



Hospitality Tax Guidelines/Application Fiscal Year July 1, 2016-June 30, 2017

TO CITY OF COLUMBIA HOSPITALITY TAX APPLICANTS:

Please read and review the following documents as part of the Application Package: Hospitality Tax Advisory Committee Members, Application Guidelines, Application Final Criteria, Hospitality Tax Application, and IRS Form W-9

Applicants seeking Hospitality Tax funding for fiscal year 2016-2017 must submit completed applications no later than 12:00 noon, **March 25, 2016** for consideration by the Advisory Committee, and approval by Columbia City Council. Late and incomplete applications will not be considered.

Please pay careful attention to the application guidelines before you begin your application.

HOSPITALITY TAX ADVISORY COMMITTEE:

The City of Columbia has established a Hospitality Tax Advisory Committee to review all applications before they receive funding. The Advisory Committee forwards its recommendations to City Council for approval. The Hospitality Tax Advisory Committee currently consists of eleven (11) voting members appointed by City Council:

John Whitehead (Chair)	Will Green	Jesse Bullard	Billy Cantey
Terry Davis	Lee Lumpkin	Eddie Wales	Jimmy Williams
Rosie Craig	Terrance Garrick	Orlando Patterson	

INTRODUCTION:

Please carefully read the guidelines before preparing your application. The guidelines are meant to introduce applicants to the purpose and procedures associated with Hospitality Tax funding. They will also assist you in determining whether your projects and/or programs are eligible for Hospitality Tax funding. In addition to reading the guidelines, it is important that you review the Compliance Information on page three (3) of the Application Form before you begin preparation. The application is meant to determine the project/event, budget, how Hospitality Tax dollars will be used, and the number of attendees.

I. LOCAL HOSPITALITY TAX LAWS (SECTION 6-1-730):

The revenue generated by the collection of hospitality taxes must be used solely for the following purposes:

- A. Tourism-related buildings, including, but not limited to: civic centers, coliseums, and aquariums.
- B. Tourism-related cultural, recreational, and historic facilities.
- C. Beach access and re-nourishment.
- D. Highways, roads, streets, and bridges providing access to tourist destinations.
- E. Advertising and promotions related to the development of tourism.
- F. Water and sewer infrastructure to serve tourism-related demand.

In a county where at least nine hundred thousand dollars in accommodations taxes is collected annually (pursuant to Section 12-36-920), revenues of the hospitality tax authorized in this article may be used for the operation and maintenance of those items provided in (A) through (F), including: police, fire, emergency medical services, and emergency-preparedness operations directly attendant to those facilities.

Columbia City Council has determined a tourist to be anyone traveling from outside of the city limits.

Funding for salaries of any kind will be determined on an individual basis.

II. PROCEDURES AND CONDITIONS FOR FUNDING:

- A. The Committee will review each application after receipt. Applicants should be prepared to make a five (5) minute oral presentation of the funding request to the committee. Presentations will be scheduled at a later date. You will be notified of the specific date and time.
- B. The Committee is an advisory committee and makes funding recommendations to City Council for final approval.
- C. Letters regarding funding results will be mailed to applicants during the first quarter of the 2016-2017 fiscal year (July-September 2016.)
- D. If your funding request is granted, please be advised that Hospitality Tax funding carries the following conditions:
 - The City has the right to audit the organizations funded. (Ex: Looking at their books or attending the events.) This includes access to all records of expenditures.
 - Recipient organizations are subject to ongoing evaluations by City staff. The goal of these evaluations is to encourage self-sufficiency for each organization or program funded through the use of additional or alternative funding sources.
 - All projects must be completed during the fiscal year in which they are funded. Fiscal year 2016-17 begins July 1, 2016 and ends on June 30, 2017.

