



AIKEN COUNTY ACCOMMODATIONS TAX STATE MARKETING GRANT APPLICATION

Funding for FY2019 (July 1, 2018 – June 30, 2019)

Do not alter this application form. DEADLINE: March 29, 2018

NEW: COURTESY CORRECTION EARLY DEADLINE: March 23, 2018

We will notify you of errors or missing information if you turn your application in by
March 23, 2018.

After March 29, 2018 incomplete applications will not be evaluated.

A representative of the organization must be available for a Question/Answer session

on Tuesday, April 17, 2018 at the Aiken County Government Building, 1930 University Parkway, Aiken, SC at 3:00pm. You may have only one other person present during the Q & A Session. The amount of available grant funds will not be known until July 2018. The approximate amount of available funds is \$10,000. All attachments for your project must be included with this application. *We will not accept handouts during the meeting.*

INCORPORATION DATE:

FEDERAL ID:

ORGANIZATION:

ORGANIZATION ADDRESS:

CONTACT:

TITLE:

PHONE:

EMAIL:

MISSION STATEMENT:

PROJECT TITLE:

TOTAL AMOUNT REQUESTED: \$

TOTAL PROJECT COST: \$

PROJECT START DATE:

PROJECT END DATE:

ESTIMATED TOTAL ATTENDANCE:

ESTIMATED TOURISTS:

ESTIMATED ROOM NIGHTS:

ESTIMATED MEALS:

DESCRIBE HOW YOUR ORGANIZATION DETERMINED THE NUMBERS ABOVE (Please indicate the numbers of meals and room nights estimated in the **unincorporated areas of Aiken County**):

PROGRAM/PROJECT LOCATION(s):

DOES YOUR PROJECT REQUIRE PERMITS? _____ LIST THOSE REQUIRED:

PROJECT DESCRIPTION (Add up to one additional sheet, if needed):

BENEFIT TO TOURISM:

BENEFIT TO COMMUNITY:

MANAGEMENT CAPABILITY TO MAKE THIS PROJECT SUCCESSFUL:

OUTLINE PROJECT MARKETING PLAN (Include how you plan to reach tourists. What tracking mechanism do you use to determine tourist attendance?):

EXECUTIVE DIRECTOR SIGNATURE/DATE:

BOARD CHAIRMAN SIGNATURE/DATE:

ACCOMMODATIONS TAX GRANT BUDGET

List the expenses for your project. If needed, add additional expense categories in the blank lines provided. **NOTE: Advertising & Marketing are the only expenses allowed through this marketing grant. An official quote must be provided for advertising/marketing services.**

Expense Category	County A-Tax Request	Other Sources	Total
Advertising/Marketing			
Municipal Services/Security			
Entertainment/Speakers/Guest Artists/Instructors			
Other Event Expenses			
Supplies			
Consultants/Contractors			
Venue/Equipment Rental			
Total			

List the income sources for your program or project below. Include the amount requested in this application.

Income Source	Amount	Write "Pending" or "Received"
FY19 Aiken County A-Tax Marketing Grant Request		

If applicable, you must list prior year information here on the PRIOR YEAR DETAIL FORM

EVENT NAME(S) Some organizations have more than one event	Total Budget PREVIOUS YEAR	# of Visitors outside a 50 mile radius PREVIOUS YEAR

Budget Narrative/Justification: Add one additional sheet, if needed. Provide details on how you will spend Aiken County Atax Marketing Grant funds if awarded. See guideline for instructions.

MAKE SURE YOU KEEP A COPY OF YOUR GRANT- ESPECIALLY THIS SHEET.

