Accommodations Tax Reporting Form (Adopted October 14, 2022)

Side A

Name of Government	t: Contact Person:		Phone	#: (803) 774-1661
Sumter Convention & '	Visitors Bureau Shelley D. Kile, Communications & Tourism Director	Shelley D. Kile, Communications & Tourism Director		
			skile@	<u>sumtersc.gov</u>
Summary of Total A	Accommodations Tax Funding:			
_	Total Accommodations Tax Revenue for Fiscal Year Ending: June 30, 2	22	1 \$	515,807.25
a a	First \$25,000 to the General Fu	nd: 2	2 \$	(50,000.00
i Si Si				(Line 1 minus line 2)
of	Balan	ce: 3	3 \$	465,807.26
ver ver	5% of Balance to General Fund (5% of line	3): 🔼	4 \$	23,290.36
atic Re	30% of Balance to Special Fund: Advertising and Promotion (30 % of line		5 \$	139,742.17
oc.	Remaining 65% to Special Fund: Tourism Related Expenditures (65% of line	3): 6	3 \$	302,774.71
Allocation of Fisca Year Revenues	·	*		·
	65% Funds Carried Forward from Prior Year (Line 10 of prior year's repo	rt): 7	7 \$	
d fi	Interest Earned (If no interest, put S			
Fu Fu	Expenditures (Total Disbursed as Reported on Side		9 \$	444,429.99
%9% 12%	·			
Reconciliation of 65% Fund	Balance Carried Forward to Following Ye	ar : 1	0 \$	(\$1,913.11
			-	·
	nd Promotion Special Fund:			
	gnated to Receive Special Fund*			Amount
Sumter Convention & \			¢	139,742.17
Sumiler Convention &	visitora Dureau		Ψ	100,142.11
	Tr	tal:	\$	139,742.17
			Ψ	100,7 12.1

^{*}For each 30% organization listed, also submit the required 30 Percent Budget Report Form.

65% Tourism-Related Expenditures Special Fund:							
All organizations making application to the local Accommodations Tax Advisory Committee must be reported whether funding was approved or not. Please duplicate this form as necessary.			Amount Amount Requested Recommended by by Advisory		Amount Approved*** by Local		Amount Disbursed by Local
Organization Name	Category	Name/Description**	Organization	Committee	Government	G	Sovernment
Uprinting	_1	Event Promotion/Print	\$ 469.62	\$ 469.62	\$ 469.62	\$	469.62
SC Restaurant & Lodging Assoc	1	Event Promotion/Print	\$ 500.00	\$500.00	\$ 500.00	\$	500.00
Shamrock Media	1	Event Promotion/Print	\$ 5,250.00	\$ 5,250.00	\$ 5,250.00	\$	5,250.00
Osteen Publishing	1	Event Promotion/Print and Online	\$ 22,173.00	\$ 22,173.00	\$ 22,173.00	\$	22,173.00
Sarah Jones	1	Destination Promotion/Print	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$	4,500.00
Eventbrite	1	Event Promotion/Online	\$ 350.00	\$ 350.00	\$ 350.00	\$	350.00
Facebook	1	Destination & Print Promo/Online	\$ 1,358.78	\$ 1,358.78	\$ 1,358.78	\$	1,358.78
Community Broadcasters	1	Event Promotion/Broadcast	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$	3,200.00
SCIWAY.NET, LLC	1	Event Promotion/Online	\$ 150.00	\$ 150.00	\$ 150.00	\$	150.00
TOTALS			\$ 37,951.40	\$ 37,951.40	\$ 37,951.40	\$	37,951.40

^{**}Project Name/Description should address the specific use of requested funds. Please also specify how the project/event attracts and promotes tourists. (SEE EXAMPLE). A summary of the organization's request may also be attached.

Project Categories - All must attract or provide for tourists.

- 1 Destination Advertising/Promotion
- 2 Tourism-Related Events
- 3 Tourism-Related Facilities

Include in project category 1 all promotion/advertising for events and facilities

- 4 Tourism-Related Public Services
- 5 Tourist Public Transportation
- 6 Waterfront Erosion/Control/Repair
- 7 Operation of Visitor Information Centers

I attest this report is a true account of the disbursement of all Accommodations Tax revenues received during the period indicated.

Return to: Accommodations Tax Expenditure Review Committee via email

Signature (Required)

mmuniation + Tourism Director

^{***} Amount Approved must be based exclusively on the estimated percentage of costs directly attributed to attracting or serving tourists.

