

Laurens County Accommodations Tax Committee

# Accommodations Tax Grant Application

2021-2022

**LAURENS COUNTY PARKS, RECREATION AND TOURISM**  
**Accommodations Tax Grant**

**PROGRAM OVERVIEW**

**NAME: Accommodations Tax Grant**

**MISSION:** To expand the economic benefits of tourism across the county by providing grant funds to qualified **tourism marketing partners** for **direct tourism promotion expenditures**.

**GOAL:** To increase overall interest in visitation and visitor spending across Laurens County.

**OBJECTIVE:** To assist local festivals, events, destinations, and attractions to generate out of county visitors to those attributes that make Laurens County unique through advertising, facilities, and event production in accordance with SCATAX laws.

Of the potential strategies in the tourism sales and marketing toolbox, advertising is the most efficient and effective paid **outreach** strategy available for reaching targeted audiences. (The tourism partner controls the message, the creative look and feel, the placement, the schedule, etc. Further, advertising can be directly measured.)

**GRANT CATEGORIES:**

**The Tourism Advertising Grant** program offers three categories in which qualified partners may apply for grant funding:

- Festivals and Events
- Attractions
- Destinations

**ELIGIBLE APPLICANTS:**

Organizations whose PRIMARY MISSION is **tourism marketing, event production and tourism support** – organizations charged with the responsibility of attracting out-of-market visitors to a destination, attraction or festival/event in Laurens County and that:

- Are federal non- profit (501c) organizations
- Have a Federal Employer Identification Number (FEIN)

**LAURENS COUNTY PARKS, RECREATION AND TOURISM**  
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**APPLICATION PROCEDURE**  
**Fiscal Year 2021 -2022 (July 1, 2021– June 30, 2022)**

1. Application Questions should be typed on white paper (8 ½ X 11), using 12-point font and should not exceed 10 pages.
2. **Original plus 7 copies** of the following must be included to be considered complete:
  - a. Cover Sheet with signature
  - b. 501-C Federal (IRS) Exemption Letter
  - c. Federal Identification Number (FEIN) Letter (if it's not included on the 501-C Exemption Letter)
  - d. Application questions and answers
3. All grant application materials must be received at the Laurens County Church Street Office Complex no later than **4 p.m. Friday June 25, 2021**. Applications may be mailed or hand delivered, but cannot be faxed or emailed. All applications will be date stamped upon receipt.

**Mailing Address**

Laurens County Parks, Recreation, and Tourism Commission  
Attention: Andy Howard  
P.O. Box 445  
Laurens SC 29360

**Physical Address**

100 Hillcrest Square  
Admin Suite  
Laurens SC, 29360

Any questions regarding this application may be directed to Laurens county Parks Recreation and Tourism Director,  
Andy Howard  
e-mail: [ahoward@co.laurens.sc.us](mailto:ahoward@co.laurens.sc.us)  
Office: 864-984-5484

**LAURENS COUNTY PARKS, RECREATION AND TOURISM  
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**Application Cover Sheet**

**Organization Name:** \_\_\_\_\_

**Name of Project Director:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_ **Fax Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Identify the category for which you are applying (Check one):**

\_\_\_ Festival/Event \_\_\_ Attraction \_\_\_ Destination

**Maximum request for grant funds is \$4,000.00**

How much grant funding support are you applying for.

My organization is applying for \$\_\_\_\_\_ in Tourism Advertising Grant Funds

I hereby certify the information contained herein, and within any attachments, is true and accurate.

\_\_\_\_\_  
Project Director Signature

\_\_\_\_\_  
Date

Any questions regarding this application may be directed to Laurens county Parks Recreation and Tourism Director,  
Andy Howard  
e-mail: [ahoward@co.laurens.sc.us](mailto:ahoward@co.laurens.sc.us)  
Office: 864-984-5484

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**QUESTIONS:**

**Please answer the following questions on a separate sheet of paper.**

- 1) Describe your organization and its mission. (150 words or less)
  
- 2) For the purpose of the grant funds you are seeking, what is your tourism promotion or support objective? (What do you want your funds to accomplish? Be specific.)
  
- 3) Identify your target audience(s), including geographic, demographic and other relevant criteria? Why is this your target audience(s)?
  
