

FAQ: OCCUPANCY TAX GRANTS

In the Town of Thurman, Warren County

Read the frequently-asked questions below to learn about how to apply for occupancy tax money from a portion of the Warren County funds allotted to Thurman. Learn, too, what is required for a request to be eligible. Links on this page will take you to the necessary forms. Still have questions? Contact the TSA OT Committee at PersisGranger@aol.com.

1. What is the Occupancy Tax and what is the purpose of the OT Grants?

The OT, also known as the “bed tax”, is levied on rooms in places of lodging - i.e., motels, hotels, b&bs, inns. Revenues from this tax are returned to towns, like Thurman, for the express purpose of promoting tourism and bringing overnight visitors into the county.

2. How are these revenues distributed?

Monies are awarded as grants for programs/projects/events that will attract tourists (non-resident participants) to Thurman. Grants may not be used solely to serve residents. An application must be completed and submitted to the Thurman Station OT Committee for review by the stated deadline. If questions arise regarding the eligibility of a specific expenditure or activity, the Warren County attorney is the final arbiter.

3. Who may apply?

Individuals, non-profit and for-profit organizations, clubs and groups, sole businesses and business consortiums in Thurman. 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 fireworks to weekend events like maple sugar festivals, farmers' markets and town-wide sales to permanent tourist attractions like historic guided tours, maps and signage, nature trails and outdoor “adventure activities” (hiking & biking, hunting & fishing, white water rafting, etc.). Only your imagination - and the purpose of the grants, tourism - limits the possibilities! Preference will be given to NEW events; “repeat” grant applications for annual events should incorporate new, expanded programs and activities in order to sustain eligibility.

5. What percentage of the event budget will the grant monies cover?

A grant award may be given for a single item (i.e. an 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?

2016 applications should be submitted to TSA by January 10, 2016. You will be contacted shortly after Jan. 12 about the grant review session. Contact us for more information (PersisGrange@aol.com or Wini Martin, 623-9595..

7. What responsibilities will I have if I receive Occupancy Tax funding?

Your occupancy tax support should be publicized in as many places as possible in advertising and free publicity. The following wording should be used: ***This event is made possible, in part, Warren County occupancy tax money regranted by the town of Thurman.*** Grant recipients are expected to **keep copies of all bills** paid for the event or project and include them with the final report. These bills should agree with the budget page of the final report. Grant recipients also should clip or obtain **tearsheets of as many of the ads placed or media releases** published as possible, as well as copies of **any brochures or flyers** printed for the funded activity (showing the grant credit, as mentioned. **High resolution photos taken during the event** emailed to PersisGranger@aol.com are most appreciated. Video clips would be super, too.

8. Where can I get additional information about eligibility for OT grants?

Visit our website at www.ThurmanStation.org to access Warren County Spending Guidelines, “Schedule ‘A’.”

9. Where can I get an Occupancy Tax Grant application form and final report form?

Both the application and the **required final report form** can be accessed and printed from the website (click on the links), or contact us for a hard copy at PersisGranger@aol.com.

RETAIN THIS PAGE AS A REFERENCE FOR USE WHILE YOU PLAN AND PUBLICIZE YOUR EVENT OR PROJECT.

OCCUPANCY TAX REVENUE FUND

GRANT APPLICATION – THURMAN – 2016 PROJECTS & EVENTS

This form is available as a Word doc if you wish to complete it on your computer. Sign and scan to complete if you wish to submit via email.

NOTE: Application must be for the promotion of tourism in the Town of Thurman. Grants may be used for new programs, events or projects as well as for the enhancement of existing events. These grants may NOT be used to replace funding for existing programs or promotions. **Publications created for this event or project may not include political messages or advertisements.**

Applicant Organization or Individual _____

Contact Person Overseeing Event _____

Mailing Address _____

Daytime Phone _____ Email Address _____

Name/Title of Event or Project _____

Location of Event _____ Estimated Attendance, if applicable. _____

Admission fee? YES NO Amount \$_____ First Time Application? YES NO

■ Describe your event/program/project and explain how it will promote tourism in Thurman, and what efforts you will make to help put heads in beds, especially Thurman beds with this activity.

■ How will this event/project benefit the sponsoring organization? How will this activity benefit Thurman in other ways?

■ Please submit a budget for your proposed event/project. SEE BUDGET FORM, PAGE 3

Upon completion of an event/project, the grant recipient is required to submit TWO copies of a completed final report form to Thurman Station Association, PO Box 145, Athol, NY 12810, ideally within 60 days. Please notify the OT committee if you require an extension. In addition to the report form, copies of advertising, media releases and any other promotional materials (pamphlets, posters, signage. etc.) We also are looking for video clips to publicize our town and its events, so tell us if you have any to share.

I, the undersigned, certify that all information contained in this application is accurate. I assume responsibility for fulfilling the requirements of the event/activity 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 OT Committee, Town of Thurman, in a timely manner.

