



HOSPITALITY TAX GRANT APPLICATION

**APPLICATIONS MUST BE RECEIVED BY
4:00PM Friday, September 29, 2023**

Please review the entire packet prior to submitting an application. Late submissions will not be accepted. Council may request applicant create a short project presentation (date and time TBD). If funding is approved, applicants will be notified in October 2023.

To apply for a grant:

1. Complete and sign the Hospitality Tax Grant Application.

Incomplete applications will not be evaluated.

2. Provide the following required attachments:

- Letter from IRS confirming nonprofit status OR confirmation of registration with the South Carolina Secretary of State as a nonprofit organization OR other documentation sufficient to determine eligibility
- Letter from organizers describing organization/structure of entity
- Copy of liability insurance, or letter of intent to obtain insurance (if using City property)
- A one (1) page Project and Budget Narrative
- Completed Attachment A and Attachment B

3. Submit three (3) copies of the application and attachments to:

E-mail:	Mail:	By-hand:
Rebecca Mestas rmestas@yorksc.gov	City of York Hospitality Tax Grant Application P.O. Box 500 York, SC 29745	York City Hall Attn: Rebecca Mestas 10 N. Roosevelt St York, SC 29745

**For questions regarding the application process,
please contact Rebecca Mestas, 803-792-678 or email rmestas@yorksc.gov**



HOSPITALITY TAX GRANT PROGRAM OVERVIEW

PURPOSE

The purpose of the Hospitality Tax Events Grant Program is to improve the quality of life and draw more visitors to York through:

- Advertisement, marketing, and promotion of events and other tourism related development
- Attract tourism leading to dining at restaurants and other eating/drinking establishments in York
- Support and highlight the City's historic and cultural venues, recreational facilities, and events

A tourist is defined as a person who does not reside in but rather enters temporarily, for reasons of recreation or leisure, the jurisdictional boundaries of a municipality for a municipal project or the immediate area of the project. The purpose of grant awards is to attract tourists to the City of York through various means and activities.

PROCESS

Eligible entities will complete an application during the fall for the proceeding calendar year. The City will advertise the solicitation of applications and ensure entities that have hosted events in the City previously are aware of the program. Applications will be due by October 1st each year. The application will be scored by staff and a recommendation will be presented to Council for award.

Staff will consider the following when evaluating requests:

- The degree to which the organization, program, project, or event is likely to draw diverse visitors to the City.
- The impact of the organization, program, project, or event has on the quality of life for City residents.
- The expected direct economic impact of the organization, program, project, or event.
- The impact of the event on the image and marketing of York as a dynamic and appealing community.
- The prior success and managerial track record of sponsoring organization.
- The degree to which the organization, project, program, or event is supported by other community partners. Applications should reflect financial support from other local partners.
- H-tax grants cannot be the sole local fund source for any organization project, program, or event.
- The completeness of the application information (including reporting on prior year results for those who received funds in prior year).

ENTITY ELIGIBILITY

Entities applying for H-Tax Event Grants must meet one of the following eligibility criterion and have been in existence for at least one (1) year:

- Non-Profit organizations with an operational board and documentation from the State of South Carolina Secretary of State
- Organizations exempt from federal income tax under Section 501(C)(3) of the Internal Revenue Code and whose primary goal is to attract additional visitors through tourism promotion
- Destination Marketing Organizations

- Local Businesses
- Political Subdivisions of the state of South Carolina. A political subdivision is defined as a governmental entity of other special purpose district allowed or created by law
- Religious organizations. Funds must be solely utilized for secular purposes and for the promotion of tourism or tourism-related activities. No funding my support religious activities

Entities that are not formal non-profit organizations but serve a charitable purpose will be asked to submit a letter from its organizers detailing its purpose, structures, and other information. H-Tax event grants are not available to individuals. Funds will not be provided to organizations for the purpose of supporting and/or endorsing candidates or campaigns. Grant funding is only available for events located within York city limits.

GRANT AWARDS

Grants will be awarded in-whole or in-part based upon funding availability. These grants will be primarily reimbursable awards, where recipients would submit documentation after the event to receive City funding. Entities would be eligible for a maximum award of \$5,000 per grant cycle or other amount set by Council.

