



# **RICHLAND COUNTY COUNCIL**

## **ADMINISTRATION AND FINANCE COMMITTEE**

Kit Smith	Greg Pearce	Joyce Dickerson, Chair	Kelvin Washington	Valerie Hutchinson
District 5	District 6	District 2	District 10	District 9

**NOVEMBER 24, 2009  
6:00 AM**

**2020 Hampton Street  
Council Chambers**

### **CALL TO ORDER**

### **APPROVAL OF MINUTES**

1. October 27, 2009: Regular Meeting [Pages 3-6]

### **ADOPTION OF AGENDA**

### **ITEMS FOR ACTION**

2. AT&T Leased Line Connections - Countywide [Pages 7-9]
3. Business Service Center-Policies Approval [Pages 10-23 ]

4. Business Services Center-Records Retention Schedule [Pages 24-31]

5. Hospitality Tax County Promotions Grant Guidelines and Application Changes [ Pages 32-50 ]

**ITEMS FOR DISCUSSION / INFORMATION**

6. \$100,000 Hospitality Tax Allocation Recommendations, Public Information [Pages 51-62]

7. FY10 - Hospitality Tax Budget [Pages 63-65]

8. Phone Tree Messaging Software Update [ Page 66]

**ADJOURNMENT**



# Richland County Council Request of Action

**Subject**

October 27, 2009: Regular Meeting [Pages 3-6]

**Reviews**

# MINUTES OF



**RICHLAND COUNTY COUNCIL  
ADMINISTRATION AND FINANCE COMMITTEE  
TUESDAY, OCTOBER 27, 2009  
9:30 P.M.**

*In accordance with the Freedom of Information Act, a copy of the agenda was sent to radio and TV stations, newspapers, persons requesting notification, and was posted on the bulletin board located in the lobby of the County Administration Building.*

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## **MEMBERS PRESENT**

Chair: Joyce Dickerson  
Member: Valerie Hutchinson  
Member: L. Gregory Pearce, Jr.  
Member: Kit Smith  
Member: Kelvin E. Washington, Sr.

**ALSO PRESENT:** Paul Livingston, Damon Jeter, Norman Jackson, Bill Malinowski, Gwendolyn Davis Kennedy, Jim Manning, Michielle Cannon-Finch, Milton Pope, Tony McDonald, Sparty Hammett, Roxanne Ancheta, Randy Cherry, Larry Smith, Amelia Linder, Geo Price, Daniel Driggers, Michael Byrd, Tiaa Rutherford, Dale Welch, Jennifer Dowden, Tamara King, Sara Salley, Erica Hink, Joe Kocy, Monique Walters, Michelle Onley

## **CALL TO ORDER**

The meeting started at approximately 6:10 p.m.

## **APPROVAL OF MINUTES**

**September 22, 2009 (Regular Session)** – Ms. Hutchinson moved, seconded by Mr. Pearce, to approve the minutes as submitted. The vote in favor was unanimous.

## **ADOPTION OF AGENDA**

Ms. Dickerson stated that Item #8 is an item for action.

Ms. Smith moved, seconded Mr. Pearce, to adopt the agenda as amended. The vote in favor was unanimous.

## ITEMS FOR ACTION

**Hospitality Tax and Businesses Straddling Jurisdictional Lines** – Ms. Smith moved, seconded by Mr. Pearce, to forward to Council for approval staff's recommendation and inform neighboring counties of the proposed policy. A discussion took place.

Mr. Washington made a substitute motion to forward Option #2 to Council for approval.

The motion died for lack of a second.

The vote in favor was unanimous.

**Negotiate Purchase of 1400 Atlas Road for Farmers' Market** – Mr. Washington moved to direct staff to review the additional information regarding the new market tax credits, come up with a suitable financing plan, and bring it back to Council.

Mr. Washington withdrew his motion.

Mr. Washington moved to direct staff to take all the new financial information about the new market tax credits and any other financing and report back to the November committee meeting.

The motion died for lack of a second.

Ms. Smith moved, seconded by Ms. Hutchinson, to forward to Council the suspension of consideration of public investment in a local farmers market, but at some future date we may look at creating a way to promote the coalition of markets arising. A discussion took place.

Mr. Washington made a substitute motion to look at a public-private partnership to put together a farmers market at the Atlas Road property.

The motion died for lack of a second.

The vote was in favor.

**Phone Tree Messaging Software** – Mr. Washington moved, seconded by Mr. Pearce, to defer this item. The vote in favor was unanimous.

**Purchase/Sale of Wetlands around Carolina Bay/Mistloe Bay** – Mr. Washington moved, seconded by Mr. Pearce, to have staff review the purchase of the properties that will encompass the Carolina Bay, to look at light recreational use for that area and identify the necessary properties in that area.

Mr. Jackson withdrew his motion.

Mr. Washington moved, seconded by Mr. Pearce, to retain this item in committee.

Ms. Smith made a substitute motion, seconded by Ms. Hutchinson, to move this item to Items for Discussion/Information until the necessary information is received. The vote was in favor.

**School District Tax Info/Carry Over Funds** – Ms. Hutchinson moved, seconded by Ms. Smith, to forward this item to Council with a recommendation for approval and to direct staff to develop proposals for Council’s consideration. The vote in favor was unanimous.

**Waste Tire Grant** – Ms. Smith moved, seconded by Mr. Pearce, to forward this item to Council with a recommendation for approval. The vote in favor was unanimous.

**Hospitality Tax Round Two Funding Recommendations** – Ms. Hutchinson moved, seconded by Ms. Smith, to forward this item to Council with a recommendation for approval. A discussion took place.

The vote in favor was unanimous.

#### **ADJOURNMENT**

The meeting adjourned at approximately 6:44 p.m.

Submitted by,

Joyce Dickerson, Chair

The minutes were transcribed by Michelle M. Onley

# Richland County Council Request of Action

**Subject**

AT&T Leased Line Connections - Countywide [Pages 7-9]

**Reviews**

## Richland County Council Request of Action

Subject: AT&T Leased Line Connections - Countywide

### A. Purpose

County Council is requested to approve the purchase of phone and data lines connecting County facilities from AT&T.

### B. Background / Discussion

The Richland County Wide Area Network and Local Area Networks (WAN/LAN) currently consist of 40 servers and approximately 1100 PCs. These are spread out over 48 County locations which are connected primarily via leased lines.

This request is to approve a purchase order from AT&T to pay for lease lines that connect 26 remote sites to our main locations. In addition, this request also will secure funding to cover the "PRI" trunk lines that provide phone service to all County facilities. These connectivity lines are mission critical to the daily operations of the County's technology services. Without them, there would be no phone service to County facilities, nor data connections that provide all County computer and network services.

Richland County has been purchasing data lines from AT&T (formerly BellSouth) via "State Contract Pricing" for over 12 years and phone lines for decades. In prior years these services were paid directly, but due to a change in the County's financial procedures, a purchase order is now required to pay AT&T for these services.

### C. Financial Impact

There are sufficient funds in the account 1100187000.542100 designated for this request.

### D. Alternatives

1. Approve the request to continue leasing the lines from AT&T for an amount not to exceed \$241,000. This will allow the county to maintain phone and data services to all sites.
2. Do not approve the request. This would mean that connectivity to County offices would cease and prevent all County computer services and telephones from working.

### E. Recommendation

Recommended by: Janet Claggett      Department: Information Technology  
Date:

Approve the request to continue leasing the lines from AT&T for an amount not to exceed \$241,000. This will allow the county to maintain phones and connectivity to remote sites.



## F. Reviews

(Please **SIGN** your name, ✓ the appropriate box, and support your recommendation before routing. Thank you!)

### Finance

Reviewed by: Daniel Driggers

Date: 11/12/09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Funds are available as stated

### Procurement

Reviewed by: Rodolfo Callwood

Date: 11/12/09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

### Legal

Reviewed by: Larry Smith

Date:

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Recommendation of approval is contingent upon a review of the AT&T state contract.

### Administration

Reviewed by: Milton Pope

Date: 11-19-09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Funds are budgeted

# Richland County Council Request of Action

**Subject**

Business Service Center-Policies Approval [Pages 10-23 ]

**Reviews**

# Richland County Council Request of Action

**Subject:** Business Service Center – Policies Approval

**A. Purpose**

County Council is requested to approve the policies drafted for the Business Service Center.

**B. Background / Discussion**

Following is some background regarding the drafting of policies to guide the Business Service Center. A very brief history of the department is provided to set the stage. A summary of the challenges involved, and the resources that were tapped to address those challenges, are also described.

**History**

Richland County has had business licenses as a requirement since 1987. From the outset, however, the City of Columbia was contracted to administer this program. Then in 2003, the County began reviewing this program and exploring the possibility of administering its business license program itself. After much research and consideration by Administration and County Council, in mid-October 2005, County Council approved the termination of the business license contract with the City effective December 31, 2005. County staff had 2 ½ months to find and equip a physical space to operate; interview and hire staff; develop, test, and implement business license software; obtain business data from the City; and prepare an entirely new licensing operation for the public. On January 3, 2006, the Business Service Center, the County's newest department, opened its doors to the public and began issuing business licenses and collecting business license fees.

**Challenges**

The two and a half months preparing the new department for operation was filled with all kinds of questions. While many of these were technical in nature relating to software development, the core, fundamental issue to be answered was "How should this program be run?" The County had never operated its own business license program before, so there was no "We've always done it that way" history to serve as a guide. The City of Columbia had no operations manual to describe how they had administered the County's program.

The County's sole impromptu but de facto "resident expert" on this issue, therefore, sought answers from the resources at hand, and as very quickly as possible, to meet the opening day deadline. As fast as resources were tapped and answers gleaned, they were written down for two primary reasons: (1) consistency in operations, and (2) continuity of operations, in the event that the County's resident expert, lacking a successor, was not available to serve the County.

**Resources**

A wide variety of resources were consulted for assistance in crafting this new operation. Following are descriptions of these resources.

- County departments: Since the new operation included the collection of taxpayer dollars, the Finance Department and the Treasurer's Office were referenced for the development of financial policies and procedures. Other revenue-collecting departments, including the Register of Deeds Office, the Clerk of Court's Office, and the Animal Care Department,

were also consulted for their policies and procedures. Since the responsible handling of money is of special interest to the County's Finance and Administration departments, the development of written financial policies and procedures was one of the first tasks to be completed. The Administration department was and is still consulted frequently for guidance on various questions.

- County policies: In the interest of consistency with other County policies and procedures and to save precious time by not reinventing the wheel, other County policies were also referenced. While this often occurred in the development of financial policies, it was also useful in the development of programmatic policies as well.
- Other jurisdictions: Cities and Counties with well-established and highly regarded business license operations were contacted for assistance in developing policies and procedures relating to specific operational practices. This was usually Charleston County and its Business License and User Fee (BLUF) department. Other jurisdictions included the City of Charleston and the City of Greenville. Many other jurisdictions' ordinances were also referred to as well for additional information and guidance, including an ordinance comparison that occurred as part of a business license benchmarking effort some years before.
- Industry organizations: State and national business license organizations were also contacted for assistance. These included the South Carolina Municipal Association and its Business Licensing Officials Association (BLOA), which has the additional benefit of a Business License Handbook and a Model Ordinance. The National Bureau of Business Licensing Officials (NBBLO) was another resource. The California Municipal Revenue and Taxation Association (CMRTA – the “other” CMRTA) was also contacted and particularly helpful.
- Legal resources: A legal perspective was also often sought from a variety of resources. The County's legal department was consulted for guidance and direction, as it is recognized that, ultimately, they are responsible for defending the County in any legal action. Part of an effective legal response is to discover what other jurisdictions do, and for their information as well as my own, other legal resources were also explored.

This included Charleston County and the City of Charleston's legal staff, who had significant experience and familiarity with business license issues. The Municipal Association, which staffs the Business Licensing Officials Association (BLOA) and which had an attorney on retainer for business license issues, was also queried periodically. The national business license organization NBBLO offers a substantial business license case law review at its annual conference, and this was referenced for particular issues on a number of occasions.

State laws relating to business license issues were also studied for guidance. State laws are helpful for understanding what is and is not allowed, but other resources proved more helpful in guiding how those laws are interpreted and implemented by those subject to it. Existing Attorney General opinions were also sought on certain issues.

## **Policies Manual**

The policies which have been drafted are in the attached Policies Manual.

**C. Financial Impact**

Approving these departmental policies as described will maintain the department’s budget projections. Modifying these policies may impact these projections positively or negatively depending upon the policies that are approved.

**D. Alternatives**

1. Approve the departmental policies as described.
2. Modify any or all policies as Council deems appropriate.

**E. Recommendation**

It is recommended that the policies which have been drafted based upon the described resources be approved.

Recommended by: Pam Davis, Director Department: BSC. Date: 11/05/09

**F. Reviews**

(Please replace the appropriate box with a ✓ and then support your recommendation in the Comments section before routing on. Thank you!)

**Finance**

Reviewed by: Daniel Driggers

Date: 11/12/09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

**Legal**

Reviewed by: Larry Smith

Date: 11-13-09

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

**Administration**

Reviewed by: Roxanne M. Ancheta

Date: November 13, 2009

✓ Recommend Council approval

Recommend Council denial

Comments regarding recommendation: It is recommended that the attached policies, which have been reviewed by the Business Service Center, the Legal Department, and Administration, be approved.

# Council Policies for the



# Richland County Business Service Center

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## **Annexations**

- A business which is annexed after being issued a current year business license and will not be doing business in the unincorporated area of Richland County will be given a refund, provided no other funds are due to the County from the business.
- Business license fees and penalties paid to the County in error from businesses which were annexed will be issued any applicable refunds, in accordance with the State Statute of Limitations.
- Refunds for businesses will be automatically issued for businesses if the business was annexed prior to 2005 and does not do business in the County after annexation.
- Businesses annexed during or after 2005 shall receive an audit following the annexation to determine if the business is owed a refund or if the County is owed any business license fees/penalties.

## **Appeals**

- In the interest of expediting appeals, appeals to the County Council shall be made directly to the full County Council – not placed on a Council Committee agenda.
- Attorneys for involved parties are permitted to be present at appeals hearings.

## **Background Checks**

- Background checks will only be conducted on an as-needed basis. This may stem from notification from the Sheriff's Department or other local, state, or federal law enforcement agencies. Written complaints or information from the public at large may also be accepted as cause to conduct a background check.
- Richland County reserves the right to randomly conduct background checks on any of its business license applicants. Failure to provide any necessary information required in order to conduct a background check may be cause to deny or revoke a business license.

## **Business Names**

- A business may not change its name to a name which is already found in the Business Service Center database, to the extent possible, to limit confusion.



- A new business may not use a name which is already found in the Business Service Center database, to the extent possible.

## **Business Ownership**

- A person of any age may obtain a business license. However, any person under the age of 18 must have a legal guardian also sign as a business owner or indicate knowledge and approval of the minor's business.

## **Closing Businesses**

- A business shall be considered closed if the following conditions are met:
  - two mailings have been sent to the business and the letters have been returned by the Post Office as undeliverable, or
  - the business has not renewed its license for four consecutive years, and attempts to reach the business are unsuccessful.
- A business which closes prior to the business license deadline is not required to pay for the current year's business license. However, a business which closes after the business license deadline shall be required to pay for the business license for that year, with penalty for obtaining its business license after the deadline.
- A business may not close simply to avoid paying a business license fee. A business which closes and reopens within twelve months with the same owner, same name, same type of business, and/or the same location shall owe any applicable business license fees and penalties.

## **Compliance**

- Failure of a business to pay its business license fees and penalties will result in efforts by the County to recover these funds. Participation in the GEAR and Set-off Debt program, which allows the garnishment of wages and other income, may be explored and/or used.

## Exemptions

- A business that is exempted from the requirements of the business license ordinance may be required to obtain a business license, but will be exempt from having to pay for that business license.

## Home Sales

### Garage Sales

- Two garage sales a year are not considered “doing business” and are allowed by any person or group of persons without being required to have a business license. Having more than two garage sales a year shall result in a business license being required.

### Vehicle Sales

- An individual selling two vehicles a year is not considered “doing business” and is not required to have a business license. Selling more than two requires a business license.

### Animal Breeders

- An individual selling, once a year, puppies, kittens, or other offspring from animals they own does not constitute “doing business” and does not require a business license.
- Animal breeders, defined as people who own animals that reproduce, whether intentionally or accidentally, more than once a year and sell the offspring, are required to have a business license.

## Hospitality Taxes

- Refunds will be issued to businesses that are documented as continuing to collect and remit Hospitality Taxes at the 2% rate. However, these businesses will be notified of the need to collect and remit at the temporary 1% rate.
- Businesses selling goods in addition to foods and/or beverages subject to the Hospitality Tax must separate the revenues generated by the Hospitality Tax applicable items from other sales, so Hospitality Taxes are paid only on the revenue generated by those sales. If the business will not or cannot separate the revenue, an audit will be conducted to determine the amount of gross revenue generated by the sale of items subject to the Hospitality Tax.
- Caterers pay Hospitality Taxes based upon the location of the preparation of the Hospitality Tax applicable items.

- Businesses selling foods or beverages that are subject to the Hospitality Tax on portions of Ft. Jackson which are located in the unincorporated area of the County and which prepare the food and/or beverages in the unincorporated area of Richland County are responsible for paying Hospitality Taxes on those sales.
- Businesses whose payments are five dollars (\$5.00) or less short or high will neither have their payments sent back (if short) or will receive refunds (if high).
- Payment plans may be offered to businesses to pay delinquent Hospitality Taxes.
- Businesses that close are not necessarily excused from paying the remainder of any delinquent Hospitality Tax payments. Efforts to collect unpaid Hospitality Tax fees and payments will continue on a case-by-case basis.
- When a business is annexed into a municipality which does not have their own Hospitality Tax, the County's Hospitality Tax will be reduced from 2% to 1%, and the payments of the Hospitality Taxes (and penalties) will continue to be remitted to the County.
- If a business that should have been paying Hospitality Taxes but was not paying these taxes is annexed, the County is entitled to seek redress directly from the business for delinquent Hospitality Taxes, including penalties, up to the date of annexation.
- Businesses that are annexed and are subject to Hospitality Taxes for both the annexing city as well as the County, shall remit the Hospitality Taxes directly to the County on the frequency established by the Hospitality Tax ordinance.

## **Independent Contractors**

- Independent contractors, people paid with IRS Form 1099s in which taxes are not withheld, are considered as having their own business and are thus required to obtain their own business license. However, if the activity for which the person is paid some nominal amount does not represent the person's primary, or even secondary, occupation, engaging in the activity shall not be considered "doing business" and no business license is required.

## **Insurance Companies**

- For the purposes of this policy only, an "insurance company" is defined by Richland County to mean any company recognized by the State as an "insurance company" by virtue of being registered with the SC Department of Insurance and by virtue of the company also, though not exclusively, engaging in "insurance company" activities.
- The above conditions include businesses which may be considered Health Maintenance Organizations "HMO's" or other variations.

- All activities, even those not of an “insurance” nature, of any such business covered by the conditions above shall be exempt from paying for a business license for ANY activity by that business. They may be required to obtain a business license, but no fee will be charged for that license.

## **Landlords**

- The rental or leasing of three or more single family unit residential properties is considered “doing business” and requires a business license.
- The rental or leasing of one residential property with three or more residential units located on it is considered “doing business” and requires a business license. (This includes mobile home parks, triplexes, quadraplexes, apartments, etc.)
- The rental or leasing of one or more commercial properties, or any part of a commercial property, is considered “doing business” and requires a business license.

## **NAICS Codes**

- NAICS (North American Industrial Classification System) codes in the BSC database will be updated every five years following the completion of NAICS code reviews by the Census Bureau every five years.  
(See <http://www.census.gov/epcd/www/drnaics.htm#q20>.)

## **New Businesses**

- Businesses obtaining a business license for the first time while operating without a business license shall obtain a business license in accordance with the State Statute of Limitations.

## **Online Convenience Fees**

- Fees charged by the Visa and Mastercard companies to companies which allow their cards to be used either on-site or on their websites, commonly called “convenience fees,” shall be passed on to the cardholder.

