

SECTION II: Required 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.

SECTION III: Funding Request for FY 2019 - 2020

Accommodations Tax is available under section 6-1-530 of State Law for the following tourism-related expenditures:

- ✓ Advertising and promotion related to tourism development
- ✓ Maintenance or operation of a tourist-related building or facility
- ✓ Construction of tourist-related building or facility
- ✓ Beach renourishment

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 for the Participation of Locals
- × 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 [ATAX State Guidelines Summary](#).

1. FUNDS RECEIVED OR REQUESTED FOR TOURISM-RELATED EXPENDITURES

Are you requesting ATAX funds from other organizations for this event or project? If yes, what organizations? And how much have you received?

	Previous Budget (Form 990) FY19	Current Budget FY20 Amount	FY20 Status
<i>Charleston County</i>			
<i>Town of Mount Pleasant</i>			
<i>Other Organizations</i>			
<i>Total Project or Event</i>			

Please list any sponsors of your event and their contributions, financial or in-kind.

SECTION IV: Scoring System

As you complete your application, please keep the following factors in mind. Our A-TAX committee will use these factors as evaluation tools when reviewing your application.

1. HOTEL ROOM NIGHTS IN MOUNT PLEASANT – 40%

Each project will be given up to 40 points.

Room nights are calculated as the total number of rooms multiplied by the number of nights occupied. Please see the Mount Pleasant Hotels Acknowledgement Agreement on the following pages to indicate where the number of rooms in Mount Pleasant are being utilized.

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

Mount Pleasant Hotels Acknowledgement Agreement

Events receiving Mount Pleasant accommodations tax funding will be required to provide the following hotel listing to all known prospective visitors and participants. Please place the number of rooms to be occupied for the chosen hotels in the appropriate box below.

PROPERTY	ADDRESS	PHONE	ROOMS	Number of Rooms
The Beach Club	28 Patriots Point Road	800-745-8883	86 Rooms 6 Suites	
Best Western Patriots Point	259 Magrath Darby Blvd.	843-971-7070 843-408-7311	67 Rooms 6 Suites	
Charleston Harbor Resort & Marina	20 Patriots Point Road	843-856-0028 888-856-0028	125 Rooms 6 Suites	
Clarion Inn	310 Johnnie Dodds Blvd	843-884-5853	115 Rooms 2 Suites	
Comfort Suites	1130 Hungryneck Blvd	843-216-0004	81 Rooms	
Cottages on Charleston Harbor	16 Patriots Point Road	843-849-2300	10 Cottages	
Courtyard Marriott	1251 Woodland Ave.	843-284-0900	130 Rooms	
Days Inn	261 Johnnie Dodds Blvd	843-881-1800	130 Rooms	
Extended Stay America	304 Wingo Way	843-884-4453	101 Rooms	
Hampton Inn at Patriots Point	255 Sessions Way	843-881-3300	121 Rooms	
Hampton Inn & Suites	1104 Isle of Palms Connector	843-856-3900	81 Rooms 40 Suites	
Hilton Garden Inn	300 Wingo Way	843-606-4600	133 Rooms	
Holiday Inn	250 Johnnie Dodds Blvd	843-884-6000	156 Rooms 2 Suites	
Holiday Inn Express & Suites	350 Johnnie Dodds Blvd	843-375-2600	116 Rooms 14 Suites	

Holiday Inn Express & Suites NE Mount Pleasant	1104 Stockade Lane	843-216-0000	103 Rooms 45 Suites	
Homewood Suites	1998 Riviera Ave.	843-882-6950	107 Rooms	
Home2 Suites <i>Opening Winter 2018</i>	1650 James Nelson Road	843-971-6800	122 Suites	
Hyatt House <i>Opening Fall 2018</i>	Midtown Ave. & Beacon Drive		128 Rooms	
Hyatt Place <i>Opening Summer 2018</i>	Belk Drive		92 Rooms	
Inn at l'on	148 Civitas St.	843-284-0850	7 Suites	
KOA Campground	3157 Highway 17 N	843-849-5177	5 Cabins	
Mainstay Suites	400 Magrath Darby Blvd.	843-881-1722	71 Rooms	
Old Village Posthouse	101 Pitt Street	843-388-8935 800-549-POST	3 Suites	
Quality Inn & Suites	196 Patriots Point	843-856-8817 800-704-4480	55 Rooms 48 Suites	
Red Roof Inn	301 Johnnie Dodds Blvd	843-884-1411	124 Rooms	
Residence Inn	116 Isle of Palms Connector	843-881-599	90 Rooms	
Shem Creek Inn	1401 Shrimp Boat Lane	843-881-1000	51 Rooms	
Sleep Inn	299 Wingo Way	843-856-5000	83 Rooms	
Springhill Suites Marriott	245 Magrath Darby Blvd.	843-284-5250	110 Suites	
Staybridge Suites <i>Opening Spring 2018</i>	251 Johnnie Dodds Blvd		108 Suites	
TownePlace Suites Charleston Mount Pleasant	1350 Stuart Engals Boulevard	843-936-5555	101 Rooms	
Tru Hotel <i>Opening Summer 2018</i>	1651 Midtown Avenue		124 Rooms	
Wyndham Garden	1330 Stuart Engals Blvd	843-352-5151	120 Rooms	
AirBNB, VRBO, Etc.	N/A	N/A	N/A	

2. ADDITIONAL ECONOMIC IMPACT – 20% *Each project will be given up to 20 points.*

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 <i>The Total Direct Impact is assessed as the number of visitors multiplied by the average daily spending multiplied by the length of stay.</i>		
% of all visitors who traveled to area specifically for the event/attraction		
Attraction or Festival?	Attraction	Event/Festival
Season of Event:	Prime Season (Mid-March, April, May, June, July, Sept, Oct) Shoulder Season (Nov, Dec, Jan, Feb, Mid-March, Aug)	
Is this a startup project?	Yes	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?

2. MEDIA/MARKETING – 20% *Each project will be given up to 20 points.*

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.

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 Mount Pleasant as a visitor destination, which encourages visitation throughout the rest of this year.

Does the Marketing Plan as outlined 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 50-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.

3. COMMUNITY IMPACT – 10% *Each project will be given up to 10 points.*

The impact of your project may extend well beyond any capital investment, jobs created or visitors it attracts. Some of the other benefits may include preserving and promoting a cultural/heritage asset of the community or improving the quality of life for locals. In the long-run, what aspect of the project will benefit the Mount Pleasant community?

Please list sustainable impacts on Mount Pleasant and the Tourism Industry or how this positively impacts the local community:

4. FUNDING SOURCES/SUSTAINABILITY – 10% *Each project will be given up to 10 points.*

Has this project received previous funding? Has the funding been well utilized? Has the return on investment been beneficial to the Mount Pleasant community? Is the project solely dependent upon A-TAX funding? Has the project continued to seek additional sources for funding?

Have you received funds from the Accommodations Tax Fund previously? Yes No

Year	Funding Received

5. FINAL CALCULATION

Calculations to be completed by Accommodations Tax Committee.

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

- 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 application to tourism@tompsc.com or by mail to ATAC, 100 Ann Edwards Lane, Mount Pleasant, SC 29464.

- ✓ 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 the Town of Mount Pleasant 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 must 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 the Town of Mount Pleasant 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 Town of Mount Pleasant 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 the Town of Mount Pleasant 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 the Town of Mount Pleasant 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 _____

By checking this box, I understand that a digital signature carries the same weight as a handwritten one.