

**Town of Kiawah Island State Accommodations Tax Advisory Committee
Application for Accommodations Tax Funds**

Letter of Introduction

The Town of Kiawah Island State Accommodations Tax Advisory Committee will meet Thursday, April 16, 2015 at 1:00 p.m. to consider new applications for funding for fiscal year 2015-2016. The meeting will be held at the Municipal Center located at 21 Beachwalker Drive, Kiawah Island, SC 29455 in the Council Chambers. To be considered, the completed application must be received by the Town Treasurer by noon on **April 8, 2015 and you must attend the April 16th meeting.**

For detailed information regarding how state accommodations tax funds can be spent, please refer to the Department of Revenue's official advisory opinion contained in **SC REVENUE RULING #98-22**. This information is available from the Town Treasurer.

As stated in the law, any money in the Tourism-related Fund must be spent on tourism-related expenditures, which include:

1. advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
2. promotion of the arts and cultural events;
3. construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and the nearby roads and utilities for the facilities;
4. the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of cost directly attributed by tourists;
5. public facilities such as restrooms, dressing rooms, parks and parking lots;
6. tourist shuttle transportation;
7. control and repair of waterfront erosion; and
8. operating visitor information centers.

Please note which of the above applies to this application and write the category number on the Tourism Related Expenditure Category line on page 1 of the application. A responsible person from the submitting organization **must** attend the SATAX Advisory Committee meeting on Thursday, April 16th at 1:00 p.m. to present the request /application (limit to five minutes) and to answer committee member questions.

Actions taken by the State Accommodations Tax Advisory Committee must be approved by the Ways and Means Committee and Town Council before funds may be committed to the applicant or dispersed by the Town.

Please retain this cover sheet for your records. For further information, please contact:

H. Kenneth Gunnells, Town Treasurer
21 Beachwalker Drive
Kiawah Island, SC 29455

Phone: 843-768-9166
Email: kgunnells@kiawahisland.org
Fax: 843-768-5112

Briefly describe your project, and its goals and objectives.

Date(s) of project.

Describe how your project will enhance the visitor and tourist trade on Kiawah Island.

Total estimated attendance: _____

Estimated tourist/visitor dollars to the community: \$_____

Number of tourist/visitors* expected: _____

Number of overnight visitors: _____

Number of room nights expected: _____

Other verifiable objectives: _____

* Tourists are defined as those who travel at least fifty miles to attend.

If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

What will it cost to execute this project and what amount is being requested? Provide detailed budget of expenditures and list other sources of funding if applicable. (Including amounts funded from other ATAX sources or organizations)

Is Town support required? If so, describe requirements expected including personnel (i.e. Sheriff's Deputies, Code Enforcement Officers) and the estimated cost of such activities. Is this cost included in this ATAX request?

Is Kiawah Island Community Association (KICA) support required (i.e. Security)? If so, is this cost included in this ATAX request?

Will funding be requested on a continued basis? Yes _____ No _____ If yes, how many years?

Other Comments:

If the Town provides funds, I agree to provide within sixty (60) days of the event/activity completion, a full written account of the income (e.g. SATAX funds, registration fees, other income sources, etc.) and expenditures associated with the said event/activity, together with an assessment of the value of the expenditure in promoting tourism. An Event Assessment Form will be sent to your organization if SATAX funding is approved for your event/activity.

If the Town provides funds, I agree to allow a representative of the Town and/or its appointed representative to examine the financial records of my organization insofar as they pertain to this event/activity.

I hereby declare that this organization carries liability insurance in the amount of \$_____ and agree to include the Town of Kiawah Island as a named insured for purposes of this event/activity.

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 Town of Kiawah Island and its Accommodations Tax Committee from any liability in any action at law or equity associated with its support for this project/activity.

Signature

Title

Organization

Date