

Dear Awardee,

Congratulations on your award of Occupancy Tax funds to assist you in bringing your event to The Lake George Area in 2024. Grants are disbursed in the form of reimbursement, so please review the application rules, eligibility, guidelines and deadlines carefully and prepare to submit supporting documentation demonstrating expenditures on eligible uses of funds.

Please provide the following 90 days prior to your event dates:

____ **Branding: Complete Logo Usage Requirements and Logo Usage Agreement.** The Warren County Tourism Logo must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Funding. Please review the attached Marketing Guidelines and Logo Usage Requirements, sign and return to Paul Tackett electronically at tackettp@warrencountyny.gov or via USPS at Tourism Department, 1340 State Route 9, Lake George, NY 12814.

____ **Marketing/Advertising.** Active marketing campaigns for events are recommended to begin no less than 90 days prior to the event.

- Warren County Tourism's website (www.visitlakegeorge.com) and logo must be listed on event websites, printed materials and on all social media, online, or television advertising to the event or activity receiving funding in accordance with the attached Marketing Guidelines affirmation sheet.
- Radio/television advertisements, (60 seconds or more), must recognize Warren County as an event sponsor and should be verbally recognized in advertisements in accordance with the attached Marketing Guidelines affirmation sheet.
- If awarded, recipients must acknowledge funding support and partnership from Warren County and are highly encouraged to extend invitation and include Warren County in future press/media events related to the event/activity supported.
- All events producing programs, directories, magazines or publications used for the event must provide Warren County Tourism with one (1) full page of free advertising in the event publication and must provide required specifications within 60 days of special event or activity, or sooner for production.

____ **Insurance Certificate.**

- A General Liability Insurance certificate naming the County as an additional insured (90) ninety days before the contract date. Additional insurance will be required for aircraft liability and will be determined by County Attorney's office. 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 recipient agrees, shall provide and maintain, or cause to be provided and maintained, a comprehensive general liability event insurance naming the county as additional insured in the amount of not less than One Million Dollars (\$1,000,000) per occurrence (\$2,000,000 aggregate) for personal injury, death, or property damage arising out of the event or event activities or event organizer acts or omissions. This is the minimum standard requirement and is subject to determination by County Attorney.

- The recipient shall further require all participating organizations, clubs, and other entities to likewise provide insurance coverage naming the event organizer and the county as additional insured. The amount of coverage will be determined by each event on a case by case basis by the County Attorney.

_____ **If you have employees:** Please provide a Worker's Compensation Certificate, C105.2, and a Disability policy certificate, DB120.1.

_____ **Taxpayer Identification:** Please provide W9.

Please provide the following within 30 days after your event:

Within 60 days of the final day of the event/activity supported, organizers are required to provide the following information for reimbursement:

_____ **A complete and properly executed County Voucher.**

_____ **A one-two page summary** detailing the success of the special event/activity, number of attendees, number of room nights, hotels used and future plans/dates for next year's event, including quantitative results.

_____ **Receipts for all ELIBIBLE expenses for which you are requesting reimbursement** (please note, these must fall under the ELIGIBLE USES OF OCCUPANCY TAX guidelines, as outlined in Appendix B. INELIGIBLE USES will not be reimbursed.

_____ **Summary of Visitors' Surveys** conducted at the event/activity and one-page report summarizing details of surveys.

_____ **Final budget indicating all expenditures and revenues** (APPENDIX A – updated by applicant). In order for approval of reimbursement, applicant must update the Budget Form completed with the application with final budget expenses and provide back-up documentation such as copies of ads, screenshots of social media/website, invoices, insertion orders or other proof indicating marketing and promotional opportunities associated with the event.

- All financial transactions must be conducted in the name of the awardee
- Invoice
- Print ad with logo must include tear sheets
- Social media ad with logo must include screen shots
- Radio Ads: Must furnish and electronic copy of the ad
- Proof of purchase must be reflected on bank statement (account in the name of awardee)
- When checks are used as proof of purchase, they must be images of the cashed check