Applicants may also apply for in-kind services at a rate determined by the City. In-kind services include police, fire/EMT, sanitation, rental fees, and other City-provided services needed to support an event. If an applicant applies for in-kind services to support an event, those services will be included in the award amount not to exceed the maximum grant award. Applicant budgets should include the cost of in-kind services in the total requested grant.

Expenses must be directly in support of one of the six (6) purposes of hospitality tax funding under S.C. Code 6-1-730:

1. Tourism-related building, including, but not limited to: civic centers, coliseums, and aquariums and/or
2. Tourism-related cultural, recreational, and historic facilities; and/or
3. Beach access and re-nourishment; and/or
4. Highways, roads, streets, and bridges providing access to tourist destinations; and/or
5. Advertising and promotions related to the development of tourism; and/or
6. Water and sewer infrastructure to serve tourism-related development

Examples of generally **eligible expenses** are:

- Advertising, marketing and promotions (including, but not limited to, brochures, flyers, ads, etc.)
- Entertainment/Speakers/Guest Artist
- In-Kind Municipal Services/Security (Police, Fire, Sanitation)

Examples of **ineligible expenses** include:

- Any rentals including stages, chairs, inflatables, generators, etc.
- Items given to tourist once they are here (t-shirts, cups, trophies, etc.)
- Insurance or licenses, invoices outside the funding year, salaries
- Transportation or accommodations
- Food or beverages
- Decorations, staging or fencing

Knowing that not all organizations may be able to float certain expenses or to help develop new events, the City may authorize seed funds to qualified entities of up to 50% of the total grant award. Seed funds are funds provided prior to the event for deposits, marketing, and other upfront costs. Seed funds will be made available on a case-by-case basis as determined by the following criteria – amount requested, event history/past performance, and other factors.

IN-KIND SERVICES REQUEST

Applicants may also apply for in-kind services at a rate determined by the city. In-kind services include police, fire, EMT, sanitation, rental fees, and other city-provided services needed to support an event. If an application applies for in-kind services to support an event, those services will be included in the award amount not to exceed the maximum grant award. Applicant budgets should include the cost of in-kind services in the total requested grant. The city will retain this portion of the award to provide in-kind services. Any in-kind service costs not covered by the Hospitality Tax Grant are the responsibility of the applicant.

In-kind services are provided at the following hourly rate:

Police Officer	\$50/hr. per officer (minimum of two (2) hours)
Fire/EMT	\$50/hr. per fire/EMT (minimum of two (2) hours)
Fire Inspector	\$50/hr.
Trash/Sanitation	\$40/hr. per employee
City Facility Rental	Varies

REPORTING REQUIREMENTS

Each grantee will be required to submit a final project report along with its reimbursement request. The report must include:

- Number of people that attended the event
- Number of attendees from outside the City of York
- How the attendance number was determined (i.e. sign-in log, zip code request, etc.)
- Copies of all advertisements or promotional materials associated with project
- Up to five (5) photographs of the project/event, including one photo exhibiting acknowledgment of the City of York through receipt of York Hospitality Tax Funds
- Additional information as requested by the city which can be reasonably obtained

Grantees that fail to provide a final project report will not be reimbursed for covered expenses and will become ineligible for additional funding for a time period specified by the city.



Hospitality Tax Grant Application

Office Use Only

Date Received: _____

Amount Requested: _____

Amount Funded: _____

A. Amount you are requesting: \$ _____

B. For: ☐ One-time Event ☐ Annual or recurring event ☐ Other: _____

Project Name _____

Date(s) of Event _____ Location of Event _____
(Please attach documentation of venue and date confirmation)

C. Sponsor Organization: _____

Contact Name & Title _____

Address _____

Telephone _____ Email _____

Tax Status: _____ Years/Months in Existence? _____
(Please provide a list of active board members, Secretary of State Letter and IRS designation letter if applicable)

Federal ID Number: _____

Are you in good standing with both the IRS and the Secretary of State? _____

D. Describe the proposed project or activities for which funds are requested and the timetable for implementation:

E. How does this project attract visitors to the area and promote tourism?

F. Estimated Total Attendance: _____

Of this total attendance, what is the estimated number of “tourists” (non-residents) attending the event? _____

How will you measure where your visitors will come from?