65% Tourism-Related Expenditures Special Fund:									
All organizations making application to the local Accommodations Tax Advisory Committee must be reported whether funding was approved or not. Please duplicate this form as necessary.			-	Requested Recommer by by Advisor		Amount commended by Advisory	by Local		Amount Disbursed by Local
Organization Name	Category	Name/Description**		Organization	(Committee	Government	G	Sovernment
Uprinting	1	Event Promotion/Print		\$ 469.62	\$	469.62	\$ 469.62	\$	469.62
SC Restaurant & Lodging Assoc	1	Event Promotion/Print		\$ 500.00		\$500.00	\$ 500.00	\$	500.00
Shamrock Media	1	Event Promotion/Print		\$ 5,250.00	\$	5,250.00	\$ 5,250.00	\$	5,250.00
Osteen Publishing	1	Event Promotion/Print a	and Online	\$ 22,173.00	\$	22,173.00	\$ 22,173.00	\$	22,173.00
Sarah Jones	1	Destination Promotion/F	Print	\$ 4,500.00	\$	4,500.00	\$ 4,500.00	\$	4,500.00
Eventbrite	1	Event Promotion/Online	9	\$ 350.00	\$	350.00	\$ 350.00	\$	350.00
Facebook	1	Destination & Print Pror	mo/Online	\$ 1,358.78	\$	1,358.78	\$ 1,358.78	\$	1,358.78
Community Broadcasters	1	Event Promotion/Broad	cast	\$ 3,200.00	\$	3,200.00	\$ 3,200.00	\$	3,200.00
SCIWAY.NET, LLC	1	1 Event Promotion/Online		\$ 150.00	\$	150.00	\$ 150.00	\$	150.00
TOTALS				\$ 37,951.40	\$	37,951.40	\$ 37,951.40	\$	37,951.40

^{**}Project Name/Description should address the specific use of requested funds. Please also specify how the project/event attracts

and promotes tourists. (SEE EXAMPLE). A summary of the organization's request may also be attached.

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I attest this report is a true account of the disbursement of all Accommodations Tax revenues received during the period indicated.

Return to: Accommodations Tax Expenditure Review Committee via email

Signature (Required)	Date
Title	_

^{***} Amount Approved must be based exclusively on the estimated percentage of costs directly attributed to attracting or serving tourists.

65% Tourism-Related Expenditures Special Fund:										
All organizations making application to the local Accommodations Tax Advisory Committee must be reported whether funding was approved or not. Please duplicate this form as necessary. Organization Name Category Name/Description**			Re	Amount Amount Requested Recommended by by Advisory Organization Committee		Amount Approved*** by Local Government		Amount Disbursed by Local Government		
Salute from the Shore	1	Events Promotion/Print		1,000.00	\$	1,000.00	\$	1,000.00	\$	1,000.00
Sumter Co. Veteran's Assoc.	1	Events Promotion/Print	\$	350.00	\$	350.00	\$	350.00	\$	350.00
Greybird Media	1	Destination Promotion/Video	\$	8,000.00	\$	8,000.00	\$	8,000.00	\$	8,000.00
Banners on the Cheap	1	Events Promotion/Print	\$	978.82	\$	978.82	\$	978.82	\$	978.82
Archive Social, Inc.	1	Destination Promotion/Online	\$	5,988.00	\$	5,988.00	\$	5,988.00	\$	5,988.00
Vectorstock	1	Destination Promotion/Print	\$	14.99	\$	14.99	\$	14.99	\$	14.99
WordPress.com	1	Destination Promotion/Print	\$	13.00	\$	13.00	\$	13.00	\$	13.00
Tucows.com	1	Destination Promotion/Online	\$	833.35	\$	833.35	\$	833.35	\$	833.35
WIX.com	1	Destination Promotion/Online	\$	181.44	\$	181.44	\$	181.44	\$	181.44
TOTALS			\$ 1	17,359.60	\$	17,359.60	\$	17,359.60	\$	17,359.60

^{**}Project Name/Description should address the specific use of requested funds. Please also specify how the project/event attracts and promotes tourists. (SEE EXAMPLE). A summary of the organization's request may also be attached.

