

**CITY OF GEORGETOWN
ACCOMMODATIONS & HOSPITALITY TAX FUNDING**

FINANCIAL PROFILE - APPLICATION

Must be completed and returned within 45 days of project's completion
with documentation of expenses paid with accommodations and hospitality taxes required.

Definition of Budget Terms on the Financial Profile

Income:

1. Admissions: Revenue derived from the sale of tickets/admissions
2. Sales: Revenue from sale of goods, food, beverages, etc.
3. Private Support:
 - a. Corporate - Cash support derived from contributions by business and corporations
 - b. Individual - Cash support from individuals
4. Government Support/Grants: Funding or proportionate share of funding allocated to the project from governmental agencies (Federal, State, County, City)
5. Other : Cash support from sources not listed above

Fully Fundable Expenditures:

1. Marketing Expenditures - regional, state , and/or national advertising (newspaper, magazines, billboards, radio, TV, web-based media, brochures, and direct mail). Must be out of area must be 50 miles away - one way.
2. Operating a visitors center

Example:

	<i>Type of Media</i>	<i>Time Frame</i>	<i>Geographic Area</i>	<i>(a) Project Budget</i>
Southern Living	Magazine	October Issue	National	\$ 500.00

Partially Fundable Expenditures: (Fundability based on percentage of tourism)

1. Promotion of arts and cultural events and related personnel costs
2. Local marketing expenditures – For example, costs of advertising in The Georgetown Times and the Coastal Observer or posters and flyers only distributed within Georgetown County.
3. Construction, maintenance, and operation of facilities for civic and cultural activities
4. Public facilities such as restrooms, dressing rooms, parks, and parking lots
5. Tourist shuttle transportation
6. Beautification expenditures **Use the % of Tourist to calculate allowable request**

Example:

	<i>Cost (1)</i>	<i>%of Tourist (2)</i>	<i>Allowable Request (1 X 2)</i>	<i>(a) Project Budget</i>
Tourist Shuttle	\$ 1,000.00	25%	\$ 250.00	\$ 250.00