G. Financial information: Total Project Budget \$ _____

Please attach a copy of your budget using (**Attachment ‘A’**) to detail all expenses and revenues for this project.

1. EXPENSES: How are funds spent for this project? What are your total expenses?
2. REVENUES: How is this project funded? What are your revenues for this project? You must list all funding sources for this project. Some examples include:
 - Accommodations Tax Grant (County)
 - Foundation Grant(s) and Individual Contributions
 - Entry Fees/ (Admissions, etc.), Sold Services or Concessions/Merchandise
 - Sponsorships Sold or Space Rental Fees
 - Special Event Fundraisers

H. Detail how the funds requested from the City of York will be spent:

Using (**Attachment ‘B’**):

Statutory Category for Funding	Amount
Print Publications (designing, printing, postage for items mailed to attract tourist)	
Advertising/Promotions/Marketing (design cost, airtime, etc.)	
Entertainment/Speakers/Guest Artist or Instructors	
In-Kind Municipal Services/Security (specify)	
Infrastructure improvements (specify)	
Total Requested	\$

I. STATEMENT OF ASSURANCES/CERTIFICATION

Upon grant application acceptance and funding award, applicant agrees that financial records, support documents, statistical records, and all other records pertinent to Hospitality Tax funding shall be retained for a period of three years. The applicant agrees that 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. 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. All expenditures must have adequate documentation. All accounting records and supporting documentation shall be available for inspection by the City of York upon request. 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 funding in whole or in part by Hospitality Tax funds. Employment made by or resulting from Hospitality Tax funding shall not discriminate against any employee or applicant on the basis of handicap, age, race, color, religion, sex or national origin. None of the funds, materials, property, or services provided directly or indirectly under Hospitality Tax funding shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office. The applicant hereby certifies that the information submitted as part of this application is accurate and reliable. Any change and/or variation must be reported immediately, otherwise funding may be withheld.

Name: _____ **Title:** _____

Signature: _____ **Date:** _____

ATTACHMENT 'A'

Title: _____

This form should be used to submit your application as well as the project report.

Itemize Total Expected Project Costs	
Itemize Individual Expenses Below	Dollar Amount
Total Projected Cost	\$

List ALL Sources of Funds for the Proposed Project		
Source of Funds	Proposed, Requested, Received	Dollar Amount
Total Budget		\$

ATTACHMENT 'B'

This form should be used to submit your application as well as the project report.

Detail How the Hospitality Tax Grant Funds Will Be/Were Used	
Print Publications (designing, printing, postage for items mailed to attract tourist)	Dollar Amount
Advertising/Promotions/Marketing (design cost, airtime, etc.)	
Entertainment/Speakers/Guest Artist or Instructors	
In-Kind Municipal Services/Security (specify)	
Infrastructure improvements (specify)	
Amount Requested <i>(Must equal to the amount in application)</i>	\$



Hospitality Tax Grant Reporting and Reimbursement Request

Due 30 days after event

Office Use Only

Date Received: _____

Date of Event: _____

Project Name:	
Date(s) of Event:	Location of Event:
Amount funded:	Reimbursement Request:
Sponsor Organization:	
Email:	Phone:

Detail how the funds from the City of York were spent:

Please attach receipts and proof of paid invoices for each category and vendor used.

Statutory Category for Funding	Amount
Print Publications (designing, printing, postage for items mailed to attract tourist)	
Advertising/Promotions/Marketing (design cost, airtime, etc.)	
Entertainment/Speakers/Guest Artist or Instructors	
In-Kind Municipal Services/Security (specify)	
Infrastructure Improvements (specify)	
Total Requested	\$

Estimated Total Attendance: _____ **Tourist attendance:** _____

What two sources did you use to collect tourist data? (Attach source used to justify attendance.)

☐ Wireless Data (TruVista)

☐ Volunteer Zip Code Collection

☐ Visitors' logs (i.e. Chamber of Commerce,
Farmers Market, Arts Council, CDDA, etc.)

☐ Local hotel rooms occupied (% increase
during event date)

☐ Other _____

☐ Other _____

I hereby certify that the above information and statements are true according to my best information and that all Hospitality Tax Funds that were received from the City of York will be solely used for the purposes set forth in this report, and complied with all laws and statutes.

Signature: _____ **Date:** _____