



2020-2021 Accommodations Tax Grants Application Guidelines for Capital Projects

Accommodations Tax Grants are provided to eligible projects through revenue received by Chesterfield County for its share of the 2% lodging tax levied by the State of South Carolina. County Accommodations Tax Grants are awarded to eligible projects that physically take place within Chesterfield County and/or promote Chesterfield County to potential visitors.

As you prepare your application, please be mindful of the following requirements:

- Accommodations Tax funds must be used to attract and provide for tourists and must be spent on tourism-related expenditures. These funds are for the purpose of developing and increasing tourist attendance. If an expenditure cannot be directly related to tourism, then accommodations tax revenue may not be used to fund the expenditure.
- Accommodations Tax funds are to be used for tourism related expenses only Per Title Six (6-4-5) of SC State Law.
 - a) advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
 - b) promotion of the arts and cultural events;
 - c) construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
 - d) 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;
 - e) public facilities such as restrooms, dressing rooms, parks, and parking lots;
 - f) tourist shuttle transportation;
 - g) control and repair of waterfront erosion;
 - h) operating visitor information centers.
- For the purpose of this grant application, the Accommodations Tax advisory committee is only considering qualified paid capital improvement project expenses as listed in options C-H above.
- Only the above referenced costs should be reflected. **Funds requested will require a 50% match by the applicant.** The maximum capital grant request amount is \$12,500.
- Applicant organizations must have been in existence for at least one (1) year prior to requesting funds.
- Chesterfield County will not award Accommodations Tax funds to individuals, fraternal organizations, religious organizations, or organizations that endorse political campaigns.
- Grantee organizations may not re-grant County funds to other organizations. All funds must be spent on direct program expenditures by the organization that is granted the allocation.
- In order to determine the “tourism” potential/exposure, applications should include an overall budget, percentage of tourists generated, a description of the event/project, and total attendance to the event/project.
- If this is a new project/event, then you must estimate this type of data in order to validate the “tourism” expenditures, and track it for the event/project.

- Only one grant (marketing or capital project) may be submitted per organization.
- Projects/events approved for funding are provided such dollars on a reimbursable basis. The reimbursement process guidelines are available online <https://www.discoverchesterfieldcounty.com/partners>
- “Travel” and “tourism” mean the action and activities of people outside of the home community. Data tracking can and should support and qualify any event that brings in tourists to a region and boosts the local economy.
- All applicants must have an IRS 501c not for profit status, be a government entity, and/or be a destination marketing organization (DMO).
- Chesterfield County requires grantees to complete a final report for accommodations tax funds. Grantees are required to submit proof of grant expenditures (invoices, proof of performance, and proof of payment).
- Grantees must acknowledge the receipt of funding by including the Chesterfield County Tourism logo or by stating that funds were provided by Chesterfield County Government Accommodations Tax Funds on the receipt’s respective website. Please refer to the logo guidelines and information document for specific details.
- This grant is only valid for projects completed July 1, 2020-June 15, 2021.

An Accommodations Tax Advisory Committee, mandated by the State, reviews applications and makes recommendations to the County Council for the award of these funds. This committee is composed of seven representatives from the hospitality and tourism industry.



2020-2021 Accommodations Tax Grants Capital Projects Instructions

Each Accommodations Tax Grant Application must be typed and fully completed. Supplemental information may be attached to the application, but not replace it.

Applications must be received by 5:00 p.m. on **Wednesday, February 10, 2021**. Applications received after this time and date will not be accepted. (Special Note: This is not a postmark date.)

One (1) original of the application should be mailed/hand-delivered to:
Chesterfield County Economic Development
Attn: Accommodations Tax Grant
700 West Boulevard
PO Box 192
Chesterfield, SC 29709

--or--

A copy may be submitted digitally to chesterfieldcotourism@outlook.com – A confirmation will follow all digitally submitted documents.

Following the February 10, 2021, deadline, the Chesterfield County's Accommodations Tax Advisory Committee will meet to review the applications. The committee will then make recommendations for funding to County Council. Applicants will be notified following the County Council's funding decision (approximate notification – March 2021).



2020-2021 Accommodations Tax Grant Application – Capital Projects

Name of Applicant Organization: _____

Project Date(s): _____

Project Director: _____

Mailing Address:

Phone: _____ E-mail: _____

Website Address: _____

Organization Federal ID number: _____

(A copy of the applicant's IRS 501c not for profit status, government entity, and/or destination marketing organization tax paperwork is required for all grant applicants).

Type of Organization: _____ non-profit _____ government _____ DMO

Describe the project and its tourism mission. What is the benefit to the community? How is it complimentary of existing facilities or is it unique to the area, or both?

What is the anticipated financial impact of this project on tourism-related businesses in Chesterfield County?

Explain how this financial impact was determined.

How does this project attract state, regional, and/or national audiences? How many people do you estimate will attend the event/visit Chesterfield County because of the above project? How did you arrive at this estimation? Be detailed.

What performance measures will you use to determine the success of your advertising and marketing efforts for the capital project?

All capital projects require a 50% match.

Based on the match amount (with a cap amount of \$12,500) state how much grant funding support you are requesting. My organization is requesting \$_____ in Accommodations Tax Grant Funds.

Calculate the amount your organization must expend in qualified expenditures.

Requested amount: \$_____ x 1.50 = a total required qualified spend of \$_____

Example: Requested amount: \$6,000 x 1.50 = a total required qualified spend of \$9,000.

Complete the following expenses chart. Attach a separate sheet of paper if necessary.

Total Cost of Capital Project	
Building Cost/Infrastructure/Associated Fees/Utilities/Landscaping	Dollar Amount