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Include in project category 1 all promotion/advertising for events and facilities

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- 5 Tourist Public Transportation
- 6 Waterfront Erosion/Control/Repair
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65% Tourism-Related Expenditures Special Fund:							
All organizations making application to the local Accommodations Tax Advisory Committee must be reported whether funding was approved or not. Please duplicate this form as necessary.			Amount Requested by	Amount Recommended by Advisory	by Local		Amount Disbursed by Local
Organization Name	Category	Name/Description**	Organization	Committee	Government		Sovernment
Deposit Photos, Inc.	1	Destination Promotion/Print	\$ 301.08	\$ 301.08	\$ 301.08	\$	301.08
Adobe, Inc.	1	Destination Promotion/Print	\$ 1,199.76	\$ 1,199.76	\$ 1,199.76	\$	1,199.76
Free Times	1	Events Promotion/Print	\$ 360.00	\$ 360.00	\$ 360.00	\$	360.00
WLTX-TV 19	1	Events Promo/Broadcast & Online	\$ 31,505.00	\$ 31,505.00	\$ 31,505.00	\$	31,505.00
Sumter Printing	1	Destination Promotion/Print	\$ 2,476.52	\$ 2,476.52	\$ 2,476.52	\$	2,476.52
IHeartMedia	1	Events Promotion/Broadcast	\$ 12,042.00	\$ 12,042.00	\$ 12,042.00	\$	12,042.00
Miles Partnership	1	Destination Promotion/Print	\$ 7,225.00	\$ 7,225.00	\$ 7,225.00	\$	7,225.00
The McClatchy Company	1	Events Promotion/Print	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$	8,000.00
Graphicsland, Inc.	1	Destination Promotion/Print	\$ 843.33	\$ 843.33	\$ 843.33	\$	843.33
TOTALS			\$ 63,952.69	\$ 63,952.69	\$ 63,952.69	\$	63,952.69

^{**}Project Name/Description should address the specific use of requested funds. Please also specify how the project/event attracts and promotes tourists. (SEE EXAMPLE). A summary of the organization's request may also be attached.

*** Amount Approved must be based exclusively on the estimated percentage of costs directly attributed to attracting or serving tourists.

Project October 19 All reset of the description of the estimated percentage of costs directly attributed to att

Project Categories - All must attract or provide for tourists.

- 1 Destination Advertising/Promotion
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65% Tourism-Related Exp	enditures S	pecial Fund:					
All organizations making application to the local Accommodations Tax Advisory Committee must be reported whether funding was approved or not. Please duplicate this form as necessary.			Amount Requested by	Amount Recommended by Advisory	Amount Approved*** by Local		Amount Disbursed by Local
Organization Name	Category	Name/Description**	Organization	Committee	Government	C	Sovernment
4Imprint	1	Destination Promotion/Print	\$ 3,618.90	\$ 3,618.90	\$ 3,618.90	\$	3,618.90
Custom Patch Hats	1	Destination Promotion/Print	\$ 1,587.60	\$ 1,587.60	\$ 1,587.60	\$	1,587.60
Custom Printwear	1	Destination Promotion/Print	\$ 7,491.50	\$ 7,491.50	\$ 7,491.50	\$	7,491.50
Chemart	1	Destination Promotion/Print	\$ 8,116.78	\$ 8,116.78	\$ 8,116.78	\$	8,116.78
Evelyn Henson, LLC	1	Destination Promotion/Print	\$ 583.73	\$ 583.73	\$ 583.73	\$	583.73
Subtotal (page 4)			\$ 21,398.51	\$ 21,398.51	\$ 21,398.51	\$	21,398.51
Advertising Total (pages 1-4)	1	Destination/Events Promotion	\$140,662.20	\$ 140,662.20	\$ 140,662.20	\$	140,662.20
Visitors Center Operations	7	Visitors Center Operations	\$303,767.79	\$ 303,767.79	\$ 303,767.79	\$	303,767.79
TOTALS		\$444,429.99	\$ 444,429.99	\$ 444,429.99	\$	444,429.99	

^{**}Project Name/Description should address the specific use of requested funds. Please also specify how the project/event attracts and promotes tourists. (SEE EXAMPLE). A summary of the organization's request may also be attached.

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- 5 Tourist Public Transportation
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- 7 Operation of Visitor Information Centers

