



City of Spartanburg, SC

Application for Hospitality Tax Grants

FY 2021 - 2022

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 Grants Advisory Committee to assist with the process, review the applications, and make recommendations for funding to City Council. Applicants will be asked to answer questions and make a presentation before the Hospitality Tax Grants Advisory Committee. The City Council makes the final determination regarding grant allocations.

Please Note: Organizations may only submit one application for Hospitality Tax Grant funding

Purpose

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

Process

Once all applications for H-Tax grant 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 a short presentation on their program to the committee on **August 30 or August 31**. After your application has been verified, organizations will be assigned a date and time slot for their presentations. 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 final 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 diverse 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 degree to which the applying organization or event promotes and affirms racial equity in Spartanburg in accordance with Spartanburg City Council's approved "Healing, Reconciling, and Unity" resolution.
- 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 organization 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 fiscal year 2019-2020 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.

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 August 1, 2021 and June 30, 2022.**

Applications must be received by 5 p.m. on August 17, 2021 in order to be considered for funding.

Applications must be either returned in person to the Communications and Community Relations Office at Spartanburg City Hall, 145 W Broad St. or emailed to Christopher George, Communications and Marketing Manager at cgeorge@cityofspartanburg.org.

Once all applications for H-Tax grant 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:

Cover letter

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.

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. Any event or project financial information should detail all anticipated revenues and expenses for the upcoming year and the prior year.

Timeline

- **Application deadline: August 17, 5 p.m.**
- Presentations before Hospitality Tax Grants Advisory Committee: August 30-31, 5:30 p.m. at City Hall, 145 W Broad St.
- Hospitality Tax Grants Advisory Committee funding deliberations: September 14, 5:30 p.m.

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.

Reporting

All required reporting must be submitted within 60 days of any program, project, or event funded by a City Hospitality Tax Grant. Organizations receiving operational funding must submit post-grant reporting before applying for any further Hospitality Tax Grant funding. Organizations will be given post-grant reporting instructions upon disbursement of grant funding.

Hospitality Tax Grant Application City of Spartanburg, SC

A. Organization Name: _____

B. Contact Name & Title:

Address:

Telephone:

Email:

Organizational website address:

C. Tax Status: (check one):

_____ Tax-exempt charitable organization

_____ Governmental tax-exempt unit

_____ Other non-profit

ID #: _____

D. Budget

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

\$ _____

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

\$ _____

% of total budget _____%

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

F. Describe how the requested funds will be used (i.e., event or project, operational funding, planning, fund-raising efforts, matching funds, marketing, programming, infrastructure/capital expenses).

G. If your organization received Hospitality Tax Grant funding in fiscal year 2019-2020 and you are requesting an increase over that amount, please explain why.

H. Impact.

a. Approximately how many visitors would be brought to Spartanburg as a result of the requested Hospitality Tax Grant funding? If you've requested funding previously, how many visitors were brought to Spartanburg as a result of Hospitality Tax Grant funding?

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

c. What methods will you use to attract tourists/non-residents and promote tourism to the city of Spartanburg? (i.e., advertising/promotion)

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

e. Please describe how you anticipate you will encourage visitors to spend money with local businesses or contribute to quality of life in the City of Spartanburg. Describe how you will quantify or measure this impact.

f. Please describe how your organization or event will promote and affirm racial equity in the City of Spartanburg.

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

- Cover letter
- Organizational Financial Statements.
- Event or project financial information (if applicable) detailing all anticipated revenues and expenses associated with the event/project for the upcoming year (and the prior year for recurring events).