

**Request for Grant from the
Warren County Occupancy Tax Local Distribution
For Tourism Promotion of Stony Creek**

Organization:

Contact Person:

Mailing Address:

Daytime Phone:

All applications must be for promotion of Tourism for the Town of Stony Creek. Grants may be used for new programs or events, enhancement of existing programs or promotions. These grants may not be used to replace funding for existing programs and promotions.

Please complete the following:

- 1) How will the funding be used to promote tourism?

A few examples: Concert, Festival, Brochure, Creation or enhancement of a website, Banners, Maps, Historic Guides, Permanent year-round signs identifying tourism sites and attractions.

Website:

- 2) What business or organizations will benefit directly from the funding?
- 3) If an event(s), list date(s) and admission fees if applicable.
- 4) (a) Organizations such as the Stony Creek Chamber of Commerce, Fraternal Organizations such as the Lions Club and service organizations such as the Stony Creek Fire Company are eligible. Individual businesses are eligible. However, informal groups that promote the entire category of business, such as campgrounds or B&Bs and related businesses are preferred.

(b) Acknowledgement of funding of Occupancy Tax from the Town of Stony Creek with a link to the Stony Creek Chamber of Commerce and the Town of Stony Creek websites.

5) Submit a budget for the event or promotion. Include all expenses, revenues and in-kind services.

6) Amount Requested:

7) When an event or promotion is completed, a final report must be submitted, include pictures, press, samples of items and a summary of its impact on the tourism industry. Include canceled checks and a financial summary of monies spent. This will be used for payment of the occupancy tax and a guide for future funding.

I, the undersigned certify that all the information contained in this application is true and I will be responsible for providing the promotion outlined herein, as well as all reporting required by the Town of Stony Creek.

Signature

Date

Applicant's Name (please print)



GENERAL SPENDING GUIDELINES

General Guidelines

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

Application of General Guidelines to List Below

The listing is intended to provide a suggested list of possible expenditures under the general guideline provided above. In order to maintain the listing below as an easy 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/Sports

Production, development of new event, activities (i.e. Outdoor drama, civic center events, Elvis Festival and the advertisement of the same)

Production/installation/rental/creation of programs/directories for specific events

Firework displays

Banner/flags/billboards

Business cards

Buttons, pins, decals, letterhead, envelopes, postcards, postage

Event consultation fee

Re-enactors, musicians, entertainers

Town tours, itineraries, maps

Sponsorship, hosting fees

Rental of traveling/special exhibits

Event crowd control, safety concerns

Promotional items – giveaways

Recreational Attractions

Advertisements and enhancements of existing and new recreational activities and attractions to be developed to accommodate and increase the number of tourists, for enhancements to water access and riverfronts, snowmobiling trail system, hiking trails, cycling routes, with displays or improvements to accommodate tourists such as benches, or a gondola for transportation.

Mapping and/or brochures

Wayfaring/directional signage

Clearing/preparation of property for tourist or convention activity or event

Any eligible criteria from other spending guideline categories

Website Development/Electronic Promotion

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

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS



Website design/construction
Purchase of images/sound
Promotions, purchase of hyperlinks
Interactive informational kiosk
Email appends
Broadcast design/delivery of
Newsletters/banner ads
Purchase of photography/videography
Purchase of photo enhanced listings
Search engine optimization

Brochure Production/Distribution

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

Paid brochure distribution locations
Design fees
Reproduce brochures to CD/DVD
Copywriting/Typesetting
Postage/permit fees
Printing/reproduction/production
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 with Warren County- Adirondack Regional Tourism Council, New York State publications, as well as national publications and directories, radio, newsprint/magazine opportunities, television campaigns, and trade/consumer show brochure distribution and exhibit space co-op.

Local, regional and/or national advertising, promotional opportunities
Production/placement of ads (print, radio, tv)
Clipping Service
Advertising in trade journals
Exhibit graphics
Consumer/trade show registration
Show staffing expenses
Logo development/design/tag line/branding
Business reply cards
Product Development (i.e. tour packages, itineraries, special events, familiarization tours for operators or media)
Coupons
Public relations – press kits, press releases, messaging development, printing, mailing, broadcast, services

VISIT THE
Lake George Area
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Membership/Association/Affiliations

For the furtherance of Tourism Promotion, (i.e. American Bus Association (ABA), New York State Travel and Tourism Association (NYSTIA), National Tour Association (NTA).

Specialized Professional Services

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

Shoot photographer/videographer

Graphic designer

Step on guide services

Public relations/marketing agency

Speakers/musicians/entertainers/models

Airplane/helicopter rentals

Ad/brochure/web design

Market research, feasibility study

Event sponsorship/bid fees

Outsourcing to call centers/fulfillment houses

Update portions of local history in furtherance of promoting tourism, conventions, special events, sports

Educational Tourism

Informational kiosk

Hospitality training

Hosting/attending workshops (i.e. how to market your destination, property or event)

Beautification

Community signage – welcome/directional signage

Plantings/landscaping/streetscaping/lighting/water features furthering establishment or growth of tourism, conventions, sports, special events, trade shows and other tourist activities

Informational kiosk

Fountains, benches, trail development & enhancement

Audio/Visual production, duplication and distribution

DVD/CD/VHS

Miscellaneous promotion

Purchase mailing lists

Mailings/social media targeted lists for specific audiences

Capital projects

Expenditures may be made for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department.

When spending funds for capital projects, it is necessary that the primary benefit and end result of the project is to increase, enhance and promote tourism and tourist activities. Funding of capital projects that predominantly benefits residents and only incidentally promotes tourism should be avoided. ** Please note: This is not an all-inclusive list and expenditure approval is at the discretion of the Warren County Tourism and Occupancy Tax Committee, Legal and County Auditor.