

# RICHLAND COUNTY GRANT WORKSHOP

November 2022

*Matiah Pough, Grant Manager, Office of Budget and Grants Management*



# What to Expect

1. Grant Programs and Eligibility
2. Payment Procedures
3. Reporting Requirements
4. Timeline
5. ZoomGrants Application Walkthrough

# Major Grant Programs

Richland County has three major programs to distribute grant funds:

- **Hospitality Tax Program (H-Tax):** funded through the 2% Tax on prepared foods:
  - Program and events that draw tourists into the unincorporated areas of the County.
  - These programs must take place in areas where Richland County collects H-Taxes.
  - These programs must draw tourists who will eat at restaurants and bars.
- **Accommodation Tax Program (A-Tax):** tax-funded through surcharges on hotel/motel rooms:
  - Programs and events that draw tourists into Richland County who will generate overnight hotel sales.
- **Community Impact Grant Program:** funded through Richland County General Fund:
  - Service based projects that help the underserved populations of Richland County.

# Who is Eligible?

- Organizations in existence at least one year before requesting funds.
- Proof of non-profit status.
- Religious organizations may receive funding:
  - County may not sponsor nor provide financial support to a religious organization in a manner that would actively involve it in a religious activity.
  - Funds must be solely used for secular purposes and the principal/primary goal of the sponsored activity cannot promote the advancement of religion.
- Richland County will not award H-Tax funds to individuals, fraternal organizations, or groups that endorse/support political campaigns.

# Who is Eligible? (cont.)

- Grantee organizations must not re-grant County funds to other organizations
  - All funds must be spent on direct program expenditures by the organization granted the allocation
- All organizations that use a fiscal agent to administer grant funded projects through the H-Tax Program can only do so for one fiscal year
  - Must have a 501 (c) 3 tax exempt status to receive future H-Tax Grant funds

# Required Documentation

- IRS Determination Letter indicating 501 c 3, nonprofit charitable status
- Proof of current registration as a charity with the SC Secretary of State
- List of organization's current Board Members/Directors
- Recent 990 tax form or if you file a 990 post-card, you may attach a financial report showing financial status
- Richland County business license or business license assessment survey form
- Organization's current W-9

# Project Eligibility Criteria: H-Tax

- Projects to be funded by Hospitality Tax funds must result in *the attraction of tourists to Richland County*
- Per SC Code of Laws SECTION 6-1-730, revenue generated by the hospitality tax must be used exclusively for the following purposes:
  - Tourism-related buildings including, but not limited to, civic centers, coliseums, and aquariums;
  - Tourism-related cultural, recreational, or historic facilities;
  - Beach access and re-nourishment;
  - Highways, roads, streets, and bridges providing access to tourist destinations;
  - [Advertisements and promotions related to tourism development; or](#)
  - Water and sewer infrastructure to serve tourism-related demand

# Funding Priorities: H-Tax

- Priority will be given to projects that:
  - Promote dining at restaurants, cafeterias, and other eating and drinking establishments where Richland County collects Hospitality Tax (unincorporated Richland County, Town of Eastover and the Richland County portions of the Town of Irmo);
  - Generate overnight stay in unincorporated Richland County's lodging facilities; and
  - Promote and highlight unincorporated Richland County's historic and cultural venues, recreational facilities and events and the uniqueness and flavor of the local community.
- Funds will be distributed with a goal of 75% dedicated to organizations and projects that generate tourism in the unincorporated areas of Richland County and in municipal areas where Hospitality Tax revenues are collected by the county.



# Project Eligibility Criteria: A-Tax

- Organizations and/or projects funded by A-Tax Funds must have as their primary mission the attraction of tourists to Richland County
- Priority will be given to organizations and/or projects that have the following characteristics:
  - Will generate overnight stay(s) in Richland County's lodging facilities;
  - Will promote and highlight Richland County's historic and cultural venues; recreational facilities and events; and the uniqueness and flavor of the local community.

