



**Aiken County**  
Accommodations  
Tax Advisory Board

**2012-2013 LOCAL ACCOMMODATIONS TAX APPLICATION**

**\$100,000.00 is estimated to be available for FY 2013.**

**No one entity will receive more than 40% of the FY 2013 collections.**

Mail a total of the original and 11 copies of pages 2 -5 to:

**AIKEN COUNTY VISITOR CENTER**

Attn: Robbie Bellamy, Tourism Program Coordinator

113 Laurens Street, Suite 107, Aiken, South Carolina 29801

**Deadline for applications: 12:00 NOON---FRIDAY, MARCH 16, 2012**

**ELIGIBILITY CRITERIA:**

Any Aiken County non-profit organization with;

- an eligible project (see description below)
- matching funds (50/50) (preferred but not mandatory)
- a project located outside the limits of a city collecting its own local accommodations taxes which are Aiken and North Augusta.
- **Funds should be allocated for projects outside these city limits (Aiken/North Augusta).**

**PROJECT DESCRIPTION:**

- (a) Tourism-related buildings including, but not limited to, civic centers, coliseums, and aquariums;
- (b) Tourism-related cultural, recreational or historic facilities;
- (c) Tourism-related land and water access;
- (d) Highways, roads, streets, and bridges, providing access to tourist destinations;
- (e) Water and sewer infrastructure to serve tourism-related demands.

**OTHER CONDITIONS OF GRANT RECIPIENTS:**

1. A representative from your organization MUST ATTEND one mandatory workshop concerning the grant process. Dates for this workshop are Feb. 16, 2012 and Feb. 24, 2012 at 2:00pm Call to schedule the workshop you will be attending by Feb.13, 2012. Location to be announced.
2. Spend the grant within 12 months of receiving the first check from Aiken County;
3. Spend the grant for the purposes for which it was approved;
4. Ensure your project is carried out by suitable qualified persons with reasonable care, skill and diligence and that all obligations are completed to a professional standard;
5. Provide acknowledgement of the grant in an appropriate way, such as with a well displayed plaque, as soon as the project has been completed, if the award is \$25,000.00 or more.
6. Provide acknowledgement in promotional materials.
7. Submit an Accountability Report that includes but is not limited to: project budget, expenses and cancelled checks. Report is due on or before the next grant cycle or within 60 days of the project completion; whichever is sooner.
8. Avoid any situation (including financial transactions involving the applicant, the applicant organization, or members of the applicant's family) that might compromise the standing or integrity of the applicant, the applicant organization or the Government of Aiken County.
9. No single entity may receive more than 40% of the Local A-tax dollars raised in a single year.
10. BRIEFLY PRESENT PROJECT AT DESIGNATED TIME. A representative of the organization must give a 10-minute presentation of the project to the Aiken County Accommodations Tax Advisory Board on Tuesday, April 10, 2012 at the Aiken County Museum, 433 Newberry St., Aiken, SC. Presentations will take place from 3:30pm - 6:00pm. You will be informed by March 21, 2012 of your presentation time. Please limit only one other person to assist and/or be present during your presentation.

COMPLETE THIS FORM.....NO OTHER FORM OF APPLICATION WILL BE ACCEPTED.

## 2012/13 LOCAL ACCOMMODATIONS TAX REQUEST

FULL LEGAL NAME OF ORGANIZATION \_\_\_\_\_  
POSTAL ADDRESS \_\_\_\_\_  
PHYSICAL ADDRESS \_\_\_\_\_  
FEDERAL ID NUMBER \_\_\_\_\_  
LEGAL STATUS OF APPLICANT ORGANIZATION \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ POSITION IN ORG. \_\_\_\_\_  
TELEPHONE NUMBER \_\_\_\_\_ FAX \_\_\_\_\_  
E-MAIL \_\_\_\_\_

AMOUNT REQUESTED \$ \_\_\_\_\_ PROJECT COST \$ \_\_\_\_\_

TELL US WHAT YOU WILL USE THE MONEY FOR.

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**THIS IS VERY IMPORTANT:** According to our guidelines, priority will be given to organizations with projects, facilities or attractions that encourage tourism in the unincorporated areas of Aiken County. Local Accommodations Taxes are collected by **North Augusta and Aiken** for tourism projects **within those city limits**. Please tell us how this grant request will promote and encourage tourism in **unincorporated areas of Aiken County?**

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**(PREVIOUS YEAR INFO)** WERE YOU FUNDED LAST YEAR? \_\_\_\_\_ AMT. \_\_\_\_\_  
HAS THE ACCOUNTABILITY REPORT BEEN TURNED IN FROM LAST YEAR? \_\_\_\_\_  
BRIEFLY, WHAT WERE THE FUNDS USED FOR LAST YEAR?

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**(PAST INFO)** HAVE YOU **EVER** BEEN FUNDED, NOT INCLUDING LAST YEAR? \_\_\_\_\_  
WHAT YEAR(S) \_\_\_\_\_  
TOTAL AMOUNT FUNDED, NOT INCLUDING LAST YEAR FUNDING \_\_\_\_\_

Are you open on a regular basis throughout the year? \_\_\_\_\_  
Hours of Operation? \_\_\_\_\_ What days are you open? \_\_\_\_\_  
If not open for visitors on a regular schedule, when are you open and what is/are the  
occasion(s)? (i.e. once a year, twice a year, quarterly, other)

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Why would a tourist (someone from outside a 60 mile radius) travel to Aiken County  
because of your facility, project, or attraction?

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Number of tourist (outside a 60 mile radius of Aiken County) that do visit  
annually? \_\_\_\_\_ How did you calculate or come to know this figure ?

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How does the community support your project?

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\_\_\_\_ Please include two letters of support if possible.

Other Funding Sources Awarded for this project:

Award DATE	Source	Amount
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TOTAL		

List sources of funding to which you have applied:

Source	Amount \$	Date Decision Expected
TOTAL		

PLEASE inform us if you are aware of the award outcome between the time you submit this and your presentation.

How do you plan to market the attraction or project to the public? You may include market research and details on partnerships with other organizations in this section. Include any entrance fees.

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Our committee is knowledgeable about many attractions and events in Aiken County. However, in order to maintain familiarity, it is crucial for the committee to personally attend attractions, events and facilities. If your project includes ticketed events or entrance fees, could you provide tickets or entries to the Accommodations Tax Advisory committee? If so, please let us know the number of complimentary tickets or entrances. \_\_\_\_\_

\*\*\*If awarded, you are required to provide an Accountability Report within 60 days of the project completion or at the time of the next grant cycle, whichever is sooner.

You must include:

- Copies of cancelled checks pertaining to the funds we give you.
- Overall Marketing Plan
- Advertisements (actual ads)
- Promotional Material
- 3-4 photographs of the actual project (before, during or after)
- Budget, showing income/expense
- If your organization has received \$25,000 or more during one grant cycle from Aiken County A-Tax, a photo showing how you have acknowledged Aiken County through Local A-Tax Funding is required. (i.e. plaques, signs, etc) For grants under \$25,000.00 this is not required, but appreciated. Grant cycles are from July 1 of the current year to June 30 the following year.

*You must supply 1 original and 11 copies of the completed application.*