

Quarterly Deadlines for application submittals:
10 Business Days before the Quarterly Meeting

ACCOMMODATIONS TAX COMMITTEE
City of Hardeeville, South Carolina

ACCOMMODATIONS TAX FUNDS REQUEST APPLICATION

For Office Use Only

Date Received: _____ Time Received: _____ By: _____

Date: 3-30-2021 Total Project Costs: \$14,400 Total Amount Requested: \$14,400

- A. PROJECT NAME: Digital Marketing Campaign for the City of Hardeeville
- B. ORGANIZATION: Jasper County Chamber of Commerce

Sponsor Name: _____ Title: _____

Sponsor Address: _____

Sponsor Phone: _____

Contact Name: Kendall Malphrus Title: Executive Director

Contact Address: PO Box 1267, Ridgeland, SC 29936

Contact Phone: 843-726-8126

A. DESCRIPTION OF PROJECT:

1. General Description:

Digital marketing/geofencing targeted areas for the City of Hardeeville and sending internet impressions to travelers/tourists. (includes social media)

2. If arts/cultural activity, give specific description of project (attach additional sheets, if needed).

Does not apply

3. Impact on or benefit to tourism (if required under the law).

The impressions are designed to attract tourists to the City of Hardeeville.

(attend events, shop, dine, stay, sightsee, etc.)

4. Duration of project: Start Date: July 1, 2021 Completion Date: June 30, 2022

5. Permits required (if any): Does not apply

6. Additional Comments:

none

B. FUNDING:

1. Source of funds: Accommodations Tax

2. Have you requested funding from other sources or organizations for this project?
No

If yes, please list sources and amounts.

Does not apply

3. Contributions to the project by the sponsoring organization:

This is an ongoing project, therefore, final contributions have not been determined.

C. FINANCIAL INFORMATION (ADHERE TO STRICTLY):

1. A line-item budget of the project.

Line Items	Requested \$	Approved \$	Expended \$	Reimbursement to the City \$
Security	750.00	750.00	700.00	50.00
Food	2,500.00	2,500.00	3,200.00	0.00
Advertising	5,200.00	5,200.00	4,550.00	650.00
Total	8,450.00	8,450.00	8,450.00	700.00

2. Most recent fiscal year balance sheet and profit and loss accounting statement.

D. FINANCIAL GUARANTEES:

Provide a copy of official minutes wherein the sponsoring organization approves the project and commits the organization to financial responsibility for carrying it out to the stage of completion contemplated in the application, should funding be approved.

E. PRIOR RECIPIENT'S REPORT (If you received prior ATAX funds): (Attach additional sheets, if needed);

1. How did you use the funds?

Funds are used for various campaigns throughout the year - all digital marketing.

2. What impact did this have on the community or benefit tourism? Describe how tourism statistics were captured.

Statistics are captured with campaign summaries which include tactics, keywords, geofence targets, categories and domain performance.

3. Provide the previous two years and current budgets.

Final reports submitted to the City of Hardeeville.

4. Include the total annual funding received each year that you applied.

Final reports submitted to the City of Hardeeville.

F. ADDITIONAL COMMENTS: (Attach additional sheets, if needed);

none

Signature:

Kendal Walphus

Date:

3-30-2021

APPLICATION FINAL CHECKLIST

(Complete and return this list with the application)

- The application is being filed by the deadline as indicated in this application packet.
- We have reviewed and followed the application guidelines.
- We are submitting 1 complete hard copy of the application and 1 complete electronic copy of the application.
- We will be prepared to make a verbal presentation to the Committee and answer questions when we are scheduled to do so.
- We did not bind the application (NO BOOKS or BINDERS).**

LINE ITEM	REQUESTED
Digital Marketing	\$12,000
Administrative Fees (20%)	\$2,400
TOTAL REQUESTED	\$14,400

JULY 1, 2020 – MARCH 30, 2021

LINE ITEMS	REQUESTED	APPROVED	EXPENDED	APPROX. REIMBURSE
Digital Marketing	\$14,400	\$14,400	\$0	ongoing

(This will be spent on the upcoming Hardeeville Recreation Center Campaign)

Jasper County Chamber of Commerce
Account QuickReport
July 1, 2020 through March 17, 2021

Type	Date	Num	Name	Memo	Split	Amount
Accommodations Tax Hardeeville Indirect Digital Marketing Deposit	12/09/2020	44183	City of Hardeeville	Indirect a-tax...	Checking	14,400.00
Total Digital Marketing						14,400.00
Total Hardeeville Indirect						14,400.00
Total Accommodations Tax						14,400.00
TOTAL						14,400.00