# Funding Priorities: A-Tax

- A-Tax funds *must* be used to attract and provide for tourists, and *must be spent on tourism-related expenditures*.

The committee:

- Defines “travel” and “tourism” as the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.
  - Looks favorably upon projects that generate new hotel room nights sold that replenish the A-Tax fund.
  - Encourages projects which add to the financial support contributed to the project by private and commercial/industry purses
- The committee will not consider applications that contemplate using any portion of the A-Tax fund to retire old debt or to cover previously incurred expenses or operating losses.

# Eligible Expenditures: Hospitality Tax

- Funds must be used on the following items:
  - Advertising/Promotions/Marketing (including designing, printing, postage for items mailed to attract tourists).
    - At least 70% of marketing expenses must be paid to advertise outside of Richland County.
  - Security/Emergency Services (Fire Marshalls, police, sheriff deputies, etc.).
  - Entertainment/Speakers/Guest Artist Instructor
    - Entertainment expenses should be no more than 50% of the total requested amount of the grant.
  - Venue fees or rentals.
  - Transportation or accommodations.
  - Food or beverages.
  - Staging or fencing.
  - 20% of operational and maintenance of tourism related buildings and cultural, recreational, or historic facilities.

# Eligible Expenditures: Accommodations Tax

- Funds must be used on the following items per Title Six (6-4-5) of SC State Law:
  - Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.
  - Promotion of the arts and cultural events.
  - Construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.
  - 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 costs directly attributed to tourists.
  - Public facilities such as restrooms, dressing rooms, parks, and parking lots.
  - Tourist shuttle transportation.
  - Control and repair of waterfront erosion.
  - Operating visitor information centers.


# Non-Eligible Expenditures: H-Tax and A-Tax

- Promotional products or paraphernalia (e.g., tee shirts, cups, trophies, awards, prizes...etc.).
- Insurance or licenses.
- Invoices for expenditures incurred prior to or after the current grant period.
- Salaries for positions other than advertising, promotions, marketing, security, emergency services, or operations and maintenance (as outlined under Hospitality Tax Fund Guidelines of this agreement).
- Decorations for events such as event supplies, holiday ornaments and accessories.
- Gift cards and cash payments.
- Signage and banners used at your event/directional signage.
- Event programs.

# Payment Procedures

- Up to 75% of the allocated funding can be provided upfront:
  - The remaining 25% or the balance of the allocation will be provided once a Final Report is submitted, reviewed and approved by the Grants Manager.
- Organizations requesting allocated funding upfront must include price quotes for the planned expenditures:
  - All invoices, quotes and proofs of payment must equate to the amount being requested and approved upon review of the Grants Manager.
- Payments will **not** be processed until all required information is submitted to the Budget and Grants Management Office:
  - Required information includes the completed payment request form, a W-9 form, a detailed list of expenditures and a current balance sheet for the organization.
- Payments will be processed within **30 days** of request.\*

# The Payment Request Form



## Hospitality Tax Grant Payment Request Form

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Amount Requested\*: \_\_\_\_\_

\* Per Richland County Policy, up to 75% of the allocated funding will be provided upfront. The remaining 25% or the balance of the allocated will be provided once a Mid-Year report is submitted, reviewed and approved by the Grants Manager.

Budget Item	Amount Approved	Amount Previously Drawn	Amount Requested this Draw	Remaining Balance
<b>Total Amount Requested:</b>			<b>\$</b>	

**REQUIRED ATTACHMENTS** (your payment will not be processed until the following documents are received)

1. List of Grant Expenses - Please attach an itemized list of expenditures. The total should match the total amount of funds you are requesting. The list should include vendor name, amount and expense category (Entertainment, Marketing or Security).
2. A current balance sheet, which is defined as a financial "picture" of a company at a given date in time that lists a nonprofit's assets, liabilities, and the difference between the two, which is the nonprofit's equity, or net worth. It can also be defined as an itemized statement which lists the total assets and the total liabilities of a given business to portray its net worth at a given moment of time.

