



## 2020-2021 Accommodations Tax Grants Application Guidelines for Marketing 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 tourism advertising and promotion expenses as listed in options A, B, and H above. Advertising and promotion expenses may include print media, outdoor (billboard) media, radio, television, and web-based (digital) media. Trade shows, media missions, and other events for the purpose of advertising and promotion also qualify. Promotion expenses do not include souvenirs, prizes, give-aways, awards, trophies, or any other type of operational expense. Conference registration fees and travel do not qualify.
- Only marketing and advertising costs should be reflected. **Funds requested will require a 50% match by the applicant.** The maximum marketing 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 at 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 program/project advertising, marketing, and promotional materials. The Chesterfield County Tourism logo is required on the home page of the website of any organization receiving funds. Examples of this must be included in your final report. 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 Marketing Projects Instructions**

Each Accommodations Tax 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](mailto: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 – Marketing 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

Provide a brief summary of the proposed event or project. This description will be used in executive summaries if tax funds are awarded. Limit this description to 100 words.

Specifically, how will this project help/support the economy in Chesterfield County? Be detailed in your justification and attach additional documentation if necessary.

Describe your marketing plan by identifying your target audience(s), including relevant demographic, geographic, timing of efforts; explain why this is your target audience(s); what specific marketing strategies and platforms will you use to influence your target audience(s) (such as print, TV, digital advertising, public relations, website, etc).

How does this project attract state, regional, and/or national audiences? How many people do you estimate will attend the event/visit Chesterfield County as a result 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?

All marketing 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: \$5,000 x 1.50 for a one-to-one request = a total required qualified spend of \$7,500.

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

<b>Itemized Total Expected Project Cost</b>		
<i>Print media (magazine, newspaper, billboard)</i>		
Name of Publication	Description	Cost

<i>Collateral materials (brochures, rack cards)</i>		
Description and Quantity	Design Cost	Print Cost
<i>Broadcast media (radio, television, digital)</i>		
Name of Media	Flight Dates	Cost
<i>Other (website, media missions, FAMs, etc.)</i>		
Description	Size	Cost
TOTAL COST OF PROJECT		

Statement of Assurances

If the grant application is awarded funding, I agree, as a representative of the organization named in this application, to provide any and all records pertaining to this grant for inspection by the Chesterfield County Accommodations Tax Committee/Chesterfield County Tourism Office upon request. I further understand all documentation should be available for a minimum of three years.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Applications must be received by February 10, 2021.