

GUIDELINES FOR JOINT OCCUPANCY TAX FUNDING

1. Event must be held principally within the Town/Village of Lake George or demonstrate substantial impact on accommodations and generate a great deal of “heads in beds”.
2. Town and Village logo must appear on all advertising, e.g. brochures, posters, flyers
3. Preference for funding and amounts will be given to events held more than one day and off-season e.g. September to May.
4. No event will be eligible that did not submit previous year’s final report for Occupancy Tax received.
5. No event seeking more than \$25,000 is eligible. Such events may apply to the County directly.
6. Preference will also be given to events that do/show the following:
 - Utilize the Festival Commons
 - Have a designated host hotel
 - Creativity
 - Not-for-Profit
 - Enhances the image of Lake George
7. Deadline for submissions is December 31

Schedule “A” Spending Guidelines

- Advertising of event-posters, rack cards, banners, radio, TV, newspapers, etc.
- Promotional giveaway items only with Lake George logo, pins, shirts, etc.
- Set-up/clean-up costs-Porta-johns-security
- Musicians, reenactors, entertainers, sound system
- Fireworks
- Mailings, postage, photographer