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FY2020 Application for Accommodations Funding

For Projects 07/01/2020– 12/31/2020 Application available: December 1, 2019.

February 10, 2020: Completed Application and All Supporting Documents must be Submitted.

March 5, 2020, 11:00 AM Presentations to Committee (Town Hall, 100 Ann Edwards Lane, Mount Pleasant, SC 29464)

March 6, 2020 11:00 AM Committee Deliberation and Grading

March 10, 2020 Presentation to Town Council for Final Approval

Those organizations receiving funding will be notified shortly after Town Council's approval.

Submit: Email to Tourism@tompsc.com or mail to ATAC, 100 Ann Edwards Lane, Mount Pleasant, SC 29464

Questions: Email Tourism@tompsc.com.

Presentations to the Accommodations Tax Committee shall be no longer than 2 minutes in length and should address the items below.

Project/Event Name: _____

Amount Requested: _____ **Date(s) of Event:** _____

Location of Event: _____

Does this event take place in Mount Pleasant? **Yes** **No**

Please check appropriate category. Festival/Event Marketing Promotions
Cultural Arts

SECTION I: Organization Information

Organization Name: _____

Contact Name and Title: _____

Mailing Address: _____

Phone Number: _____

Fax Number: _____

Email Address: _____

Type of Entity: 501(c) Tax-exempt Governmental

Federal Employer ID Number: _____

Briefly state the history and mission of your organization:

Describe your request:

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 2020 - 2021

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 | 92 Rooms | |
| Best Western Patriots Point | 259 Magrath Darby Blvd. | 843-971-7070 843-408-7311 | 70 Rooms | |
| Clarion Inn | 310 Johnnie Dodds Blvd | 843-884-5853 | 116 Rooms | |
| 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 | 120 Rooms | |
| Harborside at Charleston Harbor | 20 Patriots Point Rd. | 843-8560028 | 125 Rooms | |
| Hilton Garden Inn | 300 Wingo Way | 843-606-4600 | 133 Rooms | |
| Holiday Inn Express & Suites | 350 Johnnie Dodds Blvd | 843-375-2600 | 116 Rooms | |
| Holiday Inn Express & Suites | 1104 Stockade Lane | 843-216-0000 | 103 Rooms | |

| | | | | |
|------------------------|------------------------------|------------------------------|------------|--|
| Homewood Suites | 1998 Riviera Ave. | 843-882-6950 | 107 Rooms | |
| Home2 Suites | 1650 James Nelson Road | 843-971-6800 | 122 Suites | |
| Hyatt at Towne Centre | 1600 Palmetto Grande | 843-884-6000 | 92 Rooms | |
| Hyatt House | 1430 Midtown Ave. | 843-388-6277 | 128 Rooms | |
| Inn at P'on | 148 Civitas St. | 843-284-0850 | 7 Suites | |
| The Palmetto House Inn | 140 Civitas St. | 243-388-3805 | 7 Suites | |
| Mainstay Suites | 400 Magrath Darby Blvd. | 843-881-1722 | 71 Rooms | |
| Old Village Posthouse | 101 Pitt Street | 843-388-8935 | 6 Suites | |
| Quality Inn & Suites | 196 Patriots Point | 843-856-8817 800-704-4480 | 103 Rooms | |
| Red Roof Plus | 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 | 50 Rooms | |
| Sleep Inn | 299 Wingo Way | 843-856-5000 | 83 Rooms | |
| Springhill Suites | 245 Magrath Darby Blvd. | 843-284-5250 | 110 Suites | |
| Staybridge Suites | 251 Sessions Way | 843-216-5400 | 108 Suites | |
| TownePlace Suites | 1350 Stuart Engals Boulevard | 843-936-5555 | 101 Rooms | |
| Tru By Hilton | 1651 Midtown Avenue | 843-936-5900 | 124 Rooms | |
| Wyndham Garden Inn | 1330 Stuart Engals Blvd | 843-352-5151 | 120 Rooms | |
| Cambria Hotel | 1472 Highway 17 N. | 843-849-9677 | 112 Rooms | |
| | | | | |

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.