

# FAQ: OCCUPANCY TAX GRANTS

## Town of Horicon, 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 Horicon. 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 Occ Tax Committee at [supervisor@horiconny.gov](mailto:supervisor@horiconny.gov).

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

The Occ Tax, also known as the “bed tax”, is levied on rooms in places of lodging in Warren County - i.e., motels, hotels, b&bs, inns. Revenues from this tax are returned to towns, like Horicon, 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 Horicon. Grants may not be used solely to serve residents. An application must be completed and submitted to the Horicon Occ Tax 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 Horicon. 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 Occ Tax grant may not be the sole support of a project.

### 6. What is the application deadline?

Applications should be submitted to Town of Horicon Occ Tax Committee by February 15<sup>th</sup>. You will be contacted shortly after that about the grant review session. For more information contact Mike Geraci at 518-494-3647 or [supervisor@horiconny.gov](mailto:supervisor@horiconny.gov).

### 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 Horicon.*** 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.

### 8. 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 ([www.horiconny.gov/occtaxapp](http://www.horiconny.gov/occtaxapp)), or contact us for a hard copy at [supervisor@horiconny.gov](mailto:supervisor@horiconny.gov).

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

TOWN OF HORICON OCCUPANCY TAX REVENUE FUND

**GRANT APPLICATION – TOWN OF HORICON 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 Horicon. 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

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 Horicon, and what efforts you will make to help put heads in beds in Warren County with this activity.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

■ How will this event/project benefit the sponsoring organization? How will this activity benefit Horicon 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 Town of Horicon Occ Tax Committee, PO Box 90, Brant Lake, NY 12815, within 60 days. Please notify the Occ Tax Committee if you require an extension.

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 Occ Tax funds granted in response to this application. I will complete all reports required by the Town of Horicon Occ Tax Committee in a timely manner.

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_

Date \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_

TOWN OF HORICON OCCUPANCY TAX REVENUE FUND

**GRANT APPLICATION: EVENT BUDGET - 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.)..\$ \_\_\_\_\_

Have you applied for, or received, Warren County  
 Occ Tax from another Town.... Y  N

If so, list Amount.....\$ \_\_\_\_\_

**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.....\$ \_\_\_\_\_**

<p>How will you recognize the Town of Horicon in your advertising?</p>	<p>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 Horicon. (List below)</p>
<p>List some of the free publicity options you plan to use to promote your event or project.</p>	
<p>Social Media to be utilized:</p>	

**Please submit to  
 Town of Horicon Occ Tax Committee, PO Box 90, Brant Lake, NY 12815  
 Contact us for information about the grant review committee meeting.  
 supervisor@horiconny.gov**

TOWN OF HORICON OCCUPANCY TAX REVENUE FUND

**GRANT AWARD - FINAL REPORT – PROJECTS & EVENTS**

Final reports must be submitted to the Occ Tax 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 Horicon?
  
- How many people do you estimate attended your event?
  
- If your event has previously been funded by an Occ Tax grant, how was this year's program expanded and improved?
  
- How 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 Occ Tax Committee? YES NO If yes, what amount?\_\_\_\_\_

*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 Horicon Occ Tax Committee.

Questions: supervisor@horiconny.gov  
Mail to:  
Town of Horicon Occ Tax Committee  
PO Box 90  
Brant Lake, NY 12815

TOWN OF HORICON OCCUPANCY TAX REVENUE FUND

**GRANT FINAL REPORT: EVENT BUDGET – 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:  
Town of Horicon Occ Tax Committee, PO Box 90, Brant Lake, NY 12815