- 4) What media outlets will you use to best reach this audience (or audiences if more than one target audience?) Explain why the media you plan to use is the best way to reach your target audience(s).
  
- 5) When is your advertising running?

**DEADLINE:**

All grant application materials must be received at the LCPRT office no later than **4 p.m. Friday June 25, 2021**. Applications may be hand delivered, but cannot be faxed or emailed. Applications delivered after the deadline will be given the lowest consideration of award.

Laurens County Parks, Recreation, and Tourism Commission  
Attention: Andy Howard  
P.O. Box 445  
Laurens SC 29360

Any questions regarding this application may be directed to Laurens county Parks Recreation and Tourism Director, Andy Howard  
e-mail: [ahoward@co.laurens.sc.us](mailto:ahoward@co.laurens.sc.us)  
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**LAURENS COUNTY PARKS, RECREATION AND TOURISM**  
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**REIMBURSEMENT PROCEDURE**

**Reimbursement Request**

- Complete form as indicated. Be sure your totals are correct and the Project Director has signed the form.

**Paid Dated Invoices**

- Submit legible photocopies of itemized invoice, reflecting date, description and dollar amount. Monthly statements are not acceptable unless they contain the same pertinent information listed on invoices.
- Organizations that use an advertising agency to place advertisements must also provide copies of the media invoices.

**Cancelled Checks**

- Attach a legible photocopy of the cancelled check(s) to the appropriate invoice to certify proof of payment. Your cancelled check should reflect payment for items that are strictly related to the project. However, if your check includes non-related expenses, then supporting invoices are required.

**Proof of Performance**

- Attach original or PDF file of media tear sheets from newspaper/magazine advertisement to the appropriate invoice and cancelled check.
- Submit a photograph of each posted billboard and a screenshot of all online advertising.
- Include a copy of the broadcast media affidavit for tv and radio commercials.

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**Reimbursement Request Form**

**Applicant:** \_\_\_\_\_

**Project Number:** \_\_\_\_\_ **Federal ID #** \_\_\_\_\_ **Reimbursement Request #** \_\_\_\_\_

**Project Name:** \_\_\_\_\_

**LCPRT Office Use Only**

<b>Invoice Date</b>	<b>Vendor Name</b>	<b>Check No.</b>	<b>Invoice Amount</b>	<b>Approved Item</b>	<b>Fundable Amount</b>	<b>Non Fundable Explanation</b>
Example 11/08/2015	Example Greenville News	Example 3178	Example \$842.00	Example Newspaper		

**Total: \$** \_\_\_\_\_

**These expenditures are true and correct. All Funds indicated above have been expended in accordance with the Laurens County Parks, Recreation, and Tourism Accommodations Tax Grant and the ATAX Grant Agreement.**

\_\_\_\_\_  
**Project Director Signature**

\_\_\_\_\_  
**Date**

Any questions regarding this application may be directed to Laurens county Parks Recreation and Tourism Director, Andy Howard  
e-mail: [ahoward@co.laurens.sc.us](mailto:ahoward@co.laurens.sc.us)  
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**RECIPIENT CORE STIPULATIONS**

- a. The primary focus of all Accommodations Tax Grant (ATAX) projects must be tourism promotion and support to sustain and grow tourism related revenue.
- b. ATAX grants may be used to market festivals, events and attractions that occur at venues that are accessible by the general public on an on-going basis. Festivals or events that occur at private venues are not eligible for a ATAX grant. The production of these events and festivals are eligible for funding. Salaries or wages cannot be funded using ATAX funding.
- c. Approved applicants may use their ATAX funds to participate in coop partnership programs offered by SCPRT and other Grant opportunities.
- d. Organizations that utilize advertising agencies must provide a copy of media invoice. Organizations will be reimbursed based on net rates only.
- e. Commission and salary costs are not eligible for reimbursement.
- f. Grant funds can be used for Out-of-County and/or In-County marketing. **In-County advertising must be conducted in areas that are located on Main highways/interstates and broad publications that at least 30% of readers are outside of the county.**

**Organizations that are not in compliance with these published Accommodations Tax Grant procedures/ requirements will jeopardize their funding reimbursements. Or in the case of prior funding may be required to reimburse those funds.**

**This ATAX grant program criteria will supersede all previous ATAX Grant guidelines.**