ACCOMMODATIONS TAX FUNDS—APPLICATION INSTRUCTIONS

1. Please fill in all requested areas. Incomplete applications will be deemed unresponsive, and will not be considered for funding.

2. According to Chapter 4, Title 6, of the *SC Code of Laws*, Accommodations Tax Funds are to be used only for projects that promote tourism.

   a. Criteria for defining "Tourists" as defined by the *SC Tourism Expenditure Review Committee Guidelines*, October, 1998:*"Travel" and "Tourism" mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.*

      According to the SC Parks, Recreation & Tourism, the Travel Institute of America and other agencies, travel distance is generally defined as 50 miles. However, the SC Tourism Expenditure Review Committee considers any event that brings in tourists to a region and boosts the local economy."

   b. In addition to considering the above mentioned 50-mile radius, the Committee takes into consideration the following additional guiding principles:

      (1) That the expenditure must be used to attract or provide for tourists; or,
      (2) The expenditure cannot be used for an item that would normally be provided by the county or municipality.

3. Organizations applying for funding must list any other Accommodations Tax Funding they have requested or received from other municipalities or counties for the same funding year.

4. Accommodations Tax Funds may not be spent on purely local functions. Qualifying events or projects must be able to demonstrate compliance with the criteria named in Section 2. For greater detail on funding eligibility or questions, contact the Accommodations Tax Liaison.

5. Organizations must submit a final report and accompanying documentation at the end of the funding year. A form for this purpose will be provided at the time of the award. The final report at the end of the grant year will be considered part of the criteria for future funding eligibility.

6. Contact:

County of Laurens
County Parks, Recreation and Tourism
PO Box 445
3 Catherine Street
Laurens, SC 29360
864-984-5484—Direct Line
864-984-3726—Fax
Email: bwalsh@co.laurens.sc.us

APPLICATION
FISCAL YEAR 2011 - 2012

LAURENS COUNTY
ACCOMMODATION TAX ADVISORY COMMITTEE

FOR THE REQUEST OF FUNDS THROUGH
THE SPECIAL FUNDS TOURISM PROMOTION FUND
ACCOMMODATIONS SALES TAX ADVISORY COMMITTEE
LAURENS, SOUTH CAROLINA

Additional applications are available on line at laurenscountysc.org
All applications must be submitted by April 15, 2011, 4:00 P.M. to the following.

Laurens County Accommodations Tax Advisory Committee
C/O Laurens County Parks, Recreation and Tourism
3 Catherine Street
P.O. Box 445
Laurens, South Carolina 29360

bwalsh@co.laurens.sc.us

ADMINISTRATIVE PURPOSES ONLY

DATE RECEIVED:		
VALID ACCOMMODATION PURPOSE - SC 6-1-530	☐ YES	☐NO
IRS DETERMINATION LETTER	☐ YES	☐NO
IRS FORM 990	☐ YES	☐NO
AUDIT	☐ YES	☐NO
ADDITIONAL INFO NEEDED	☐ YES	☐NO

A P P L I C A T I O N

FOR THE REQUEST OF FUNDS THROUGH THE SPECIAL FUNDS TOURISM PROMOTION FUND
ACCOMMODATIONS SALES TAX ADVISORY COMMITTEE LAURENS, SOUTH CAROLINA

The attached question areas are mandatory in order to be considered for this funding. For full consideration, please answer each question as requested - if applicable for your agency. The recommendations developed by the Accommodations Tax Advisory Committee are advisory only. Laurens County Council will make the final decision on which projects will be funded and the funding levels for approved projects. All applications should be clearly written or typed using the same format as requested. It makes it very difficult when applicants do not provide the mandatory components as requested and in a format where items could be quickly noted. Should more space be needed, please use additional pages.

SECTION I. ORGANIZATIONAL INFORMATION

Name of Agency requesting funds:_____

Address of Agency:_____

_____

Contact Person:_____Title_____

E-Mail address:_____

Telephone Number:_____Fax Number_____

Amount of Funds Requested:_____

Type of Entity (check one): ☐ 501© Tax-exempt ☐ Government

Federal ID Number:_____

Briefly offer comments concerning the following:

A.) Function of your organization:_____

_____

_____

B.) History of your organization:_____

_____

_____

C.) Mission of your organization: :_____

_____

_____

2.) Provide a list of Board of Directors:_____

_____

_____

_____

3.) Type of Organization:

- ☐ Government agency, board, commission or political subdivision
- ☐ Not-for-profit organization registered with SC Secretary of State
- ☐ Eleemosynary organization exempt from federal income tax
- ☐ A community service club, agency, etc.

