



BERKELEY
COUNTY SC

RICH HISTORY.
BRIGHT FUTURE.
One Berkeley

2020 ACCOMMODATIONS TAX APPLICATION

Mail or deliver eight copies of your application to:

Berkeley County Government

Attn: Tourism Department, Rachel Knight

P.O. Box 6122

Moncks Corner, SC 29461

Please also send one electronic copy of your application to:

rachel.knight@berkeleycountysc.gov

Rachel Knight, Tourism Director

Key Dates:

- June 22, 2020- Applications OPEN for 2020 Accommodations Tax Funds
- July 22, 2020 at 2:00pm—Applications DEADLINE to apply for 2020 Accommodations Tax Funds
- July 29 at 4:00pm - Accommodations Tax Advisory Committee Meeting held at 1003 Highway 52, Moncks Corner, SC 29461, Administration Building, Assembly Room
- August 24, 2020 at 6:00pm—Presentation to County Council for Final Approval

Applications must be received by 2:00pm on July 22, 2020

Late application may jeopardize your organization's ability to receive funding

The Berkeley County Tourism Director will indicate the eligibility of the individual application for review and include comments on any deemed ineligible. All applications will then be forwarded to the Accommodations Tax Advisory Committee for review. The Committee will use the following evaluation criteria to evaluate applications and proposed projects.

Check one:

- Festival/Event**

 Marketing Promotions

 Cultural Arts

Project/Event Name: _____

Amount Requested: _____ Location of Event: _____

Date(s) of Event: _____ Purpose of Project/ Event: _____

SECTION I: ORGANIZATION INFORMATION

Name of Organization:	
Contact Name and Title	
Mailing Address	
Street Address (if different)	
Phone Number:	
Fax Number:	
Email Address:	
How long has your organization been in existence?	
Briefly state the history and mission of your organization:	

Type of Entity:

- Tax-exempt charitable organization: 501 (c)(3)

 Unincorporated
 Governmental

 Other (specify) _____
 Church/Religious Organization

Federal Employer ID Number: _____

Please attach a copy of your organization’s IRS tax status determination letter (not applicable to government agencies or religious congregations). A tax exemption identification number is not sufficient.

SECTION II: FINANCIAL INFORMATION

When submitting your application, please attach a comprehensive budget. Be as detailed as possible to include specific expenditures and revenues. The budget must be submitted with this application to receive consideration from the Accommodations Tax Advisory Committee.

Applicant’s overall operating budget: \$_____

Fiscal Year: _____ to _____
MM/DD/YY MM/DD/YY

SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2020/2021

Accommodations Tax is available for the following tourism-related expenditures

Section 6-4-10(4)(b)-(d) of the State Law states:

- ✓ advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
- ✓ promotion of the arts and cultural events
- ✓ construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and the nearby roads and utilities for the facilities
- ✓ the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. (This is based on the estimated percentage of costs directly attributed to tourists)
- ✓ public facilities such as restrooms, dressing rooms, parks, and parking lots
- ✓ tourist shuttle transportation
- ✓ control and repair of waterfront erosion
- ✓ operating visitor information centers

Accommodations Tax is not available for the following tourism-related expenditures:

- × Sporting Events with Scholarships
- × Promotion of Events staged by Colleges, Senior Centers, or Local Choirs
- × Welcome Signs
- × Cultural Programs in the Schools
- × Anything that Involves a “Re-Granting” of Funds or Donation of Proceeds

For a complete listing of eligible and ineligible projects, please refer to the [SC Revenue Ruling #98-22: Use of Accommodations Tax Funds](#)

Are you requesting Accommodations Tax funds from other organizations for this event or project? If yes, please list the organization and how much you have received.

SECTION IV: TOURISM IMPACT and SCORING SYSTEM

1. PROJECT DESIGN/SUSTAINABILITY/FUNDING SOURCES – 20% *65 points max.*

- **Benefit to Tourism: (15 Points)**

- Does the project promote tourism in the areas of the County in which Berkeley County A-Taxes are collected?
- How will it promote a positive image for Berkeley County?
- How will it attract overnight visitors, build new audiences and encourage tourism expansion in the areas of the County in which Berkeley County Accommodation Taxes are collected?
- How will it increase awareness of the County's amenities, history, facilities, and natural environment in the areas of the County in which Berkeley County A-Taxes are collected?
- Is the project/event solely dependent upon Accommodations Tax funding?

- **Benefit to the Community: (10 Points)**

- How will this project benefit the citizens of Berkeley County?
- Will the project benefit unincorporated Berkeley County?
- Who will attend the event?
- How many visitors will the event serve?
 - A visitor is defined by someone who travels at least 60 miles to attend the event.

- **Innovation: (10 Points)**

- Is this project unusual or unique? How so?
- Does it move an existing program in a new direction?

- **Community Support: (10 Points)**

- Does the project have broad-based community appeal or support?
- What is the evidence of need for this project in the County?
- Has the project/event continued to seek additional sources for funding?