For organizations who received a FY22 H-Tax Grant, Richland County must have a completed final report form for your 2021-2022 project/programs on file prior to releasing FY23 funds.

**ORGANIZATION SIGNATURE:**  
Provide signature of the Authorizing Official within organization, verifying accuracy of above statements and attachments.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**For questions, please call Matiah Pough, Grants Manager at 803.576.5459.**

Richland County Budget and Grants Management P.O. Box 192 Columbia, SC 29202 Fax: 803.576.2238 Email: grantmgrnt@richlandcountysc.gov

# Procurement Requirements for H-Tax

- Only affects all organizations receiving \$50,000 or more
- For Invoices \$1,499 or less
  - No extra documents
- For Invoices \$1,500 to \$14,999
  - Three Written Quotes
- For Invoices \$15,000 to \$100,000
  - Requires a formal solicitation which must be publically advertised
  - The solicitation, whether an Invitation for Bid (IFB), Request for Proposal (RFP), Request for Qualifications (RFQ), or any other type of bidding method must allow for a minimum advertising time of 10 days before the solicitation can be formally opened



# Reporting Requirements for FY24

- **Mid-Year Financial Report**

- Due January 31, 2024
- Must submit an itemized list of all expenses and copies of invoices/proof of payment for all grant activity between July 1 and December 31, 2023.
- To be exempt, organizations must submit a completed final report prior to January 31, 2024.
- Note on the report if no activity has taken place prior to December 31, 2023.

- **Final Report**

- Due no later than July 31, 2024
- Must submit copies of all invoices and proof of payment for all funds expended through this grant from January 1 – June 30, 2024 (if full Mid-Year Report was submitted)
- Attach all related marketing samples that include acknowledgement of Richland County support.

# Timeline



# A New Account



Existing ZoomGrants™ Users: Email   
Password   
☐ Stay logged in? (Admins and Reviewers only) **Login**  
[Forgot password?](#)  
[HELP](#) [RESOURCES](#) [A▲▼](#)

**Richland County Government**  
[Open Programs](#) [How do I do this?](#)

## Open Programs

**FY20 Richland County Hospitality Tax Program**  
Administration  
12/10/2019 - Organizations Only

Apply

Preview

**New ZoomGrants™ Account**


Email   
Password   
First Name   
Last Name   
Account Type ☒ Organization  

New Account

- Password must be 8-16 characters and contain at least 1 letter and 1 number



# Logged In!



Welcome, Tyler Kirk   Not Tyler Kirk?

HELP   RESOURCES   FULL SCREEN   LOGOUT   A▲▼


My Account Home / My Applications   Account Profile

Search   Search

**Richland County Government**  
Open Programs

**Open Programs**  
**FY20 Richland County Hospitality Tax Program**  
Administration  
12/10/2019 - Organizations Only  
Apply   Preview

# Your New Application



Welcome, Tyler Kirk   Not Tyler Kirk?

HELP   RESOURCES   FULL SCREEN   LOGOUT   ▲▼

My Account Home / My Applications   Account Profile

My Account Home > Applications >

Thank you. Your application has been created. You may get started now.

**Richland County Government**  
Administration  
FY20 Richland County Hospitality Tax Program  
**Deadline** 12/10/2019

|

**Funding Priorities** [\[hide this\]](#)

Priority will be given to projects that:

- Promote dining at restaurants, cafeterias, and other eating and drinking establishments where Richland County collects Hospitality Tax Unincorporated Richland County
- Generate overnight stay in unincorporated Richland County's lodging facilities; and
- Promote and highlight unincorporated Richland County's historic and cultural venues, recreational facilities and events, and the uniqueness and flavor of the local community.

