



City of Clinton South Carolina

Accommodation Tax Guidelines Funding Application

TO CITY OF CLINTON ACCOMMODATIONS TAX APPLICANTS:

Please read and review the following documents as part of the Application Package: Accommodations Tax Advisory Committee Members, Application Guidelines, Application Final Criteria, and Accommodations Tax Application.

Applicants seeking Accommodation Tax funding for fiscal year 2024-2025 must submit completed applications no later than 5:00 p.m., Monday, September 30, 2024 for consideration by the Advisory Committee. Late and incomplete applications will not be considered.

Please pay careful attention to the application guidelines before you begin your application.

ACCOMMODATIONS TAX ADVISORY COMMITTEE:

State legislation requires that a municipality establish an Advisory Committee to review all applications before they receive funding. The Advisory committee forwards its recommendations to City Council for approval. The Accommodations Tax Advisory Committee consists of seven (7) members. The Committee will include at least two (2) members of the lodging industry.

INTRODUCTIONS

I. PURPOSE

The South Carolina State Assembly enacted Bill H2186, which imposed a 2% tax on all accommodations in the State. The purpose of the legislation is stated in Section 1 of the Bill: **SECTION 1.** The General Assembly finds that areas of the State which have a high concentration of tourism activity may also be required from time to time to provide additional county and municipal services including, but not limited to, law enforcement, traffic control, public facilities, and highway and street maintenance, as well as, the continual promotion of tourism. The purpose of this act is not to provide services normally provided by the county or municipality, but to promote tourism and enlarge its economic benefits through advertising, promotion, and providing those facilities and services which enhance the ability of the county or municipality to attract and provide for tourists.

“Travel” and “Tourism” mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work. According to the S.C. PRT, the Travel Institute of America and other agencies, travel distance is generally defined as 50 miles.

II. STATE ALLOCATIONS AND CRITERIA

State law, as amended in 1991, provides that accommodation tax revenues must be allocated in the following manner:

- A. The first \$25,000 must be allocated to the General Fund of the City of Clinton, and is exempt from all other requirements of the legislation;
- B. 5% of the balance must be allocated to the General Fund of the City of Clinton, and is exempt from all requirements of the legislation;
- C. 30% of the balance must be allocated to a special fund and used for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity.
- D. The remaining balance must be used for tourism-related expenditures. **Tourism-related expenditures are defined in the legislation as follows:**
 - 1. Advertising and Promotion of Tourism
 - 2. Arts and Cultural Projects/Events
 - 3. Facilities for Civic and Cultural Events
 - 4. Municipality and County Services
 - 5. Public Facilities
 - 6. Tourist Transportation
 - 7. Waterfront Erosion
 - 8. Visitors Centers
 - 9. Other

III. DETERMINING TOURISM-RELATED FUNCTIONS

- A. Tourism is defined as “the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.”
- B. Accommodations tax funds must be used to attract and provide for tourists and must be spent on tourism-related expenditures. If expenditure cannot be directly related to tourism, then accommodation tax revenue may not be used to fund the expenditure.
- C. Organizations must provide documentation of tracking methods to determine the number of tourists. Applicants applying for funding must list any other accommodations tax funds they have requested or received from other municipalities and/or counties for the same fiscal year.
- D. Any and all organizations applying for accommodations tax funding must have an application on file for each request, each year. Any and all organizations applying for funding must be listed on the Accommodations Tax Reporting Form submitted annually to the Tourism Expenditure Review Committee, regardless of whether they were awarded any funds.
- E. Salaries may be paid from the 65% Tourism-Related Fund, as well as from the 30% Advertising and Promotion Fund. However, salaries may only be paid based on the percentage of time spent on tourism-related functions.
- F. Accommodations tax tourism funds may not be spent on purely local functions.
- G. Expenditure requests for fireworks may only be funded to the extent that they “attract and provide for tourism.” This will be decided on a case-by case basis.

IV. PROCEDURES AND CONDITIONS FOR FUNDING

- A. The Committee will review each application after receipt.
- B. The Committee is an advisory committee and makes funding recommendations to City Council for final approval.
- C. Notifications of funding results will be sent to applicants during the second quarter of the 2024-2025 fiscal year (October-December 2024.)
- D. If your funding request is granted, please be advised that Accommodations Tax funding carries the following conditions:
 - The City has the right to audit the funded organization. (Ex. Looking at their books or attending the events.) This includes access to all records of expenditures.
 - Recipient organizations are subject to ongoing evaluations by City staff. The goal of these evaluations is to encourage self-sufficiency for each organization or program funded through the use of additional or alternative funding sources.
 - All projects must be completed during the fiscal year in which they are funded. Fiscal year 2023-2024 began July 1, 2023 and ends on June 30, 2024.

V. INSTRUCTIONS FOR SUBMITTING AN APPLICATION

- A. Completed applications must be submitted no later than **5:00 p.m. Monday, September 30, 2024. Applications received after this date will not be accepted or reviewed and they will be returned to the applicant.**
- B. Submit your original application to the M.S. Bailey Municipal Center.

