

**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.

Project : _____

Applicant: _____

APPLICATION

Description			(a) Project Budget
Income:			
Admissions			
Sales			
Private Support: Corporate			
Individual			
Government Support/Grants:	Federal		
	State		
	County ATAX		
	City ATAX		
	City HTAX		
Other: (Specify)			
Total Income			\$
PROJECT ONLY Expenditures: Choose from list on Page #2			
	Type of Media	Time Frame	Geographic Area
Fully Fundable Expenditures:			
	Cost (1)	% of Tourist (2)	Allowable Request (1 X 2)
Partially Fundable Expenditures:			
Total Expenditures			\$

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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