



City of Spartanburg, SC

Application for Hospitality Tax Grants

FY 2018 - 2019

Hospitality Tax is a 2% tax on the sales of prepared meals and beverages sold in establishments or sales of prepared meals and beverages in the City of Spartanburg.

In order to support efforts of local partners to promote tourism and quality of life in the City of Spartanburg, City Council may designate a portion of the annual hospitality tax revenue for competitive grant awards. Council will decide the amount of such portion annually.

Spartanburg City Council has established the Hospitality Tax Advisory Committee to assist with the process, review the applications, and make recommendations for funding to City Council. Applicants may be asked to answer questions and/or make a presentation before the Hospitality Tax Committee, City Council, and City Staff. The City Council makes the final determination regarding grant allocations.

Purpose

The Hospitality Tax grant program seeks to improve the vitality, improve the quality of life, and draw more visitors to the City of Spartanburg.

Process

Once all applications for H-Tax grand funds are received and eligibility is verified, they will be forwarded to the Hospitality Tax Advisory Committee for review. Applicants will be required to deliver short presentation on their program to the committee. The committee will review and score each application based on the evaluation measures described below. The Committee will then submit its funding recommendations for review by City Council, which makes all funding decisions.

The committee will consider the following when evaluating requests:

- The degree to which the organization, program, project, or event is likely to draw visitors to the City of Spartanburg.
- The impact of the organization, program, project, or event has on the quality of life for City residents.
- The expected direct economic impact of the organization, program, project, or event.
- The impact of the event on the image and marketing of Spartanburg as a dynamic and appealing community.
- The prior success and managerial track record of sponsoring organization.
- The degree to which the organization, project, program, or event is supported by other community partners. Applications should reflect financial support from other local partners – H-tax grants cannot be the sole local fund source for any project, program, or event.
- The completeness of the application information (including reporting on prior year results for those who received funds in prior year).

If your organization, project, program, or event received an H-tax grant in the current year and your request is for an amount larger than that award amount, please explain specifically how the requested increase will result in increased positive community impact of the project, program, or event.

Timeline

- Applications due 5:00 p.m. on Friday, March 30.
- Presentations Monday April 16th and Tuesday, April 17 beginning at 5:15 at City Hall, 145 W Broad St.
- Committee meets to score, review, discuss Tuesday, April 24 at 5:15 at City Hall, 145 W Broad St.
- Recommendation presented to City Council on Monday May 14.

Eligibility

- All applicants for the competitive grant process must have an IRS Not For Profit status or be a governmental agency.
- The organization must reside or the Event/Project must take place within the corporate limits of the City of Spartanburg.
- Grantee organizations may not re-grant City H-Tax funds to other organizations. All funds must be spent on direct expenditures by the organization that receives the allocation.

Instructions

The Hospitality Tax application form must be filled out completely. Incomplete applications will not be considered. Supplemental information may be attached to the application. **Projects and events must take place between July 1, 2018 and June 30, 2019.**

Applications must be received by 5 pm on Friday, March 30, 2018 in order to be considered for funding.

Applications must be either returned in person to Spartanburg City Hall, 145 W Broad St. or emailed to James Kennedy, Budget & Accounting Director at jkennedy@cityofspartanburg.org.

Once all applications for H-Tax grand funds are received and eligibility is verified, they will be forwarded to the Hospitality Tax Advisory Committee for review.

Supporting documents to the applications must include:

Applicant's Financials: Most recent (12-month) financial statements (income statement and balance sheet) for the entity seeking the grant (either in the form of audited statements, a compilation, or externally or internally prepared summary); and/or IRS Form 990.

Project, Program, or Event Financials: In addition to the financial information for the applying entity, the committee seeks detailed revenue and expense information for any specific activity or event to be supported with grant funds. Event/Project financial information should detail all anticipated revenues and expenses associated with the event/project for the upcoming year and the prior year.

Acknowledgement

Any organization receiving City H-Tax funding for event support must list the City of Spartanburg as a sponsoring organization for the specified event in all applicable marketing and promotional efforts.

Hospitality Tax Grant Application

City of Spartanburg, SC

A. Amount requested: \$ _____

B. Funds to be used for:
____ Event/Project
____ Operational Support

C. Sponsor Organization:

Contact Name & Title:

Address:

Telephone:

Email:

Organizational website address:

D. Tax Status: (check one):
____ Tax-exempt charitable organization
____ Governmental tax-exempt unit
____ Other non-profit
ID #: _____

- E. Please provide a description of the sponsor organization or mission statement:

IF APPLYING FOR AN Event/Project, please complete Section F below.

IF APPLYING FOR Organizational Support, skip Section F and go to Section G.

- F. Event/Project: (may attach additional sheets as needed)

1. Budget

- a. What is the total budget for this Event/Project (including requested hospitality funds)?

\$ _____

- b. What is the requested amount of Hospitality funding?

\$ _____

% of total budget _____%

- c. Please provide a copy (separate sheet) of the Event/Project budget detailing all income sources, funding partners/grantors and expected expenses.

2. Describe the proposed Event/Project for which funds are requested and the timetable for implementation:

3. How will this Event/Project attract tourists to the city?

4. Impact:

- a. What is the estimated number of people (residents and tourists) impacted by this Event/Project? Will they spend a night or nights in Spartanburg?

b. What measures will you use to assess impact/attendance?

c. How will this event be marketed or promoted to potential attendees?

d. How will you recognize the City of Spartanburg in your advertising/
promotions for the event?

- e. Please describe how you anticipate your Event/Project will stimulate economic development or contribute to quality of life in the City of Spartanburg. Describe how you will quantify or measure this impact.

- 5. If the event involves any support from other community partners (including financial or in-kind support), list who they are and what role they will have.

6. Please detail the experience and qualifications of the person or team executing this project.

7. If this is a reoccurring event describe the previous successes and growth.

8. If the project, program, or event previously received H-tax funding and your request is for an amount larger than the previous award amount, please explain specifically how the requested increase will result in increased positive community impact of the project, program, or event.

*****Please make sure you have attached/included:

- Organizational Financial Statements (examples: audit, profit/loss statement, internal financial reports)
- Event/Project Budget - both prior year (unless new event) and proposed current year

IF APPLYING FOR ORGANIZATIONAL SUPPORT, complete Section G below. Do not complete this page if you are applying for Event/Project support and have completed Section F on previous pages.

G. Organizational Support (may attach additional sheets):

1. Hospitality Fund amount requested:

\$ _____

2. % of operating budget provided by requested funds: _____%

3. Please describe how these funds will be utilized to support your organization (i.e., operational funding, planning, fund-raising efforts, matching funds, marketing, programming, infrastructure/capital expenses, community grants).

