

MEMORANDUM

TO: Accommodations Tax Applicants (Tourism Related Activities)
FROM: Joel K. Seavey
DATE: September 4, 2020
SUBJECT: Accommodations Tax Funding **Fiscal Year 2020-2021**

Enclosed please find the City of Clemson accommodations tax allocation guidelines and an application for accommodations tax funding. Please review and become familiar with the allocation guidelines adopted by Clemson's Governing Body. Also, carefully note the dates and deadlines that pertain to the accommodations tax funding cycle.

September 11 – September 12, 2020

Advertisement placed in local newspaper that Accommodations Tax Advisory Committee is inviting applications from organizations eligible for tourism related accommodations tax funding (see guidelines for eligibility).

September 25, 2020 (5:00 p.m.)

Deadline for accommodations tax applications to be received at City Hall, Office of Finance. Recipients of prior year appropriations must provide accounting of prior year expenditures with application for current year funding request. Call Joel Seavey (653-2035) or Sharie Nickles(653-2036) to schedule drop off of application.

September 26 – October 9, 2020

Accommodations Tax Advisory Committee reviews applications and interviews applicants (as necessary).

October 19, 2020

Accommodations Tax Advisory Committee presents funding recommendations to Clemson City Council.

November 7, 2020

Approved accommodations tax funding available for disbursement.

CITY OF CLEMSON
TOURISM RELATED ACCOMMODATIONS TAX APPLICATION
FISCAL YEAR 2020-2021

(Application Deadline 5:00 p.m., September 25, 2020)

The Accommodations Tax Act, as amended in 1991, provides that a portion of the 2% tax on the rental of transient accommodations be used to support tourism related activities. Tourism related activities include advertising and promotion to increase tourism attendance; promotion of arts and cultural events; maintenance and operation of facilities for civic activities; law enforcement; fire protection; health facilities and services; transportation; operation of visitor information centers.

To be considered for current year funding, recipients of prior year accommodations tax appropriations must provide a detailed accounting of expenditures with submission of application. Approved funding will be disbursed subsequent to July 1, 2020.

1. Name of Applicant Organization: _____

Address: _____ Zip Code: _____

2. Project Director: _____

Telephone: (_____) _____ Facsimile: (_____) _____

E-Mail: _____

3. Project Name: _____

Has this project or organization been funded through Accommodations Tax Funds in the past?

_____ Yes _____ No

If so, amount of funding per fiscal year? \$ _____ 13-14 \$ _____ 14-15 \$ _____ 15-16

\$ _____ 16-17 \$ _____ 17-18 \$ _____ 18-19 \$ _____ 19-20

4. Provide a narrative description and justification of project: _____

5. Accommodations Tax Funds requested: \$ _____

6. Source of other funds to complete the project: _____

7. Date you will begin work on project: _____

Date you will complete work on project: _____

8. Date of your festival or event: _____

9. How do you expect to influence visitors to come to our city? _____

10. Total attendance of festival/event, and how determined (license plates, surveys, etc.). _____

11. Total tourist attendance (defined as travel of at least 50 miles to festival/event). _____

12. How will this project create or sustain tourism related jobs? _____

13. What additional benefits will this project bring to our community? _____

14. Please provide any additional comments that support the economic impact of this project. _____

15. If funding request is from a department within a larger organization, please provide annual appropriation for the department. \$ _____

(please list media schedule with dates, names, and/or locations of as many placements as possible. Also provide amount to be Printed and plan for distribution.)

16. Project Budget

\$ _____ Newspaper _____
\$ _____ Magazine _____
\$ _____ Radio _____
\$ _____ Television _____
\$ _____ Billboard _____
\$ _____ Brochure _____
\$ _____ Postage _____
\$ _____ Map _____
\$ _____ Insert _____
\$ _____ Video _____
\$ _____ Slides _____
\$ _____ Other *(provide details)* _____
\$ _____ Other *(provide details)* _____
\$ _____ Other *(provide details)* _____
\$ _____ Total Project Budget

\$ _____ Accommodations Funds Requested

17. Signature of Project Director: _____ Date: _____

RETURN TO: City of Clemson – Office of Finance
1250 Tiger Blvd, Suite 2
Clemson, South Carolina 29631-2661

Attach additional information if necessary.
If you have questions, call the Office of Finance
at (864) 653-2036.

**CITY OF CLEMSON
ACCOUNTING WORKSHEET
TOURISM RELATED EXPENDITURES
Fiscal Year 2019-20**

NAME OF ORGANIZATION _____

ADDRESS _____ TELEPHONE _____

1. Using this worksheet, please provide a detailed accounting of accommodations tax funds received from the City of Clemson for Fiscal Year 2019-20.
2. Please attach paid invoices from vendors and/or receipts to this worksheet.
3. Failure to attach paid invoices accounting for accommodations tax funds will preclude your organization from receiving future accommodations tax appropriations.

Revenues:

\$ _____ ATAX funds received from the City of Clemson

Expenditures:

\$ _____ Publicity (newspaper, magazine, radio, television, billboard)

_____ Brochures, maps, etc.

_____ Inserts

_____ Postage

_____ Videos, slides

_____ Space rental

_____ Professional Services

_____ Other (provide details)

_____ Other (provide details)

\$ _____ Total ATAX Expenditures

Worksheet Completed By (Please Print) _____ Date _____ Email Address _____