

**Directions for Occupancy Tax Funding Request
For Tourism Promotion of the Town of Johnsbury**
Warren County Occupancy Tax Local Distribution

Requirements:

- Applicants must submit their applications by mail, in person or electronically to secretary@johnsburny.com so that they are received no later than November 15th each year to be considered for funding.
- Organizations unable to submit an application electronically may print and send the completed application to: Town of Johnsbury, 219 Main Street, North Creek, NY 12853. Regardless of the form in which an organization submits an application, they must keep a copy in their records for six (6) years.
- Applicants may be:
 - A community non-profit or service organization
 - A business group which promotes an entire category of businesses or all businesses in the community
 - Group of community-minded folks with a worthy idea
- Projects should promote/attract tourism in the Town of Johnsbury and create a regional economic benefit
- Operational costs may be covered by occupancy tax funding (salaries, overhead, etc.), but only if specifically related to tourism promotion
- Projects must be all-inclusive of the community and preference may be given to new projects/events
- Completion and submission of the application does not assure funding. All applications must be reviewed by the Occupancy Tax Committee and approved by the Johnsbury Town Board
- The Johnsbury Town Board or Committee thereof reserves the right to request additional Information and may request a presentation or a representative of your organization to be present at a meeting to answer questions about their application
- Organizations may request increased funding for similar projects/events in subsequent years, however the organization MUST show that the event/project they are sponsoring is significantly improved or provides increased benefit to the community over previous years.
- If an organization is asking for additional funding for a previously funded project/event, they must include the earlier project/event budget showing how the awarded occupancy tax was used with the new application. If the former project is not complete by the current year's due date, the organization must submit a status report along with projected expenses.

Examples of Fundable Projects

Distributes information about the community

- Websites/brochures/flyers/postcards/maps/posters
- Bus signage
- Kiosk development
- Area Branding

Enhances the image of the town

- Streetscapes/sidewalk plantings/parking lot improvements
- Community signage/murals
- Banners/flags

Provides something to do within the community

- Enhance recreational attractions/create trails
- Create outdoor theater
- Promote special events

Project Ranking Process

Each application received will be placed into one of three project categories, as seen below. The Occupancy Tax Committee will then assess and score each application based on both general and project-type specific criteria including;

Information

- Attractive/professional work potential
- Good distribution plan
- Fosters community image
- Informative, useful
- Delivers tourists into businesses

Beautification

- Welcomes and/or adds comfort for visitors
- Enhances community image and/or spaces
- Long-term maintenance and sustainability addressed
- Appearance (design, color, shape, size) appropriate for space
- Suitability to location

Event or Things to Do

- Number of visitor days and nights
- Season extender
- Relevancy of activity to potential market
- Good marketing plan
- Spin-off to businesses or hamlets