



TOWN OF FORT MILL, FORT MILL, SC
STATE ACCOMMODATIONS TAX
GUIDELINES AND APPLICATION FOR 2021-2022 BUDGET

The Town of Fort Mill, South Carolina is now accepting State Accommodations Tax funding applications for the 2020 budget. Attached is a copy of this year's application and guidelines. Applications may be submitted after **June 15, 2020** must be received at Town Hall located at 200 Tom Hall Street, Fort Mill, SC 29715 no later than **3:00 PM** on **July 30, 2020**.

**Be advised that organizations submitting applications for State 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 6-4-10 and 6-1-730 the revenues from the state accommodations taxes may only be used for the following tourism-related expenditures including:

1. Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
2. Promotion of the arts and cultural events
3. 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;
4. The criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This based on the estimated percentage of the costs directly attributed to tourists;
5. Public facilities such as restrooms, dressing rooms, parks and parking lots
6. Tourist-shuttle transportation;
7. Control and repair of waterfront erosion, including beach re-nourishment
8. Operating visitor information center.

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 that bring accommodations or visitors to the Town.
- 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 State Accommodations Tax funds to individuals or political advocacy campaigns.

Initial: _____

PROCESS FOR FUNDING APPROVAL

Once all applications for State Accommodations Tax have been received and reviewed by the State Accommodations Tax Advisory Committee it will be forwarded to Town Council for final approval. 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.
- "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. Because there is no clear definition of "home community" the Tourism Expenditure Review Committee has adopted a guideline set by other travel industry entities, which states that a tourist is generally one that comes from 50 miles outside of their homes or stays overnight in a hotel.



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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?