**Organization Eligibility Requirements** [\[hide this\]](#)

- Applicant organizations must have been in existence for at least one (1) year prior to requesting funds.
- Applicants must provide proof of their non-profit status or fall into one of the following categories:  
Organizations exempt from federal income tax under Section 501(C)(3) of the Internal Revenue Code and whose primary goal is to attract additional visitors through tourism promotion. The letter of exemption from the Internal Revenue Service must accompany your proposal.

# Summary Page

Summary

Application Questions

Budget

Tables

Required Attachments

Summary

(answers are saved automatically when you move to another field)

Application Title/Project Name

TestProgram 2021

Amount Requested

\$ 5,000

Applicant Information

First Name

Tyler

Last Name

Kirk

Telephone

(XXX) XXX-XXXX

Email

TylerTempGrants@gmail.com

Organization Information

(changes to this data will be reflected on all other applications for this organization)

Organization Legal Name/Entity Name

TestGrantee

Address 1

123 Not Real St.

Address 2

City

Test

State/Province

Non-US



# Application Questions

Summary

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Application Questions

Instructions Show/Hide

1. Incorporation date

11/13/2017

Maximum characters: 255. You have 245 characters left.

2. Federal ID Number

N/A

Maximum characters: 255. You have 252 characters left.

3. Mission Statement

The TestGrantee Organization is dedicated to providing a method for answering questions on grant applications without providing the personal information of any persons, places, or things.

Maximum characters: 65000. You have 64813 characters left.



# Project Information

## Project Information

### 4. Project Title

TestProgram 2021

Maximum characters: 255. You have 239 characters left.

### 5. Project Start Date

7/1/2020

Maximum characters: 255. You have 247 characters left.

### 6. Project End Date

1/3/2021

Maximum characters: 255. You have 247 characters left.

### 7. Total Project Cost

\$15,000

Maximum characters: 255. You have 248 characters left.

### 8. Total Amount Requested

\$5,000

Maximum characters: 255. You have 249 characters left.



# Project Description

## Project Description and Goals

### 9. Describe the project and its tourism mission

*Include a thorough, but concise description. Include who, what, when, where and why. Include information about innovative ideas, community support and partnerships. Describe coordination that has been completed or will be needed with other organizations.*

The TestGrantee Organization will host a Hospitality Day Event on 11/13/2020 in partnership with Local Cultural Organization. The event will include free entry to Local Cultural Organization's facility at 1234 Totally Real Place, as well as entertainment provided by Generic Band. This will serve to highlight Richland County's unique local artists and food.

Several Food Trucks from yet to be determined local restaurants will be invited to attend. We are currently discussing best practices with Local Restaurant Association.

Maximum characters: 65000. You have 64469 characters left.

### 10. Program Locations

*Please list the street address (full address) of all program locations that will be funded through H-Tax Grant funds. Please indicate if the program will be held on County property.*

Our event will be at 1234 Totally Real Place. We are currently Discussing the feasibility of cordoning off a section of Totally Real Place with Local Government

Maximum characters: 65000. You have 64840 characters left.

**Tourist Information**

**12. Projected Full Attendance**

Maximum characters: 255. You have  characters left.

**13. Projected Number Of Tourists**

Maximum characters: 255. You have  characters left.

**14. Projected Total Meals Consumed**

Maximum characters: 255. You have  characters left.

**15. Projected Total Overnight Stays**

Maximum characters: 255. You have  characters left.

**16. Describe how your organization determined the numbers above and indicate the numbers of meals and room stays estimated in unincorporated Richland County.**

These projections are based directly on the actual number of tourists and meals generated during the FY19 Test Event

Maximum characters: 65000. You have  characters left.

**17. Describe the benefit to tourism. How does this project promote and highlight unincorporated Richland County's historic and cultural venues, recreational facilities and events and the uniqueness and flavor of the local community?**

This project will expose tourists visiting the county to local Restaurants and Musicians directly. It will also provide those restaurants with opportunities to sell additional meals



## Marketing Plan

### 19. Outline your project's marketing plan (Include how you plan to reach tourists and work with local restaurants. Also include tracking mechanism used to determine tourist attendance

Outline your marketing, advertising and promotional plans for your program. How will you track visitors and overnight stays? What methods are you using to track all visitors and count the number of tourists?

