



March 6, 2023

Enclosed is the City of Cayce Accommodations Tax Funds Request form for the 2023/2024 fiscal year. If you wish to apply for funds for FY23-24, please complete the application and return it by **April 10, 2023. Applications will not be accepted after this date.**

If you received funding in FY22-23, you are required to submit a written report on the outcome of the event and a financial statement indicating how Accommodations Tax Funds were used. The written report must include the number of entrants and/or visitors brought into the City of Cayce and the impact on the City of Cayce motel industry. Copies of all print media and listing of radio and/or television ads must be attached to report. **Funding requests for FY23-24 will not be considered until your written report is received and reviewed by the Cayce Accommodations Tax Committee.** A copy of the guidelines is attached for your review.

State Regulations dictate that Accommodations Tax Funds must be used only in specific areas that will benefit Cayce's tourism. These areas are listed under the "Project Category" section of the application. Please complete both pages of Attachment 1 and provide a balance sheet of revenue sources and expenditures for your FY23-24 event.

Accommodations Tax Funds requests must first be reviewed by the City of Cayce Accommodations Tax Advisory Committee. Recommendations for distribution of funds in the Tourism-Related Expenditures category will be based on the percentage of people who travel 50 miles or more to your event/activity. The Committee will forward their recommendations for final review and approval to City Council. You may be asked to provide additional information on the project to either the Committee or the Council. Approved funds will be distributed after July 31, 2023.

Please note that funding will be contingent upon the City maintaining the estimated funding level.

If you have any questions, please feel free to contact me at 803-550-9545.

TG/

Enclosures

Sincerely,

Taylor Gray
Grants Manager



CITY OF CAYCE FY 2023/2024 ACCOMMODATIONS TAX PROCESS

Authorized under Chapter 4 of Title 6 of the South Carolina Code of Laws, Accommodation Taxes are collected by lodging facilities (i.e. hotels, motels, etc.) from individuals who spend one or more nights in their facilities (also known as the “heads on beds” tax). These tourism-related funds must then be used to promote tourism and enlarge the economic benefits of the area through advertising, promotion and providing those facilities and services that enhance the ability of the county or municipality to attract and provide for tourists. Chapter 4, Title 6 of the S.C. Code of Laws provides for the allocation of Accommodations Tax revenues collected by a county or municipality and provides that a portion of the Accommodations Tax be allocated by the municipality or county to be used for “tourism related expenditures.” These expenditures are defined as follows:

1. Advertising and promotion of tourism.
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 such facilities.
4. The criminal justice system, law enforcement, fire protection, solid waste collections and health facilities when required to serve tourists and tourist facilities.
5. Public facilities, such as restrooms, dressing rooms, parks and parking lots.
6. Tourist shuttle transportation.
7. Operating Visitor Information Centers.

What is the definition of a tourist?

Under section 6-5-5 (a)(4), “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” within the Code, the Tourism Expenditure Review Committee (TERC), the state oversight committee for these funds, has adopted a guideline set by other travel industry entities that states that **a tourist is generally one who travels in excess of 50 miles from home.** However, TERC will review every event on a case-by-case basis to consider how the project or event increases visitors to the region and boosts the economy.

What type of project or event qualifies as a tourism-related expenditure?

The Committee looks to distinguish between events or activities designated for and attended primarily by those in the local community (not qualifying) from events that are designated for and attended primarily by non-residents who come from outside the local community, which generally means from outside a 50-mile radius (qualifying). To make a determination regarding the purpose or intent of an activity or event, the Committee looks to substantiate the promotional activities undertaken to bring non-residents into the area to attend the funded activity. **The promotional effort is a key indicator of the extent to which the purpose of the funded activity is to attract non-residents.**

Certain tourism-related expenditures must be 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.



CITY OF CAYCE
ACCOMMODATIONS TAX FUND REQUEST FY 2023-2024

Funding provided by Accommodations Tax must be used for promotion and advertising specifically designed to bring tourists to the City of Cayce and is done so under the provision that the City of Cayce will be listed as a co-sponsor on all advertising including, but not limited to, print media, radio spots, television ads, etc. Funds can only be given if it is more likely that you will attract people to stay overnight in City of Cayce local motels and frequent City of Cayce restaurants.

