

## Accommodations Tax Reporting Form (Adopted October 14, 2022)

Side A

Sumter Convention and Visitors Bureau	<b>Contact Person:</b> Shelley Kile, Communications & Tourism Director	<b>Phone #:</b> (803) 774-1661 <b>Email:</b> <a href="mailto:skile@sumtersc.gov">skile@sumtersc.gov</a>
---------------------------------------	---	---

<b>Summary of Total Accommodations Tax Funding:</b>		
<b>Allocation of Fiscal Year Revenues</b>	Total Accommodations Tax Revenue for Fiscal Year Ending: June 30, 2024	1 \$ 562,419.24
	First \$50,000 to the General Fund:	2 \$ (50,000.00)
	<b>Balance:</b>	3 \$ (Line 1 minus line 2) 512,419.24
	5% of Balance to General Fund (5% of line 3) :	4 \$ 25,620.96
	30% of Balance to Special Fund: Advertising and Promotion (30 % of line 3):	5 \$ 153,725.77
	Remaining 65% to Special Fund: Tourism Related Expenditures (65% of line 3):	6 \$ 333,072.50
	*	
<b>Reconciliation of 65% Fund</b>	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 \$ (334,806.26)
	<b>Balance Carried Forward to Following Year:</b>	10 \$ (Line 6 plus lines 7 & 8 minus line 9) (1,733.76)

<b>30% Advertising and Promotion Special Fund:</b>		
<b>Organization(s) Designated to Receive Special Fund*</b>	<b>Amount</b>	
Sumter Convention and Visitors Bureau	\$	153,725.77
<b>Total:</b>	\$	153,725.77

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

<b>65% Tourism-Related Expenditures Special Fund: (Final Total Must Equal Line 9 of Side A)</b>						
All organizations receiving funding from local government must be reported. <b>Please duplicate this form as necessary.</b>			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**				
Osteen Publishing	1	Events Promotion/Advertising	\$23,782.00	\$ 23,782.00	\$ 23,782.00	\$ 23,782.00
Shamrock Media	1	Destination/Events Promotion	\$4,015.00	\$ 4,015.00	\$ 4,015.00	\$ 4,015.00
Facebook, Inc.	1	Destination/Events Promotion	\$1,327.80	\$ 1,327.80	\$ 1,327.80	\$ 1,327.80
Sciway.net, LLC	1	Destination Promotion/Online	\$75.00	\$ 75.00	\$ 75.00	\$ 75.00
ITI Digital, LLC	1	Events Promotion/Online	\$7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00
Salute from the Shore	1	Destination Promotion/Advertising	\$1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Community Broadcasters	1	Destination Promotion/Advertising	\$1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
Banners on the Cheap	1	Events Promotion/Printing	\$302.82	\$ 302.82	\$ 302.82	\$ 302.82
Printify, Inc.	1	Events Promotion/Printing	\$217.32	\$ 217.32	\$ 217.32	\$ 217.32
<b>TOTALS</b>			<b>\$38,919.94</b>	<b>\$ 38,919.94</b>	<b>\$ 38,919.94</b>	<b>\$ 38,919.94</b>

\*\*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.

<b>Project Categories</b> - 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)