We are going to use the new tourism funds to place ads through Facebook, interstate billboards, and radio. We plan to place radio ads through local NPR affiliate station. We are also contacting Local Regional Tourism Board for assistance in making the Test Program better known.

We will collect attendee information via sign in sheets held by volunteers at the event. We will track meals sold by requesting that information from the food trucks that will be at the event.

Maximum characters: 65000. You have 64527 characters left.

## Performance Measurements

### 20. What performance measures will you use to determine the success of advertising and marketing efforts for this project?

Facebook and online ads can provide data regarding the number of hits an ad has generated. We will also include a field for visitors to list how they learned of the event on the sign in sheets.

Maximum characters: 65000. You have 64807 characters left.

### 21. Provide evidence of success for similar programs/events and the capacity to make this project successful.

The FY20 Test program used the exact same marketing and entertainment model. It was considered a great success.

Maximum characters: 65000. You have 64890 characters left.

## Sustainability

### 22. What efforts are being made to increase the sustainability of this project/program and decrease the reliance on County H-Tax funding?

We are working with Local Restaurant Association to prepare fund raising events held throughout the year to help support Test Program FY21.

Maximum characters: 65000. You have 64861 characters left.

## Partnerships/Community Support

### 23. Describe your partnership efforts with similar organizations in Richland County that assist in furthering the mission of your organization. List the names of partnering organizations if applicable.

We currently partner with Local Restaurant Association to coordinate marketing plans and inform local restaurants of the opportunity provided by the event.

Maximum characters: 65000. You have 64845 characters left.

### 24. Will your organization's FY20 budget be significantly different than FY19? Please explain any variance over 10%.

Our Budget will remain exactly the same as last year's budget

Maximum characters: 65000. You have 64939 characters left.

[Print Budget](#)

## Budget

(answers are saved automatically when you move to another field)

Instructions [Show/Hide](#)

### Income Sources

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

Item Description		Amount	Pending	Receiving
FY21 Richland County H-Tax Request	\$	5000	\$ 5000	\$
Donations	\$	8000	\$	\$ 8000
Assistance from Local Restaurant Associati	\$	1000	\$	\$ 1000
Project Specific Fund Raising Events	\$	1000	\$	\$ 1000
	\$		\$	\$
	\$		\$	\$
	\$		\$	\$
	\$		\$	\$
	\$		\$	\$
	\$		\$	\$
Total \$ 15000.00			Total \$ 5000.00	Total \$ 10000.00

Expense Category

List the expenses for your project below. Add expense categories in the blank lines below, if needed.

Item Description	County H-Tax Request	Other Sources
Advertising/Marketing/Promotion/Billboards	\$ 3000	\$ 9500
Advertising/Marketing Related Salary	\$	\$
Municipal Services/Security	\$ 1000	\$
Entertainment/Speakers/Guest Artists	\$ 1000	\$ 500
Event Rentals	\$	\$
Supplies	\$	\$
Consultants/Contractors	\$	\$
	\$	\$



# Budget Narrative

**Budget Narrative** (Discuss the items and amounts you entered above.)

Provide a detailed narrative of expenses in the H-Tax Grant Request expense column.

The majority of our request (\$3,000) will be spent purchasing radio and Facebook ads.  
\$1,000 will be spent ensuring that there is adequate security at the event from local police.  
The final \$1,000 Requested will be to hire Generic Band to perform at the Event

Maximum characters: 65000. You have 64739 characters left.

# Tables

## Organizational Funding History

Total amount contributed by Richland County (all sources):

Source	H-Tax	A-Tax	Discretionary	Other
FY19	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
FY20	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
FY21	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Total	\$ 0	\$ 0	\$ 0	\$ 0





# Tables- Income

## Contributed Income & Earned Revenue

Please complete the following budget breakdown using your organization's operating budget or 990 Tax Form.  
These figures should be for your full budget, not just the project you are seeking grants funds for.

