

# Local Accommodations Tax Funding

## FY2021 Application for Town of St. George Funding

Applications must be received by 5:00 PM – **Thursday, August 26, 2021**

**Return applications to:**

*Town of St. George  
305 Ridge Street  
St. George, SC 29477*

Amount you are requesting:

Date(s) of Specific Event:  
(if applicable)

Location of Specific Event:

### **SECTION I: ORGANIZATION INFORMATION**

Name of Organization:	
Contact Name and Title:	
Mailing Address:	
Phone Number:	
Fax Number:	
Email Address:	
Website:	

**TYPE OF ENTITY (check one)**

**501(c)** Tax-exempt  Governmental

Federal Employer Identification Number:

Briefly state the history and mission of your organization.

### Administrative Purposes Only

<b>Date Received:</b>	<b>Valid Accommodations Purpose under State Code of Laws 6-1-530:</b>	<b>Yes</b> <input type="checkbox"/> <b>No</b> <input type="checkbox"/>
	<b>IRS determination letter:</b>	<b>Yes</b> <input type="checkbox"/> <b>No</b> <input type="checkbox"/>
	<b>IRS Form 990 (or Financial Statement if not required to file IRS 990):</b>	<b>Yes</b> <input type="checkbox"/> <b>No</b> <input type="checkbox"/>
	<b>Audit:</b>	<b>Yes</b> <input type="checkbox"/> <b>No</b> <input type="checkbox"/>

**SECTION II: GENERAL FINANCIAL INFORMATION**

If you are a Government Entity, skip to Section III.

**1. REVENUE\***

	<u>FY 2020</u> (Form 990)	<u>FY 2021</u> (Current Budget)
Contributions and grants (line 8)		
Program service revenue (line 9)		
Investment income (line 10)		
Other revenue (line 11)		
<b>TOTAL REVENUE (line 12)</b>		

**2. EXPENSES\***

	<u>FY 2020</u> (Form 990)	<u>FY 2021</u> (Current Budget)
Grants and similar amounts paid (line 13)		
Benefits paid to or for members (line 14)		
Salaries, other compensation, employee benefits (line 15)		
Fundraising (line 16)		
Other (line 17)		
<b>TOTAL EXPENSES (line 18)</b>		

\*These figures should reflect the full years financials for your organization based on the Form 990.

**SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2021**

1. The Accommodations Tax is available under section 6-1-530 of the South Carolina Code of Laws for the following **tourism-related** expenditures:
  - A. Advertising and promotion of development related to tourism
  - B. Maintenance or operation of tourist-related building or facility
  - C. Construction of tourist-related building or facility

2. **Describe your request.**

3. **Detail of request**

	FY 2021
OPERATING	AMOUNT
<b>A. Advertising or promotion related to tourism development</b> <input type="checkbox"/> Television <input type="checkbox"/> Rack Cards <input type="checkbox"/> Radio <input type="checkbox"/> Billboards <input type="checkbox"/> Newspapers <input type="checkbox"/> Mailings (Out of County) <input type="checkbox"/> Websites <input type="checkbox"/> Visitor's Guide <input type="checkbox"/> Magazines <input type="checkbox"/> Other (specify)	
<b>B. Maintenance or operation of tourist-related building or facility (specify)</b>	
CAPITAL	
<b>C. Construction of tourist-related building or facility (specify)</b> Construction Period From:                                      To:	
<b>TOTAL REQUEST</b>	

4. **List funds received or requested for tourism-related expenses**

SOURCE	FY 19 AMOUNT	FY 20 AMOUNT	FY 20 STATUS
Town of St. George			
<b>TOTAL Project or Event</b>			

**SECTION IV:        SCORING SYSTEM  
For Section V**

**1.     Economic Impact Calculation (Weight: 50%)**

**The number of visitors this year X daily spending X Length of stay = Total Direct Impact**

*Replace them with average daily spending if not known*

**Total Direct Impact => IMPLAN Model => Total Tax dollars Generated for the Town.**

Adjusted by ongoing/one-time event and busy/slow season

Each project will be rated between 1-100.

**2.     Availability of other Tourism related funding sources (Weight: 10%)**

**Tourism Panel will assess the ability for the organization to leverage other funding sources available based upon their location and/or specific project. An average of the panelist will be taken.**

Each project will be rated between 1-100.