IF AWARDED YOU MUST AGREE TO THE FOLLOWING REQUIREMENTS:

1. Unspent funding must be returned to Aiken County Accommodations Tax Funds. If your organization is found to have spent funding in any other way than as described and approved per your application, funding must be returned to Aiken County Accommodation Tax Funds.
2. Any revenue generated by the event or attraction **must be to benefit a community or organization within the limits of Aiken County.** (Profits cannot go to other division of the organization, if that division is outside of Aiken County, SC.)
3. The sponsoring agency shall not discriminate on the basis of race, color, national origin, sex, religion, age or handicapped status in employment or provision of services.
4. Promotional material such as brochures, rack cards, etc., a statement must be added that states "Funding assistance provided by Aiken County through Accommodations Tax Funds". At least fifty (50) copies of any brochures must be submitted to the Aiken County Visitors Center for distribution.
5. Projects that continue past May 24, 2019 must provide two reports. The first will be an "Update Report" on May 24, 2019, on the status of your progress. Include all expenses thus far, cancelled checks, all pertinent information concerning your project. The second, a final "Accountability Report" (see #5 for details) must be delivered by July 26, 2019. Both reports must be delivered to Aiken County Visitors Center, C/O Ashley Havird, 133 Laurens St. NW, Aiken SC 29801.
6. Projects that are finished by May 24, 2019 will deliver one report, a final "Accountability Report" on or before May 24, 2019 to Aiken County Visitors Center, C/O Ashley Havird, 133 Laurens St. NW, Aiken SC 29801.

Accountability Report must include:

1. A written summary of the project.
 2. A budget, noting the expenses that were outlined on your application.
 - a. A written account of income associated with this project.
 - b. A written account of expenditures associated with the project.
 3. Copies of your cancelled checks and invoices pertaining to the funds we award you.
 - a. Receipts and invoices **must lie within the dates of the grant cycle**, which are July 1, 2018 and June 30, 2019.
 4. A marketing plan of how you will promote the project.
 5. Any advertisements or promotional material
 6. Photographs (5 or more) of the project and one additional photo exhibiting your acknowledgment of Aiken County through receipt of Aiken County Accommodations Taxes. (i.e. plaques, signs, etc.)
7. Agree to allow a representative of the County and/or its appointed representative to examine the financial records of my organization insofar as they pertain to this project.
 8. I hereby declare that this organization carries liability insurance in the amount of \$ _____ and agree to include Aiken County as a named insured for purposes of this project. This organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project/activity, and do hereby indemnify and hold harmless the County of Aiken and its Accommodations Tax Advisory Committee from any liability in any action at law or equity associated with its support for this project/activity.
 9. I have received a copy of the 2019 Aiken County Marketing Grant Requirements and agree to abide by those and the above stated requirements.

EXECUTIVE DIRECTOR SIGNATURE/DATE:

BOARD CHAIRMAN SIGNATURE/DATE:

APPLICATION CHECKLIST

This sheet is not part of the application, but a tool to assist you in preparing your application.

Required Elements:

- Completed each section of the Marketing Grant Application. Incomplete applications will not be evaluated. Answers such as N/A or See Attached are not appropriate. Please do not use font sizes lower than 10 point.
- Answer each question and make sure each point in the guidelines is addressed.
- Board Chair signed and dated the application
- Executive Director signed and dated the application – please note in the signature line if your organization does not have an executive director (all volunteer organization).
- Fill out the budget form and make sure your budget narrative/justification has enough detail for each item that will be purchased with A-Tax grant funds.

Required Attachments

- Letter from IRS confirming tax exempt status **AND/OR**
- Proof of registration and good standing with the SC Secretary of State's Office as a nonprofit
- Attach list of current Board of Directors or Governing Board

Optional Elements:

- One additional page for the project description
- One additional page for the budget justification (grant expenditures only).

Application Packet

- Made a copy to keep for your files (applicant organization)
- Prepared 10 copies of the application, including the original to send to Aiken County Visitors Center (**total of 10**)
- Secured each application with a staple, paper clip or binder clip. No report folders, please.

REMINDERS

The Application deadline is 5:00 pm Friday, March 29, 2018. If you turn your application in early, by March 23, 2018 we will notify you of any corrections or additional information needed. After March 29, 2018, we will not be able to provide this courtesy. LATE applications will NOT be accepted. Aiken County does NOT accept applications sent via fax or email.

Mail or Hand Deliver Application to:

Aiken County Visitors Center
Attn: Ashley Havird, Tourism Program Coordinator
133 Laurens St. NW
Aiken, SC 29801

QUESTIONS

Call 803.642.7557 or email ahavird@aikencountysc.gov if you have any questions concerning the application process or the Aiken County Accommodations Tax Marketing Grant Program.