Signature _____ Printed Name _____

Date _____ Date _____

Signature _____ Printed Name _____

GRANT APPLICATION: EVENT BUDGET – 2016 PROJECTS & EVENTS

Name/Title of Event or Project _____ Event Date _____

Applicant Organization/Business or Individual _____

ESTIMATED EXPENSES

Advertising/Publicity.....\$ _____
 (e.g.. Paid ads newspapers, ad flyers, TV, Radio, Web)

Printing.....\$ _____
 (e.g. brochures, posters, banners, yard signs; may include shipping)

Speakers.....\$ _____

Entertainment.....\$ _____

Postage/Mailing costs.....\$ _____

Other.....\$ _____

Equipment rental.....\$ _____
 (e.g. portable toilets, tents, venue) Describe:

Total.....\$ _____

ESTIMATED REVENUES

A. LIST IN-KIND CONTRIBUTIONS

Volunteer hours @ \$10 per hr \$ _____

Supplies, samples..... \$ _____

Materials/labor/extra staffing..\$ _____

Services..... \$ _____

B. CASH CONTRIBUTIONS

Donations.....\$ _____

Ticket sales.....\$ _____

Fundraising (raffles,ads, etc.)..\$ _____

Grants other than this one.....\$ _____

Total.....\$ _____

Please use this space to provide any additional narrative needed to explain your budget line items or any unusual expenses you will be accruing. Attach this complete form to your application.

Total Amount Requested.....\$ _____

List some of the free publicity options you plan to use to promote your event or project <i>We have freebie lists if you need more ideas.</i>	List paid publicity you plan to buy. Include the grant credit: This event (or project/program, depending) is made possible, in part, by Warren County occupancy tax money granted by the town of Thurman.
Social Media to be utilized:	(Empty space for social media details)

Please submit to
 Thurman Station Association, PO Box 145, Athol, NY 12810
 Contact us for information about the grant review committee meeting.
 PersisGranger@aol.com

OCCUPANCY TAX REVENUE FUND – TOWN OF THURMAN

GRANT AWARD FINAL REPORT – 2016 PROJECTS & EVENTS

Final reports must be submitted to the OT Committee within two months after the event. Please advise committee representative if you require an extension.

Applicant Organization/Business/Individual _____

Contact Person Overseeing Event/Project _____

Name/Title of Event/Project _____

Date of Event/Project _____

- Was your event/program presented as described in your application? Explain any changes.

- How did your event/program/project benefit tourism in the town of Thurman? Did it put heads in beds?

- How many people do you estimate attended your event?

- If your event has previously been funded by an OT grant, how was this year's program expanded and improved?

- Was the Occupancy Tax Revenue Fund acknowledged in print as your revenue source? YES NO

FINANCIAL INFORMATION

Did your actual expenses equal your estimated expenses? YES NO

Describe any discrepancies in your estimated vs. actual expenses:

Will you be returning any surplus to the OT Committee? YES NO If yes, what amount? _____

Please attach tear-sheets of advertising and copies of any other promotional materials (pamphlets, posters, signage. etc.) to this report form. If your event received newspaper coverage, include a copy of the article. If you were granted funds for a project, please provide a sample/photos of the project.

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

Signature _____ Printed Name _____

Date _____

Mail final report within 60 days of event's conclusion unless extension has been granted by TSA.

Questions: PersisGranger@aol.com

Mail to:

Thurman Station Association, Inc.

PO Box 145

Athol, NY 12810

GRANT FINAL REPORT: EVENT BUDGET – 2016 PROJECTS AND EVENTS

Name/Title of Event/Project _____ Event Date _____

Applicant Organization/Individual _____

ACTUAL EXPENSES:

Advertising/Publicity.....\$ _____

Paid ads in radio, newspapers, ad flyers, TV

Printing.....\$ _____

Brochures, flyers, signs, banners (may include shipping fees)

Speakers.....\$ _____

Entertainment.....\$ _____

Equipment rental.....\$ _____

e.g. tents, portable toilets, venue fees

Postage/Mailing costs.....\$ _____

Supplies.....\$ _____

Other.....\$ _____

(Describe)

Total amount spent.....\$ _____

Total amount awarded.....\$ _____

Explain briefly the difference:

Please use this space to provide any additional narrative needed to explain your budget line items or any unusual expenses you incurred.

ATTACH THIS COMPLETED EVENT BUDGET TO YOUR APPLICATION

Mail final report to:

Thurman Station Association, Inc., Attn: Occ Tx Committee, PO Box 145, Athol, NY 12810

LIST IN-KIND CONTRIBUTIONS

Volunteer hours valued at \$__ per hr..... \$ _____

Materials/labor.....\$ _____

Services\$ _____

Other\$ _____

(Describe)

Sub-total.....\$ _____

CASH CONTRIBUTIONS

Other grants.....\$ _____

Earned income:.....\$ _____

Examples:Sales of admission ticket, ads, raffle tickets

Donations: \$ _____

Amount being returned to OT Committee...\$ _____