- 1. **The Applicant** must be a public or private non-profit organization. Provide Federal ID number and non-profit status for applicant and the name, address, phone, number, address, and email of the contact person for the project. **Attach** a copy of the applicant’s 501 (C) (3) certification letter **and** a copy of a current Secretary of State charity registration letter.

Applicant/Organization _____

Federal ID No. _____ Non-Profit Status: _____

Contact Person _____ Telephone _____

Address _____

Email _____

2. **Project Category (check one)**

_____ **Tourism Advertising and Promotion**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.

_____ **Tourism-Related Expenditures**

(Definition: Tourism/tourist means the action and activities of people taking trips 50 miles outside their home communities for any purpose, except daily commuting to and from work.)

Tourism-related expenditures include advertising and promotion; promotion of arts or cultural events; construction, maintenance and operation of civic or cultural facilities; public services, such as utilities or facilities to serve tourists; parks, recreation or beautification; tourism-related transportation services; waterfront erosion control or repair; operation of visitor information centers. **Distribution of funds will be based on the percentage of visitors who travel 50 or more miles from outside your community to attend or visit your event, activity, or facility.**

Organizations must submit a budget of planned expenditures with application and an accounting of how funds were spent at the end of the funding year.



6. List the method(s) used to track tourist:

- _____ Web page inquiries – estimated inquiries per month _____
- _____ Brochure mailings – estimated brochures mailed per month _____
- _____ Event ticket sales – estimated tickets sold per event _____
- _____ Event registration – estimated registrants per event _____
- _____ Hotel room sales – estimated # of rooms per event/per month _____
- _____ Phone call inquiries – estimated phone calls per month _____
- _____ Surveys – estimated percent of “tourist” responses per survey _____
- _____ License plates – estimated count per event _____

7. Do/will you advertise outside a 50-mile radius? _____ Yes _____ No

a. If yes, please check all that apply to advertising sources outside a 50-mile radius:

- _____ Rack cards - # distributed _____
- _____ Brochures - # distributed _____
- _____ Posters - # distributed _____
- _____ Magazine Ads - # ads _____ (list ads & distribution range on separate sheet)
- _____ Newspaper Ads - # ads _____ (list newspapers & distribution on separate sheet)
- _____ Television Ads - # ads _____ (list stations & viewing range on separate sheet)
- _____ Radio Ads - # ads _____ (list stations & listening range on separate sheet)
- _____ Billboards - # ads _____ (list number & locations on separate sheet)
- _____ Websites - # web pages other than primary website: _____ (list on separate sheet the target audience)
- _____ Other (list on separate sheet along with target audience)

b. If no, is there any group/agency who will be responsible for advertising? If so, who? _____

8. Estimated Cost of Project \$ _____

9. Total Accommodations Tax Funds Requested from the City of Cayce for FY23-24 \$ _____, which represents _____% of the total event/project budget. **Please include this amount when listing proposed sources of income on budget page. (Unless otherwise approved, funds must be spent within the funding year: July 1, 2023 – June 30, 2024)**

10. Has your project/event or organization received Accommodations Tax Funds from any source in the last 3 years? _____ Yes _____ No

a. If yes,

FY2022-2023: \$ _____; source: _____; purpose: _____
 FY2021-2022: \$ _____; source: _____; purpose: _____
 FY2020-2021: \$ _____; source: _____; purpose: _____

b. For each award year, did you expend 100% of the Accommodations Tax Funds you were awarded?
 _____ Yes _____ No



c. If no, please explain and give amount not used:

11.

Signature of Applicant

Date

Please attach:

1. Form listing actual and requested revenues; actual and anticipated expenditures (Attachment 1, pages 1 and 2).
2. One page brief history of organization, if first-time applicant.
3. Copy of your IRS 501 (C) (3) certification letter.
4. Copy of a current South Carolina Secretary of State charity registration letter.

Submit completed application form and required attachments to:

City of Cayce
ATTN: Taylor Gray
P.O. Box 2004
Cayce, SC 29171-2004
Or
Fax to 803-796-9072

DEADLINE IS April 10, 2023

Completed application form and attachments can also be dropped off at

Cayce City Hall
1800 12th Street
Cayce, SC 29033

For Office Use Only	
Date Received _____	Council Action Date _____
Recommendation _____	Amount Approved _____
Date of Recommendation _____	