<u>Mail to:</u> City of Clinton Accommodations Tax Committee Carla Goggins Post Office Box 748 Clinton, SC 29325	<u>Deliver to:</u> City of Clinton Accommodations Tax Committee Carla Goggins 211 N. Broad Street, Suite A Clinton, SC 29325
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- C. Original application should include the following required attachments:
- a. Current financial statement
 - b. W-9 form
 - c. A copy of your 990-tax form (if applicable)
 - d. A list of current board members
 - e. A list of all paid staff members, include full or part-time
- D. Please answer each question and provide all information requested. The City of Clinton Accommodations Tax Advisory Committee will review the requests for funding and make recommendations to the City Council of the City of Clinton. City Council will make the final decision on which projects will be funded and the funding levels for approved projects. Please feel free to use additional pages if more space is needed.

VI. REQUESTING MORE INFORMATION

If you have any questions or concerns about Accommodations Tax funding or the allocation process, please contact Dana Waters at (864) 200-4544 or via email at cgoggins@cityofclintonsc.com

Administration Department – City of Clinton

PO Drawer 748 or 211 North Broad Street

Clinton, South Carolina 29325

Phone: (864) 833-7500 or (864) 200-4501

FAX: (864) 833-7533

Accommodations Tax Fund Grant Request

2024-2025 Funding Cycle

A. APPLICANT INFORMATION

Project Name: _____

Organization: _____

Name: _____

Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

B. PROJECT DESCRIPTION

Project Category: ☐ Tourism / Promotion ☐ Arts / Cultural

Project Duration: Begin: _____ End: _____

Project Type: ☐ One-time project ☐ Ongoing project

☐ New project ☐ Existing project

Is the program/event located within the City of Clinton's corporate limits? ☐ Yes ☐ No

TOTAL FUNDING REQUEST: \$ _____

C. PROJECT GOALS AND OBJECTIVES

Describe project goals and objectives:

D. PROJECT

1. How will this project/program encourage tourism and tourism development, enhance our citizen's quality of life, or attract new visitors to Clinton?
2. How will achievements of the project/program be measured?
3. How will this funding be coordinated with private funding for maximum project success?
4. Please detail how requested funding will be allocated between expenses directly associated with the proposed project/program and administrative overhead costs.
5. If applicable, demonstrate how previous funding has successfully met the project/program objectives.
6. If this project/program requires funding beyond the current year, explain how the organization or agency plans to fund the project/program in future years.
7. What is the expected attendance of the event (if applicable)? Of those expected to attend, what is the expected percentage of those traveling from a distance of more than 50 miles?
8. Please briefly describe the function of the organization requesting the funds.
9. Please attach a list of the Board of Directors and/or key executive personnel.

E. PROJECT BUDGET

Provide a detailed budget of project revenues and expenditures. Include with the application packet, the organization's most recent financial statements and the organization's total budget for this funding period.

☐ PROJECT BUDGET COMPLETED BELOW

☐ PROJECT BUDGET ATTACHED

REVENUES (Include all relevant sources, e.g., ticket sales, sponsorships, contributions, accommodations tax, etc.)		PRIOR YEAR BUDGET	FY 2024-2025 BUDGET
TOTAL REVENUES		\$0.00	\$0.00

EXPENDITURES (Include all relevant expenditures, e.g. salaries, fees, advertising, supplies, utilities, equipment, etc.)		PRIOR YEAR BUDGET	FY 2024-2025 BUDGET
TOTAL EXPENDITURES		\$0.00	\$0.00
SURPLUS (DEFICIT)*		\$0.00	\$0.00

* Explain any projected surplus or deficit below:

What percentage of your annual operating budget does this amount represent?

Please provide the name of the individual responsible for the audit of your organization's budget:

What percentage of your total operating budget do you receive through public sources?

F. SUPPLEMENTARY INFORMATION

Do you receive ATAX funding from other organizations? ☐ Yes ☐ No

Please list the government organizations and the amount of funding in the space below:

Please provide event attendance figures for the past three years:

2022:

2023:

2024:

Provide any supplementary information below:

G. STATEMENT OF ASSURANCES

If this grant application is awarded funding, the _____ agrees that:
(Name of Organization)

- a) The City of Clinton will issue Accommodations Tax Grant checks on or around October 15, 2024 for the 2024 funding cycle. Projects should be scheduled to occur after October 15, 2024.
- b) Financial records, support documents, statistical records, and all other records pertinent to ATAX grant funding shall be retained for a period of three years.
- c) All procurement transactions regardless of whether negotiated or advertised and without regard to dollar value shall be conducted in a manner so as to provide maximum open free competition.
- d) The funding recipient shall establish safeguards to prohibit employees from using their positions for a purpose that has the appearance of being motivated by a desire for private gain for themselves or others.
- e) All expenditures must have adequate documentation.
- f) All accounting records and supporting documentation shall be available for inspection by the City of Clinton upon request.
- g) No person, on the basis of race, color, or national origin, should be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under the program or activity funded in whole or part by ATAX grant funds.
- h) Employment made by or resulting from ATAX grant funding from the City of Clinton shall not discriminate against any employee or applicant on the basis of disability, age, race, color, religion, sex, or national origin.
- i) None of the funds, materials, property, or services provided directly or indirectly under ATAX grant funding from the City of Clinton shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office.

SIGNED: _____
Applicant Authorized Official Signature

SIGNED: _____
Signature of Witness

DATE: _____