

Schedule "A"

SPENDING GUIDELINES

GENERAL GUIDELINE

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

APPLICATION OF GENERAL GUIDELINE TO LIST BELOW

The listing below is intended to provide examples of acceptable or eligible expenditures under the general guideline provided above. In order to maintain the listing below as an easy to use 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

Production/Development of New Events/Activities, i.e., Outdoor Drama, Civic Center Events, Elvis Festival; and advertisement of same.

production/Installation/Rental Creation of Programs/Directories for Specific events
Fireworks Displays

Banners/Flags

Business Cards

Postage

Event Consultation Fee

Rental of Traveling/Special Exhibits

Promotional Items – Give-Aways i.e.,

Set-up/Clean-up Costs directly related to a Tourist event/activity

Billboard

Buttons, Pins, Decals
Letterhead/Envelopes/Postcards
Re-enactors/Musicians/Entertainers
Create Town Tours/Maps

Portable Toilets

Sponsorship/Hosting Fees

Event Crowd Control – Safety
Concerns

Promotional Items – Resale
i.e., Mugs, T-shirts

RECREATIONAL ATTRACTIONS

Advertisement and enhancement of existing and new recreational activities and attractions to be developed to accommodate and increase the number of visiting tourists, for example, enhancements to river walk, snowmobile trail system, hiking trails, bicycling routes with displays or improvements to accommodate tourists such as benches or a gondola for transportation.

Mapping/Brochures

Clearing/preparation of property for Tourist or convention activity or event.

Any eligible criteria from other spending guideline categories.

WEB SITE DEVELOPMENT/ELECTRONIC PROMOTION

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

Web Site Design/Construction	Search Engine Optimization
Purchase of Images/Sound	Email Appends
Promotions, Purchase of Hyper-Links	Broadcast Design/Delivery of
Interactive Informational Kiosk	Newsletters
Purchase Photo Enhanced Listings	Purchase of Banner Ads

BROCHURE PRODUCTION/DISTRIBUTION

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

Paid Brochure Distribution Locations	Design Fees
Reproduce Brochure to CD/DVD	Copyrighting
Postage/Permit Fees	Typesetting
Printing/Reprinting	Production (disks/films/pdt's, proofs, etc.)
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 in all 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 and consumer show brochure distribution and exhibit space co-oping.

Local, Regional and/or National Advertising or Promotional Opportunities	Production/Placement of Ads (Print, Radio,
and Design/Production/Agency Services	TV)
Clipping Service	Consumer/Trade Show Registration
Advertising in Trade Journals	Exhibit Graphics
	Kiosk Design

Staffing Expenses

Signage/ Ad on Trolley or Bus

Logo Development/Tag Line/Branding
Business Reply Cards

Product Development, i.e., Tour Packages,
Itineraries, Special Events

Coupons
Familiarization (FAM) Tour Development

Public Relations - Press Kits, Press Release
Development, Printing, Mailing Broadcasting

MEMBERSHIPS/ ASSOCIATIONS/ AFFILIATIONS

For Furtherance of Tourism Promotion, i.e., American Bus Association (ABA), New York State Travel and
Vacation Association (NYSTVA), National Tour Association (NTA), etc.

SPECIALIZED PROFESSIONAL SERVICES

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

Shoot Videographer or Photographer
Graphic Designer

Airplane/Helicopter Rental for

Ad/Brochure/Web Design Research, Feasibility or
Marketing Studies Sponsorship of Events, i.e.
"Elvis" fee

Step-On Guide Services

Public Relations Agency

Outsourcing to Call Centers, Fulfillment
Houses

Speakers/Musicians/Entertainers/Models

Update portions of Local History in furtherance of
promoting tourism, conventions, special events,
trade shows and other tourist activities
Hosting/Attending Educational Seminars,

EDUCATIONAL TOURISM

Informational Kiosk

i.e., Hospitality Training

Hosting/Attending Workshops, i.e., How to
Market Your Destination, Property or Event

BEAUTIFICATION

Community Signage,
i.e., Welcome or Directional signs

Plantings/LandscapingStreetscaping/lighting furthering establishment or growth of tourism, conventions, special
events, trade shows and other tourist activities

Informational Kiosk

Fountains/Benches

AUDIO - VISUAL PRODUCTION, DUPLICATION AND DISTRIBUTION

DVD/CD/VHS

MISCELLANEOUS PROMOTION

Purchase Mailing Lists

Mailings to targeted audiences

CAPITAL PROJECTS

Expenditures may be made for capital projects which facilitate use by tourist and/or increase tourism to an area by improving the aesthetic qualities of the municipality, enhancing the environment, improving infrastructures related to tourism, conventions and trade shows, and developing, operating and maintaining parks, recreational facilities and tourist attractions.

When spending funds for capital projects it is necessary to be sure the primary benefit is to promotion of Tourist activities, conventions, trade shows, special events and other directly related and supported activities. A project which only incidentally furthers tourism etc. and primarily benefits residents is not allowable as contrary to the legislatively authorized use of this funding.