

MINUTES

City of North Augusta Accommodations Tax Advisory Committee
Tuesday, December 6, 2022 at 9:30 am
Municipal Center, Third Floor Council Conference Room

Committee

John Felak (Chair)	Lookaway Inn
Mary Anne Bigger	Arts & Heritage Center
Havird Usry	SnoCap Drive-In
Brandon Greene	GreenJackets
Greg Greenawalt	Crowne Plaza
Trish Garcia	Holiday Inn Express
Jon Dawkins	Chick-fil-A

1) Call to Order

Committee Chairman John Felak called the meeting to order at 9:35 am.

Members present were Mary Anne Bigger, Jon Dawkins, John Felak, Trish Garcia, and Greg Greenawalt.

Members absent were Havird Usry and Brandon Greene.

Others in attendance was Lynda Williamson, Interim Finance Director, Jamie Paul, City Clerk, applicants, and one member of the media.

2) Introduction of Committee - Review of Committee's mission – Review status of previous awards

The Committee introduced themselves, highlighted on city of North Augusta State Accommodations Tax Funding Program – Application Handbook and process. In addition, the Committee reviewed the current status of previous awards. **(See Attachments #2 and #3)**

3) FY 2021-2022 Accommodations Tax Funding Program Applicants' "Question and Answer" Session

The Committee reviewed each application with a representative from the respective organization asking questions and seeking clarification, as necessary.

4) Dismissal of applicants

The Committee took a five-minute break at 11:10am and resumed at 11:15am.

5) Review of requests to make recommendation to City Council

The amount requested from the applicants totaled \$150,250. After further discussion and consideration, the Committee recommends the following allocations for the approval of City Council.

Project Name	Organization	Amount Requested	Allocated Amount
Historic Driving Tour	Arts & Heritage Center Mary Anne Bigger	\$4,000.00	\$4,000.00
Lookaway Hall Marker	Arts & Heritage Center Milledge Murray	\$1,250.00	\$1,250.00
Peach Jam Hospitality	City of North Augusta Jeremy Jiunnies	\$15,000.00	\$15,000.00
2023 Jack-O-Lantern Jubilee	City of North Augusta – PRT Rick Meyer	\$35,000.00	\$25,000.00
2023 Amphitheater Events	City of North Augusta – PRT Derek Boyd	\$25,000.00	\$15,000.00
2023 River Event	City of North Augusta – PRT Derek Boyd	\$15,000.00	\$10,000.00
Storage Building & tables & chairs for use in the pole barn	Olde Towne Preservation Association Lynn Thompson	\$18,000.00	\$7,210.02
Downtown Promotion	North Augusta Forward Avery Spears-Mahoney	\$10,000.00	\$5,000.00
Visit North Augusta Digital Campaign	City of North Augusta – PRT Randy DuTeau	\$15,000.00	\$15,000.00
Community Center Upgrade	City of North Augusta – PRT Derek Boyd	\$12,000.00	\$7,000.00
FY 2021-2022 Allocation			\$104,460.02

City Council will review the Committee's recommendations at the Monday, December 12, 2022 Study Session, then consider a resolution to approve the allocations at the regular City Council meeting on Monday, December 19, 2022.

6) Adjourn

The meeting adjourned at 12:01 pm

Respectfully submitted,



Jamie Paul
City Clerk



**CITY OF NORTH AUGUSTA
STATE ACCOMMODATIONS TAX
FUNDING PROGRAM**

FY 2021 - 2022

APPLICATION HANDBOOK

(For projects occurring between January 1, 2023 – December 31, 2023)

1. SOUTH CAROLINA ACCOMMODATIONS TAX LAW

A. WHO CAN APPLY FOR THE 65% FUNDS

- All applicants are asked to provide proof of their federal employer identification number as registered with the Internal Revenue Service. This number must coincide with applicant's organization name.
- To qualify for funding, project applicants **must provide** proof of their non-profit status **and** fall into one of the following categories:
 1. Any governmental agency, board commission, or political subdivision other than those specifically designated as a state agency **OR**
 2. Not-for-profit organizations as registered with the Secretary of State of South Carolina; Your "CERTIFICATE OF INCORPORATION/EXISTENCE" must accompany your application **even if you have been awarded funding in the past.**

B. BACKGROUND AND PURPOSE South Carolina Code Section 6-4-10 (4) (b) (1)

The State of South Carolina imposes a 2% tax on all accommodations, including campgrounds, in the state for the purpose of assisting in the development of innovative and/or effective tourism promotion projects at the local level; enlarging the economic benefits of tourism through advertising; and assisting in developing a strong tourism industry throughout South Carolina.