**3.     Community Impact Calculation (Weight: 10%)**

**Total investment in the Town of St. George community**

Each project will be rated between 1-100.

**4.     Committee Rankings (Weight: 10%)**

**Committee will assess the project in its entirety and provide a ranking.**

Each project will be rated between 1-100.

**5.     Equitable provision of funding based on geography (Weight: 20%)**

**Committee will provide data on equitable funding splits by geography and provide a ranking.**

Each project will be rated between 1-100.

**Final Calculation**

*Final Score =*

*Economic Impact X 0.5 + Availability of Other Tourism related funding sources X 0.1 + Community Impact X 0.1 + Committee Ranking X 0.1 + Equitable provision of funding based on geography X 0.2*

- 1) Recommendations to Council will be based on the score of each entity;
- 2) If the total request from all entities exceeds the available funding, recommendations to Council will be made based on the available funding.

**SECTION V: TOURISM IMPACT ANALYSIS**

**1. Economic Impact Questions (Weight: 50%)**

	Previous Year	Current Year (Projected)
Total Attendance		
The Number of Attendees from Outside the Tri-County Area (Visitors):		
The percentage of all visitors who traveled to the Town specifically for the event/ attraction:		
Attraction or Event / Festival?	<input type="checkbox"/> Attraction (Ongoing Project, open year-round) <input type="checkbox"/> Event / Festival (not Ongoing, not open year- round)	
Season of Event if it is one-time event:	<input type="checkbox"/> Prime Season (March, April, May, June, July, September, October) <input type="checkbox"/> Shoulder Season (November, December, January, February, August)	
Is this a start-up project?	<input type="checkbox"/> Yes <input type="checkbox"/> No	

What methods did you use to calculate the total attendance and the total number of non-residents? Please be specific (for example: survey questions, estimation methods, etc.).

What methods did you use to estimate the visitor spending, length of stay, and percentage of visitors who specifically came for the events/attractions?

**2. Availability of other Tourism related funding sources (Weight: 10%)**

Organizations may have the ability to request other operating or special funds (A-Tax from a County, Hospitality Tax, etc.) that could supplement or better serve the project for which Town A-Tax funding is being requested. Reference Section III question #4 for the itemized list of funding received or requested from other entities.

**3. Community Impact Questions (Weight: 10%)**

The impact of your project may extend well beyond any capital investment, jobs created, and visitors it attracts. Some of these other benefits may include preserving and promoting a cultural/ heritage asset of the community and improving the quality of life for county residents as a result of the project.

In the long run, what aspects of the project will benefit the Town of St. George

	Previous Year	Current Year (Projected)
Your total annual payroll (\$):		
Total money spent or budgeted on construction or renovation of physical and permanent structure/properties, if any:		
Please list other sustainable impact on the Town and the tourism industry in the area, if any:		

**4. Committee Rankings (Weight: 10%)**

The committee will assess the degree of importance of this project to the further development of Town’s tourism economy.

**5. Equitable provision of funding based on geography (Weight: 20%)**

The Committee will display the funding allocated throughout the Town based upon the last three years of actual funding allocated by geography.

**The following attachments MUST be submitted with your application. If not, your application will NOT be considered.**

- A. The Internal Revenue Service (IRS) tax status determination letter (not applicable to governmental agencies).
- B. Copy of Internal Revenue Service (*IRS Form 990*) for the most recently completed year. (A financial statement must be substituted if an organization chooses not to file an *IRS Form 990* because their revenues are less than the threshold to file an *IRS Form 990*).
- C. Copy of *Annual Audit* performed by a Certified Public Accountant (CPA):
  - 1. if a governmental agency, or;
  - 2. if entity's revenues are \$1,000,000 or more in the last completed fiscal year.

I hereby certify that I am an authorized signatory for the applicant organization and that this organization does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, veteran status, or national origin, and that all funds that may be received by applicant organization from the Town of St. George will be solely used for the purposes set forth in this application and will comply with all laws and statutes. In particular, organizations receiving Accommodations Tax Funding will comply with state regulations requiring funds be utilized only for purposes as set forth in the Accommodations Tax Statute.

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Signature

Date

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Name and Title (please print)