

CITY OF WESTMINSTER HTAX GRANT APPLICATION GUIDE (Revised 2022)

The South Carolina Code of Laws section 6-1-720 provides for Hospitality Tax Provisions with oversight functions by the SC Department of Revenue.

ELIGIBILITY:

To be eligible, an organization must be organized as a non-profit organization or a government agency, and shall demonstrate that it has either an ongoing tourism program or it can develop an effective tourism promotional project.

An organization must substantiate its credibility with financial history. The most recent financial report, IRS tax forms, or financial audit information are required.

Eligible organizations must show involvement in one or more of the following:

- Destination Advertising Promotion: advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity; (“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.)
- Tourism Related Event: promotion of the arts and cultural events;
- Tourism Related Facilities: 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
- Tourism Related Public Services ___: the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
- Operating Visitor Information Centers.

Certain Tourism-related grants are awarded on a “percentage of tourism” basis. Applicants must be able to substantiate how much of the total expenditure is related to tourism, and must be able to provide the “percentage of tourism” to the total budget of the project. The grant disbursement must be based exclusively on the estimated percentage of costs directly attributed to attracting or serving tourists. For example: a bluegrass festival attracts approximately 2500 people to the area for two days. We estimate 30% will be tourists.

Overall advertising budget is \$30,000 – we are seeking \$9000. Remainder of the budget is the responsibility of the applicant.

QUALIFYING CRITERIA:

All projects will be considered based on their ability and their intent to attract tourists from outside the City of Westminster. Documents **must** be provided demonstrating your event/project promotes tourism in City of Westminster, for example: guest logs, phone logs, accommodations contracts, website hits, advertising demographics, photos, and/or letters from local Chambers of Commerce, restaurants, shops or accommodations

A statement **must** be included in your publicity acknowledging funding received from City of Westminster HTAX revenues. Such as **“Funding has been provided by the City of Westminster HTAX.”**

APPLICATION PROCEDURE:

Funds must be requested using the attached form. Funds must be used for the specific purpose requested.

All applications must be received by the 30th day of January when grants are due. If you or member of your group wishes to make a presentation, please notify the City Clerk. You may attend the council meeting on April 18th with an opportunity to speak on behalf of your HTAX application.

FUND DISBURSEMENT, INTERIM AND FINAL REPORTS:

Applications and Forms are available at www.westminstersc.org >>Government>>Administration>>Food and Beverage Tax>>Guidelines and Forms

The City of Westminster **must** be notified in writing along with a Final Report, an explanation, and funds returned, if the applicant does not complete the project.

The Final Report **MUST** include:

- Guest logs, phone logs, accommodations contracts, website hits, advertising demographics
- Balance Sheets
- Copies of paid invoices for all expenditures
- Copies of Promotional materials, flyers used
- Copies of Pictures, news clippings, etc. from event if available
- Other materials that will be helpful in evaluating your project
- Check payable to City of Westminster for unused portion of grant funds

Failure to comply with all reporting provisions could disqualify this Grant and may disqualify future applications from your organization and require funds to be returned!

For more information or to submit an application, please contact:

Kiley Carter
C/O HTAX Application
PO BOX 399
Westminster, SC 29693
864.647.3230
kcarter@westminstersc.org

CITY OF WESTMINSTER HTAX GRANT APPLICATION FORM FOR TOURISM RELATED PROJECTS

I. APPLICANT

A. Name of Organization _____

B. Address _____

II. FUNDS REQUESTED

A. HTAX Funds Requested \$ _____

B. How will HTAX Funds be used? _____

C. Estimated percentage of costs directly attributed to attracting or serving tourists? _____

D. Funds furnished by your organization _____

Matching Grant _____ Source _____

Matching Grant _____ Source _____

Other Funding _____ Source _____

Other Funding _____ Source _____

Provide an itemized total budget for your event **and** an itemized budget only reflecting how HTAX funds will be spent. **THIS IS REQUIRED, attach on a separate sheet**

III. NARRATIVE PROJECT DESCRIPTION

A. Project Title _____

B. Description of project _____

C. Who will benefit from this project? _____

IV. DATES OF PROJECT

Beginning _____ Ending _____

V. APPLICANT CATEGORY

Government Entity:

_____ Non-profit Organization: Incorporation date _____

_____ Eleemosynary Organization under IRS Code: IRS # _____

_____ Date of Determination Letter _____

V1. DEMOGRAPHIC DATA

How will the project influence tourism in City of Westminster?

A. How many visitors/participants attended the event last year and are anticipated this year?

B. How many of the visitors/participants were from beyond a 50 mile radius of City of Westminster last year and are anticipated this year?

Last Year _____

This Year _____

C. How do you plan to advertise this event beyond a 50 mile radius of City of Westminster?

D. What other documentation can you provide demonstrating this event promotes Tourism in City of Westminster? (i.e. photographs, letters from local chambers of commerce, restaurants, shop or accommodations owners) _____

E. What records will be kept during this event to obtain the above demographic data? (i.e. guest logs, phone logs, accommodations contracts, website hits, advertising Demographics) _____

VII. AUDIT

Does your organization perform an independent audit? Yes ____ No ____

Name of the Auditor: _____

VIII. Will your project be using any funds from another group that received HTAX funds? _____

*I have read the guidelines for the City of Westminster HTAX and do hereby agree to comply with all rules and requirements. I understand failure to comply may result in a loss of funding for the project or ineligibility of future grants. All information required for final reporting **MUST** be detailed when project is complete.*

A. **Contact Name:** _____ **Title** _____
Signature _____ **Date** _____
Address _____
Email _____ **Fax No.** _____
Phone Number (s) _____

B. **Alternate Contact Name:** _____ **Title** _____
Signature _____ **Date** _____
Address _____
Email _____ **Fax No.** _____
Phone Number (s) _____

Hospitality Tax Funding

Final Report

This form is to be used as a Final Report on the spending of the HTAX funds recently authorized by the Westminster City Council. A Final Report is required within 60 days of project completion. Reports submitted can be scanned emails or mailed to City of Westminster.

I. PROJECT INFO:

Date: _____ Amount: _____ Project : _____

Organization Name: _____

II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? _____

If no, state any problems you encountered. _____

III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.)

IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Westminster City Council. Numbers are to reflect attendance and funds received for projects for current and previous years.

	Last Year	Current Year
Total budget of event/project		
Amount funded by City of Westminster H-tax		
Amount funded by H-tax from all sources		
Total attendance		
Total tourists*		

* Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by cases basis.

V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.) _____

VI. PROJECT BUDGET:

Attach report indicating project expenses of Hospitality Tax grant. Please Check Appropriate Boxes and Attach Copies: (This material will become the property of the City of Westminster)

- Copies of paid invoices for all expenditures
- Promotional materials, flyers
- Balance Sheets
- Pictures, news clippings, letters of endorsement
- Guest logs, phone logs, accommodations contracts, website hits, advertising demographics
- Other materials that will be helpful in evaluating your project

VII. ORGANIZATION SIGNATURE:

Provide signature of official within organization, verifying accuracy of above statements.

Name

Title

Signature

Date

Report forms are to be submitted to:

Kiley Carter
C/O HTAX Application
PO BOX 399
Westminster, SC 29693
864.647.3230
kcarter@westminstersc.org