The State allocates the funds to the government entities based on point of revenue origin. The net proceeds are remitted quarterly to the municipality or county in which the tax was collected. The state's eleven tourism districts also receive a percentage of the accommodations tax. Two percent of the total revenues collected in the state is taken off the top and distributed evenly to the eleven tourism districts.

C. HOW FUNDS ARE DISPERSED South Carolina Code Section 6-4-10 (1) (2) (3)

General Revenue Expenses

Each unit of local government, (i.e. City of North Augusta), receiving State Accommodations Tax Revenue is entitled to expend the first \$ 25,000 on any general revenue expenses. The remaining funds will be referred to as the "Balance" which is distributed on a 5%, 30%, and 65% basis as described below.

General Fund (5%)

5% of the "Balance" is eligible to be used by local government, (i.e. City of North Augusta), for any general fund expense.

Advertising and Promotion Special Fund (30%)

30% of the "Balance" is to be distributed quarterly upon receipt to one or more designated organization(s) with ongoing tourism promotion program(s), (i.e. City of North Augusta or North Augusta Chamber of Commerce).

Tourism Related Activities Special Fund (65%)

65% of the "Balance" is to be used for tourism related activities, (i.e. City of North Augusta State Accommodations Tax Funding Program). The distribution of these funds **requires** an application process. The South Carolina Department of Revenue oversees the operations of the State

Accommodations Tax Program and has the authority to extend the time period for holding this special fund.

D. HOW FUNDS CAN BE SPENT

General Fund (5%) Special Funds

This is for any governmental expense. This does not have to be related to tourism, but may if the government so chooses.

Advertising and Promotion Special Funds (30%)

This is for the designated organization, (i.e. City of North Augusta), with ongoing tourism promotion program(s). Examples of allowable expenditures are media advertising, brochures, travel show displays, etc. All items must be used outside a 50 mile radius of North Augusta.

Tourism Related Activities Special Funds (65%)

- Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
- Promotion of the arts and cultural events
- 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
- 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.
- Public facilities such as restrooms, dressing rooms, parks, and parking lots
- Tourist shuttle transportation
- Operating visitor information centers

2. CITY OF NORTH AUGUSTA ACCOMMODATIONS TAX COMMITTEE

A. BACKGROUND AND PURPOSE South Carolina Code Section 6-4-25 (B)

The Committee's purpose is "to make recommendations to the City Council on the expenditures of the state's accommodations tax funds". This is required by South Carolina Code Section 6-4-5 et seq. The City's Administration Department is the agency which oversees the administration of these accommodations tax funds in the City of North Augusta. The Committee advises the North Augusta City Council on tourism related activities, strategies, and programs.

B. FUNDING PLAN

The purpose of the program is to develop innovative and/or effective tourism promotion projects for the City of North Augusta, enlarging the economic benefits of tourism through advertising, and developing a tourism industry within the city limits.

Funding is for the promotion of tourism-related projects and events in and near the City of North Augusta.

Accommodations Tax funding is a "reimbursement" program. **(50/50 match)** The project sponsor pays for the project up front. Funding **cannot** be given for the "startup" monies for a project or event.

Funding **is not guaranteed** for any project whether that project has received funding in the past or is submitting for the first time.

Formal applications must be submitted before any requests will be considered. Organizations must have a non-profit status or a non-profit sponsor to apply.

Projects/events MUST attract regional, state, and/or national audiences and attract tourists that will stay overnight in local hotels, bed & breakfasts, etc.

Projects/events can be one-time or ongoing.

Funds approved for a specific project must be used for that project **ONLY** and **DO NOT** carry over and **CANNOT BE TRANSFERRED** to another program should the project not use any or all the funds allocated.

The amount of funds awarded to approved applicants will be determined based upon funds available and merits of the individual projects.

3. APPLICATION PROCEDURES

Applicants should read and be familiar with the funding program guidelines before submitting an application to the City of North Augusta Accommodations Tax Advisory Committee. All applicants that desire to apply may download the application from our website: <http://www.northaugustasc.gov> or request through our City Clerk, Jamie Paul, via email: jpaul@northaugustasc.gov

All application packets* must be received by **Wednesday, November 30, 2022 at 4:00 p.m.** Application packets can be delivered via mail at PO Box 6400 North Augusta, SC 29861 or in person to Jamie Paul, City Clerk, at City of North Augusta Municipal Center, 100 Georgia Avenue, Third Floor, North Augusta, SC 29841.

***Required Application Packet Information**

- Letter from IRS confirming tax exempt status **AND/OR**
- Proof of registration and good standing with the SC Secretary of State's Office as a nonprofit
- Attach list of current Board of Directors or Governing Board
- Prepared 10 copies of the application
- Secured each application with a staple, paper clip or binder clip. No report folders, please.

All applicants will be required to attend a "Question and Answer Session" on **Tuesday, December 6, 2022 at 9:30 a.m.** with the Accommodation Tax Advisory Committee at the City of North Augusta Municipal Center, 100 Georgia Avenue-Third Floor Council Conference Room, North Augusta, SC. After this session, the committee will make the recommendations to City Council. After City Council approves the committee's recommendations, the applicants will be contacted with the final decisions.

REMINDERS

The application deadline is **Wednesday, November 30, 2022 at 4:00 p.m.** LATE or INCOMPLETE application packets will NOT be considered.

APPLICATION TIMELINE

November 30, 2022	Accommodation Tax Grant Application Deadline
December 6, 2022	“Question and Answer” Session with Committee
December 19, 2022	Resolution to City Council for Approval of Awards
December 22, 2022	Accommodation Tax Grants Award Notifications Emailed

REIMBURSEMENT PROCESS

At the completion of the grant funded project, City of North Augusta requires grantees to complete an accountability report. Grantees must acknowledge the receipt of the City of North Augusta Accommodations Tax funds by adding the city logo to their project. For marketing and promotional materials the city of North Augusta logo should be visible.

Accountability Report must include:

1. A written summary of the project.
2. A budget, noting the expenses that were outlined on your application.
 - a. A written account of income associated with this project.
 - b. A written account of expenditures associated with the project.
3. Copies of your cancelled checks and/or receipts and invoices pertaining to the funds awarded and matching funds. Receipts and invoices must be within the dates of the grant cycle.
4. A marketing plan of how you will promote the project.
5. Any advertisements or promotional material.
6. Photographs of the project and one additional photo showing your acknowledgment of "Funding Assistance Provided by City of North Augusta through Accommodations Tax Funds" or city logo posted at the project location.
7. Any survey results from event/attraction associated with this project.
 - a. Total number of attendees.
 - b. Number of attendees from out of town.
 - c. Accommodations out of town guests plan to use or did use.
8. All documentation for reimbursement must be received no later than December 31 of the project year listed in this handbook, unless a written exception is approved. If not received funding will be forfeited.

**ACCOMMODATIONS TAX COMMITTEE
EVALUATION FACTORS**

As you complete your application please keep the following factors in mind. Our Accommodations Tax committee will use these factors as an evaluation tool when reviewing your application.

Project Eligibility: Does the project allow the committee to effectively award funding according to the mission of the City of North Augusta Accommodations Tax Committee?

Mission: The City of North Augusta Accommodations Tax Committee strives to effectively allocate the State's Accommodations Tax funds in order to increase the recognition of the City of North Augusta as a "Visitors Destination", while closely following the guidelines set forth by the State of South Carolina.

Thoroughness of Proposal: Were the proposal specifications followed? Were responses clear and complete? Are all support documents provided?

PROJECT DESIGN

Description of Project: Will the project attract visitors, build new audiences, and encourage tourism expansion within the City of North Augusta? Will it increase awareness of the City's amenities, history, facilities, and natural environment? Was the target audience identified? Does this audience appear reasonable?

Partnerships: Does the project involve community partnerships? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?

Funding: Has this project received previous funding? Has the funding been well utilized? Has the return on investment been beneficial to the North Augusta community? Is the project solely dependent upon ATAX funding? Has the project continued to seek additional sources for funding?

Attendance: If this project occurred previously, did it attract tourists as defined in the handbook and application? Will the upcoming event attract tourists, as defined in the handbook and application, to the City of North Augusta? Is the determining factor as listed by the applicant a legitimate measureable factor?

Economic Impact: Will the event have a positive economic impact on the City of North Augusta? Is there a reliable tracking mechanism planned for use by the committee? Will this event generate overnight stays in the City of North Augusta? Does the benefit of the project (i.e. number of tourists estimated; expected generation of revenue) exceed the cost of the project?

Accommodations Tax Reporting Form (Adopted October 14, 2022)

Side A

Name of Government: NORTH AUGUSTA		Contact Person: LYNDA R. WILLIAMSON		Phone #: 803.441.4210		
				Email: LWILLIAMSON@NORTHAUGUSTASC.GOV		
Summary of Total Accommodations Tax Funding:						
Allocation of Fiscal Year Revenues	Total Accommodations Tax Revenue for Fiscal Year Ending: <u>JUNE 30, 2022</u>				1	\$ 185,707.72
	First \$25,000 to the General Fund:				2	\$ (25,000.00)
	Balance:				3	(Line 1 minus line 2) \$ 160,707.72
	5% of Balance to General Fund (5% of line 3):				4	\$ 8,035.39
	30% of Balance to Special Fund: Advertising and Promotion (30 % of line 3):				5	\$ 48,212.32
	Remaining 65% to Special Fund: Tourism Related Expenditures (65% of line 3):				6	\$ 104,460.02
Reconciliation of 65% Fund	65% Funds Carried Forward from Prior Year (Line 10 of prior year's report):				7	\$ 140,793.93
	Interest Earned (If no interest, put \$0):				8	\$ 888.40
	Expenditures (Total Disbursed as Reported on Side B):				9	\$ 56,231.28
	Balance Carried Forward to Following Year:				10	(Line 6 plus lines 7 & 8 minus line 9) \$ 189,911.07
30% Advertising and Promotion Special Fund:						
Organization(s) Designated to Receive Special Fund*					Amount	
City of Noth Augusta Parks, Recreation, and Tourism					\$ 40,712.32	
North Augusta Chamber of Commerce					7,500.00	
Total:					\$ 48,212.32	

*For each 30% organization listed, also submit the required 30 Percent Budget Report Form.

65% Tourism-Related Expenditures Special Fund: (Final Total Must Equal Line 9 of Side A)					Amount Requested by Organization	Amount Recommended by Advisory Committee	Amount Approved*** by Local Government	Amount Disbursed by Local Government	
All organizations receiving funding from local government must be reported. Please duplicate this form as necessary.									
Organization Name	Category	Project Name/Description**							
City of North Augusta-Parks, Recreation & Tourism	3	2017-2018 A-Tax Year Mobile Stage for the Amphitheater at Riverside Village which features regional music acts that draws an estimated 1,000 per event. Mobile Stage will also be used for national music acts at the City's annual Jack-O-Lantern Jubilee fall festival which draws an estimated 15,000-20,000 per year. The overall budget is \$150,000 **Reallocated 927.20 of unused 2017-2018 Arts and Heritage money from TERC extension request	\$ 150,000.00	\$ 14,085.75	\$ 15,012.95	\$ 12,343.32	TERC EXT		
City of North Augusta-Parks, Recreation & Tourism	3	2018-2019 A-Tax Year; Mobile Stage for Downtown Festivals and Riverside Village Amphitheater: the City has completed its construction of an amphitheater on the riverfront in Riverside Village. Seeking a mobile stage as to not block the river view. The stage will be used for premier entertainment hosting of concerts for festivals and other special events. The Stageline SL100 will provide staging for the target audience of the CSRA community as well as visitors up to 100 miles out for our regional and national level entertainment selections. The City's media partner for festivals is iHeart Media with their nationwide reach to attract tourists to the North Augusta area. Total budget is \$65,000. **Reallocated 10,910.01 of unused money from 2018-2019 North Augusta Forward and Game Plan Sports money from TERC extension request	\$ 65,000.00	\$ 45,147.37	\$ 56,057.38	\$ -	TERC EXT		
City of North Augusta-Parks, Recreation & Tourism	3	2019-2020 A-Tax Year; Mobile Stage for Downtown Festivals and Riverside Village Amphitheater: the City has completed its construction of an amphitheater on the riverfront in Riverside Village. Seeking a mobile stage as to not block the river view. The stage will be used for premier entertainment hosting of concerts for festivals and other special events. The Stageline SL100 will provide staging for the target audience of the CSRA community as well as visitors up to 100 miles out for our regional and national level entertainment selections. The City's media partner for festivals is iHeart Media with their nationwide reach to attract tourists to the North Augusta area. Total budget is \$65,000. **Reallocated 25,852.65 of unused money from 2019-2020 First Providence, North Augusta Forward, Aiken County PRT, Augusta Rowing Club, and GamePlan Sports money from TERC extension request	\$ -	\$ -	\$ 25,852.65	\$ -	TERC EXT		
North Augusta Chamber of Comm	1	2019-2020 A-Tax Year: North Augusta Map and Lifestyle Guide. Includes the greater North Augusta area with detailed content for significant hot spots to includes features such as dining, parks and attractions. Guides will be mailed to folks across the country that are relocating or visiting the area. The guides will also be provided to realtors, displayed in hotels, distributed by SC Visitors Centers and other organizations that have a broad reach and attract folks to the North Augusta area. A press release and social media launch will highlight the arrival of the new guide and will also be available digitally on the chamber's website. The overall budget for the guide is \$8,000.	\$ 7,000.00	\$ 70,000.00	\$ 7,000.00	\$ 7,000.00			
North Augusta Forward	2	2019-2020 A-Tax Year: Palmetto Peach Half Marathon, 10k and 5k Premier two state event with target audience of active 30-50 year old men and women. The run is through two states, SC and GA and includes post race activities. Advertisements will include billboards and mailings outside of the local area as well as social media with a broad reaching spectrum. Estimated attendance is a total of 3,600 to include participants and spectators. Marketing to participants includes for them to stay overnight, shop and eat locally. Mailers are sent to running stores in the South East with billboards in Columbia, Greenville and Charleston. The overall budget for this project is \$25,000+.	\$ 10,500.00	\$ 10,500.00	\$ 10,500.00	\$ 9,775.00			
Olde Towne Preservation Association	1	2019-2020 A-Tax Year: Living History Park events and advertisement. The parks draws over 35,000 from 20 states and 7 countries. Brochures are placed in all welcome centers in SC and GA as well as hotel within a 200+ mile radius. Funds will include advertisement for events such as Colonial Times A Day To Remember, Christmas in the Back Country, Colonial Times Under the Crown, Special Demonstration Saturdays, and General Brochure on the Park. These events along with weddings and other special events encourage folks to stay overnight and dine and shop in the local community. The overall budget for this project is \$11,000+.	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00			
North Augusta PRT	3	2019-2020 A-Tax Year: Live Streaming Upgrades at Riverview Park Activities Center for the Nike Peach Jam. RVP hosts the Nike Peach Jam each year and has also hosted the Nike Nationals tournament. These events are utilizing live streaming to increase exposure and revenue of the tournaments. This funding will add a dedicated fiber internet line to the Activities Center that will manage the live streaming for 6 gyms as well as increase connectivity speeds for spectators on their devices. This event brings thousands to the area, primarily tourists and is promoted to 400 college coaches and national media outlets. Hotels are booked all over the North Augusta area to host the coaches, players and spectators of this event and they dine and shop locally. Total budget for this project is estimated at \$12,250.	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00			
Game Plan Sports	2	2019-2020 A-Tax Year: Nike Peach Jam and Invitational. North Augusta hosts the Nike Peach Jam each year and has also hosted the Nike Nationals tournament. This event brings thousands to the area, primarily tourists and is promoted to 400 college coaches and national media outlets. Hotels are booked all over the North Augusta area to host the coaches, players and spectators of this event (estimated 5,000 room nights) and they dine and shop locally. Funding will be used for event operations as well as advertisements. Total budget for the Peach Jam is estimated at over \$100,000.	\$ 13,800.00	\$ 13,796.85	\$ 13,796.85	\$ 9,816.70			
American Junior Golf Association	2	2020-2021 A-Tax Year: Vaughn Taylor Championship: golf event to host over 70 players (ages 12-19) from across the world over several days. AJGA players will come to town early for additional practice rounds. Anticipate 80% of their players and families will stay in a North Augusta place of accommodation for a period of up to a week for the children that travel from other countries. Estimated attendance is 300 to include college coaches for recruiting purposes. Total project budget is \$40,000	\$ 15,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00			

City of North Augusta-Parks, Recreation & Tourism	2	2020-2021 A-Tax Year: Jack-O-Lantern Jubilee Premier entertainment; The City hosts this fall festival annually and has brought in premier entertainment acts such as Charlie Daniels, Tonic & Gin Blossoms, Mark Chestnut and Loverboy. An estimated 20,000 visitors and tourists come to the free community festival over the one day period along with 150+ food and craft vendors. Vendors are primarily from all around SC, GA and NC. The total festival budget is \$125,000. 10% of attendance estimated to be	\$ 25,000.00	\$ 25,000.00	25,000.00	\$ -
Olde Towne Preservation Associa	3	2020-2021 A-Tax Year: Living History Park events and advertisement. The parks draws over 35,000 from 20 states and 7 countries. Brochures are placed in all welcome centers in SC and GA as well as hotel within a 200+ mile radius. Funds will include construction of Pole Barn for events such as Colonial Times A Day To Remember, Christmas in the Back Country, Colonial Times Under the Crown, and Special Demonstration Saturdays in the Park. These events along with weddings and other special events encourage folks to stay overnight and dine and shop in the local community. The overall budget for this project is \$51,246.	\$ 35,000.00	\$ 6,564.13	6,564.13	\$ -
City of North Augusta-Parks, Recreation & Tourism	2	2020-2021 A-Tax Year: Concert series event at the Sharon Jones Amphitheatre designed to bring in different genres of local and regional artists to perform. The target audience will be residents from surrounding counties to include those outside a 50 mile radius. Estimated attendance is 750 per concert with 10 percent of those being tourists. Estimated room nights are 10 with estimated meals of 500 per concert. The overall budget for this project is \$40,000.	\$ 20,000.00	\$ 15,000.00	15,000.00	\$ -
City of North Augusta-Parks, Recreation & Tourism	2	2020-2021 A-Tax Year: A competition race event on the river involving floats, canoes, and kayaks along with a music festival and food trucks in the Sharon Jones Amphitheater. The target audience will be residents from surrounding counties to include those outside a 50 mile radius. Total attendance is estimated at 2000 with tourists being 5%. Estimated room nights are over 20 with over 2,000 meals estimated from tourists. The overall budget for this project is \$25,000.	\$ 15,000.00	\$ 10,000.00	10,000.00	\$ -
City of North Augusta	2	2020-2021 A-Tax Year: Annual joint academy event to be held at the Crowne Plaza this year. The target audience is the business professionals that will be attending the joint academy from all over SC. The funding will be used to welcome and coordinate a night of entertainment for the attendees. Welcome items to include a conference bat/tote with City logo and a welcome brochure highlighting places to dine, shop, etc. during the duration of the conference. The entertainment event will incorporate a concert event at the Sharon Jones Amphitheater along with a hosted dinner from local hospitality vendors. The estimated attendance is 150 with 95% being tourists. Estimated room nights are 286 with estimated 600 meals from tourists. The overall budget for this project is \$15,000.	\$ 7,000.00	\$ 2,500.00	2,500.00	\$ -
Arts & Heritage Center	1	2020-2021 A-Tax Year: New brochure/rack card that highlights the contents of the center and encourages visitors to attend events at the Center. The cards will be sent to all the Welcome Centers in SC as well as all the Arts Centers in the area. The Center receives over 5,000 visitors annually with an estimated 4% being tourists. These rack cards will be distributed from the SC Welcome Center. The overall budget is \$2,000.	\$ 2,000.00	\$ 2,000.00	2,000.00	\$ 496.26
Friends with Benefits	2	2020-2021 A Tax Year: Host a concert series in the new North Augusta Amphitheater with tourists needing lodging, dining and shopping. Target audience is 18-65 year olds. Total projects budget is \$50,000 to include revenue from sponsors, concessions and ticketing. The caliber of the artist will attract tourists from up to 100 miles in to see the show. Target market is geo tracked at a tri state level before shows are booked.	\$ 50,000.00	\$ 10,000.00	10,000.00	\$ -
TOTALS			\$ 427,100.00	\$ 241,394.10	\$ 216,083.96	\$ 56,231.28

**Project Name/Description should address the specific use of requested funds. Please also specify how the project/event attracts and promotes tourists. Example: XYZ Festival used funding for advertising and brought in 500 tourists, which accounts for half of attendees.
*** Amount Approved must be based exclusively on the estimated percentage of costs directly attributed to attracting or serving tourists.

Project Categories - All must attract or provide for tourists.	
1 - Destination Advertising/Promotion	4 - Tourism-Related Public Services
2 - Tourism-Related Events	5 - Tourist Public Transportation
3 - Tourism-Related Facilities	6 - Waterfront Erosion/Control/Repair
Include in project category 1 all promotion/advertising for events and facilities	7 - Operation of Visitor Information Centers

I attest this report is a true account of the disbursement of all Accommodations Tax revenues received during the period indicated.
Return to: Tourism Expenditure Review Committee via email at damita.holcomb@dor.sc.gov


Signature (Required)

11/15/2022
Date

Interim Finance Director
Title