

RESOLUTION NO. 2023-48
A RESOLUTION AUTHORIZING FUNDING ALLOCATION RECOMMENDATIONS
OF THE ACCOMMODATIONS TAX ADVISORY COMMITTEE FOR THE DISBURSEMENT OF
REVENUES FROM THE ACCOMMODATIONS
TAX YEAR 2022-2023

WHEREAS, the City of North Augusta receives state accommodations tax funding from the state of South Carolina; and

WHEREAS, the City receives more than fifty thousand dollars in state accommodations taxes and pursuant to Section 6-4-25 Code of Laws of South Carolina, formed a local advisory committee consisting of seven members via Resolution 2019-32 and updated via Resolution 2020-45; and

WHEREAS, Section 6-4-10(4) provides, in part, that the funds received by a municipality collecting more than fifty thousand dollars from the state accommodations tax must allocate the remaining balance, after statutory directed allocations to the General Fund and advertising and promotion funds, to the special fund to use for tourism related expenditures; and

WHEREAS, the local accommodations tax advisory committee received nine applications for funding for accommodations tax year 2022-2023; and


WHEREAS, the funding for accommodations tax year 2022-2023 to be allocated to applicants totaling \$154,603.24; and

WHEREAS, the local accommodations tax advisory committee met and reviewed the applications, spoke with applicants, and voted to recommend the funding allocations on the Tourism Related Activities Special Fund (65%) attached hereto, marked as Exhibit A for Council's consideration; and

WHEREAS, the local accommodations tax advisory committee met and reviewed the Advertising and Promotion Special Fund (30%) organization(s) planned expenditures and voted to recommend the organization(s) planned expenditures attached hereto, marked as Exhibit B for Council's consideration; and

NOW THEREFORE BE IT RESOLVED by the Mayor and City Council for the City of North Augusta, in meeting duly assembled and by the authority thereof that funding be allocated as recommended by the local accommodations tax advisory committee and that the funding source be the Accommodations Tax Fund for tax year 2022-2023.

DONE, RATIFIED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH AUGUSTA, SOUTH CAROLINA, ON THIS 4th DAY OF DECEMBER, 2023.



Briton S. Williams, Mayor

ATTEST:



Jamie Paul, City Clerk

FY 2022-23 Accommodations Tax Application Grant List

Organization		Amount Requested	Recommended Amount to Allocate
1	Aiken County - Langley Pond Regatta	\$ 1,147.00	\$ 1,147.00
2	Living History Park - Advertising-Promotion	\$ 8,000.00	\$ 8,000.00
3	North Augusta Forward - Downtown	\$ 20,000.00	\$ 10,000.00
4	North Augusta Forward - Friends of the Greenway	\$ 20,000.00	\$ 20,000.00
5	Parks & Recreation - Jack-O-Lantern Jubilee	\$ 35,000.00	\$ 35,000.00
6	Parks & Recreation - Peach Jam Hospitality	\$ 18,250.00	\$ 18,250.00
7	Tourism - Riverfront Board Room	\$ 10,000.00	\$ 10,000.00
8	Parks & Recreation - Acitivites Center Gym Floors Refinishing	\$ 40,000.00	\$ 40,000.00
9	Tourism - Sharon Jones Amphitheater Concert Series	\$ 25,000.00	\$ 12,206.24
Fiscal Year 2022-23 Allocation			\$ 154,603.24

Percent (NONPROFIT DMO) Budget Form

Name of Government: City of North Augusta
 Contact Person: Lynda Williamson
 Phone: 803.441.4206

Email: lwilliamson@northaugustasc.gov

Name of Organization Designated to Receive Special Fund.* City of North Augusta Tourism Department

*Only one organization per form. Please duplicate this form as necessary.

<u>Project Category and Brief Explanation</u>	<u>Amount Budgeted for 22-23</u>	<u>ACTUAL Spent for 22-23</u>	<u>Amount Budgeted for 23-24</u>
Website	\$ 6,240.00	\$ 8,960.00	\$ 9,360.00
A-Tax Stickers	\$	\$ -	\$ 150.00
Visitors Guides/Brochures	\$	\$ -	\$ 5,000.00
Community Center Upgrades	\$	\$ -	\$ 27,500.00
Marketing Support	\$ 5,000.00	\$ 15,000.00	\$ 3,000.00
Visitors Services (Tech Board Room)	\$	\$	\$ 10,000.00
Promotional Materials/Publications	\$ 24,472.32	\$ 4,129.17	\$ 12,500.00
Advertising	\$ 5,000.00	\$ -	\$ 3,845.00
TOTAL			\$ 71,355.00

Project Categories - All must attract or provide for tourists.

- 1 - Advertising (Print, digital, broadcast, social, etc.)
- 2 - Promotional Materials/Publications
- 3 - Marketing support (creative, photography, videography)
- 4 - Group Sales Efforts and Tradeshow
- 5. Media Efforts
- 6. Visitor Services (Centers, Call/Chat Centers)
- 7. Other

Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws. (Please type YES or NO below. If NO, please offer explanation)
 YES

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.