## **Payments Short or Over**

- No business licenses shall be issued if the full payment is not received.
- When a check payment is received via mail is less than \$5.00 under the correct amount, the amount that the check is short shall be waived.
- When a check payment received via mail is less than \$5.00 over the correct amount, the amount that the check is over shall be waived and deposited with the regular cash drawer deposit when the cash drawer is closed.
- When a payment is more than \$5.00 over the proper amount, the amount of the overpayment shall be deposited as a credit to the business the following year (if \$50.00 or less overpaid) or refunded to the business (if over \$50.00 overpaid).
- Exceptions to these ranges will only be made if an error is made on the part of the Business Service Center.

## **Payments**

- Any business making a payment with a check that is returned by the bank for any reason will be required to pay with cash or certified funds the following year. This includes any checks that are paid to the Treasurer's Office for payment of Merchant Taxes.
- Payments with deadlines which fall on a Saturday, Sunday, or County holiday may be personally delivered or postmarked on the next business day and not be charged a late fee.

## **Refunds**

- A new business which accidentally pays for a County license rather than a City license may receive a refund in accordance with the State Statute of Limitations.
- If a business requests a refund due to an overpayment, this request must be submitted in writing. An audit will first be conducted of the business to determine the accurate amount of refund due.
- A business which closes, or which never opens, after paying its business license for that year will not be given a refund. A business which moves out of the unincorporated area of Richland County and will not be doing business in the unincorporated area of Richland County will not be given a refund.
- A business which is annexed after being issued a current year business license and will not be doing business in the unincorporated area of Richland County will be given a refund, provided no other funds are due to the County from the business.

- In accordance with the Statute of Limitations, a business which was annexed one or more years prior to the year of discovery shall be refunded its business license fees for no more than the current plus three immediate prior years since annexation as appropriate (assuming the business no longer does business in the unincorporated areas of Richland County).
- No business which has any type of liability to the County, other than real estate property taxes, will be issued a refund until the liability is paid in full. Furthermore, refunds owed to a business with a County liability will be applied to the liability. If the refund exceeds the liability, the remaining balance of the refund will be issued to the business.
- Refunds to be made shall always be made to the business – even in the event that the funds were paid to the County in error and should have been paid to a municipality.
- See also refund policies referenced in policies relating to annexations, Hospitality Taxes, and zoning fees.

## **Smoking Ban**

- Enforcement of the smoking ban shall be conducted on an as-needed and random basis.
- Only commissioned code enforcement officers are qualified to document a violation of the smoking ban, and only after personally witnessing violations will Uniform Ordinance Summons be issued.

## **Students**

- “Students” – defined as people regularly attending a public or accredited school or apprenticeship program to further education or learn a trade (including but not limited to barber, beauty or cosmetology schools; massage schools; or veterinary schools) – who practice their trade or education for which they are attending school and obtain only tips (considered to be 25% or less of the value of the service) in exchange for their service shall not be required to have a business license, as working for tips is not considered as “doing business.”
- However, students practicing their trade or education for which they are attending school and receive revenue (defined as more than 25% of the fair market value of the service) from sales or in exchange for a service provided shall be considered as doing business and are required to obtain a business license.
- Students of a non-profit or State-supported school who (1) practice their trade in exchange for more than 25% of fair market value and (2) whose revenues belong to the students and not to the organization shall (1) not be covered by the organization’s non-profit or 501(c)(3) status or the “political subdivision” status and (2) shall be required to obtain a business license.

## **Uniform Ordinance Summons**

- Tickets may be nolle prossed only with the knowledge and consent of the Director of the Business Service Center.

## **Zoning Fees**

- The zoning review fee will only be refunded if the property is found to be located not in the unincorporated area of the County (i.e., in a municipality or outside Richland County altogether).
- There are no exemptions from paying the zoning fee.

# Richland County Council Request of Action

**Subject**

Business Services Center-Records Retention Schedule [Pages 24-31]

**Reviews**



## Richland County Council Request of Action

**Subject:** Business Service Center – Record Retention Schedules

### **A. Purpose**

County Council is requested to approve the record retention schedules developed by and in cooperation with the SC Department of Archives & History.

### **B. Background / Discussion**

As part of creating and operating the Business Service Center, the staff inventoried each document type that the office generates, collects, uses, or keeps. Staff then reviewed the State Department of Archives & History's record retention schedules for counties to determine what the retention schedules were for each type of record. This comparison resulted in a finding that some document types in the office did not have applicable retention schedules.

While the State long ago established record retention schedules for many municipal operations, the same schedules were not always developed for counties, since most counties, when the schedules were developed, did not include many of the municipal operations. These include business licenses, Hospitality Taxes, Tourism Development Fees, and others. Since counties are unable to use schedules developed for municipalities, retention schedules for some county operations had to be developed.

The Business Service Center coordinated with the State Department of Archives & History to develop the proposed record retention schedules. With the drafts complete, the State now requires the county's governing body to approve them.

The new record retention schedules are attached for your review.

### **C. Financial Impact**

Approving these record retention schedules will have no negative financial impact on the County. Additionally, implementing approved retention schedules will have the positive financial impact of reducing the County's costs associated with storing records.

### **D. Alternatives**

1. Approve the record retention schedules as described.
2. Disapprove the record retention schedules as described. Concerns should be clearly stated so they may be considered by the SC Dept. of Archives & History for possible revision to the schedules.

### **E. Recommendation**

It is recommended that the record retention schedules developed by the SC Dept. of Archives & History be approved.

Recommended by: Pam Davis, Director Department: BSC Date: 11/05/09

## F. Reviews

(Please replace the appropriate box with a ✓ and then support your recommendation in the Comments section before routing on. Thank you!)

### Finance

Reviewed by: Daniel Driggers

Date: 11/09/09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Would recommend that all retention schedules be reviewed periodically as a group to ensure compliance.

### Legal

Reviewed by: Larry Smith

Date: 11-9-09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

### Administration

Reviewed by: Roxanne Ancheta

Date: November 9, 2009

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: It is recommended that the record retention schedules developed by the SC Dept. of Archives & History be approved.



**RICHLAND COUNTY**

**RECORD GROUP NUMBER: 0040**

**BUSINESS SERVICE CENTER**

**15366 BUSINESS LICENSE FILE**

Description:

Applications submitted for approval to operate businesses or change business information in the county. Information includes business name and address, location, classification, license number, gross sales to preceding calendar year, type of application, date, fee, Federal Identification Number, or Social Security Number; Business License: number, date issued, classification location, name of business, and signature of Finance Director; Receipt: date, amount, applicant name, address, class of business or profession, payment type, receipt number and authorized signature; and related correspondence.

Retention:

Business Licenses for Earliest Extant Year and Every Other Year Thereafter:  
**PERMANENT.**

All Other Records: 3 years, then destroy.

**15367 HOSPITALITY TAX ENROLLMENT FORM**

Form used for enrolling new and existing businesses for hospitality tax. Information includes new business or purchasing an existing one, first time enrollment, business name, Federal ID Number or Social Security Number, SC sales and use tax number, physical location, Tax Map Sheet (TMS) number, tax district, mailing address, date business opened, work phone number, business license number, emergency phone number, seasonal business and active months, projected monthly revenue, NAICS (North American Industry Classification System) code, owner, partnership or corporation name, mailing address, work phone number, fax number, email address, hospitality contact information, voucher form preference, signature and title of applicant, hospitality tax enrollment number, payment percentage, frequency, payment voucher status, staff signature, and date.

Retention:

2 years, then destroy.



**15368 HOSPITALITY TAX CERTIFICATION FORM**

Description:

Record of businesses certifying they are exempt from hospitality tax fees given that they do not sell foods or beverages. Information includes business name, hospitality tax number (if applicable), physical address, business license number, business type, NAICS (North American Industry Classification System) code, business phone number, certification statement, title signature, date, sworn date, notary public name, notary public for, commission expiration date, and signature.

Retention:

2 years, then destroy.

**15369 HOSPITALITY TAX UPDATE FORM**

Description:

Form used to gather information on hospitality tax, or exemption from the tax. Information includes business name, doing business as (name as appearing in public), hospitality tax number, percent, frequency, Business license number, Federal Employment Identification Number (FEIN), physical location, business open date, business activity, owner's name, phone, owner's mailing address, contact person for business, title, contact mailing address, contact phone and fax number, information check list, printed name, title, signature, date, sworn date, Notary public name, Notary public for, commission expiration date, and signature.

Retention:

1 year, then destroy.



**15370 PEDDLERS LICENSE APPLICATION**

Description:

Record of persons requesting to operate a street business/peddler business within the county, as defined by county ordinance. Information includes Peddlers License Application Form: Business Information - business name, doing Business as (if different), Federal ID Number/Social Security Number, business license number, date business started, local business phone, emergency phone, NAICS (North American Industry Classification System) code, Type of Business; Peddling Information – type of merchandise to be sold, number of people that will be hawking or peddling, type of peddling requested, location of peddling; contact information – name, title, work phone, emergency phone, business mailing address, corporate mailing address, corporate contact name and title, other affiliated companies, firms, or corporations; signature of applicant, name, title, date, signature of Business Service Center staff, and date; and other related documentation.

Retention:

3 years, then destroy.

**15371 TOURISM DEVELOPMENT FEE REMITTANCE FORM**

Description:

Series used for billing businesses monthly on all gross proceeds resulting from the rental of accommodations within the unincorporated areas of Richland County. Information includes business name and mailing address business license number, Federal ID Number, SC retail tax number month and year, computation of tourism development fee (gross proceeds of sales, allowable deductions for 30 day continuous rentals, adjusted gross, balance due, penalty, total fee and penalty due) signature, title, date, phone number, copy of the State of SC Sales, Use Accommodations, and Local Tax Return, and any other pertinent information requested.

Retention:

3 years, then destroy.



**15372 TOURISM DEVELOPMENT FEE UPDATE FORM**

Description:

Form used to gather information from businesses on tourism development tax. Information includes business name and mailing address business license number, Federal ID Number, SC retail tax number month and year, computation of tourism development fee (gross proceeds of sales, allowable deductions for 30 day continuous rentals, adjusted gross, balance due, penalty, total fee and penalty due) signature, title, date, phone number, copy of the State of SC Sales, Use Accommodations, and Local Tax Return, and any other pertinent information requested.

Retention:

1 year, then destroy.

