



TOWN OF FORT MILL
LOCAL HOSPITALITY AND ACCOMMODATIONS TAX (HAT)
GUIDELINES AND APPLICATION FOR 2016-2017 BUDGET

The Town of Fort Mill, South Carolina is now accepting Local Hospitality and Accommodations Tax funding applications for the 2016 budget. Attached is a copy of this year's application and guidelines. Applications may be submitted after **July 8, 2016** and must be received at Town Hall located at 112 Confederate Street, Fort Mill, SC 29715 no later than **3:00 PM** on **August 1, 2016**.

**Be advised that organizations submitting applications for Local Hospitality and Accommodations Tax funding are advised that all materials submitted to this office are subject to the Freedom of Information Act.*

PROGRAM DESCRIPTION AND GUIDELINES

Per South Carolina Code Sections 6-1-530 and 6-1-730 the revenues from the hospitality and accommodations taxes may only be used for the following:

1. Tourism-related buildings, including, but not limited to civic centers, coliseums, and aquariums
2. Tourism-related cultural, recreational, or historic facilities
3. Beach access, re-nourishment, or other tourism-related land and water access
4. Highways, roads, streets, and bridges providing access to tourist destinations
5. Advertisements and promotions related to tourism development
6. Water and sewer infrastructure to serve tourism-related demand

ELIGIBLE APPLICANTS

- Applicant organizations and/or projects must be located in the Town of Fort Mill, or, if located outside the Town, must sponsor programs within the Town of Fort Mill.
- Applicants must submit a complete application within the time allocated.
- Applicants must provide proof of their federal employer identification number as registered with the Internal Revenue Service.
- Applicants must provide proof of nonprofit status. Please attach to this application.
- Fort Mill will not award Hospitality or Accommodations Tax funds to individuals, religious organizations, or political advocacy campaigns.

PROCESS FOR FUNDING APPROVAL

Once all applications for Local Hospitality and Accommodations Tax funds have been received by the Town of Fort Mill, they will be forwarded to the Fort Mill Town Council for consideration. The following criteria may be considered to determine funding eligibility:

- This program or event will promote dining at restaurants, cafeterias, and other eating and drinking establishments in the Town of Fort Mill.
- This program or event will generate overnight stay in the Town of Fort Mill lodging facilities.
- This program or event will promote and highlight the Town of Fort Mill's historic and cultural venues, recreational facilities and events, and the uniqueness and flavor of the local community.

Initial: _____



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Type or print all answers

Organization:

Contact (with title):

Mailing Address:

Physical Address:

Phone Number:

Email Address:

Website:

Total Amount Requested:

We certify to the Town of Fort Mill that:

- The applicant is in compliance with stated eligibility requirements and all information contained in this application is true and correct to the best of my knowledge
- The filing of this application and signature have been authorized by the governing body of the applicant
- The activities and services for which assistance is sought will be administered by or under the supervision of the applicant solely for the described projects and programs
- The applicant and any organization that it assists will comply with all applicable Federal and State laws when conducting any program activity for which the applicant receives financial assistance from the Town of Fort Mill

Authorized Official: *Name and Title* _____

Signature _____ Date _____

Fiscal Agent/Official: *Name and Title* _____

Signature _____ Date _____

EVENT/PROJECT INFORMATION

Event/Project Title/Name:

Date(s) of Event/Project?

General Description of Event/Project:

What is the total budget for your event or project?

How will your event/project attract tourists to the Town of Fort Mill?

What was the overall attendance for your event/project or event last year? (If applicable)

How many people do you estimate will attend your event/project or event this year?

What percentage of your overall attendance do you anticipate will be tourists?

What methods will you use to calculate this figure? (Ex. Zip code tracking, surveys, etc.) (Provide detail)

What marketing methods are you currently implementing?

Who is your target audience?

What media platforms will you use? (TV, newspaper, digital, billboards, radio, etc...)

How often do you plan to advertise (frequency of ads.)?

EVENT/PROJECT BUDGET

Event/Project Expenses:

Detail how requested Local Hospitality and Accommodations Tax funds will be expended.

DETAIL ALL TOURISM-RELATED EXPENSES	Check ✓ if item is part of this grant	Dollar Amount
Total Request		\$

Event/Project Income:

List ALL sources of funds for the proposed project or facility

SOURCES OF FUNDS	Status of Funds (Pending/Received)	Dollar Amount
Total Income		\$

Use this section to provide any additional information you feel would be helpful.

Application completed by:

Signature of Applicant:

If your organization received HAT funding in 2015 use this form to describe how the Local Hospitality and Accommodations Tax funds awarded to your organization was used and how it benefited tourism in Fort Mill.

Project Title/Name:

Amount of (HAT) Tax Awarded to your Organization:

General Description of Project:

What was the overall attendance for your project or event last year? (If applicable)

One goal of the HAT Tax is to attract tourists. A tourist is defined as “someone who travels outside his or her usual environment.” What percentage of your overall attendance (listed above) are tourists? _____%

What methods did you use to calculate this figure? (Ex. Zip code tracking, surveys, etc.)

Event/Project Expenses:

NOTE: YOU MUST ATTACH COPIES OF INVOICES AND CANCELLED CHECKS. (FAILURE TO SUBMIT THESE DOCUMENTS MAY DEEM YOUR ORGANIZATION INELIGIBLE FOR FUTURE FUNDING.)

DETAIL ALL TOURISM-RELATED EXPENSES FOR THIS EVENT OR PROJECT THAT WAS FUNDED BY THIS GRANT	Dollar Amount
Total:	\$

Event/Project Income: List ALL sources of funds received for this project or event.

SOURCES OF FUNDS FOR THIS EVENT OR PROJECT	Status of Funds Pending/Received	Dollar Amount
Total Income:		\$

Report Completed By: _____ Date: _____

Signature: