



YORK COUNTY HOSPITALITY TAX

Application Procedure

Application should be typed on white paper (8 ½ x 11).

Please send one (1) original and five (5) copies to:

Hospitality Tax Advisory Committee
P.O. Box 11377
Rock Hill, SC 29731

Please type and complete the application with the following information and requested attachments:

A.

- Fiscal Year
- Date Submitted
- Amount Requested
- Total Budget for all marketing and Sources of Funding
- Amount Funded Last Year (if applicable)

B. Organization Information

- Organization Name
- Federal Employer Identification Number
- Director
- Contact Person
- Mailing Address
- Physical Address
- Phone Number & Fax Number
- Email Address
- Web Address
- Proof of Non-Profit Status (please attach letter or other proof)

C. Project Information

- Project Name:
- Project Date: _____ to _____ Ongoing
- Location:

Include: Signature/title of authorized person _____

D. General Description of Project

Please describe the overall project, and cover the following areas where applicable:

Benefit to Tourism – Does the project promote tourism? Will it attract visitors, build new audiences and encourage tourism expansion? Will it increase awareness of the County’s amenities, history, facilities, and natural environment? PLEASE EXPLAIN IN DETAIL.

Benefit to the Community – How will this project benefit the people of York County? Who will attend the event? How many visitors will be served? PLEASE EXPLAIN IN DETAIL.

Innovation – Is this project unusual or unique? Does it move an existing program in a new direction? What marketing methods are you using that will encourage the use of local hospitality-related businesses?

Community Support – Does the project have broad-based community appeal or support? What is the evidence of need for this project in the County?

Evidence of Partnerships – What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business, and/or civic support?

Management Capability – Demonstrate your ability to manage this project or event effectively. PLEASE EXPLAIN IN DETAIL.

E. Economic Impact and Accountability

Reliable Tracking Mechanisms – What methods are you using to track your visitors (surveys, forms, license plates, etc.) What percentage of your overall attendance for your project or event is anticipated to be visitors/tourists? PLEASE EXPLAIN IN DETAIL.

Expected Revenue Generated – How many tourist dollars do you estimate will be spent by attendees of your project or event at local hospitality-related businesses? What are the projected direct and indirect dollar expenditures by visitors/tourists? What is the anticipated number of overnight stays? (What is the estimated number of meals consumed or the estimated amount that might be spent on meals/dining?)

Reasonable Cost / Benefit Ratio – Does the benefit of the project exceed that of the cost of the project? Is this project “worth” its cost? PLEASE EXPLAIN IN DETAIL.

DEFINITION:

A **tourist** is defined as a person traveling to a place outside their home community for any purpose, except daily commuting to and from work.