



# County of Lexington

Accommodations Tax Fund

FY 2015/2016

## APPLICATION

1. Name of Project/Event: \_\_\_\_\_

2. Sponsoring Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

3. Event/Project Director:

Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Alternate Telephone \_\_\_\_\_

Fax Number \_\_\_\_\_

Email \_\_\_\_\_

4. Event Website: \_\_\_\_\_

5. Event/Project Category (*Check One*):

Tourism, Advertising/Promotion - *see #10 for advertising/promotion sources*

Tourism Related Expenditures: \_\_\_\_\_

6. Project Timeline: Beginning date \_\_\_\_\_ End date \_\_\_\_\_

7. Location of Project/Event: \_\_\_\_\_

8. Number of employees: #Full-time \_\_\_\_\_ #Part-time \_\_\_\_\_

9. Do you advertise outside a 50-mile radius?  Yes  No

10. If yes to #9, please check all that apply to advertising sources outside of Lexington County:

Rack Cards - # distributed \_\_\_\_\_

Brochures - # distributed \_\_\_\_\_

Posters - # distributed \_\_\_\_\_

Magazine Ads - # ads \_\_\_\_\_ (list ads and distribution range on separate sheet)

Newspaper Ads - # ads \_\_\_\_\_ (list newspapers and distribution range on separate sheet)

Television Ads - # ads \_\_\_\_\_ (list stations and viewing range on separate sheet)

Radios Ads - # ads \_\_\_\_\_ (list stations and listener range on separate sheet)

Billboards - # ads \_\_\_\_\_ (list number and location of billboards on separate sheet)

Websites - # web pages other than primary website # \_\_\_\_\_ (list on separate sheet with target audience)

Other than listed above: \_\_\_\_\_ (list on separate sheet with target audience)

11. How many people do you expect to attend? \_\_\_\_\_
12. Of this number, how many are tourists? \_\_\_\_\_ (Tourists: “People taking trips outside of their home communities for any purpose, except daily commuting to and from work.”)  
[SC Code of Laws, Chapter 6, Section 6-4-5 (4)].
13. List the methods used to track tourists:
- Web page inquires - estimated inquires per month \_\_\_\_\_
  - Phone call inquiries - estimated phone calls per month \_\_\_\_\_
  - Brochure mailings - estimated brochures mailed per month \_\_\_\_\_
  - Event ticket sales - estimated tickets sold per event \_\_\_\_\_
  - Event registration - estimated registrants per event \_\_\_\_\_
  - Hotel sales - estimated sales per event/per month \_\_\_\_\_
  - License plates - estimated count per event \_\_\_\_\_
  - Surveys - estimated number of responses per survey \_\_\_\_\_
  - Other than listed: \_\_\_\_\_
14. **Must complete:** County accommodations funds are generated from the hotels in the unincorporated areas of the County. Please list the hotels and number of room nights you have used or plan to use for your event/project located in the unincorporated areas of Lexington County only:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
15. Please indicate you have read: **Chapter 6, Sections 6-4-5 (4) and 6-4-10, SC Code of Laws, 1976?** Yes No
16. Project Budget - **Request for funds must meet the requirements of Chapter 6, Section 6-4-10, SC Code of Laws, 1976, as amended.**
- a. Estimated total cost of Project \$ \_\_\_\_\_
  - b. Amount of Accommodations Funds requested for this Project: \$ \_\_\_\_\_
  - c. This request equals what percent of the total Project/Event Budget? \_\_\_\_\_%
  - d. List specifically what the funds will be used for and the estimated amount i.e. brochures - \$1,500, etc. \_\_\_\_\_
17. Has your project or organization previously received Accommodations Tax Funds?  
Yes No
- a. If yes, state year \_\_\_\_\_, amount \$ \_\_\_\_\_, source \_\_\_\_\_, and purpose: \_\_\_\_\_
  - b. For each award year, did you expend 100% of the Accommodations Tax Funds you received?  
Yes No
  - c. If no, please explain: \_\_\_\_\_

18. Type of Organization:

Please check one:

- County
- Municipal
- Non-profit Organization
- Community service club, church, etc.
- 501(c) 3
- Other: \_\_\_\_\_

**Note: For-profit organizations are not eligible for Accommodations Tax Funds**

19. Project description - please attach a report with the following information needed by the Tourism Expenditure Review Committee to be sure that the event/project was in accordance to Section 6-4-10 of the S.C. Code of Laws (*Use separate sheet for Project Description if needed*):

- a. General description
- b. State the benefit that this project will serve toward promoting tourism and the Lexington County Community
- c. Total attendance to the event/project versus the number of total tourists in attendance
- d. Economic impact generated by tourism to the event/project
- e. Overall description of how the event/project attracts and promotes tourists to the area and specifically how the Accommodations Tax Funds were used to accomplish this
- f. Additional comments: \_\_\_\_\_

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***PLEASE NOTE: Applicant and/or representatives must be present during review process by the Accommodations Tax Advisory Board in order to be considered for funding.***

Signature of Event/Project Director:

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date