III. RULES FOR DISBURSEMENT OF FUNDS:

- A. Statement of Assurance accompanying award notification must be signed and returned.
- B. Reimbursement for project expenses requires the submission of invoices verifying expenditures. Expenditures must be consistent with the application budget. Only goods and services that comply with the Hospitality Tax Guidelines and State Law are reimbursable. Reimbursement checks will be written only to the applicant. Invoices for reimbursements should be submitted to the City of Columbia with written letter of request for funding.

Eligible expenditures are:

- Advertising/Promotions/Marketing (designing, printing, postage for items mailed to attract tourist)
- Municipal services/Security
- Entertainment/Speakers/Guest Artist Instructors

Some of the expenditures not eligible are: Any Rentals, items given to tourist once they are here (tee shirts, cups, trophies...etc., insurance or licenses, invoices outside the funding year, salaries (other than previously mentioned), transportation or accommodations, food or beverages, decorations, staging or fencing.

- C. Request for reimbursement must be on letterhead from the organization funded, including a valid contact number and address.
- D. Requests are received with required backup (copies of invoices/contracts). The Committee decided that "tourism development" would be anything involving bringing tourist into the city or providing essential services while they are here.
- E. Checks will not be released without an IRS Form W-9, Statement of Assurance, and a full budget for the project on file. Please note: Other sources of funding must be included in each project budget. The process of receiving a check, after receipt of eligible back up, takes approximately 10-14 business days.
- F. Quarterly allocations are made when applicable. A portion of funding may be obtained in advance but back up must be submitted within 30 days after event.
- G. **All disbursement requests must be received by May 30, 2017 for 2016-2017 fiscal year funding.**
 - ALL request for funding and/or request to carry forward funding MUST be received by May 30th of the funding year. If May 30th falls on Saturday or Sunday, the deadline will be the following Monday.
 - Requests received within 5 days after deadline will result in 10% deduction of dollars available.
 - Request received within 6-10 days after deadline will result in 20% deduction of dollars available.
 - Request received after 10 day period will not be processed and dollars will not be available.
 - The second year an organization is late with request for year end the penalties would double (requests received within 5 days after deadline will result in a 20% deduction of available dollars, requests received 6-10 days after deadline will result in a 40% deduction of available dollars and the funding request is not considered the third time an organization is late for year end requests.)

- H. Full reimbursement for all projects is dependent on the receipt of expected Hospitality Tax revenues from the State of South Carolina. Any decision or lower than expected funding could affect project reimbursement. If funding received is less than budgeted, project reimbursements will be reduced on a pro-rata basis or as otherwise determined. Project Directors should remember this in developing project budgets.**

IV. INSTRUCTIONS FOR SUBMITTING AN APPLICATION:

- A. Completed applications must be submitted no later than **12:00 noon Friday, March 25, 2016**.
- B. Submit your original application plus twelve (12) copies (**front and back**) with standard three holes punched to: City Hall, P.O. Box 147, Columbia SC 29217, Attn: Dee Dee Fanning.
- C. Original application and copies should include the following required attachments:
- A detailed budget for the project/event (not the organization) for which you are requesting funds
 - A project/event specific Income & Expense statement for same or similar project/event for the previous funding year
 - Current financial statement
 - South Carolina Secretary of State letter
 - W-9 form
 - A copy of your 990-tax form (if applicable)
 - A list of current board members
 - A list of all paid staff member, indicate full or part-time or indicate if no paid staff
 - A list of food/beverage vendors scheduled for the current project/event (if applicable)
 - A Financial Sustainability plan for your organization/event if not currently on file or if changes have been made.
 - A recycling plan for your project /event if applicable

Use only binder clips or paper clips.

Additional support materials (brochures, videos, etc.) will NOT be accepted or considered.

V. REQUESTING MORE INFORMATION:

If you have any questions or concerns about Hospitality Tax funding or the allocation process, please contact Dee Dee Fanning at (803) 545-3048.