Accommodations Tax Reporting Form

Side A

Name of Government	: City of Sumter	Contact Person:	Beth Reames, Finance Director			one #:803-436	
					Lilia	iii. breames@su	interse.gov
Summary of Total A	Accommodations Tax	Funding:					
_	Total Accommod	lations Tax Revenue for Fisc	cal Year Ending:	1	\$	\$	479,372.58
ca		Fii	rst \$25,000 to the General Fund:	2	\$		(25,000.00
ir Š						(Line 1 minu	s line 2)
of IUE			Balance:	3	\$	\$	454,372.58
on Ver			5% of Balance to General Fund:	4	\$	·	22,718.63
atic Re	3		nd: Advertising and Promotion:	5	\$		136,311.77
oca ar I		•	_			(Line 3 minus li	ines 4 & 5)
Allocation of Fiscal Year Revenues	Rem	aining 65% to Special Fund:	Tourism Related Expenditures:	6	\$	` \$	295,342.18
		65% Funds C	arried Forward from Prior Year:	7	\$		
d tio			Interest Earned (Required):	8	\$		
Eii Fu		Expenditures (Total Dis	bursed as Reported on Side B):	9	\$		
ono:					(Lin	ne 6 plus lines 7 8	& 8 minus line 9)
Reconciliation of 65% Fund		Balance Car	ried Forward to Following Year:	10	\$		
-			<u> </u>				
30% Advertising an	d Promotion Special	Fund:					
	nated to Receive Speci					Amou	ınt
Sumter CVB administe	·				\$	\$	136,311.77
					ľ	Ψ	.00,0
			Total:		\$	\$	136,311.77

^{*}For each 30% organization listed, attach a copy of 1) its budget of planned expenditures as reviewed by the local advisory committee and approved by the municipal or county governing body 2) its accounting to the municipal or county governing body, 3) and copies of any documentation submitted by such organization to support its designation as a non-profit entity with an ongoing or proposed tourist promotion program (including any marketing. plan that may have been developed and submitted to the municipality or county to support the organization's designation to receive these funds.

Accommodations Tax Reporting Form (Adopted August 10, 2021)

Side A

Name of Government	Sumter County Contact Person: Kelsey Andrews		Phone #: Email:	803-436-2327 kandrews@sumtercountysc.gov
Summary of Total A	accommodations Tax Funding:			
_	Total Accommodations Tax Revenue for Fiscal Year Ending:	1	\$	36,434.68
of Fiscal nues	First \$25,000 to the General Fund:	2	\$	(25,000.00
i <u>H</u> 8				(Line 1 minus line 2)
n n	Balance:	3	\$	11,434.68
Allocation of Fi Year Revenues	5% of Balance to General Fund:	4		(571.73
ati Re	30% of Balance to Special Fund: Advertising and Promotion:	5	\$	(3,430.40
l ar				(Line 3 minus lines 4 & 5)
₹₩	Remaining 65% to Special Fund: Tourism Related Expenditures:	6		7,432.5
5	65% Funds Carried Forward from Prior Year:	7		
atio	Interest Earned (Required):	8		
ii je	Expenditures (Total Disbursed as Reported on Side B):	9	\$	7,432.5
Reconciliation of 65% Fund	Balance Carried Forward to Following Year:	10	`	ine 6 plus lines 7 & 8 minus line 9)
0% Advertising an	d Promotion Special Fund:			
_	nated to Receive Special Fund*			Amount
			\$	
City of Sumter				3,430.40
	Total:		\$	3,430.4

^{*}For each 30% organization listed, attach a copy of 1) its budget of planned expenditures as reviewed by the local advisory committee and approved by the municipal or county governing body 2) its accounting to the municipal or county governing body, 3) and copies of any documentation submitted by such organization to support its designation as a non-profit entity with an ongoing or proposed tourist promotion program (including any marketing. plan that may have been developed and submitted to the municipality or county to support the organization's designation to receive these funds.

LOCAL ACCOMMODATIONS TAX ADVISORY COMMITTEE MEMBERSHIP (Please be advised that you do not have to form this committee if your accommodations tax receipts are <u>fifty thousand dollars or less.</u> However, you may form the committee, or continue with the committee, if you so desire.)

Pursuant to Section 6-4-25, Code of Laws of South Carolina, there shall be a local advisory committee consisting of seven members. The majority of these members shall be selected from the hospitality industry, of which at least two must be from the lodging industry, and one member shall represent the cultural organizations. Please place an asterisk (*) to indicate the chairperson.

<u>Lodging Sector of the Hospitality Industry (Two Representatives)</u>

1. Tracey McLaughlin*	1912 Bed & Breakfast
(Name)	(Business Name AND DESCRIPTION OF BUSINSESS IF NOT CLEAR HOW IT RELATES TO INDUSTRY)
24 Warren Street	Sumter, SC 29150
(Address)	(City, State, Zip)
(803) 883-4598	
(Phone)	(FAX)
1912bnb@gmail.com	
(E-Mail Address)	
2. Nicole Cuevas	Springhill Suites
(Name)	(Business Name AND DESCRIPTION OF BUSINSESS IF NOT CLEAR HOW IT RELATES TO INDUSTRY)
2645 Broad Street	Sumter, SC 29150
(Address)	(City, State, Zip)
(803) 469-6900	
(Phone)	(FAX)
Nicole.Cuevas@marriott.com	
(E-Mail Address)	

Local Accommodations Tax Committee Membership Form, Continued...