<b>65% Tourism-Related Expenditures Special Fund: (Final Total Must Equal Line 9 of Side A)</b>						
All organizations receiving funding from local government must be reported. <b>Please duplicate this form as necessary.</b>			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**				
Professional Outdoor Media	1	Destination Promotion/Sponsorship	\$5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Constant Contact	1	Destination/Events Promotion	\$1,444.50	\$ 1,444.50	\$ 1,444.50	\$ 1,444.50
Tucows.com Co.	1	Destination Promotion/Domains	\$1,050.71	\$ 1,050.71	\$ 1,050.71	\$ 1,050.71
WIX.com	1	Destination Promotion/Domains	\$205.44	\$ 205.44	\$ 205.44	\$ 205.44
Dropbox, Inc.	1	Destination Promotion/Media	\$128.27	\$ 128.27	\$ 128.27	\$ 128.27
Sticker Mule	1	Destination Promotion/Printing	\$1,494.79	\$ 1,494.79	\$ 1,494.79	\$ 1,494.79
Deposit Photos, Inc.	1	Destination Promotion/Media	\$202.80	\$ 202.80	\$ 202.80	\$ 202.80
WLTX-TV	1	Events Promotion/Advertising	\$33,260.00	\$ 33,260.00	\$ 33,260.00	\$ 33,260.00
Meta Platforms	1	Destination Promotion/Advertising	\$726.98	\$ 726.98	\$ 726.98	\$ 726.98
<b>TOTALS</b>			<b>\$43,513.49</b>	<b>\$ 43,513.49</b>	<b>\$ 43,513.49</b>	<b>\$ 43,513.49</b>

\*\*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.

<b>Project Categories</b> - 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)

<b>65% Tourism-Related Expenditures Special Fund: (Final Total Must Equal Line 9 of Side A)</b>						
All organizations receiving funding from local government must be reported. <b>Please duplicate this form as necessary.</b>			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**				
Custom Ink, LLC	1	Destination Promotion/Printing	\$550.39	\$ 550.39	\$ 550.39	\$ 550.39
Smartpress	1	Destination Promotion/Printing	\$7,222.28	\$ 7,222.28	\$ 7,222.28	\$ 7,222.28
SC Restaurant & Lodging Assoc.	1	Destination Promotion/Sponsorship	\$1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Sumter Printing	1	Destination Promotion/Printing	\$1,998.31	\$ 1,998.31	\$ 1,998.31	\$ 1,998.31
PowerPlay Marketing	1	Destination Promotion/Advertising	\$1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
The McClatchy Company	1	Events Promotion/Advertising	\$20,225.00	\$ 20,225.00	\$ 20,225.00	\$ 20,225.00
Miles Partnership LLC	1	Destination Promotion/Advertising	\$7,450.00	\$ 7,450.00	\$ 7,450.00	\$ 7,450.00
Graphicsland, Inc.	1	Destination Promotion/Printing	\$ 410.90	\$ 410.90	\$ 410.90	\$ 410.90
Promotional Webstores, Inc.	1	Destination Promotion/Printing	\$307.50	\$ 307.50	\$ 307.50	\$ 307.50
<b>TOTALS</b>			<b>\$40,664.38</b>	<b>\$ 40,664.38</b>	<b>\$ 40,664.38</b>	<b>\$ 40,664.38</b>

\*\*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.

<b>Project Categories</b> - 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)

<b>65% Tourism-Related Expenditures Special Fund: (Final Total Must Equal Line 9 of Side A)</b>						
All organizations receiving funding from local government must be reported. <b>Please duplicate this form as necessary.</b>			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**				
4Imprint	1	Destination Promotion/Printing	\$1,950.72	\$ 1,950.72	\$ 1,950.72	\$ 1,950.72
Color in Sound	1	Destination Promotion/Advertising	\$22,000.00	\$ 22,000.00	\$ 22,000.00	\$ 22,000.00
Clark-Powell Associates	1	Destination Promotion/Advertising	\$9,826.02	\$ 9,826.02	\$ 9,826.02	\$ 9,826.02
<b>Promotions Subtotal (Page 4)</b>	1		\$33,776.74	\$ 33,776.74	\$ 33,776.74	\$ 33,776.74
<b>Promotions Subtotal (Pgs 1-3)</b>	1		\$123,097.81	\$ 123,097.81	\$ 123,097.81	\$ 123,097.81
<b>Visitors Center Operations</b>	7	Visitors Center Operations	\$334,806.26	\$ 334,806.26	\$ 334,806.26	\$ 334,806.26
<b>TOTALS</b>			<b>\$525,457.55</b>	<b>\$ 525,457.55</b>	<b>\$ 525,457.55</b>	<b>\$ 525,457.55</b>

\*\*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.

