



CITY of CAYCE
HOSPITALITY TAX
APPLICATION WORKBOOK

IS THE H-TAX GRANT RIGHT FOR YOU?

ORGANIZATION ELIGIBILITY

- Organization in existence at least one year before requesting funds.
- Proof of non-profit status from SC Secretary of State.
- Proof of non-profit status from IRS.
- Board of Directors.
- The City of Cayce 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.
- The City of Cayce will not award H-Tax funds to individuals, sororities or fraternal organizations, or groups that endorse/support political campaigns.

ELIGIBLE EXPENDITURES

The H-Tax grant can be used to assist with the following expenditures:

- 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 the City of Cayce.
- Security/Emergency Services (Fire Chief, Police, 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.
- Staging or fencing.
- Twenty percent (20%) of operational and maintenance costs of tourism related buildings and cultural, recreational, or historic facilities

GRANT PAYMENTS

- Hospitality Tax grants are reimbursed awards. The City of Cayce issues award checks **after** the submission of a reimbursement request form documenting all related expenses with copies of receipts, paid invoices and cleared check. City staff will review all reimbursement request and documentation against the original grant application and award criteria. Expenses not previously identified in the application will not be reimbursed.
- After the reimbursement request form has been approved by the City, a check will be issued to the organization for reimbursement. Project/event vendors will **NOT** be paid by the City of Cayce; checks will be written only to the approved applicant. The approved applicant must submit an IRS Form W-9, Statement of Assurance, and a full budget for the project on file to receive reimbursement. The process of receiving a reimbursement grant check, after receipt and review of reimbursement form, can take up to 30 business days, providing that all paperwork is in order.

- If an organization is found to have unspent funding or has spent funding or has in any other way than as described and approved per the application, the funds must be returned to the City of Cayce. All request for grant reimbursement must be submitted by June 30, 2024.

CHOOSING YOUR PROJECT

FUNDING PRIORITIES

The H-Tax Committee gives priority to projects that:

- Promote dining at restaurants, dining, and other eating and drinking establishments where the City of Cayce collects Hospitality Tax.
- Generate overnight stay in the City of Cayce's lodging facilities; and Promote and highlight historic and cultural venues, recreational facilities and events, and cultural events of the local community.
- Projects that request funding for ineligible expenditures will not be awarded.
- Grant funding is available to non-profit organizations through a competitive process.
- Applications for funding are accepted annually and the funding cycle is for the following fiscal year. (July 1, 2025 - June 30, 2026)
- Grant awards are finalized by the City in June, to be spent during the remainder of the year.

DESCRIBE THE PROJECT AND ITS TOURISM MISSION

Projects with clear tourism goals and evidence of impact are prioritized by the H-Tax Committee.

Consider:

1. How does this project promote and highlight the City of Cayce's historic and cultural venues, recreational facilities, and events?
2. How does this project promote and highlight civic centers, coliseums, aquariums, or beaches? That unique aspects of the City of Cayce culture and environment can attract tourists?
3. What has worked in other locations that may work here?
4. How does your project or event promote tourism, the consumption of meals, and overnight stays in the City of Cayce?

Grants funds are only available for events located and transpire within the Cayce City limits.

TAKE SOME NOTES HERE

PROVING PROJECT BENEFITS

DESCRIBE THE BENEFIT TO TOURISM

The H-Tax committee evaluates projects based on their estimated tourism impact. Your project should aim to have a measurable tourism impact that can be supported by evidence. This tourism impact should be measured in the form of visitors to the City of Cayce, meals sold, and additional hotel stays generated. Estimates for these metrics are a required part of the H-Tax grant application. These estimates can be achieved through comparison to similar tourism projects.

GOALS AND OBJECTIVES

Objectives - provide an **organized pathway** to meet your primary vision. They are operational and measurable. They **describe specific** things you will accomplish. This includes qualitative or quantitative (amount of change or level of achievement).

Goals statements are usually a global statement of need or program/project to be solved by your project?

An **Objective** is what your project or program will accomplish.

Sample Goal:

"*Generic Location Tourism Alliance*" promotes local culture and brings tourists to the River Walk area by holding events that highlight the talent of local artists.

And related Objectives:

We are planning to establish an annual *Generic Location Culture Fest*. The *Generic Location Tourism Alliance* has partnered with 5 local restaurants and a local jazz club to attract at least 100 tourists from surrounding counties.

