTIVITIES

Production/Development of New Events/Activities, i.e., Outdoor Drama, Civic Center Events, Elvis Festival; and advertisement of same.

- | | |
|---|---|
| production/Installation/Rental Creation of Programs/Directorles for Specific events | Billboard |
| Fireworks Displays | Buttons, Pins, Decals |
| Banners/Flags | Letterhead/Envelopes/Postcards |
| Business Cards | Re-enactors/Musicians/Entertainers |
| Postage | Create Town Tours/Maps |
| Event Consultation Fee | Portable Toilets |
| Rental of Traveling/Special Exhibits | Sponsorship/Hosting Fees |
| Promotional Items – Give-Aways i.e., | Event Crowd Control – Safety Concerns |
| Set-up/Clean-up Costs directly related to a Tourist event/activity | Promotional Items – Resale i.e., Mugs, T-shirts |

RECREATIONAL ATTRACTIONS

Advertisement and enhancement of existing and new recreational activities and attractions to be developed to accommodate and increase the number of visiting tourists, for example, enhancements to river walk, snowmobile trail system, hiking trails, bicycling routes with displays or improvements to accommodate tourists such as benches or a gondola for transportation.

Mapping/Brochures

Clearing/preparation of property for Tourist or convention activity or event.

Any eligible criteria from other spending guideline categories.

WEB SITE DEVELOPMENT/ELECTRONIC PROMOTION

Expenditures for the following, provided that the same is for purposes of promoting tourism, conventions, special events, trade shows and other tourist activities:

Web Site Design/Construction	Search Engine Optimization
Purchase of Images/Sound	Email Appends
Promotions, Purchase of Hyper-Links	Broadcast Design/Delivery of
Interactive Informational Kiosk	Newsletters
Purchase Photo Enhanced Listings	Purchase of Banner Ads

BROCHURE PRODUCTION/DISTRIBUTION

General tourism guide, seasonal guides, themed events, flyers, promotional literature, niche - publications (i.e. walking/driving tours, packages, itineraries, coupons, heritage, birding, sports, etc.), post cards, maps, posters.

Paid Brochure Distribution Locations	Design Fees
Reproduce Brochure to CD/DVD	Copyrighting
Postage/Permit Fees	Typesetting
Printing/Reprinting	Production (disks/films/pdt's, proofs, etc.)
Photography	

ADVERTISEMENTS/PROMOTIONS

Paid advertisements promoting events, activities, packages, attractions, conventions, tradeshow for general tourism development to Warren County communities - Destination Marketing Programs.

Co-op partnerships in all Warren County - Adirondack Regional Tourism Council - New York State publications, as well as national publications and directories, radio, newspaper/magazine opportunities, television campaigns and trade and consumer show brochure distribution and exhibit space co-oping.

Local, Regional and/or National Advertising or Promotional Opportunities	Production/Placement of Ads (Print, Radio,
and Design/Production/Agency Services	TV)
Clipping Service	Consumer/Trade Show Registration
Advertising in Trade Journals	Exhibit Graphics
	Kiosk Design

Staffing Expenses

Signage/ Ad on Trolley or Bus

Logo Development/Tag Line/Branding
Business Reply Cards

Product Development, i.e., Tour Packages,
Itineraries, Special Events

Coupons
Familiarization (FAM) Tour Development

Public Relations - Press Kits, Press Release
Development, Printing, Mailing Broadcasting

MEMBERSHIPS/ ASSOCIATIONS/ AFFILIATIONS

For Furtherance of Tourism Promotion, i.e., American Bus Association (ABA), New York State Travel and
Vacation Association (NYSTVA), National Tour Association (NTA), etc.

SPECIALIZED PROFESSIONAL SERVICES

Expenditures for the following, provided that the same is for purposes of promoting tourism, conventions, special
events, trade shows and other tourist activities :

Shoot Videographer or Photographer
Graphic Designer

Airplane/Helicopter Rental for

Ad/Brochure/Web Design Research, Feasibility or
Marketing Studies Sponsorship of Events, i.e.
"Elvis" fee

Step-On Guide Services

Public Relations Agency

Speakers/Musicians/Entertainers/Models

Outsourcing to Call Centers, Fulfillment
Houses

Update portions of Local History in furtherance of
promoting tourism, conventions, special events,
trade shows and other tourist activities
Hosting/Attending Educational Seminars,

EDUCATIONAL TOURISM

Informational Kiosk

i.e., Hospitality Training

Hosting/Attending Workshops, i.e., How to
Market Your Destination, Property or Event

BEAUTIFICATION

Community Signage,
i.e., Welcome or Directional signs

Plantings/LandscapingStreetscaping/lighting furthering establishment or growth of tourism, conventions, special
events, trade shows and other tourist activities

Informational Kiosk

Fountains/Benches

AUDIO - VISUAL PRODUCTION, DUPLICATION AND DISTRIBUTION

DVD/CD/VHS

MISCELLANEOUS PROMOTION

Purchase Mailing Lists

Mailings to targeted audiences

CAPITAL PROJECTS

Expenditures may be made for capital projects which facilitate use by tourist and/or increase tourism to an area by improving the aesthetic qualities of the municipality, enhancing the environment, improving infrastructures related to tourism, conventions and trade shows, and developing, operating and maintaining parks, recreational facilities and tourist attractions.

When spending funds for capital projects it is necessary to be sure the primary benefit is to promotion of Tourist activities, conventions, trade shows, special events and other directly related and supported activities. A project which only incidentally furthers tourism etc. and primarily benefits residents is not allowable as contrary to the legislatively authorized use of this funding.

POST EVENT OT Grant – Final Report

City of Glens Falls Occupancy Tax Committee

Note: *The Final Report must be submitted to the OT Committee within 60 days of the conclusion of the event/project/program.*

Applicant Organization or Individual _____

Contact Person Overseeing Activity _____

Name/Title of Event/Project/Program _____ Date of Event _____

Was your event/program/project presented as described in your application? _____

(Explain any changes) _____

How did your event/program/project benefit tourism in the City of Glens Falls? _____

How many people attended your event? (note if this is an estimate or actual) _____

If your event was previously funded by an OT Grant, how was this year's program expanded and improved? _____

Please attach photos of event, and copies of advertising and promotional materials.

FINANCIAL INFORMATION: Please attach post event financial report.

Did your actual expenses equal your estimated expenses? ___ Please describe any variances: _____

Was there a surplus? _____ If so, amount to be returned to OT Committee: \$ _____

I, the undersigned, certify that all information contained in this final report is accurate.

Signature _____ Date _____

Printed Name _____