**South Carolina Department of Archives and History  
Division of Archives and Records Management**

**Guidelines For Understanding And Implementing  
Records Retention Schedules**

The following guidelines describe basic terms related to records retention schedules and define the responsibilities associated with schedule approval and implementation.

**Records Retention Schedule** – A records retention schedule describes one or several records series and indicates the length of time records should be retained prior to final disposition. Schedules are issued to state agencies or local government subdivisions and must be approved in accordance with provisions of the Public Records Act, as amended. Upon approval, the latest retention schedule supersedes any schedule previously approved for the same records series or group of records series.

**Copies** – All official copies of state agency and local government subdivision records must be inventoried, appraised, and scheduled. Convenience and other extra copies do not need a records retention schedule and may be disposed of when no longer needed for reference.

**Legal Retention Requirements** – The approval of schedules by state agencies or local government subdivisions should include a legal review to ensure that retention periods are in compliance with all applicable laws and regulations. In addition, state agencies and local government subdivisions are responsible for ensuring that records are retained for any additional time necessary to fulfill special legal considerations or requirements, such as those related to pending litigation, government investigations, or court orders.

**Confidentiality and Restrictions** – State agencies and local government subdivisions should ensure that confidential records are properly filed, accessed, and disposed of in accordance with federal, state, and local legal requirements.

**Audit Requirements** – State agencies and local government subdivisions are responsible for ensuring that records are retained to comply with all audit requirements.

**Destruction of Records** – Non-microfilmed records destroyed in accordance with approved schedules should be reported to the Department of Archives and History by submitting a copy of the State and Local Government Report of Records Destroyed. A copy of each destruction report should be retained by the state or local office as documentation of records destroyed in accordance with the approved retention schedules. (For information on the disposal of microfilmed records, see Microfilm Applications on reverse side.)

**Records Storage** – Permanent records must be maintained, protected, and preserved in an appropriate environment as required by section 30-1-70 of the Public Records Act, as amended. The State Records Center will accept scheduled semi-active state agency records for temporary storage on a space available basis. It will also receive permanent records scheduled for transfer to the Department of Archives and History.

# Richland County Council Request of Action

**Subject**

Hospitality Tax County Promotions Grant Guidelines and Application Changes [ Pages 32-50 ]

**Reviews**



## Richland County Council Request of Action

**Subject:** Hospitality Tax County Promotions Grant Guidelines and Application Changes

### A. Purpose

County Council is requested to approve changes to the Hospitality Tax County Promotions Grant guidelines and application documents.

### B. Background / Discussion

During the FY 2010 H-Tax Round Two grant process, questions arose concerning the funding split for Hospitality Tax funds between incorporated and unincorporated Richland County. The goal is to use 75% of H-Tax funds for tourism related projects in the areas where County H-tax funds are collected (unincorporated areas of Richland County, the Town of Eastover, and Richland County portions of the Town of Irmo).

It became evident that the applicants and the H-Tax Committee needed further explanation of the funding goal as well as more education on the difference between incorporated and unincorporated Richland County. Potential applicants need to be made aware of these priorities.

Staff reviewed the H-Tax guidelines and applications. These documents did not mention the funding split outlined in the Ordinance, which perhaps explains one reason why so many applications come from the incorporated areas of the County. They also did not truly define the difference between incorporated and unincorporated Richland County.

Staff took this as an opportunity to make changes to these documents that will help the potential applicants understand the purpose and priorities of the grant program which will in turn, produce better applications. These changes will also assist the H-Tax Committee in making recommendations to County Council.

The proposed revised guidelines and application are attached. Staff has highlighted in yellow the areas that have been revised. The “clean” versions follow the highlighted versions.

These changes include:

- Language that clarifies funding priorities and clearly defines the difference between incorporated and unincorporated Richland County.
- An Outline of the grant process and clear descriptions of each step to assist potential applicants and the H-Tax Committee to understand all eligibility requirements, priorities, and evaluation methods.
- More room on the application to describe program/project details and a brief marketing plan.
- The addition of a sample budget and budget justification that will give the Committee and Council more detail on how these funds will be spent.

Staff hopes that these changes will encourage more organizations to bring activities out in to the unincorporated areas of the County, and reduce the number of applications with events that just take place in incorporated areas of the County where the Richland County Hospitality Tax is not collected.

Staff will conduct a grant writing workshop for applicants in January to review these changes, and offer a training session for the H-Tax Committee. Our goal is to make all parties aware of the funding priorities.

### C. Financial Impact

This request has no financial impact other than distributing grant funds according to priorities set by Richland County Council.

### D. Alternatives

1. Approve the request to amend the grant guidelines and application for the Hospitality Tax County Promotions grant program.
2. Suggest alternate amendments.
3. Do not approve.

### E. Recommendation

It is recommended that County Council approve this request to amend the grant guidelines and application for the Hospitality Tax County Promotions grant program. These changes will make it clear to potential applicants that Richland County has set funding priorities that encourage projects and programs that take place in areas where Richland County H-Tax is collected. These changes also make grantees more accountable for how they use tax funds.

Recommended by: Sara Salley, Grants Manager Dept: Administration Date: 11-16-09

### F. Reviews

(Please ***SIGN*** your name, ✓ the appropriate box, and support your recommendation before routing. Thank you!)

#### Finance

Reviewed by: Daniel Driggers

Date: 11/18/09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: No recommendation this is a funding policy decision for Council. The item received first reading on 11/17/09

#### Legal

Reviewed by: Larry Smith

Date: 11-18-09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

**Administration**

Reviewed by: Roxanne M. Ancheta

Date: November 18, 2009

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: It is recommended that County Council approve this request to amend the grant guidelines and application for the Hospitality Tax County Promotions grant program. These changes will make it clear to potential applicants that Richland County has set funding priorities that encourage projects and programs that take place in areas where Richland County Hospitality Taxes are collected. These changes also make grantees more accountable for how they use tax funds. There is no financial impact associated with this request. These amendments will merely CLARIFY the guidelines for the applicants, and hold grantees more ACCOUNTABLE for the use of the Hospitality Tax funds.



## RICHLAND COUNTY HOSPITALITY TAX FUND GUIDELINES FOR DISTRIBUTION OF COUNTY PROMOTIONS FUNDS: ROUND ONE FY 2010 –2011

**NOTE: Please read all guidelines carefully! The guidelines and application have changed.**

### **PROGRAM DESCRIPTION**

Promotion Grants are funded through Hospitality Tax (H-Tax) revenues collected in **unincorporated** Richland County as well as incorporated (municipal) areas of the Town of Irmo which lie in Richland County and the entire incorporated (municipal) area of the Town of Eastover. These funds may be used for tourism related events and programs in Richland County, with a priority of funding projects in those areas where H-Tax funds are collected. Please pay close attention to grant guidelines as they explain organization and program eligibility as well as funding priorities.

On May 6, 2003, Richland County Council passed an ordinance establishing a two-percent (2%) H-Tax on all prepared food and beverages sold in the unincorporated areas of Richland County. On April 7, 2009, County Council passed an amendment to the ordinance to temporarily reduce the H-Tax to 1% (one percent) in the unincorporated areas of Richland County. The proceeds from this tax are to be used for the dedicated purpose of promoting tourism in Richland County. The County Promotions program is a competitive grants program that provides H-Tax funds to eligible organizations.

On July 24, 2007, Richland County Council voted to modify the County Promotions Competitive Grant award cycle from one annual cycle to two cycles (rounds) per year. The following information details the requirements for FY 2010-2011:

**Round One:** For projects occurring between July 1, 2010 and June 30, 2011  
**(Application Deadline: February 26, 2010)**

**Round Two:** For projects occurring between January 1, 2011 and June 30, 2011  
**(Application Deadline: August 27, 2010)**

**Please Note:** The Hospitality Advisory Committee has the right to defer Round One applications to Round Two if their program falls between January 1 and June 30, 2011. Organizations that receive funding in Round One are **not** eligible to apply for Round Two funding.

### **ALLOCATION REQUIREMENTS**

The Richland County Hospitality Tax Ordinance provides for the annual distribution of H-Tax revenues to the following agencies and programs:

- Columbia Museum of Art
- Historic Columbia Foundation
- EdVenture Children's Museum
- **County Promotions (Competitive Grants Program)**

June 12, 2009, Richland County Council amended the Hospitality Tax Ordinance to state: For the amounts distributed under the County Promotions program, funds will be distributed with a goal of seventy-five percent (75%) dedicated to **organizations and projects that generate tourism in the**

**unincorporated areas of Richland County and in municipal areas where Hospitality Tax revenues are collected by the county.** These shall include:

- a. Organizations that are physically located in the areas where the county collects Hospitality Tax revenues, provided the organization also sponsors projects or events within those areas;
- b. Organizations that are not physically located in the areas where the county collects Hospitality Tax Revenues; however, the organization sponsors projects or events within those areas; and
- c. Regional marketing organizations whose primary mission is to bring tourists to the region, including the areas where the county collects Hospitality Tax Revenues.

**COUNTY PROMOTIONS GRANT TIMELINE – ROUND ONE**

Request for applications	January – February 2010
Grant Workshop for Applicants	January 2010 (Date TBA)
Application due date (5:00 PM)	February 26, 2010
H-Tax Committee meeting & applicant presentations	March –April 2010 (Date TBA)
Committee recommendations go to County Council	May 2010
County Council budget process	May – June 2010
Budget public hearing	June 2010 (Date TBA)
Grant award notifications	End of June 2010

**COUNTY PROMOTIONS GRANT PROCESS**

To be considered for funding, an application must be received by the published funding round deadline. Once all applications for H-Tax County Promotions Grant funds are received by Richland County and eligibility is verified, they will be forwarded to the Hospitality Tax Advisory Committee for review.

Applicants will be required to deliver a five (5) minute presentation on their program to the Committee in March or early April. The date will be announced as soon as possible.

The Committee will review and score each application based on the evaluation measures described below. Applications will be ranked based on the scores and the Committee will determine funding recommendations. The Committee will submit its funding recommendations to the county for review by County Council. County Council makes all funding decisions; however, the Council relies heavily on the recommendations of the Committee.

Any Hospitality Tax revenue not distributed to the agencies or programs specified in the Hospitality Tax Ordinance may be distributed as directed by County Council for projects related to tourism development, including, but not limited to the Township Auditorium, Regional Sports Complex, Recreation Capital Improvements, and Riverbanks Zoo and Gardens.

Funding of all projects is entirely dependent upon H-Tax funds being received by Richland County.

**ORGANIZATION ELIGIBILITY REQUIREMENTS**

Applicant organizations must have been in existence for at least one (1) year prior to requesting funds.

All applicants must provide proof of their federal employer identification number as registered with the Internal Revenue Service.

Applicants must provide proof of their non-profit status and fall into one of the following categories:

- Organizations exempt from federal income tax under Section 501(C)(3) of the Internal Revenue Code and whose primary goal is to attract additional visitors through tourism promotion. The letter of exemption from the Internal Revenue Service must accompany your proposal.
- Destination Marketing Organizations, which are recognized non-profit organizations charged with the responsibility of marketing tourism for their specific municipalities, counties or regions, such as Chambers of Commerce, Convention and Visitors Bureaus and Regional Tourism Commissions.

Richland County will not award H-Tax funds to individuals, fraternity organizations, religious organizations, or organizations that support and/or endorse political campaigns.

### **CRITERIA FOR PROJECT ELIGIBILITY**

As required by the Hospitality Tax Ordinance, projects to be funded by Hospitality Tax funds must result in the attraction of tourists to Richland County.

Priority will be given to projects that demonstrate a benefit to **unincorporated** Richland County or regional marketing efforts that draw tourists to the area, especially those areas where Richland County collects Hospitality Tax (Unincorporated Richland County, Town of Eastover and the Richland County portions of the Town of Irmo).

If you are not sure if your program or organization is located in incorporated or unincorporated Richland County, please call the Grants Office for assistance at 803.576.2069.

Each application/proposed project will be reviewed individually to determine the potential impact it will have for tourism in unincorporated Richland County.

### **FUNDING PRIORITIES/ELIGIBLE EXPENDITURES**

Priority will be given to projects that:

- Promote dining at restaurants, cafeterias, and other eating and drinking establishments where Richland County collects Hospitality Tax (Unincorporated Richland County, Town of Eastover and the Richland County portions of the Town of Irmo);
- Generate overnight stay in **unincorporated** Richland County's lodging facilities; and
- Promote and highlight **unincorporated** Richland County's historic and cultural venues, recreational facilities and events, and the uniqueness and flavor of the local community.

Funds will be distributed with a goal of seventy-five percent (75%) dedicated to **organizations and projects that generate tourism in the unincorporated areas of Richland County and in municipal areas where Hospitality Tax revenues are collected by the county (Unincorporated Richland County, Town of Eastover and the Richland County portions of the Town of Irmo)**.

**County Promotions grant funds are to be used for tourism related expenses only.**

### **APPLICATION PACKAGE**

In order to be considered for funding, applicants must submit a complete application package for the H-Tax County Promotions grant program. This includes:

- Competed and signed application form (<http://www.rcgov.us/Business/Hospitality.asp>).

- **Required Attachments:**
  - Budget and budget justification (See application for template.)
  - Letter from IRS confirming 501(C)(3) status (current letter from SC Secretary of State confirming non-profit status is also acceptable)
  - Organization's Current Board Members/Directors
  - Organization's latest audited financial statement

Applicants must provide six (6) copies of the complete application package, including one original (7 packages total) to Richland County. To save paper, please provide only one (1) copy of the audited financial statement.

Please submit only the required elements secured with a binder clip. Folders, report covers, binders, brochures, pictures, newsletters and other items will be discarded.

Applications may be mailed in or hand delivered by 5:00 p.m. February 26, 2010. Emailed or faxed applications will not be accepted. Due dates are not post mark dates. Applications must be received by 5:00 pm or they will not be considered for funding.

Mail: Richland County Grants Office, Attn: Sara Salley, PO Box 192, Columbia, SC 29202  
 Hand Deliver: Richland County Administrator's Office, 2020 Hampton Street, 4<sup>th</sup> floor, Suite 4069, Columbia, SC 29204 .

## **APPLICATION EVALUATION**

Staff will indicate the eligibility of the individual application for review and include comments on any deemed ineligible. All applications will then be forwarded to the Hospitality Tax Advisory Committee for review.

The Committee will use the following evaluation criteria to evaluate applications and proposed projects. The individual factors are important in project evaluation, as they are an indication of the degree to which the proposed project will contribute to the tourism in Richland County. These factors, with their corresponding point values, are:

### **Thoroughness of Proposal:** 5 points maximum

All required forms and application are complete and submitted on time. Responses are clear and complete. Budget is complete. Support Documents are provided.

### **Project Design:** 65 points maximum

- **Benefit to Tourism:** Does the project promote tourism in the areas of the County in which Richland County Hospitality Taxes are collected? Will it promote a positive image for the County? Will it attract visitors, build new audiences and encourage tourism expansion in the areas of the County in which Richland County Hospitality Taxes are collected? Will it increase awareness of the County's amenities, history, facilities, and natural environment in the areas of the County in which Richland County Hospitality Taxes are collected? (15 Points)
- **Benefit to the Community:** How will this project benefit the citizens of Richland County? Will the project benefit unincorporated Richland County? Who will attend the event? How many visitors will the event serve? (A visitor is defined by someone who travels at least 10 miles to attend the event.) (10 Points)
- **Innovation:** Is this project unusual or unique? Does it move an existing program in a new direction? (10 Points)

- **Community Support:** Does the project have broad-based community appeal or support? What is the evidence of need for this project in the County? (10 Points)
- **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? (10 Points)
- **Management Capability:** Does the applicant organization demonstrate an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production? If this organization has received Richland County Hospitality Tax funding previously, was the project successful? (10 Points)

**Economic Impact & Accountability: 30 points maximum**

- **Reliable Tracking Mechanism:** Surveys, License Plates, etc. (10 Points)
- **Expected Revenue Generated:** What are the projected direct and indirect dollar expenditures by visitors/tourists? What is the estimated number of meals consumed? Are any overnight stays anticipated? (10 Points)
- **Reasonable Cost / Benefit Ratio:** Does the benefit of the project (i.e. number of tourists estimated; expected revenue generated) exceed the cost of the project? Is this project “worth” its cost? (10 Points)

**AWARD NOTIFICATION**

Once the fiscal year 2010 – 2011 Richland County budget is approved, the Grants Manager will notify all applicant organizations of the funding outcome in writing. Awards will be available for reimbursement beginning July 1, 2010. Quarterly reimbursement requests must be submitted in writing or via email. Final reports for the previous fiscal year, if applicable, must be received before payments are released.

**REPORTING REQUIREMENTS**

At the completion of the grant funded project, Richland County requires grantees to complete a final report for H-Tax County Promotions funds. This report will be due one month after the grant project has been completed. Reports for the previous year, if applicable, must be on file prior to drawing down of current year funds. The report may be found on the Richland County website at (<http://www.rcgov.us/Business/Hospitality.asp>).

Grantees must acknowledge the receipt of H-Tax County Promotions funding by including the Richland County Government logo, or by listing “Richland County Government” on all program/project advertising, marketing and promotional materials. Examples of this must be included in your final report.

**FREEDOM OF INFORMATION ACT NOTICE**

Please be advised that all materials submitted for H-Tax County Promotions grant funding are subject to disclosure based on the Freedom of Information Act (FOIA).

**CONTACT**

Please feel free to contact the Grants Office with questions regarding your application.  
 Sara Salley, Grants Manager  
 PO Box 192  
 Columbia, SC 29202  
 803.576.2069  
[Salleys@rcgov.us](mailto:Salleys@rcgov.us)



**CLEAN VERSIONS OF THE  
PROPOSED GUIDELINES  
AND APPLICATION  
FOLLOW.**



**RICHLAND COUNTY HOSPITALITY TAX FUND  
GUIDELINES FOR DISTRIBUTION OF COUNTY PROMOTIONS FUNDS  
ROUND ONE FY 2010 –2011**

**NOTE: Please read all guidelines carefully! This program has changed.**

**PROGRAM DESCRIPTION**

Promotion Grants are funded through Hospitality Tax (H-Tax) revenues collected in **unincorporated** Richland County as well as incorporated municipal areas of the Town of Irmo which lie in Richland County and the entire incorporated municipal area of the Town of Eastover. These funds may be used for tourism related events and programs in Richland County, with a priority of funding projects in those areas where H-Tax funds are collected. Please pay close attention to grant guidelines as they explain organization and program eligibility as well as funding priorities.

On May 6, 2003, Richland County Council passed an ordinance establishing a two-percent (2%) H-Tax on all prepared food and beverages sold in the unincorporated areas of Richland County. On April 7, 2009, County Council passed an amendment to the ordinance to temporarily reduce the H-Tax to 1% (one percent) in the unincorporated areas of Richland County. The proceeds from this tax are to be used for the dedicated purpose of promoting tourism in Richland County. The County Promotions program is a competitive grants program that provides H-Tax funds to eligible organizations.

On July 24, 2007, Richland County Council voted to modify the County Promotions Competitive Grant award cycle from one annual cycle to two cycles (rounds) per year. The following information details the requirements for FY 2010-2011:

**Round One:** For projects occurring between July 1, 2010 and June 30, 2011  
(Application Deadline: **February 26, 2010**)

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**ALLOCATION REQUIREMENTS**

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- Historic Columbia Foundation
- EdVenture Children's Museum
- **County Promotions (Competitive Grants Program)**

June 12, 2009, Richland County Council amended the Hospitality Tax Ordinance to state:

For the amounts distributed under the County Promotions program, funds will be distributed with a goal of seventy-five percent (75%) dedicated to **organizations and projects that generate tourism in the unincorporated areas of Richland County and in municipal areas where Hospitality Tax revenues are collected by the county.** These shall include:

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**COUNTY PROMOTIONS GRANT PROCESS**

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Applicants will be required to deliver a five (5) minute presentation on their program to the Committee in March or early April. The date will be announced as soon as possible.

The Committee will review and score each application based on the evaluation measures described below. Applications will be ranked based on the scores and the Committee will determine funding recommendations. The Committee will submit its funding recommendations to the county for review by County Council. County Council makes all funding decisions; however, the Council relies heavily on the recommendations of the Committee.

Any Hospitality Tax revenue not distributed to the agencies or programs specified in the Hospitality Tax Ordinance may be distributed as directed by County Council for projects related to tourism development, including, but not limited to the Township Auditorium, Regional Sports Complex, Recreation Capital Improvements, and Riverbanks Zoo and Gardens.

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Applicant organizations must have been in existence for at least one (1) year prior to requesting funds.

All applicants must provide proof of their federal employer identification number as registered with the Internal Revenue Service.

Applicants must provide proof of their non-profit status and fall into one of the following categories:

- Organizations exempt from federal income tax under Section 501(C)(3) of the Internal Revenue Code and whose primary goal is to attract additional visitors through tourism promotion. The letter of exemption from the Internal Revenue Service must accompany your proposal.
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Richland County will not award H-Tax funds to individuals, fraternity organizations, religious organizations, or organizations that support and/or endorse political campaigns.

**CRITERIA FOR PROJECT ELIGIBILITY**

As required by the Hospitality Tax Ordinance, projects to be funded by Hospitality Tax funds must result in the attraction of tourists to Richland County.

Priority will be given to projects that demonstrate a benefit to **unincorporated** Richland County or regional marketing efforts that draw tourists to the area, especially those areas where Richland County collects Hospitality Tax (Unincorporated Richland County, Town of Eastover and the Richland County portions of the Town of Irmo).

If you are not sure if your program or organization is located in incorporated or unincorporated Richland County, please call the Grants Office for assistance at 803.576.2069.

Each application/proposed project will be reviewed individually to determine the potential impact it will have for tourism in unincorporated Richland County.

#### FUNDING PRIORITIES/ELIGIBLE EXPENDITURES

Priority will be given to projects that:

- Promote dining at restaurants, cafeterias, and other eating and drinking establishments where Richland County collects Hospitality Tax (Unincorporated Richland County, Town of Eastover and the Richland County portions of the Town of Irmo);
- Generate overnight stay in **unincorporated** Richland County's lodging facilities; and
- Promote and highlight **unincorporated** Richland County's historic and cultural venues, recreational facilities and events, and the uniqueness and flavor of the local community.

Funds will be distributed with a goal of seventy-five percent (75%) dedicated to **organizations and projects that generate tourism in the unincorporated areas of Richland County and in municipal areas where Hospitality Tax revenues are collected by the county (Unincorporated Richland County, Town of Eastover and the Richland County portions of the Town of Irmo).**

County Promotions grant funds are to be used for tourism related expenses only.

#### APPLICATION PACKAGE

In order to be considered for funding, applicants must submit a complete application package for the H-Tax County Promotions grant program. This includes:

- Completed and signed application form (<http://www.rcgov.us/Business/Hospitality.asp>).
- Required Attachments:
  - Budget and budget justification (See application for template.)
  - Letter from IRS confirming 501(C)(3) status (current letter from SC Secretary of State confirming non-profit status is also acceptable)
  - Organization's Current Board Members/Directors
  - Organization's latest audited financial statement

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Please submit only the required elements secured with a binder clip. Folders, report covers, binders, brochures, pictures, newsletters and other items will be discarded.

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#### APPLICATION EVALUATION

Staff will indicate the eligibility of the individual application for review and include comments on any deemed ineligible. All applications will then be forwarded to the Hospitality Tax Advisory Committee for review.

The Committee will use the following evaluation criteria to evaluate applications and proposed projects. The individual factors are important in project evaluation, as they are an indication of the degree to which the proposed project will contribute to the tourism in Richland County. These factors, with their corresponding point values, are:

**Thoroughness of Proposal:** 5 points maximum

All required forms and application are complete and submitted on time. Responses are clear and complete. Budget is complete. Support Documents are provided.

**Project Design:** 65 points maximum

- **Benefit to Tourism:** Does the project promote tourism in the areas of the County in which Richland County Hospitality Taxes are collected? Will it promote a positive image for the County? Will it attract visitors, build new audiences and encourage tourism expansion in the areas of the County in which Richland County Hospitality Taxes are collected? Will it increase awareness of the County's amenities, history, facilities, and natural environment in the areas of the County in which Richland County Hospitality Taxes are collected? (15 Points)
- **Benefit to the Community:** How will this project benefit the citizens of Richland County? Will the project benefit unincorporated Richland County? Who will attend the event? How many visitors will the event serve? A visitor is defined by someone who travels at least 10 miles to attend the event. (10 Points)
- **Innovation:** Is this project unusual or unique? Does it move an existing program in a new direction? (10 Points)
- **Community Support:** Does the project have broad-based community appeal or support? What is the evidence of need for this project in the County? (10 Points)
- **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? (10 Points)
- **Management Capability:** Does the applicant organization demonstrate an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production? If this organization has received County Hospitality Tax funding previously, was the project successful? (10 Points)

**Economic Impact & Accountability:** 30 points maximum

- **Reliable Tracking Mechanism:** Surveys, License Plates, etc. (10 Points)
- **Expected Revenue Generated:** What are the projected direct and indirect dollar expenditures by visitors/tourists? What is the estimated number of meals consumed? Are any overnight stays anticipated? (10 Points)
- **Reasonable Cost / Benefit Ratio:** Does the benefit of the project (i.e. number of tourists estimated; expected revenue generated) exceed the cost of the project? Is this project "worth" its cost? (10 Points)

**AWARD NOTIFICATION**

Once the fiscal year 2010 – 2011 Richland County budget is approved, the Grants Manager will notify all applicant organizations of the funding outcome in writing. Awards will be available for reimbursement beginning July 1, 2010. Quarterly reimbursement requests must be submitted in writing or via email. Final reports for the previous fiscal year, if applicable, must be received before payments are released.

**REPORTING REQUIREMENTS**

At the completion of the grant funded project, Richland County requires grantees to complete a final report for H-Tax County Promotions funds. This report will be due one month after the grant project has been completed. Reports for the previous year, if applicable, must be on file prior to drawing down of current year funds. The report may be found on the Richland County website at (<http://www.rcgov.us/Business/Hospitality.asp>).

Grantees must acknowledge the receipt of H-Tax County Promotions funding by including the Richland County Government logo, or by listing "Richland County Government" on all program/project advertising, marketing and promotional materials. Examples of this must be included in your final report.

**FREEDOM OF INFORMATION ACT NOTICE**

Please be advised that all materials submitted for H-Tax County Promotions grant funding are subject to disclosure based on the Freedom of Information Act (FOIA).

**CONTACT**

Please feel free to contact the Grants Office with questions regarding your application.

Sara Salley, Grants Manager  
PO Box 192  
Columbia, SC 29202  
803.576.2069  
[Salleys@rcgov.us](mailto:Salleys@rcgov.us)



**HOSPITALITY TAX COUNTY PROMOTIONS APPLICATION**  
**Round One Funding for FY2010-2011 (July 1, 2010 – June 30, 2011)**  
**PLEASE DO NOT ALTER APPLICATION FORM OR USE FONT SIZES**  
**SMALLER THAN 10 PT.**

DATE:	FEDERAL ID:
ORGANIZATION:	
MISSION STATEMENT:	
CONTACT:	TITLE:
ORGANIZATION ADDRESS:	
PHONE:	EMAIL:
PROJECT TITLE:	
TOTAL AMOUNT REQUESTED: \$	TOTAL PROJECT COST: \$
PROJECT START DATE:	PROJECT END DATE:
PROJECT/PROGRAM DESCRIPTION (Add one (1) additional sheet if needed):	

BENEFIT TO TOURISM IN UNINCORPORATED RICHLAND COUNTY AND MUNICIPAL AREAS WHERE H-TAX IS COLLECTED (See Guidelines for a description of H-Tax areas)

BENEFIT TO COMMUNITY IN WHICH PROJECT WILL BE HELD:

INNOVATIVE ASPECTS OF PROJECT:

PARTNER/COMMUNITY SUPPORT FOR PROJECT:

BRIEFLY OUTLINE PROJECT MARKETING PLAN:

MANAGEMENT CAPABILITY TO MAKE THIS PROJECT SUCCESSFUL:

TRACKING MECHANISM USED TO DETERMINE SUCCESS OF PROJECT:

WHICH OF THE FOLLOWING DESCRIBES THE PHYSICAL LOCATION OF YOUR ORGANIZATION? (SELECT ONE)

- Unincorporated Richland County
- Town of Eastover or Town of Irmo (Richland County portion only)
- City of Columbia, City of Forest Acres, Town of Blythewood, or Town of Arcadia Lakes
- Outside of Richland County \_\_\_\_\_

WHICH OF THE FOLLOWING BEST DESCRIBES THE PHYSICAL LOCATION OF THE PROJECT(S) FOR WHICH YOU ARE SEEKING FUNDING? (SELECT ONE)

- The project(s) will take place PRIMARILY in areas where Richland County collects hospitality tax funds. These areas include unincorporated Richland County, and the Towns of Eastover and Irmo (Richland County portion only).
- The project(s) will take place PRIMARILY in areas where a municipality collects hospitality tax funds. These areas include the City of Columbia, City of Forest Acres, Town of Blythewood, and Town of Arcadia Lakes.
- The projects(s) will be undertaken by a regional marketing organization whose primary mission is to promote and bring tourists to the region. (Examples may include Convention Centers, Visitors Bureaus, Regional Tourism Agencies and Chambers of Commerce)
- Other \_\_\_\_\_

PROGRAM LOCATIONS: Please list the address(es), if known, of all program locations that will be funded through H-Tax grant funds.

HOW MANY MEALS CONSUMED AT ESTABLISHMENTS IN **UNINCORPORATED RICHLAND COUNTY** ARE PROJECTED TO BE ADDED AS A DIRECT RESULT OF THIS PROJECT? (Please attach a brief work paper indicating your analysis.): \_\_\_\_\_

COST/BENEFIT RATIO:

REQUEST PERCENTAGE OF TOTAL PROJECT BUDGET:

Complete the following:

The requested amount of \$ \_\_\_\_\_ is \_\_\_\_\_ % of the total project expenses.

Signature of Chairman of Board of Directors:

Date:

Signature of Executive Director:

Date:



**REQUIRED ATTACHMENTS: Please send one copy of each.**

- A. Budget and budget justification (See template below)
- B. Letter from IRS confirming 501(C)(3) status (current letter from SC Secretary of State confirming non-profit status is also acceptable)
- C. Organization's Current Board Members/Directors
- D. Organization's latest financial statement.

Please do not attach newsletters, promotional items or flyers.

**BUDGET:**

**On a separate sheet**, attach a budget for project(s) listed in this application (not organization budget). The budget should reflect in financial terms the actual costs of achieving the objectives of the project(s) you propose in your application narrative.

Please use the sample budget below as template for your project's budget. The project expenses section may or may not contain all of the listed "Budget Categories," depending on the size and type of project you propose. **H-Tax County Promotions funds are to be used for tourism related expenses only.**

Under project revenues, list known and anticipated funding sources, including any that are pending. Be sure to include the Richland County request in this list. Also include any in-kind contributions under project revenues.

**SAMPLE BUDGET: 2010 Celebration Festival**

<u>Project Expense Category</u>	<u>Grant Funds</u>	<u>Other Sources</u>	<u>Total</u>
Salary	N/A	\$ 17,000	\$ 17,000
Fringe Benefits	N/A	\$ 1,000	\$ 1,000
Travel/Lodging	N/A	\$ 0	\$ 0
Equipment	N/A	\$ 2,000	\$ 2,000
Event Expense (rentals, AV, venue)	\$ 2,000	\$10,000	\$ 12,000
Postage/Supplies	\$ 750	\$ 2,000	\$ 2,750
Contractual	\$ 6,000	\$ 6,000	\$ 12,000
Construction	N/A	\$ 0	\$ 0
Marketing/Advertising	\$ 3,250	\$ 10,000	\$ 13,250
Printing	\$ 2,000	\$ 4,000	\$ 6,000
<b>Total</b>	<b>\$ 14,000</b>	<b>\$ 52,000</b>	<b>\$ 66,000</b>

<u>Income Source(s)</u>	<u>Amount</u>	<u>Pending/Received</u>
Richland County H-Tax Grant	\$ 14,000	Pending
Corporate Sponsorship	\$ 20,000	Received
City of Columbia H-Tax Grant	\$ 20,000	Pending
Ticket Sales	\$ 2,000	Pending
XYZ Foundation Grant	\$ 5,000	Received
Organization Operating Income	\$ 5,000	Received
<b>Total</b>	<b>\$ 66,000</b>	

**Budget Justification (Grant Funds Only)** - Please include a brief 1-2 sentence description for each category included as a budget. For example:

Event Expenses - \$500 tent rental for one day, \$1,000 AV equipment rental, \$500 refreshments

Postage Supplies - \$750 postage for mailing postcards to county residents

Contractual - hire 2 bands for the event @ \$3,000 each

Marketing/Advertising - \$250 Print ad in The Free Times, \$2000 TV ads on WIS, and \$1,000 radio ads on WXYR

Printing - \$2,000 post cards to be mailed to County residents announcing event

**Please contact the Grants Office at 576-2069 if you have any questions regarding your program application or budget.**

**APPLICATION CHECKLIST – This sheet is not part of the application, but a tool to assist you in preparing your application.**

**Required Elements:**

- Completed each section of the H-Tax County Promotions Grant Application. Please do not use font sizes lower than 10 point. Anything smaller makes it difficult for reviewers to read.
- Board Chair signed and dated the application
- Executive Director signed and dated the application
- On separate sheet(s), used the budget template to outline the program/project budget and justification
- Attached Proof of Nonprofit Status (IRS or Secretary of State)
- Attached list of current Board of Directors
- Attached latest financial statement
- Attached additional one-page project description (OPTIONAL) - one side only using 1 inch margins and at least 10 point font.

**Application Packet**

- Made a copy to keep on file (applicant organization)
- Prepared 6 copies of the application, including the original to send to Richland County
- Secured each application with a paper clip or binder clip - no staples or report folders, please

**REMINDERS**

The Application deadline is 5:00 pm Friday, February 26, 2010. Late applications will NOT be accepted. Richland County does NOT accept applications sent via fax or email.

**Mail Application to:**  
Richland County Administrator's Office  
Attn: Sara Salley  
PO Box 192  
Columbia, SC 29202

**Hand Deliver Application to:**  
Richland County Administrator's Office  
Attn: Sara Salley  
2020 Hampton Street, Suite 4069  
Columbia, SC 29204

If awarded funding, you will be required to request quarterly payments in writing. When requesting funds, you **must submit a balance sheet and expenditure summary** at the end of the preceding quarter/year, whichever is applicable.

**PREVIOUS YEAR GRANTEES**

If you received funding for fiscal year 2009-2010, please send in your final report form no later than July 31. You will not be able to receive 2010-2011 funding until Richland County has received this report. Report forms can be found at <http://www.rcgov.us/Business/Hospitality.asp>. You may mail reports to the address above.

**QUESTIONS**

Call 803.576.2069 or email [salleys@rcgov.us](mailto:salleys@rcgov.us) if you have any questions concerning the application process or the H-Tax County Promotions grant program.

# Richland County Council Request of Action

**Subject**

\$100,000 Hospitality Tax Allocation Recommendations, Public Information [Pages 51-62]

**Reviews**

## Richland County Council Request of Action

**Subject:** 100,000 Hospitality Allocation Recommendations, Public Information

**A. Purpose**

Richland County Council is requested to approve a recommended hospitality tax allocation for \$100,000 for the marketing and promotion of tourist related activities in unincorporated Richland County

**B. Background / Discussion** -In June of 2009, Richland County Council appropriated \$100,000 in hospitality taxes for the marketing and promotion of tourist-related activities in unincorporated Richland County. Richland County Public Information Staff was requested to present council with a comprehensive promotions plan in the fall, with the allocation being contingent upon approval of the recommendations.

**C. Financial Impact**

The \$100,000 was included in the council's approved fiscal 2010 budget. Attached is a comprehensive list of events/promotions recommended for funding

**D. Alternatives**

Council may choose to:

1. Approve the hospitality request as recommended
2. Not approve the hospitality request as recommended

**E. Recommendation**

It is recommended that council approve the request to approve the allocation and recommendations for the hospitality tax monies. The attached list is comprehensive and takes into consideration all regions of unincorporated Richland County.

Recommended by: Stephany Snowden  
Date: November 11<sup>th</sup> 2009

Department: Public Information

**F. Reviews**

(Please **SIGN** your name, ✓ the appropriate box, and support your recommendation before routing. Thank you!)

**Finance**

Reviewed by: Daniel Driggers

Date:

Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

**Legal**

Reviewed by: Larry Smith

Date: 11/20/09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Left to Council's discretion.

**Administration**

Reviewed by:

Date: 11-20-09

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Recommend that the Committee review the enclosed draft and provide feed-back to staff. The information gathered can then be incorporated into the overall plan for action at next month's Committee meeting.

J. Milton Pope  
County Administrator

# Request for Funding

## Of

### The Jim Hamilton – L.B. Owens Airport Marketing and Outreach Initiative

#### **Background**

The Richland County Council allocated 100,000 in hospitality funding in order to help market and promote Richland County as a destination for business, recreation, and entertainment. In turn, the Public Information Office has asked for recommendations from various departments and entities regarding specific programs and areas in which this money could be used to have a profound and positive impact thus fulfilling the intent of the Richland County Council.

#### **Discussion**

The Jim Hamilton – L.B. Owens Airport Marketing and Outreach Initiative is an excellent example of how these funds can be used to generate interest in this region of the Midlands and to showcase one of the primary tools available to Richland County for continued economic development and for promoting recreation and tourism in the area.

#### **Quick Facts**

- Columbia’s Downtown Airport has been in existence since 1938
- The Airport experienced substantial growth over several decades and is now home to over 115 aircraft and supports over 55,000 aircraft operations annually making this airport one of the busiest general aviation airports in South Carolina and a reliever airport to Columbia Metro
- Regular airport activities include flight training, recreational flying, law enforcement, medical transport, Civil Air Patrol, traffic reporting, business charters, and various other services related to the health, welfare, and safety of the community.
- The Hamilton – Owens Airport continues to play a vital role in supporting many of the region’s business and government-related travelers by providing a downtown destination to over 50,000 itinerant visitors annually
- The activity at the Jim Hamilton – L.B. Owens Airport is directly responsible for nearly \$15 million annually in total economic impact to the local area

#### **Request for Funds**

The Airport Director respectfully requests \$12,000 to help fund the Jim Hamilton – L.B. Owens Marketing Initiative. The program consists of three major areas: enhanced web presence, print media and advertising, and community outreach.

The details of this request are as follows:

- Enhanced Web Presence - \$4,000
- Print Media and Advertising - \$4,000
- Community Outreach - \$4,000



**Columbia City Ballet: Proposal for Richland County Funding**

Project: Sunday Ballet at the Village at Sandhills during the 2009-2010 Season

Amount Requested: \$20,000 for 8 outdoor performance events highlighting the 2009-10 Season

Description: Patrons of the Village at Sandhills will be treated to stars of the Columbia City Ballet’s professional company performing excerpts of the season’s productions approximately 2 weeks prior to the Koger Center performances.

Technical Director and crew will provide a marley dance floor, sound equipment, and other needed props at the Village at Sandhills in a high-traffic area intended to accommodate a large crowd. Dancers will be supported by their Artistic Director, William Starrett, Company Manager, and costume staff. Administrative staff will have comprehensive promotional packets and season information for patrons, and will hold contests or raffles for giveaways such as ballet tickets and t-shirts.

Dancers will perform two 35-minute excerpts from the upcoming Columbia City Ballet production beginning at 3pm and 4pm.

Performance dates:

January 24, 2010: **Selections from the critically acclaimed Cleopatra**

March 7, 2010: **The FIRST Glimpse of the World Premiere of The Little Mermaid**

February, 2010 : **Black History Month Presentation – Off The Wall and Onto the Stage**

The Columbia City Ballet would love to be a part of promoting the Village at Sandhills and the arts and culture that the community has to offer. Dancing excerpts from The Nutcracker at the Village at Sandhills in the past seasons has been extremely successful, and patrons were delighted to see the dancers up close and previews of performances before they premiere at the Koger Center. We believe these special performances will be an amazing booster for the Village at Sandhills, especially the Nutcracker performances on the busiest shopping day of the year.

