
APPLICATION FOR ACCOMMODATIONS TAX FUNDING

Horry County Government
For Fiscal Year 2012 (7/1/11 – 6/30/12)

Date _____

To apply for Accommodations Tax funding complete this form and mail it with exhibits to **c/o Horry County Finance Department, Attn: Caroline Shipley, P. O. Box 296, Conway, SC 29528**. The funding process may continue throughout the fiscal year but is contingent upon available funding.

The deadline for applications is two weeks prior to the meeting. Call or check online for meeting dates at horrycounty.org.

Amount of Request: _____

Program Purpose: _____

Sponsoring Organizations/Applicant: _____

Mailing Address: _____

Primary Contact (Name & Title): _____

Address: _____ **Email Address:** _____

Home Telephone: _____ **Work Telephone:** _____

Secondary Contact (Name & Title): _____

Address: _____ **Email Address:** _____

Home Telephone: _____ **Work Telephone:** _____

1. How long has this organization been in existence? _____

Is this organization currently chartered as a private, non-profit corporation under South Carolina Law?

Yes No

Date of Charter: _____

a. Does this organization have an IRS Determination Letter?

Yes No

If answered **yes** above, ***Copy of IRS Determination Letter must be attached to this application to be considered for ATAC funding.***

b. Does this organization have a Federal Identification number?

Yes No

Federal I.D. #: _____

2. The Accommodations Tax law requires that any organization receiving funds from the tax must submit a budget of planned expenditures for the project. (S. 12-35-720)

Attach proposed budget as Exhibit A.

Special note: The organization must receive approval of the county prior to the expenditure of these funds and must render an accounting to the county at the end of each fiscal year.

3. This is the list of Tourism-related projects the law says County Council may use these funds for (S. 12-35-720):

(Indicate, which category or categories this program falls under)

- Advertising and Promotion
- Promotion of the arts and cultural events.
- Construction/ maintenance/ operation of facilities for civic and cultural activities.
- Tourist services through public facilities such as rest rooms, dressing rooms, parks and parking lots.
- Tourist Shuttle Transportation
- Control and repair of waterfront erosion (Attach required permits).
- Visitor Information Centers

*Special note: The Advisory Committee has decided that it will accept applications for programs that meet the intent of the Act beyond the limitations on advice that the law gave this list as **examples** of permitted programs.*

If this program does not fall within these categories, please explain how it would work in the interest of tourism in the unincorporated areas of Horry County as Exhibit B and check here .

4. The law requires that County Council make tourism-related expenditures primarily in the geographical areas of the county where the tax is collected, where practical. (S. 12-35-720)

Please explain how this program would primarily serve the unincorporated beach areas or affect tourists in other areas of the County as Exhibit C.

5. The law says that the County may issue bonds or enter into other long-term financial arrangements. (S. 12-35-720)

If this program seeks such a commitment, attach complete details as Exhibit D and check here .

6. Under the law, the incorporated areas receive specific allocations. If this program will serve these municipal areas as well as the unincorporated areas of the county, please estimate the service area by percentages.

- | | |
|--|------------------------------|
| _____ City of North Myrtle Beach | _____ Garden City Beach Area |
| _____ Briarcliff | _____ Shore Drive – Arcadia |
| _____ Atlantic Beach | _____ Loris |
| _____ Myrtle Beach | _____ Aynor |
| _____ Surfside | _____ Conway |
| _____ Unincorporated Beach Campgrounds | |
| _____ Other Unincorporated areas of Horry County | |

The Accommodations Tax is a special purpose revenue, subject to certain factors the Advisory Committee cannot predict. For that reason, there is no guarantee that programs funded this year can continue to be funded from this source of revenue. It will be helpful to the Advisory Committee in future years to know whether this program is on-going and whether, once funded, it can continue through its own fund-raising efforts. The Committee feels strongly that no program should be penalized by an honest appraisal showing that future operations would be uncertain without these revenues, but we do feel that this information would help us develop some long-range plans so we can honestly inform County Council of what we feel would be longer-term pledges of support.

7. Can this organization continue this program for a five-year period without the requested level of funding?

- Yes (***Attach explanation as Exhibit E***)
- No

We thank you for the interest in your community that you have shown by developing this program and for the energy that we know has gone into this application process. We give you our promise that all applications will receive consideration that reflects our belief that every organization that has come forward with a proposition has the best interests of our community at heart.

And we give you our assurance that no application will be turned down because any organization has "failed to answer questions correctly." In our review, if we find that we do not have enough information to make our recommendations, a member of the Advisory Committee will be assigned to contact you and get more information, about the project you propose. In this way, although that committee member would voluntarily forego his vote on your application, we can be sure that we are trying our best to give County Council the best-informed, most objective recommendations that we are capable of providing.

Submitted by: _____