

RICHLAND COUNTY GRANTS WORKSHOP

November, 2019 Richland County Administration Building

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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.
- **Discretionary 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 attach a financial report showing financial status
- Richland County business license or business license assessment survey form

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

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.

Project Eligibility Criteria: Discretionary Grants

- The activity:
 - Meets service-type activities outlined in the organization's mission, long-range plans, goals and objectives.
 - Provides opportunities for underserved populations in Richland County.
 - Provides solutions by way of systems or approaches that can prevent, mitigate, or resolve individual, family, or community problems.
- Organizations must apply for either a one, two, or three year funding option.
- Richland County Council shall make all awards pursuant to this grant program.
- Organizations receiving A-Tax funds will not be considered for funding unless waived by majority vote of Council.

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.

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.
- Programs.

Eligible Expenditures: Discretionary

- Expenditures must be consistent with the application budget.
- Project or event vendors will not be paid directly by Richland County.
- All vendors paid through grant funds must be licensed by the appropriate authoritative bodies (e.g., Richland County, City of Columbia, and State of SC).
- The budget should reflect in financial terms the actual costs of achieving the objectives of the project(s) proposed in the application.

Non-Eligible Expenditures: Discretionary

- Invoices outside the funding year.
- Fundraising projects.
- Debt reduction.
- Endowment development.
- Medical research/Health related issues.
- Conference travel (e.g., mileage reimbursement, lodging, meal expenses).
- Conference underwriting or sponsorship.
- Gift cards.
- Awards, prizes, and cash payments.

Payment Procedures

- Up to 75% of the allocated funding will be provided upfront:
 - The remaining 25% or the balance of the allocation will be provided once a Mid-Year 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.

Richland County, Office of Budget and Grants Management



Procurement Requirements for H-Tax

- 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 FY21

- **Mid-Year Financial Report**

- Due January 31, 2021, or when you request the remaining 25% or the balance of the allocation.
- 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, 2020.
- To be exempt, organizations must submit a completed final report prior to January 31, 2021.
- Note on the report if no activity has taken place prior to December 31, 2020.

- **Final Report**

- Due no later than July 31, 2021.
- Must submit copies of all invoices and proof of payment for all funds expended through this grant from January 1 – June 30, 2021.
- Attach all related marketing samples that include acknowledgement of Richland County support.

Timeline



Going to ZoomGrants

GOING TO ZOOMGRANTS

With your document collection and planning complete you are now ready to complete the application!

The Richland County FY2020 Hospitality Tax Grant Program Opens on **December 2nd, 2019** and closes on **February 5th, 2020**.

All Richland County grant programs can be found at <https://zoomgrants.com/gprop.asp?donorid=2236>

A video guide to navigating the ZoomGrants can be found at the link below:

https://recordings.join.me/CiwXsVa9gEKR11r_rmrFWg

A New Account



Existing ZoomGrants™ Users: Email
Password
☐ Stay logged in? (Admins and Reviewers only) **Login**
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Richland County Government

[Open Programs](#) [How do I do this?](#)

Open Programs

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

New ZoomGrants™ Account

Email

Password


First Name

Last Name

Account Type ☒ Organization

- 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▲▼


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

Application Questions

Instructions [Show/Hide](#)

1. Incorporation date

Maximum characters: 255. You have characters left.

2. Federal ID Number

Maximum characters: 255. You have 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 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

300

Maximum characters: 255. You have 252 characters left.

13. Projected Number Of Tourists

200

Maximum characters: 255. You have 252 characters left.

14. Projected Total Meals Consumed

100

Maximum characters: 255. You have 252 characters left.

15. Projected Total Overnight Stays

50

Maximum characters: 255. You have 253 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 64885 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.

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
<div>FY21 Richland County H-Tax Request</div>	\$ <div>5000</div>	\$ <div>5000</div>	\$ <div></div>
<div>Donations</div>	\$ <div>8000</div>	\$ <div></div>	\$ <div>8000</div>
<div>Assistance from Local Restaurant Associati</div>	\$ <div>1000</div>	\$ <div></div>	\$ <div>1000</div>
<div>Project Specific Fund Raising Events</div>	\$ <div>1000</div>	\$ <div></div>	\$ <div>1000</div>
<div></div>	\$ <div></div>	\$ <div></div>	\$ <div></div>
<div></div>	\$ <div></div>	\$ <div></div>	\$ <div></div>
<div></div>	\$ <div></div>	\$ <div></div>	\$ <div></div>
<div></div>	\$ <div></div>	\$ <div></div>	\$ <div></div>
<div></div>	\$ <div></div>	\$ <div></div>	\$ <div></div>
<div></div>	\$ <div></div>	\$ <div></div>	\$ <div></div>
<div></div>	\$ <div></div>	\$ <div></div>	\$ <div></div>
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

Summary

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(answers are saved automatically when you move to the next table)

Organizational Funding History

Total amount contributed by Richland County (all sources):

FY	H-Tax	A-Tax	Discretionary	Other
FY16	\$ 6000	\$	\$	\$
FY17	\$ 6000	\$	\$	\$
FY18	\$ 6000	\$	\$	\$



Income Tables

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"/>
Total Contributed Income	\$0	\$0	\$0	\$0

Earned Income

Earned Income				
Admission/tickets	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Tuition/fees	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Publications	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Concessions/merchandise	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Advertising	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Facility rental	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Special Event fundraisers	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="1000"/>
<input type="text" value="Other"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Total Earned Revenue	\$0	\$0	\$0	\$0
Total	\$ 0	\$ 0	\$ 0	\$ 0

Expense Tables

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
Total	\$ 0	\$ 0	\$ 0	\$ 0	\$0

Required Documents

Required Attachments

Instructions

Show/Hide

Documents Requested *	Required?	Uploaded Documents *	
IRS Determination Letter indicating 501 c 3, nonprofit charitable status	Required	This list will be updated when the page is refreshed.	<div>Refresh Page</div> <div>Upload</div>
Proof of current registration as a charity with the SC Secretary of State	Required	-none-	<div>Upload</div>
List of organization's current Board Members/Directors	Required	-none-	<div>Upload</div>
Recent 990 tax form or if you file a 990 post-card attach a financial report showing financial status	Required	-none-	<div>Upload</div>
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-	<div>Upload</div>



Thank you

Tyler Kirk

Richland County Government

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