<b>Project Categories</b> - 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)

Signature (Required)  


Date 11/08/24

Title: Communications and Tourism Director

**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.**

<u>Project Category and Brief Explanation</u>	<u>Amount Budgeted for 23-24</u>	<u>ACTUAL Spent for 23-24</u>	<u>Amount Budgeted for 24-25</u>
1 - Destination & Event Advertising	\$ 124,989.00	\$ 142,419.52	\$ 137,500.00
2 - Promotional & Collateral Materials	\$ 15,000.00	\$ 14,455.03	\$ 14,482.28
3 - Marketing Support	\$ -	\$ -	\$ -
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$ 139,989.00	\$ 156,874.55	\$ 151,982.28

**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.  
**FY23-24 budget approved by the Sumter County Accommodations Tax Advisory Committee was smaller 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**

**LOCAL ACCOMMODATIONS TAX ADVISORY COMMITTEE MEMBERSHIP**  
(Please be advised that you do not have to form this committee if your accommodations tax receipts are fifty thousand dollars or less. 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.

**Lodging Sector of the Hospitality Industry (Two Representatives)**

1. Tracey McLaughlin\*  
(Name) \_\_\_\_\_ 1912 Bed & Breakfast  
(Business Name AND DESCRIPTION OF BUSINESS 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. Vanessa Almeida  
(Name) \_\_\_\_\_ Springhill Suites  
(Business Name AND DESCRIPTION OF BUSINESS IF NOT CLEAR HOW IT RELATES TO INDUSTRY)

2645 Broad Street \_\_\_\_\_ Sumter, SC 29150  
(Address) \_\_\_\_\_ (City, State, Zip)

(803) 795-5391 \_\_\_\_\_  
(Phone) \_\_\_\_\_ (FAX)

vannessaspf@yahoo.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  
BUSINESS 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. Christina Davis \_\_\_\_\_ Susie's Chicken and Fries \_\_\_\_\_  
(Name) (Business Name AND DESCRIPTION OF  
BUSINESS IF NOT CLEAR HOW IT RELATES TO  
INDUSTRY)

102 Loring Drive \_\_\_\_\_ Sumter, SC 29150 \_\_\_\_\_  
(Address) (City, State, Zip)

(803) 730-1317 \_\_\_\_\_  
(Phone) (FAX)

christinawils2004@yahoo.com \_\_\_\_\_  
(E-Mail Address)

**Please list below the designated cultural interest representative and affiliation:**

5. Wygelia Palmer \_\_\_\_\_ Vocalist/Artist \_\_\_\_\_  
(Name) (Cultural Affiliation)

40 Cumberland Way \_\_\_\_\_ Sumter, SC 29150 \_\_\_\_\_  
(Address) (City, State, Zip)

(803) 972-1945 \_\_\_\_\_  
(Phone) (FAX)

nptspeechtherapy@gmail.com \_\_\_\_\_  
(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. Thomas Bultman Retired  
**(Name)** **(Business Name)**  
309 West Bartlette Street Sumter, SC 29150  
**(Address)** **(City, State, Zip)**  
(803) 316-3535  
**(Phone)** **(FAX)**  
bultmant@gmail.com  
**(E-Mail Address)**

**Please return to: Damita Holcomb, Tourism Expenditure Review Committee,**  
[Damita.holcomb@dor.sc.gov](mailto:Damita.holcomb@dor.sc.gov) or should you have questions, email  
[Damita.Holcomb@dor.sc.gov](mailto:Damita.Holcomb@dor.sc.gov)

**Submitted by:** Shelley D. Kile **E-Mail:** skile@sumtersc.gov  
**(Name and Title)** Communications & Tourism Director, City of Sumter  
**Phone:** (803) 774-1661 **Date:** 09/10/24  
**Name of County/Municipal Government:** City of Sumter/SumterCounty