VI. FINAL CRITERIA BEFORE SUBMITTING APPLICATION:

- Organization must be a non profit with documentation from the South Carolina Secretary of States Office.
- This is City of Columbia's Hospitality Tax funding and projects must be within the City limits.
- Project must be completed during the fiscal year July 1, 2016 – June 30, 2017.
- Have you considered or investigated funding sources other than the City of Columbia?
- Have you verified that all contact information is complete and accurate? The contact person listed along with the mailing address, phone number, email address etc. will be used for our records and all information we send out. If at any time the contact information changes, it is required that you contact the City of Columbia with the updated information.
- Have you attached the required support materials (Section L of the application)?
- Have you made twelve (12) copies of the application and required attachments **plus** the original application with the required attachments? *****PLEASE USE FRONT AND BACK FOR COPIES OF APPLICATION*****
- Are the original and all copies three hole punched? *** Do not use 3-ring binders, folders, staples, or bind the application or copies in any way other than binder clips or paper clips.**

The City of Columbia will encourage a mentorship program for organizations funded through the Hospitality Tax. If your organization is interested in mentoring or being mentored, please let us know.



We Are Columbia

CITY OF COLUMBIA HOSPITALITY TAX APPLICATION

DUE MARCH 25TH No later than 12:00 noon

Typed information **must** fit in the space provided. Use at least 10-point font, press the tab key to move between data points, please do not alter the application.

A. REQUEST AMOUNT INFORMATION

FISCAL YEAR: 2016-2017

AMOUNT REQUESTED:

DATE SUBMITTED:

AMOUNT FUNDED LAST YEAR:

OF YRS PROJECT/EVENT FUNDED FROM COC HOSPITALITY TAX:

B. PROJECT INFORMATION

PROJECT/EVENT:

PROJECT/EVENT LOCATION: (Must be inside city limits)

PROJECT/EVENT DATE: (July 1, 2016 – June 30, 2017) to / or ONGOING

C. ORGANIZATION INFORMATION

ORGANIZATION/FISCAL AGENT: (As listed on W-9)

CONTACT PERSON:

DIRECTOR:

MAILING ADDRESS:

PHYSICAL ADDRESS:

PHONE NUMBER:

FAX NUMBER:

E-MAIL ADDRESS:

WEB ADDRESS:

D. BRIEF DESCRIPTION OF PROJECT/EVENT

E. PREVIOUS ATTENDANCE

What was the overall attendance for your project/event in previous years? If applicable, provide food and beverage sales. **Note: If your project/event is new, please skip to section F.**

	<u>Attendance</u>	<u>Food Sales</u>	<u>Beverage Sales</u>
FY 2012-13:			
FY 2013-14:			
FY 2014-15:			
FY 2015-16:			

What is your method of tracking attendance?

F. PROJECTED ATTENDANCE

How many people do you estimate will attend the project/event that you are requesting Hospitality Tax funding for in FY 2016-2017?

What is your rationale or documentation for this estimate?

What is your contingency plan for weather (if applicable)?

G. TOURIST ATTENDANCE

One goal of the Hospitality Tax is to attract tourists. A tourist is defined as “someone who travels from outside the city limits.” What percentage of your overall attendance (listed above in sections E and F) are tourists?

What method was used to calculate this figure? (Ex: Zip code tracking, surveys, etc.)

H. PROJECT/EVENT EXPENSES (must match requested amount in section “A”)

Detail how requested Hospitality Tax funds will be expended. This section is for eligible expenditures only, please do not list the entire project budget.

Eligible expenditures are: Advertising/Marketing/Promotions related to Tourism Development, Entertainment, and Security, Tourism-Related Cultural, Recreational or Historic Facilities Tourism-Related Buildings.

Detail Items/Eligible Expenditures	Dollar Amount
Total Request	

I. What percentage, and actual dollar amount, of your total Hospitality Tax allocation goes to direct out of market advertising & promotion? \$

J. PROJECT/EVENT INCOME List ALL sources of funds for the proposed project/event or facility.

Source of Funds	Status of Funds Requested/Approved/Expected	Dollar Amount
Total Budget		

