

# County of Charleston, South Carolina

## 2011 Application for Accommodations Funding

Applications must be received by 5:00 PM – Monday, March 1, 2010

**Return applications to:**

Charleston County Budget Office  
4045 Bridge View Drive, Suite 221A  
Charleston, SC 29405-7464

**Questions should be directed to:**

Daryl Brigman  
[dbrigman@charlestoncounty.org](mailto:dbrigman@charlestoncounty.org)

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:	

**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

Date Received:

Valid Accommodations Purpose under SC 6-1-530:

Yes  No

IRS determination letter:

Yes  No

IRS Form 990 or Audit

Yes  No

**SECTION II: GENERAL FINANCIAL INFORMATION**

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

**1. REVENUE**

	<b><u>FY 2009</u></b> <b>(Form 990)</b>	<b><u>FY 2010</u></b> <b>( Current Budget)</b>
Contributions, Gifts, & Grants		
Program Service Revenue		
Membership Dues		
Interest, Dividends & Other Investment Income		
Other		
<b>TOTAL</b>		

**2. EXPENSES**

	<b><u>FY 2009</u></b> <b>(Form 990)</b>	<b><u>FY 2010</u></b> <b>( Current Budget)</b>
Program Services		
Management and General		
Fundraising		
Payments to Affiliates		
<b>TOTAL</b>		

**SECTION III: FUNDING REQUEST FOR BUDGET YEAR 2011**

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

2. **Describe your request.**

3. **Detail of request**

	FY 2011
<b>OPERATING</b>	<b>AMOUNT</b>
<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</b> (specify) _____	
<b>CAPITAL</b>	
<b>C. Construction of tourist-related building or facility</b> (specify) _____ Construction Period From:                      To:	
<b>D. Beach renourishment</b> Construction Period From:                      To:	
<b>TOTAL REQUEST</b>	

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

SOURCE	FY 10 AMOUNT	FY 11 AMOUNT	FY 11 STATUS
Charleston County			
<b>TOTAL Project or Event</b>			

**SECTION IV:        SCORING SYSTEM**

**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 Charleston County**

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

Each project will be rated between 1-100.

**2.     Media & Marketing Impact Calculation (Weight: 20%)**

**Tourism Panel will assess the impact of marketing / media coverage. An average of the panelists will be taken.**

Each project will be rated between 1-100.

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

**Total investment in the Charleston community**

Each project will be rated between 1-100.

**4.     Tourism Panel (Weight: 20%)**

**Tourism Panel will assess the project in its entirety. An average of the panelists will be taken.**

Each project will be rated between 1-100.

**Final Calculation**

*Final Score =*

*Economic Impact X 0.5 + Media Impact X 0.2 + Community Impact X 0.1 + Expert Score 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 daily spending of those visitors:		
The average length of stay of those visitors:		
<b>Attraction or Event / Festival?</b>	<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)	
<b>Is this a start-up project?</b>	<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? (for example, surveys, estimation, and etc.)

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

**2. Media & Marketing Impact Questions (Weight: 20%)**

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 and recurring events. In addition, this exposure further enhances the image of Charleston County as a visitor destination, which encourages visitation throughout the rest of the year.

Please list the national and regional media coverage for this project, to include paid-space advertising and editorial coverage, for media outside of Charleston County. Attachments may be included in order to paint 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
	<input type="checkbox"/> National <input type="checkbox"/> Regional		
	<input type="checkbox"/> National <input type="checkbox"/> Regional		
	<input type="checkbox"/> National <input type="checkbox"/> Regional		
	Current Year (Projected)		
Media Name	Media Type	Size of Readership/Audience	Length of Coverage
	<input type="checkbox"/> National <input type="checkbox"/> Regional		
	<input type="checkbox"/> National <input type="checkbox"/> Regional		
	<input type="checkbox"/> National <input type="checkbox"/> Regional		

**Web Server Visits****Please attach your web log data:**

Web Address	Number of Visits Previous Year	Number of Visits Current Year (Projected)

**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 Charleston 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 built or renovated and their values, if any:		
Please list other sustainable impact <b>on Charleston County and</b> the tourism industry in the area, if any:		

**4. Tourism Panel Analysis (Weight: 20%)**

Five tourism professionals will assess the degree of importance of this project to the further development of the Charleston area's tourism economy.

**The following attachments must be submitted with your application**

- A. The Internal Revenue Service tax status determination letter (not applicable to governmental agencies).
- B. Copy of Internal Revenue Service Form 990 if entity's expenses are less than \$1,000,000 in the last completed fiscal year
- C. Copy of Annual Audit perform by a Certified Public Accountant (CPA)
  - 1. if governmental entity or
  - 2. if entity's expenses are \$1,000,000 or more in the last completed fiscal year.

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 applicant organization from the County of Charleston 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)