

## Broome County Hotel-Motel Fund Policy

In 2007, Broome County established a dedicated fund for economic development through a 2% occupancy tax on hotel and motel rooms. This 'Hotel-Motel Fund' has been generally split between two broad categories of programs/projects: 1) Economic Development and Marketing; and 2) Brownfield Cleanup and Redevelopment. This policy covers Economic Development and Marketing funds and will be used as a guide to reviewing and approving applications for those funds.

### **Eligibility**

The following entities are eligible to apply for Hotel-Motel Funds: 1) Non-profit organizations with a current IRS non-profit exemption; and 2) Local municipalities.

### **Goals of the Economic Development and Marketing Fund**

In 2012, Broome County adopted a comprehensive plan with a series of vision items. These include:

- Making Broome County an Inviting Place to Live, Work, and Play
- Engaging Our Students and Young Professionals
- Taking Pride in Our Urban and Village Centers
- Taking Pride in our Scenic Beauty
- Investing in Our Workforce, Entrepreneurship, and Innovation

The full plan is online here: [gobroomecounty.com/comprehensiveplan](http://gobroomecounty.com/comprehensiveplan)

The Hotel-Motel Committee seeks to advance these goals through selected projects and initiatives. Applicants should demonstrate how their project advances these goals. The emphasis of the Hotel-Motel fund will be on projects which address the above goals by:

- Raising the profile of Broome County for travelers, business owners, entrepreneurs, site selectors and investors
- Attracting investment to Broome County
- Fostering entrepreneurship and innovation within Broome County
- Attracting and retaining businesses
- Attracting and retaining residents, with an emphasis on young professionals
- Generating meals, hotel stays, visits, extended visits, and/or increased retail sales by visitors from outside of Broome County

### **Evaluation Criteria**

Applications for Hotel-Motel Funds will be evaluated on the basis of the following criteria:

- How well the proposed project advances the goals of the comprehensive plan as listed above
- The degree to which the project leverages funds from other sources, with an emphasis on leveraging private funds
- Whether the project has a plan for self-sufficiency

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## **Review Committee**

Applications for Economic Development and Marketing funds will be reviewed by a committee consisting of: 1) Deputy County Executive (or designee); 2) Chairman of the Legislature (or designee); 3) Director of OMB; 4) Director of Planning; and 5) Broome County Comptroller. The Hotel-Motel Review Committee will meet as-needed and will review applications on an on-going basis.

## **Application Process**

Applications are available online at [gobroomecounty.com/planning/hmf](http://gobroomecounty.com/planning/hmf)

Agencies and organizations interested in utilizing Hotel-Motel funds must submit an application to:

Director of Planning  
Broome County Department of Planning & Economic Development  
PO Box 1766  
Binghamton, NY 13902  
[beth.lucas@broomecounty.us](mailto:beth.lucas@broomecounty.us)

Questions regarding the application process should be directed to Beth Lucas at (607) 778-2375 or [beth.lucas@broomecounty.us](mailto:beth.lucas@broomecounty.us)