

TOWN OF SUMMERVILLE HOSPITALITY AND LOCAL ACCOMMODATIONS TAX GUIDELINES AND APPLICATION FOR 2019 BUDGET

Attached are the guidelines and the application for the 2019 Hospitality and Local Accommodations Tax funding. Applications may be submitted after **September 1, 2018** and must be received at Town Hall located at 200 S. Main Street, Summerville, S.C. 29483. Complete applications and attachments must be received before **5:00pm on October 1, 2018**. All applications must be computer generated (handwritten applications will not be accepted) and submitted to bmesservy@summervillesc.gov as PDF files. Organizations submitting applications for Hospitality and Local Accommodations Tax funding are advised that all materials, including receipts, submitted to the Town of Summerville are subject to the Freedom of Information Act.

PROGRAM DESCRIPTION AND GUIDELINES

Per Code Sections 6-1-530 and 6-1-730 of the State Laws of South Carolina, the revenues from the hospitality taxes may be used only for the following:

1. Tourist-related buildings, but not limited to civic centers, coliseums, and aquariums
2. Tourism-related cultural, recreational, or historic facilities
3. Beach access, re-nourishment, or other tourism-related land and water access
4. Highways, roads, streets, and bridges providing access to tourist destinations
5. Advertisements and promotions related to tourism development
6. Water and sewer infrastructure to serve tourism-related demand

ELIGIBLE APPLICANTS

- Applicant organizations and/or projects must be located in the Town of Summerville, or, if located outside the Town, must sponsor programs within the Town of Summerville.
- Applicants must submit a complete application by the deadline stated above.
- Applicants must provide proof of their federal employer identification number as registered with the Internal Revenue Service.
- Applicants must provide proof of State-registered nonprofit status. Include with application.
- Summerville will not award Hospitality or Accommodations Tax funds to individuals, religious organizations, or political advocacy campaigns.

PROCESS FOR FUNDING APPROVAL

Applications for Hospitality Tax funds received by the Town of Summerville by the deadline date will be forwarded to Summerville HAT Committee for consideration. The following criteria may be considered to determine funding eligibility:

- This program or event will promote dining at restaurants, cafeterias, and other food and beverage vendors in the Town of Summerville.
- This program or event will generate overnight stay(s) in the Town of Summerville lodging facilities.
- This program or event will promote and highlight the Town of Summerville's historic and cultural venues, recreational facilities and events, and the unique flavor of the local community.



Town of Summerville, S.C.
Hospitality and Local Accommodations Tax Application for 2019 Budget

Project, Program, Event/Title Name: _____

Organization Name: _____

Contact (with Title): _____

Mailing Address: _____

Physical Address of Project, Program, Event: _____

Phone Number: _____

E-mail Address: _____

Web Address: _____

Total Amount Requested: _____

INFORMATION ABOUT YOUR ORGANIZATION

Name of Organization : _____

Give a brief description of the composition of your organization (board members, active members, meeting schedule, etc):

Paid staff? yes no If yes, how many and their responsibilities:

Attach copy of budget for the event.

Attach copy of your Mission Statement.

**Does your group distribute event proceeds to other groups?
If so, to whom.**

If your group is not awarded any money, how will that impact the project for which you are applying for funds?

Certification

We certify to the Town of Summerville that

1. The applicant is in compliance with stated eligibility requirements and all information contained in this application is true and correct to the best of my knowledge.
2. This application and signature have been authorized by the governing body of the applicant.
3. Any funds received from the Town of Summerville Local Hospitality and Accommodations Tax will be used only for the project, program or event that is detailed in the application.
4. The applicant and any organization that it assists will comply with all applicable Federal and State laws when conducting any program activity funded with the assistance of the Town of Summerville Hospitality and Accommodations Tax money.

Authorized Official: *Typed/Printed Name and Title* _____

Signature _____ Date _____

(if applicable)

Fiscal Unit/Agent Authorized Official: *Typed Name and Title* _____

Signature _____ Date _____

1. PROGRAM / EVENT / PROJECT INFORMATION

a. Program/Event/Project Title/Name: _____

b. Date(s) of Program/Event/Project: _____

c. Brief Description of Program/Event/Project: _____

d. What is the total budget for the project or event? _____

e. How will your project attract tourists to the Town of Summerville?

f. What was the overall attendance for your project or event last year? (if applicable) _____

g. How many people do you estimate will attend your project or event this year? _____

h. What percentage of your overall attendance do you anticipate will be tourists? _____

i. What methods will you use to calculate this figure? (Ex. Zip code tracking, surveys, etc.)

j. What marketing methods will you use to publicize the event/activity?

2. MARKETING STRATEGY FOR PROGRAM / EVENT / PROJECT:

a. What is your target audience? Please describe in detail.

b. What types of media will you use? (TV, newspaper, website, radio, social media, etc?)

c. Frequency (Where will the ads run?)

Start Date of Program/Event/Project _____ End Date of Program/Event/Project _____

PROGRAM/EVENT/PROJECT BALANCED BUDGET Detail all Program/Event/Project Expenses:

Example: event space, rentals, advertising

DETAIL ALL EXPENSES	Check ✓ if item is to be paid for with this grant. If box is checked, detail the expense in the chart below	Dollar Amount
Total Request		\$

DETAIL EXPENSES THAT WILL USE HTAX MONEY	Dollar Amount
Example: 10 ads in the Summerville Journal Scene	
Total Request	\$

Program/Event/Project Income: List ALL sources of funds for the proposed Program/Event/Project

SOURCES OF FUNDS	Status of Funds (Applied/Received)	Dollar Amount
Hospitality and Accommodations Tax (Town of Summerville)		
Total Funding		\$

Please provide any additional information you feel would be helpful.

Please use this section to describe in detail the Program/Event/Project – how, staffing, what, when, where, why