- **Evidence of Partnerships: (10 Points)**

- What kind and degree of partnership does the project exhibit?
- Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business, and/or civic support?

- **Management Capability: (10 Point)**

- Does the applicant organization demonstrate an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production?
- If this organization has received County A-Tax funding previously, was the project successful, Explain?

Have you ever received funding from Berkeley County Government’s Accommodations Tax Fund?

YES NO

Year	Funding Received
	\$
	\$
	\$
	\$

2. HOTEL ROOM NIGHTS IN BERKELEY COUNTY – 40% *40 points max. for each project*

Room nights are calculated as the total number of rooms multiplied by the number of nights occupied.

	Previous Year	Current Year (Projected)
Total # of Rooms		
# of Night Occupied		
Total Room Nights (# Rooms x # Nights)		

Please explain how your project, event, or program attracts **overnight visitors** to the area and promotes tourism.

3. ECONOMIC IMPACT – 20% 20 points max. for each project

The economic impact of any event or attraction includes many variables outside of the room nights. Are these visitors likely to eat out? Will they go on other excursions? The fields below are designed to gauge the overall impact of your project. Events during the off season will be given higher priority for funding.

	Previous Year	Current Year (Projected)
Total Attendance (including Visitors)		
Number of Attendees from Outside Tri-County Area (Visitors)		
Daily Spending of Visitors		
Average Length of Stay		
Total Direct Impact (assessed as the number of visitors multiplied by the average daily spending multiplied by the length of stay)		
% of all visitors who traveled to area specifically for the event/attraction		
Attraction or Festival?		
What Season does the event take place?	Prime Season (Mid-March thru October)	Shoulder Season (November- Mid-March)
Is this a startup project?	<input type="radio"/> Yes	<input type="radio"/> No

What methods did you use to calculate the total attendance and the total number of non-residents? Please be specific i.e. survey questions, estimation methods, etc.

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

4. MEDIA/MARKETING – 20% *20 points max. for each project*

Please attach the detailed Marketing/Advertising Plan for the event or project. Attachments should be included to provide clarification on the organization’s marketing strategy to include broadcast, print, electronic and other advertising mediums outside of the local market.

Marketing and Media information is requested to show how your organization used advertising and promotion of tourism to increase tourism in Berkeley County.

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

Does the Marketing Plan appear organized and easily understood? Is the organization utilizing multiple forms of marketing to reach their goal? Did the organization identify quality publications/media outlets that will offer a return on investment? Is the applicant organization using publications that qualify for the greater the 60-mile radius rule? Is the applicant organization investing in the project?

The Marketing Plan must be submitted with this application to receive consideration from the Accommodations Tax Committee.

5. FINAL CALCULATION

Calculations to be completed by Accommodations Tax Committee.

Final Score = Community Impact + Funding Sources + Hotel Room Nights + Economic Impact + Media/Marketing

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: ATTACHMENTS & OPERATIONS

The following attachments must be submitted with your mailed or hand-delivered application to Tourism Department, 1003 Highway 52, P.O. Box 6122, Moncks Corner, SC 29461.

- ✓ The Internal Revenue Service tax status determination letter (not applicable to government agencies).
- ✓ Copy of Internal Revenue Service Form 990 if entity's expenses are less than \$1 million in the last completed fiscal year.
- ✓ Copy of the Annual Audit performed by a Certified Public Accountant (CPA)
 - If governmental entity or
 - If entity's expenses are \$1 million or more in the last completed fiscal year.
- ✓ Budget Documents
- ✓ Marketing Plan

Applicants must complete this application in its entirety. Projects submitted for consideration must demonstrate a relationship to or impact on the visitor industry within the community. **Funding recipients must recognize Berkeley County Government as a sponsor on all promotional materials.**

Applications will be reviewed bi-annually. The deadline for submittal and meeting dates are located at the top of this application. Applications will not be reviewed outside of those periods. Applicants may be asked to present to the Accommodations Tax Committee to receive funding. **A notarized performance report of the event/project is due within 30 days of completion. Please include any promotional materials, advertisements, etc. with your performance report submission. Failure to submit a performance report may make the project or entity ineligible for future funding.**

I hereby certify that the applicant organization does not discriminate on the basis of race, color, age, sex, religion, sexual orientation, physical disability, or national origin, and that all funds that may be received by the applicant organization from Berkeley County Government will be solely used for the purposes set forth in this application and will comply with all laws and statutes. 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.

Should the applicant receive funding, the applicant agrees to notify the Berkeley County Government in writing of any decision to cancel or postpone an event/project and must fill out the "Canceled or Postponed Events Form" within 30 days of the event/project's cancellation/postponement. All funds must be returned in full to Berkeley County Government if an event/project is canceled for any other reason excepting the occurrence of any circumstance beyond the control of the applicant such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities. Additionally, all funds must be returned in full to Berkeley County Government if an event is postponed more than 180 days from the original approved event date excepting the aforementioned conditions. The applicant may reapply for funding during the appropriate funding period.

Signature _____ Date _____