

Accommodations Tax Reporting Form (Adopted October 14, 2022)

Side A

Sumter Convention and Visitors Bureau	Contact Person: Shelley Kile, Communications & Tourism Director	Phone #: (803) 774-1661 Email: skile@sumtersc.gov
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Summary of Total Accommodations Tax Funding:			
Allocation of Fiscal Year Revenues	Total Accommodations Tax Revenue for Fiscal Year Ending: June 30, 2023	1	\$ 556,688.95
	First \$50,000 to the General Fund:	2	\$ (50,000.00)
			(Line 1 minus line 2)
	Balance:	3	\$ 506,688.95
	5% of Balance to General Fund (5% of line 3) :	4	\$ 25,334.45
	30% of Balance to Special Fund: Advertising and Promotion (30 % of line 3):	5	\$ 152,006.68
Remaining 65% to Special Fund: Tourism Related Expenditures (65% of line 3):	6	\$ 329,347.81	
	*		
Reconciliation of 65% Fund	65% Funds Carried Forward from Prior Year (Line 10 of prior year's report):	7	\$ 0.00
	Interest Earned (If no interest, put \$0):	8	\$ 0.00
	Expenditures (Total Disbursed as Reported on Side B):	9	\$ (485,674.31)
	Balance Carried Forward to Following Year:	10	\$ (4,319.82)
			(Line 6 plus lines 7 & 8 minus line 9)

30% Advertising and Promotion Special Fund:	
Organization(s) Designated to Receive Special Fund*	Amount
Sumter Convention and Visitors Bureau	\$ 152,006.68
Total:	\$ 152,006.68

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

65% Tourism-Related Expenditures Special Fund: (Final Total Must Equal Line 9 of Side A)						
All organizations receiving funding from local government must be reported. Please duplicate this form as necessary.			Amount Requested by Organization	Amount Recommended by Advisory Committee	Amount Approved*** by Local Government	Amount Disbursed by Local Government
Organization Name	Category	Project Name/Description**				
Vista Print	1	Destination Promotion/Printing	\$3,342.08	\$ 3,342.08	\$ 3,342.08	\$ 3,342.08
Sumter Printing	1	Destination Promotion/Printing	\$1,042.86	\$ 1,042.86	\$ 1,042.86	\$ 1,042.86
Shamrock Media	1	Destination/Events Promotion	\$2,845.00	\$ 2,845.00	\$ 2,845.00	\$ 2,845.00
Osteen Publishing	1	Events Promotion	\$14,218.00	\$ 14,218.00	\$ 14,218.00	\$ 14,218.00
ITI Marketing	1	Events Promotion	\$10,500.00	\$ 10,500.00	\$ 10,500.00	\$ 10,500.00
Facebook	1	Destination/Events Promotion	\$1,664.64	\$ 1,664.64	\$ 1,664.64	\$ 1,664.64
Community Broadcasters	1	Destination/Events Promotion	\$3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00
Sciway.net	1	Destination Promotion	\$75.00	\$ 75.00	\$ 75.00	\$ 75.00
WLTX	1	Events Promotion	\$24,040.00	\$ 24,040.00	\$ 24,040.00	\$ 24,040.00
TOTALS			\$60,977.58	\$ 60,977.58	\$ 60,977.58	\$ 60,977.58

**Project Name/Description should address the specific use of requested funds. Please also specify how the project/event attracts and promotes tourists. Example: XYZ Festival used funding for advertising and brought in 500 tourists, which accounts for half of attendees.
 *** Amount Approved must be based exclusively on the estimated percentage of costs directly attributed to attracting or serving tourists.

Project Categories - All must attract or provide for tourists.	
1 - Destination Advertising/Promotion	4 - Tourism-Related Public Services
2 - Tourism-Related Events	5 - Tourist Public Transportation
3 - Tourism-Related Facilities	6 - Waterfront Erosion/Control/Repair
Include in project category 1 all promotion/advertising for events and facilities	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: [Tourism Expenditure Review Committee via email at damita.holcomb@dor.sc.gov](mailto:damita.holcomb@dor.sc.gov)

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Organization Name	Category	Project Name/Description**				
Town of Mayesville CDC	1	Event Sponsorship/Promotion	\$5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Coast to Coast	1	Event Sponsorship/Promotion	\$6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Salute from the Shore	1	Event Sponsorship/Promotion	\$1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Clemson University	1	AgArt Tour Sponsorship/Advertising	\$2,725.00	\$ 2,725.00	\$ 2,725.00	\$ 2,725.00
Displays2Go	1	Event Promotion	\$1,288.93	\$ 1,288.93	\$ 1,288.93	\$ 1,288.93
The McClatchy Company	1	Sumter Iris Festival Advertising	\$20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Evening Post/Free Times	1	Fantasy of Lights Advertising	\$987.50	\$ 987.50	\$ 987.50	\$ 987.50
Miles Partnership	1	SC Vacation Guide	\$7,450.00	\$ 7,450.00	\$ 7,450.00	\$ 7,450.00
4Imprint	1	Destination Promotion	\$1,413.27	\$ 1,413.27	\$ 1,413.27	\$ 1,413.27
TOTALS			\$45,864.70	\$ 45,864.70	\$ 45,864.70	\$ 45,864.70

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Interactive Display Services	1	Destination/Event Promotion	\$35,691.71	\$ 35,691.71	\$ 32,691.71	\$ 32,691.71
Constant Contact	1	Destination/Event Promotion	\$583.20	\$ 583.20	\$ 583.20	\$ 583.20
Tucows.com	1	Destination Promotion/Domains	\$728.32	\$ 728.32	\$ 728.32	\$ 728.32
WIX.com	1	Destination Promotion/Domains	\$207.36	\$ 207.36	\$ 207.36	\$ 207.36
Dropbox, Inc.	1	Destination Promotion/Media	\$129.47	\$ 129.47	\$ 129.47	\$ 129.47
Deposit Photos	1	Destination Promotion/Media	\$299.00	\$ 299.00	\$ 299.00	\$ 299.00
Smartpress	1	Destination Promotion/Printing	\$10,270.94	\$ 10,270.94	\$ 10,270.94	\$ 10,270.94
Promotions Subtotal (pages 1-2)	1	Destination/Events Promotion	\$106,842.28	\$ 106,842.28	\$ 106,842.28	\$ 106,842.28
Visitors Center Operations	7	Visitors Center Operations	\$330,922.03	\$ 330,922.03	\$ 330,922.03	\$ 330,922.03
TOTALS			\$485,674.31	\$ 485,674.31	\$ 482,674.31	\$ 482,674.31

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Signature (Required) 
 Title: Communications and Tourism Director

Date 09/15/23