SECTION II GENERAL FINANCIAL INFORMATION (If you are a government entity, skip to Section 3)

1.) REVENUE

	FY 2010 (Form 990)	FY 2011 (Current Budget)
Contributions, Gifts & Grants		
Program Service Revenues		
Membership Dues		
Interest, Dividends & Other Investment Income		
Other		
TOTAL		

2.) EXPENSES

	FY 2010 (Form 990)	FY 2011 (Current Budget)
Program Services		
Management and General		
Fundraising		
Payments to Affiliates		
TOTAL		

3.) Submit a detailed budget for your agency (CPA – Audit copy optional):

4.) What percentage of a one-year budget this allocation would represent? _____

5.) Who is responsible for your agencies budget finances / audit? _____

_____

SECTION III **FUNDING REQUEST**

1.) The Accommodation Tax is available under Section 6-1-530 of State Law for tourism-related expenditures.

2.) Describe **briefly and specifically the purpose** for which the funds are being requested - _____

_____

_____

_____

3.) Detail of request:

OPERATING:		FY 2012 AMOUNT
A.) Advertising or promotion related to tourism development		
	☐ Television	
	☐ Radio	
	☐ Newspapers	
	☐ Websites	
	☐ Magazines	
	☐ Rack cards	
	☐ Billboards	
	☐ Mailings (Out of County)	
	☐ Visitor's Guide	
	☐ Other (specify)	

4.) List additional funds received or requested for tourism-related expenses. Include surrounding city / county funds:

SOURCE	AMOUNT - FY 10	AMOUNT - FY 11	AMOUNT - FY 12 (proposed)
1. Laurens County			
2.			
3.			
4.			

SECTION IV TOURISM IMPACT ANALYSIS:

a.) Total Attendance _____

b.) Number of Attendees - Outside Laurens County: _____

c.) Average length of stay of those visitors: _____

d.) Attraction or Event / Festival: ☐ Attraction ☐ Event / Festival

e.) Season of Event if it is a one-time event: _____

f.) Is this a start-up project? ☐ YES ☐ NO

g.) What is the total population served? _____

What method did you use to estimate the visitor spending and length of stay?_____

_____

_____

SECTION V. MEDIA AND MARKETING IMPACT QUESTIONS

Media and Marketing exposure promotes visitation and attendance for events, festival and other tourist-related activities. This effort also helps to increased interest for subsequent years. Which is extremely important for annual and recurring events. In addition, this exposure further enhances the image of Laurens County as a visitor destination, which encourages visitation throughout the rest of the year.

Please list the national and regional media coverage for t his project, to include paid-space advertising and editorial coverage, for media outside of Laurens County. Attachments may be included in order to present a clearer picture of the organization's marketing strategy, including broadcast, print, electronic and other advertising mediums.

PREVIOUS YEAR

Media Name	Media Type		Size of Readership Audience	Length of Coverage
	☐ National	☐Regional		
	☐ National	☐Regional		
	☐ National	☐Regional		

CURRENT YEAR
(Projected)

Media Name	Media Type		Size of Readership Audience	Length of Coverage
	☐ National	☐Regional		
	☐ National	☐Regional		
	☐ National	☐Regional		

Web Server	Number of visits per year	Number of visits current year

VI. COMMUNITY IMPACT QUESTIONS:

The impact of your project may extend well beyond the attraction of visitors. 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. What aspects of the project / event benefit the Laurens County Community?

	Previous Year	Current Year (projected)
Number of paid full-time positions, if any:		
Number of paid part-time positions, if any:		
Physical and permanent structure / properties with values, if any:		

Please list other sustainable impacts on Laurens County and the tourism industry in the area, if any:

_____

_____

_____

The following attachments must be submitted with your application.

a.) The Internal Revenue Service tax status determination letter (not applicable to governmental agencies).

b.) Letter from Secretary of State confirming non-profit status.

c.) Internal Revenue Service documentation confirming 501 (C-3) Status.

d.) Current roster of organizations Board of Directors.

c.) Copy of an annual audit performed by a Certified Public Accountant (CPA).

Applications must be submitted by April 15, 2011, 4:00 P.M. to the following:

Laurens County Accommodations Tax Advisory Committee
C/O Laurens County Parks, Recreation and Tourism
3 Catherine Street
P.O. Box 445
Laurens, South Carolina 29360

I hereby certify that this funding, if approved, will be spent as outlined.

_____
Agency

_____ _____
Name **Date**