



FAQ: Occupancy Tax (OT) Grants

Town/Village of Lake George Occupancy Tax Grant Committee

The Frequently Asked Questions below will explain how the Joint Occupancy Tax Committee 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 and village, 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 up to December 31 of the year preceding the event. Some exceptions will be considered for new events.
- 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) or the Lake George Village Hall (518-668-5771 x1).
- 8. Committee decisions will be made in January of each year.** A representative of your group may be asked to attend the Committee meeting to answer questions.
- 9. Checks will be issued following the event after the appropriate paperwork has been filed. Depending on the amount of the grant and/or enough paid receipts have been submitted 50% of the grant may be issued prior to the event.**



APPLICATION FOR OCCUPANCY TAX TOWN/VILLAGE OF LAKE GEORGE



READ BEFORE FILING: ALL APPLICATIONS MUST BE FOR PROMOTION OF TOURISM. GRANTS MAY BE USED FOR NEW PROGRAMS OR EVENTS OR ENCHANCEMENT OF EXISTING EVENTS. **APPLICATION DEADLINE DECEMBER 31 ANNUALLY.**

PLEASE COMPLETE THE FOLLOWING:

ORGANIZATION	[]		
CONTACT PERSON	[]	PHONE:	[]
MAILING ADDRESS	[]		EMAIL ADDRESS:
	[]		[]
NOT-FOR-PROFIT	Y	N	

NAME OF EVENT	[]		
DATE OF EVENT:	[]	HOST HOTEL:	[]

AMOUNT OF REQUEST	[]	ATTACH BUDGET	
ADMISSION CHARGED	Y N	AMOUNT	[]
EXPECTED ATTENDANCE	[]	PAST YEARS?	[]
WILL THIS BE ANNUAL EVENT?	Y N		
WILL PROCEEDS BENEFIT ANY OTHER ORGANIZATIONS?	Y N	WHO?	[]
USE OF FUNDING:	[]		EXPECTED NUMBER OF ROOMS:
	[]		[]

WILL ADVERTISING BE DONE OUTSIDE 50-MILE RADIUS: Y N WHERE? _____

IMPORTANT

APPLICANT MUST: SUBMIT BUDGET; FILE A FINAL REPORT WITH PHOTOS, PRESS RELEASES, ADVERTISING AND ATTENDANCE FIGURES WITHIN 30 DAYS OF COMPLETION OF EVENT.
 TOWN & VILLAGE LOGO MUST APPEAR ON ALL MEDIA ADVERTISING.
 FUNDS MAY BE USED FOR ITEMS CONTAINED IN SCHEDULE "A" ATTACHED.
 IN THE EVENT OF A CANCELLATION FOR ANY REASON ALL FUNDS MUST BE RETURNED TO TOWN/VILLAGE WITHIN 30 DAYS.
 CHECKS WILL BE ISSUED **AFTER** THE EVENT WHEN **ALL** APPROPRIATE PAPERWORK HAS BEEN FILED.

I, THE UNDERSIGNED CERTIFY THAT ALL INFORMATION CONTAINED IN THIS APPLICATION IS TRUE AND I WILL BE RESPONSIBLE FOR COMPLIANCE TO ALL REQUIREMENTS.

Date

Signature

APPROVED [] DENIED []

AMOUNT OF GRANT \$ _____ DATE _____
MAYOR _____ SUPERVISOR _____

OT Grant Application—BUDGET

Joint Town/Village 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/Artist/Sound/Professional Fees	\$
Housing/hotel rentals	\$
Outside Equipment Rental/fees	\$
Food	\$
Postage, phone, website or other internet fees	\$
Supplies	\$
Administration, licensing	\$
Security	\$
Merchandise	\$
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/Commissions	\$
Other Sales (merchandise, raffle, etc.)	\$
Sponsorships	\$
Other Occupancy Tax Grants	\$
Other (describe)	\$
Total Revenues	\$
AMOUNT REQUESTED FROM JOINT OCCUPANCY TAX FUNDING	\$
Please use below or the back of this page if additional narrative is needed to explain any of above.	