

# 2021 APPLICATION

## 2021 REQUEST FOR TOWN OF QUEENSBURY OCCUPANCY TAX

Note: Completion of the application does not guarantee occupancy tax distribution

Occupancy tax allocation must be in accord with Warren County’s Local Law No. 4 of 2003 and amended by Local Law No. 10 of 2006, which states, in part, under Section 16. Disposition of Revenues: “...allocated only for tourism promotion and tourist and convention development...to enhance the general economy of the County of Warren, and its city, towns and villages through the promotion of tourist activities, conventions, trade shows, special events and other directly-related and supported activities.” See also: Schedule A SPENDING GUIDELINES

The money allocated will bring about an opportunity that will:

1. Bring about an increase in visitations to Queensbury, which might not have occurred otherwise.
2. Enhance the visitors’ experience in a way that will help assure:
  - a. An increase in the likelihood of return visits.
  - b. Will have a cumulative effect of producing other visitations.

Incidental justification: The enhanced experience will offer benefits to our local residents.

SUBMISSION REQUESTS can be submitted up to April 30, 2021

PRESENTATIONS: Monday, May 10, 2021, 6:30 PM, Town Activities Center (tentative)

Please complete the following: (Numbered with headings in this format only)

1. Name of organization:
2. Organization’s Address:
3. Contact names and information:
4. Describe your organization:
5. What is the amount you are requesting?
6. Describe your event:
7. Date(s) of the above:
8. Estimated number of persons served for this event:

9. Describe how your event fulfills the following requirement: *Your organization's request must be expended for promotion of the Town of Queensbury, be it 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.
10. Do you have empirical data that supports your request? Like number of nights generated and/or potential economic impact of the event? If so please describe:
11. Does your organization receive financial support (occupancy tax or otherwise) from the county or any other municipality? Is so, please describe:
12. \*Specific to the funds you are requesting, please detail below how this money will be spent:  
  
*\*Note 1: You will be reimbursed based on actual expenses and based on the receipts you submit. You will only receive that amount approved by the Town Board.*  
*\*Note 2: If the occupancy tax you are requesting will be spent on the purchase of promotion products, like media ads, coffee mugs, handouts, etc., those products must include the Town's logo. TV or radio advertising would have to include recognition of the Town of Queensbury. SEE TOWN LOGO:*
13. If applicable, explain how you have used the town's occupancy tax distribution(s) in the past 5 years:

**Please attach your organization's budget to this worksheet.**

**Submit application and accompanying documents to Town of Queensbury Supervisor's Office, Attention to Victoria La Marque, 742 Bay Road, Queensbury, NY 12804 or email at: [victorial@queensbury.net](mailto:victorial@queensbury.net) You can email for a word document version if you would like.**