## Accommodations Tax Reporting Form (Adopted October 14, 2022)

Side A

<b>Name of Government:</b> Sumter County	<b>Contact Person:</b> Kelsey Andrews	<b>Phone #:</b> (803) 436-2327 <b>Email:</b> <a href="mailto:kandrews@sumtercountysc.org">kandrews@sumtercountysc.org</a>
---	--	---

<b>Summary of Total Accommodations Tax Funding:</b>		
<b>Allocation of Fiscal Year Revenues</b>	<b>Total Accommodations Tax Revenue for Fiscal Year Ending: June 30, 2024</b>	1 \$ 85,193.21**
	<b>First \$25,000 to the General Fund:</b>	2 \$ (25,000.00)
	<b>Balance:</b>	3 \$ 60,193.21 <small>(Line 1 minus line 2)</small>
	<b>5% of Balance to General Fund (5% of line 3) :</b>	4 \$ (3,009.66)
	<b>30% of Balance to Special Fund: Advertising and Promotion (30 % of line 3):</b>	5 \$ (18,057.96)
	<b>Remaining 65% to Special Fund: Tourism Related Expenditures (65% of line 3):</b>	6 \$ 39,125.59
<b>Reconciliation of 65% Fund</b>	<b>65% Funds Carried Forward from Prior Year (Line 10 of prior year's report):</b>	7 \$
	<b>Interest Earned (If no interest, put \$0):</b>	8 \$
	<b>Expenditures (Total Disbursed as Reported on Side B):</b>	9 \$ 39,125.69
	<b>Balance Carried Forward to Following Year:</b>	# \$

<b>30% Advertising and Promotion Special Fund:</b>	
<b>Organization(s) Designated to Receive Special Fund*</b>	<b>Amount</b>
City of Sumter	\$ 18,057.96
<b>Total:</b>	18,057.96

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

\*\*Final amount reported as collected by Sumter County. This does not match the \$71,261.88 reported by the SC Department of Parks, Recreation, and Tourism as disbursed to Sumter County for the fiscal year ending June 30, 2024.

## Accommodations Tax Reporting Form (Adopted October 14, 2022)

Side A

<b>Name of Government:</b> City of Sumter	<b>Contact Person:</b> Jonathan Flinchum, Finance Director	<b>Phone #:</b> (803) 436-2585 <b>Email:</b> <a href="mailto:jflinchum@sumtersc.gov">jflinchum@sumtersc.gov</a>
--	---	---

Summary of Total Accommodations Tax Funding:		
<b>Allocation of Fiscal Year Revenues</b>	<b>Total Accommodations Tax Revenue for Fiscal Year Ending: June 30, 2024</b>	1 \$ 477,226.03
	<b>First \$25,000 to the General Fund:</b>	2 \$ (25,000.00)
		(Line 1 minus line 2)
	<b>Balance:</b>	3 \$ 452,226.03
	<b>5% of Balance to General Fund (5% of line 3) :</b>	4 \$ 22,611.30
	<b>30% of Balance to Special Fund: Advertising and Promotion (30 % of line 3):</b>	5 \$ 135,667.81
<b>Remaining 65% to Special Fund: Tourism Related Expenditures (65% of line 3):</b>	6 \$ 293,946.92	
	*	
<b>Reconciliation of 65% Fund</b>	<b>65% Funds Carried Forward from Prior Year (Line 10 of prior year's report):</b>	7 \$
	<b>Interest Earned (If no interest, put \$0):</b>	8 \$
	<b>Expenditures (Total Disbursed as Reported on Side B):</b>	9 \$
	<b>Balance Carried Forward to Following Year:</b>	10 \$

30% Advertising and Promotion Special Fund:	
Organization(s) Designated to Receive Special Fund*	Amount
Sumter CVB administered by City of Sumter	\$ 135,667.81
<b>Total:</b>	<b>\$ 135,667.81</b>

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