Process and Outcome Objectives

Process Objectives typically begin with words like "To Develop" and "To Establish" and describe a process rather than an outcome.

Outcome Objectives- Outcome objects typically begin with words like "To increase" or "To reduce" and describes a measurable, expected outcome.

KNOW YOUR OUTCOMES

Please consider the methods you will use to measure your tourism outcomes. The reporting process for the H-Tax grant program includes providing the ***real numbers*** of tourists visiting the City of Cayce as part of the event, the amount of meals the event caused to be sold, and the amount of hotel stays generated.

Also consider the impact your event will have on the community. How does the event highlight the uniqueness of the City of Cayce? What **groups** benefit from this increased awareness? These outcomes can also be measured.

No matter what goals have been set, it is important to track success. Some suggestions for tracking these metrics are:

- **Sign in sheets:** These documents are easy and inexpensive to implement at most events. They also allow visitors to list their point of origin and other useful data.
- **Partnerships with local restaurants:** Local restaurants are better than anyone at tracking the meals sold to tourists visiting your event. A partnership helps you keep track of the impact of your event, assists a local business, and can even help the visitors through potential discounts.
- **Partnerships with hotels:** Hotels are happy to receive business from referrals and can assist in keeping track of tourists.

TAKE SOME NOTES HERE

PLANNING YOUR PROJECT

MAKING THE EVENT HAPPEN

Once tourism goals and an event are chosen and the focus then moves to the obstacles between your organization and making the event happen. Some details to consider are listed below:

- Where is the event happening?
- Does the project require permits?
- Who is the target audience?
- What organizations are available to partner with?
- What funding from other grant programs might be needed?

TAKE SOME NOTES HERE

THE MARKETING PLAN

All tourism projects need a good marketing plan. This plan should take into account the following:

- **The Target Audience:** Different marketing options such as billboards, radio stations, TV ads, and online marketing options appeal to different demographics. Know who is most interested in your event and reach out to them.
- **Geographic Location:** Seventy percent (70%) of marketing expenditures through the H-Tax grant program should be spent attracting tourists from outside of the City of Cayce. The marketing plan should clearly demonstrate how these people are to be reached.
- **Reach Out:** Community involvement and inexpensive way to increase attendance at an event.

TAKE SOME NOTES HERE

THE BUDGET

An essential part of the application, the project budget, shows how you intend to meet the goals outlined earlier. How does the organization plan to spend H-Tax funding if awarded?

- **Consider Other Funding Sources:** The H-Tax grant committee is dedicated to assisting tourism projects in the City of Cayce. Unfortunately, the funding that can be distributed is limited. Other funding sources can allow your project's goals to be met even if the full amount requested is not awarded.

- **Consider Eligible Expenditures:** Budgets that request H-Tax funding to pay for ineligible expenditures will not be approved by the H-Tax committee.
- **Include All Funding Sources:** Other funding sources outside of the H-Tax grant should be listed in the appropriate areas of your application.
- **Sort Expenditures by Category:** You are not required to have decided upon vendors at the time of the application. Instead provide dollar amounts of expected expenditure for each valid expense category.

BUDGET WORKSHEET		
Expenditure Category	H-Tax Request	Other Sources
Advertising/Marketing/Promotions		
Advertising/Marketing Related Salary		
Municipal Services/Security		
Entertainment/Speakers/Artists		
Event Rentals/Venue Fees		
Total		

STARTING THE APPLICATION

REQUIRED DOCUMENTS

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GOING TO CAYCE GRANTS

With your document collection and planning complete you are now ready to complete the application! The City of Cayce FY2025 Hospitality Tax Grant Program Opens on **January 3, 2025, and closes on March 31, 2025.**

All City of Cayce grant programs can be found at <https://www.caycesc.gov/htax.asp>

REPORTING REQUIREMENTS

- ☐ Within 30 days of following the completion of the project/event the applicant must submit a final project report. The report must include:
 - ☐ Number of people that attended the event,
 - ☐ Number of attendees from outside the City of Cayce,
 - ☐ How the attendance number was determined (i.e., sign-in log, zip codes, etc.)
 - ☐ Final budget, including both income and expenses,
 - ☐ Copies of all advertisements or promotional materials associated with project,
 - ☐ Up to five photographs of the project /event, including one photo exhibiting acknowledgement of the City of Cayce through receipt of Cayce Hospitality Tax Funds

CONTACTS

If there is anything we can do to help, please let us know! Please contact the grant staff with any questions you may have.

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