Contributed Income	FY16	FY17	FY18	FY19
Municipal grants	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
County grants	\$ <input type="text" value="6000"/>	\$ <input type="text" value="6000"/>	\$ <input type="text" value="6000"/>	\$ <input type="text" value="5000"/>
State grants	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Federal grants	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Foundation/corporate grants	\$ <input type="text" value="1000"/>	\$ <input type="text" value="1000"/>	\$ <input type="text" value="1000"/>	\$ <input type="text" value="1000"/>
Contributions	\$ <input type="text" value="8000"/>	\$ <input type="text" value="8000"/>	\$ <input type="text" value="8000"/>	\$ <input type="text" value="8000"/>
<input type="text" value="Other contributed"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
<b>Total Contributed Income</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

# Tables- Expenses

## Expenses

Please complete the following budget breakdown using your organization's operating budget or 990 Tax Form.  
 These figures should be for your full budget, not just the project you are seeking grants funds for.

Expenses	FY16	FY17	FY18	FY19	Total
Program services	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ 0
Fundraising	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ 0
Administration/Management/General	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ 0
<input type="text" value="Other"/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ 0
<b>Total</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$0</b>



# Required Documents

[Summary](#)[Application Questions](#)[Budget](#)[Tables](#)[Required Attachments](#)

## Required Attachments

[Instructions](#) [Show/Hide](#)

### Documents Requested \*

IRS Determination Letter indicating 501 c 3, nonprofit charitable status

Proof of current registration as a charity with the SC Secretary of State

List of organization's current Board Members/Directors

### Required?

Required

Required

Required

### Uploaded Documents \*

-none-

-none-

-none-

Recent 990 tax form or if you file a 990 post-card attach a financial report showing financial status

Required

-none-

Richland County business license or business license assessment survey form (this form shows that a business license is not needed for your organization)

Required

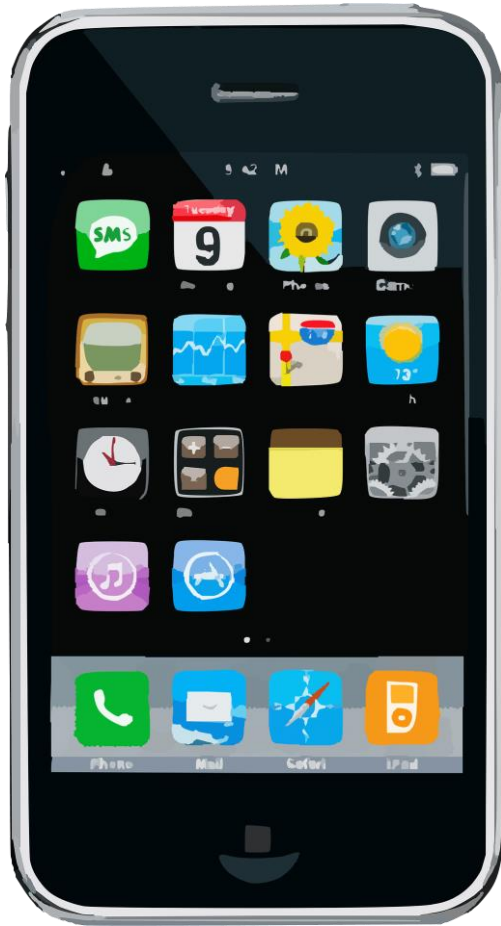
-none-

Organization W-9

Required

-none-

# THANK YOU!



**Matiah Pough**

Richland County Government

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2020 Hampton Street, 4<sup>th</sup> Floor

Suite 4036

Columbia, South Carolina

(803) 576-5459

[pough.matiah@richlandcountysc.gov](mailto:pough.matiah@richlandcountysc.gov)