Two Other Representatives from Hospitality Industry

3. Earl A. Wilson	Arby's Restaurant
(Name)	(Business Name AND DESCRIPTION OF BUSINSESS IF NOT CLEAR HOW IT RELATES TO INDUSTRY)
2595 West Oakland Avenue	Sumter, SC 29150
(Address)	(City, State, Zip)
(803) 491-5134	
(Phone)	(FAX)
earl_wlsn@yahoo.com	
(E-Mail Address)	
4. Tommie Sorrell	Willie Sue's Restaurant
(Name)	(Business Name AND DESCRIPTION OF BUSINSESS IF NOT CLEAR HOW IT RELATES TO INDUSTRY)
1405 Raccoon Road	Sumter, SC 29150
(Address)	(City, State, Zip)
(864) 202-2228	
(Phone)	(FAX)
tsorrelljr@gmail.com	
(E-Mail Address)	
Please list below the designated c	ultural interest representative and affiliation:
5. Wygelia Palmer	Vocalist/Artist
(Name) (Cultural Affi	liation)
40 Cumberland Way	Sumter, SC 29150
(Address)	(City, State, Zip)
(803) 972-1945	
(Phone) nptspeechtherapy@gmail.com	(FAX)
(E-Mail Address)	

Local Accommodations Tax Committee Membership Form, Continued...

Please list below the other two at-large of the committee:

6. Michael Brown	State Farm Insurance
(Name) (Business Name)	
2371 Paperbirch Avenue	Sumter, SC 29150
(Address)	(City, State, Zip)
(803) 983-0156	
(Phone)	(FAX)
cmbrown1724@gmail.com	
(E-Mail Address)	
7. Caleb McGowan	SAFE Federal Credit Union
(Name)	(Business Name)
33 Bland Avenue	Sumter, SC 29150
(Address)	(City, State, Zip)
(803) 778-8272	
(Phone)	(FAX)
cjmcgowan@safefed.org	
(E-Mail Address)	

Please return to: Damita Holcomb, Tourism Expenditure Review Committee, <u>Damita.holcomb@dor.sc.gov</u> or should you have questions, email <u>Damita.Holcomb@dor.sc.gov</u>

Submitted by: Shelley D. Kile		_ E-Mail: <u>skile@sumtersc.g</u> ov
(Name and Title) Communications & Touri	sm Director,	City of Sumter
Phone: (803) 774-1661	Date:	11/10/22
Name of County/Municipal Government:	City of Sun	nter/Sumter County

30 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)

Name of Government: Sumter Convention & Visitors Bureau (City of Sumter/Sumter County)

Contact Person: Shelley D. Kile, Communications & Tourism Director

Phone: (803) 774-1661 Email: skile@sumtersc.gov

Name of Organization Designated to Receive Special Fund:* Sumter Convention & Visitors Bureau

*Only one organization per form. Please duplicate this form as necessary.

Project Category and Brief Explanation	Amount Budgeted for 21-22	<u> </u>	ACTUAL Spent for 21-22	4	Amount Budgeted for 22-23
1 - Destination & Event Advertising	\$ 123,000.00	\$	101,034.66	\$	112,698.00
2 - Promotional & Collateral Materials	\$ 26,175.00	\$	25,323.47	\$	47,790.00
3 - Marketing Support	\$ -	\$	14,304.07	\$	-
	\$	\$		\$	
	\$	\$		\$	
	\$	\$		\$	
	\$	\$		\$	
	\$	\$		\$	
	\$	\$		\$	
	\$ 149,175.00	\$	140,662.20	\$	160,488.00

Project Categories - All must attract or provide for tourists.

- 1 Advertising (Print, digital, broadcast, social, etc.)
- 2 Promotional Materials/Publications
- 3 Marketing support (creative, photography, videography)
- 4 Group Sales Efforts and Tradeshows

- 5. Media Efforts
- 6. Visitor Services (Centers, Call/Chat Centers)
- 7. Other

Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws. (Please type YES or NO below. If NO, please offer explanation) YES

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.

FY21-22 budget approved by the Sumter County Accommodations Tax Advisory Committee was larger than the final amount allocated when the department budget was finalized by the City of Sumter. Marketing support is included in advertising budget and not listed as a separate line item.

Save as an Excel or PDF Document and Return to Tourism Expenditure Review Committee via email at damita.holcomb@dor.sc.gov