

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: City of Hardeeville Radio Campaign

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:

Radio campaign that changes monthly to suit the needs/events happening throughout the City of Hardeeville.

(scripts and schedules provided)

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).

Each script/campaign is designed to entice tourists/travelers to shop/visit/play in 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 monthly radio campaigns for the City of Hardeeville.

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

Statistics are captured by the number of listeners from the radio stations where the ads are aired.

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:

Kendrick Malphrus

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
Radio 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
Radio Marketing	\$14,400	\$14,400	\$5,694.73	ongoing

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 Radio Campaign Deposit	12/09/2020	44183	City of Hardeeville	Indirect a tax...	Checking	14,400.00
Total Radio Campaign						14,400.00
Total Hardeeville Indirect						14,400.00
Total Accommodations Tax						14,400.00
TOTAL						14,400.00

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

Type	Date	Num	Name	Memo	Split	Amount
Promotions						
Hardeeville						
Hardeeville Radio Campaign						
Check	09/17/2020	15512	City of Hardeeville	Reimb. unus...	Checking	1,558.73
Check	10/16/2020	15550	Lowcountry Radio ...	Screen on th...	Checking	500.00
Check	11/09/2020	15577	Lowcountry Radio ...	Screen on th...	Checking	498.00
Check	11/18/2020	15583	iHeart Media Savan...	Hardeeville S...	Checking	40.00
Check	11/18/2020	15584	iHeart Media Savan...	Hardeeville S...	Checking	160.00
Check	11/18/2020	15585	Dick Broadcasting	Hardeeville T...	Checking	119.00
Check	11/23/2020	15586	Denarius Group	Screen on th...	Checking	300.00
Check	11/23/2020	15587	Denarius Group	Tree Lighting...	Checking	300.00
Check	11/25/2020	15598	Dick Broadcasting	Hardeeville T...	Checking	581.00
Check	12/14/2020	15622	Lowcountry Radio ...	Tree lighting ...	Checking	480.00
Check	12/21/2020	15633	iHeart Media Savan...	tree lighting p...	Checking	160.00
Check	12/22/2020	15635	Denarius Group	Polar Expres...	Checking	300.00
Check	12/22/2020	15636	iHeart Media Savan...	Polar Expres...	Checking	180.00
Check	12/22/2020	15637	Dick Broadcasting	Polar Expres...	Checking	438.00
Check	12/23/2020	15640	iHeart Media Savan...	Polar Expres...	Checking	20.00
Check	12/23/2020	15641	iHeart Media Savan...	Tree lighting ...	Checking	40.00
Check	01/13/2021	15666	Lowcountry Radio ...	tree lighting p...	Checking	40.00
Total Hardeeville Radio Campaign						5,694.73
Total Hardeeville						5,694.73
Total Promotions						5,694.73
TOTAL						5,694.73