As a part of promoting these events, the Columbia City Ballet staff will supply logos, pictures, and other information for any promotional advertising by the Village at Sandhills or Richland County. We will add these performances to our website with any applicable links and keep our interactive web community abreast of performances via Facebook and Twitter. In addition, these performances will be promoted in our newsletters, which go out in advance of each production to a mailing list of approximately 17,000 residents.

A grant for \$20,000 will allow the Columbia City Ballet to bring these special performances to the Village at Sandhills for the enjoyment of the community. Our mission continues to be arts education and entertainment for adults and children, and we strive to bring the best in professional ballet to the community with the growth and cultural advancement of Richland County each season.

\*\*\*\*\*

**Discovering Decker Celebration 9/2009  
Richland County's International Corridor**

**Income**

<b>Government Contributions/Grants</b>	32,500.00
<b>Total Income</b>	32,500.00

**Expense**

**New total cost**

<b>Festival Expense</b>				
<b>Management Services</b>	10,000.00			
<b>Cultural Performances</b>	5,000.00	-1500	3500	
<b>Food Vending Expense</b>	00.00			
<b>PA System</b>	500.00			
<b>Security</b>	500.00	-500	0	(can county sheriff do this at no cost)
<b>Festival Expense - Other</b>	<u>0.00</u>			
<b>Total Festival Expense</b>	16,000.00			
<b>Contract Labor</b>		2,000.00		
<b>Supplies</b>				
<b>Office</b>	500.00			
<b>Supplies</b>	<u>25.00</u>			
<b>Total 7590 - Supplies</b>		525.00		
<b>Telephone</b>		00.00		
<b>Postage and Delivery</b>		850.00	-350	
<b>Equipment Rental</b>				
<b>Computer Repairs</b>		100.00		
<b>Festival Display Setup</b>				
EXHIBIT BOOTHS - \$25.00 ea 30 x \$25-	750.00			
UNSKIRTED TABLES- \$8.00 ea 50 x \$8 -	400.00			
STEPS FOR STAGE - \$25.00 ea 2 x \$80 -	160.00			
SKIRTING FOR STAGE - \$80.00 1 x \$80-	80.00			
CURTAINS FOR STAGE - \$ 180.00 1 x \$180-	180.00			
CHAIRS 250 x \$1-	<u>250.00</u>			
Sub-total		1,720.00		
STAGE - 1 x 250		250.00		
<b>TOTAL EQUIPMENT RENTAL</b>				
<b>Printing and Reproduction</b>		3,000.00	-2000	1000
Festival Committee/Reception		1,500.00	-1500	0 donated
reception				
Advertising/Promotion		5,000.00	-2000	3000
Banners		1,000.00		
Miscellaneous Expense	465.00			
Fire Marshall Fees	<u>90.00</u>			
<b>Total Other Expenses</b>			<u>555.00</u>	
<b>Total Expense</b>		32,500.00		

Cuts = 7850 new total = 24650

\*\*\*\*\*  
\*\*\*\*\*



## **FY 2010 Hospitality Tax Grant Proposal to Richland County Government**

**ORGANIZATION:** Village at Sandhill/Kahn Development Company

**TYPE OF EVENT:** Free Memorial Day Event

**EVENT NAME:** Sandhill Beach Blast featuring Swingin' Medallions and Memorial Day Fireworks

**DATE:** Sunday, May 30, 2010

**TOTAL PROJECT COST:** \$40,000

**CONTACT NAME:** Stephanie White

**TITLE:** Marketing Manager

**ADDRESS:** 481 Town Center Place, Suite 2  
Columbia, SC 29229

**CONTACT PHONE:** 803-419-0235

**E-MAIL:** swhite@kahndevelopment.com

### **GENERAL DESCRIPTION OF PROJECT:**

The Sandhill Beach Blast is designed to bring Northeast Columbia residents and the surrounding regions together for a day of family fun. Activities will include local artists, family activities and entertainment. This free event will feature national recording artists and South Carolina natives, Swingin' Medallions followed by a spectacular fireworks display by East Coast Pyrotechnics, a South Carolina Company.

# **The Palmetto Half Marathon Proposal for Funding**

## **General Information**

The first annual Palmetto Half Marathon will be held on April 10<sup>th</sup>, 2010 at the Village of Sandhills in Northeast Richland County. The Palmetto Half Marathon is the product of a very successful 5k (3.1 miles) running event hosted by North Trenholm Baptist Church in May, 2009. The Sonrise 5k was used to build community relationships within Columbia and proceeds benefited Hannah House, a transitional housing facility that offers food, shelter, job skills training, life skills classes and one-on-one mentorship relationships to women and their children who find themselves circumstantially homeless. It was our first race event and we had more than 220 participants (most inaugural 5k races expect only 100-150 participants). Due to the success of this event, this year we are expanding our efforts to create a premier half marathon event. The half marathon, which is 13.1 miles in distance, is currently the fastest growing race distance in the country. While most small to mid-size cities in the country will hold two or three marathon/half marathon events each year, Columbia only has one half marathon event, the Governor's Cup, held in late Fall. We have recognized the need for another half marathon running event in Columbia, and coupled with our desire to build new and strong community relationships, we are taking this opportunity to bring a new, premier half marathon event to the Columbia area. The Palmetto Half Marathon will consist of a Half Marathon, 5k, Kids' Fun Run, and Expo. The race will begin at 7am on April 10, 2010. The racecourse will start at PLEX Indoor Sports, run through several of Northeast Columbia's neighborhoods, and finish at the fountain at Town Center inside the Village of Sandhills. The Kids' Fun Run (1 mile or less) will be held exclusively on the grounds of the Village of Sandhills. The Expo, held the Friday night before, will offer runners early race packet pick-up, a spaghetti dinner to fuel for the next days' events, fellowship with other runners, children's games, and vendors, community partners, highlighted charities, and sponsors showcasing their organizations.

## **Purpose and Goals**

The purpose and goals of The Palmetto Half Marathon is multi-level. First, North Trenholm Baptist Church (NTBC) wants to build relationships within our community. It is important to us to be an integral part of the Columbia community and building various relationships with multiple organizations is key. We believe that through these relationships, we can provide better support for Columbia residents. It is our hope that by bringing together many different organizations and groups to collaborate to help make this event a huge success, a stronger community bond will form. We have organized our race committee to include a team dedicated to building community relationships and helping get other organizations involved in the process of planning, organizing, and conducting the event.

Second, according to Facing Facts 2009, a community assessment based on an analysis of responses from residents and community leaders, four central issues were identified in Richland and Lexington counties. The number one issue is poverty and the struggle to meet basic human needs (food & shelter) with transportation closely following. Other issues included access to affordable healthcare and education that provides workforce skills. Between 10-12% of all residents were below the federal poverty line in Richland and Lexington counties according to the 2007 US Census Bureau. With the recent economic downturn, these numbers are increasing in Columbia. While building stronger community relations is our primary interest, we also hope to bring awareness to these key issues facing our community. This year, proceeds will go to benefit basic human needs: food & shelter. The charities and organizations that were screened and selected as benefactors of

the race cater to one or more of these at-risk populations locally in Columbia. By building stronger bonds in the community, North Trenholm Baptist Church hopes to assist in building and supporting its community neighbors.

This year, the race will benefit four local non-profit organizations: Harvest Hope Food Bank, St. Lawrence Place, Alston Wilkes Society Veterans Home and the Family Shelter. St. Lawrence Place provides support services, life skills and transitional housing to enable homeless families to achieve independent living as productive members of the community. The Alston Wilkes Society Veterans Home not only provides the essentials of food and shelter to homeless veterans, they also help reaffirm veterans' self worth and give them a chance to contribute to the community and society overall. Family Shelter is a private, non-profit organization that provides emergency transitional services for families with children who have been made destitute by crisis. The mission of Harvest Hope Food Bank is to provide for the needs of hungry people by gathering and sharing quality food with dignity, compassion and education and is one of the largest food banks in our area. These organizations are an integral part of our community by providing food and shelter for all age groups and backgrounds that may be falling on hard times. A successful event could raise as much as \$5,000 or more for each of these four agencies.

### **Recreation and Tourism Benefits**

It is our goal to bring attention to the Northeast Columbia area this year by hosting our event at the Village of Sandhills. There are approximately 750,000 plus people who complete a half marathon each year across the United States. Many of these runners will travel to destinations other than their own hometown to participate in these events. Based on previous research on inaugural races and our successful 2009 5k numbers, our goal is to have a total of 750-1000 participants, although the event could be much larger. In an economic impact study conducted by the organizers of the Mt. Rushmore Marathon, a similar sized race to what we expect for the Palmetto Half Marathon, the overall economic impact of the event was expected to be approximately \$1.6 million. Including the family and spectators that accompany most participants, we anticipate 2000-3000 people to attend the event. We expect 20-30% of the race participants and spectators to be from outside the Columbia area, including: Greenville, Myrtle Beach, and Charleston, SC; Charlotte, Raleigh, and Asheville, NC; Augusta and Atlanta, GA; Florida; Tennessee; and a few from distant states. When you take into consideration the hotels, restaurants, and retail shopping many of these participants will partake in, there is the potential for an economic boost in the area from a premier running event like the Palmetto Half Marathon. We will be partnering with hotels close to the race site to provide discounted rates and encourage more people to participate in the race who may be coming from out of town. As the event grows each year, the economic impact would also grow.

This race event will also have many recreational health benefits. South Carolina's estimated 2007 population was approximately 4.4 million with over 3.3 million adults. Of these adults, 35% are considered overweight and another 29% are considered obese, according to 2007 Behavioral Risk Factor Surveillance System data. Over a quarter of South Carolina adults, approximately 825,000 people, report no leisure time physical activity. It is our goal, as we did for the Sunrise 5k, to promote running groups with various organizations in hopes that people will become more active. We plan to continue our own "couch to 5k" running group in addition to incorporating into other organizations, such as Strictly Running, for those who want to train for the longer distance. These running groups will help bring together those with similar interests and also build a healthier community.

### **Requested Promotional Funding**

Adequate advertising and marketing is imperative for any inaugural event. In order to properly advertise and market a race such as the Palmetto Half Marathon, we ideally request \$20,000. These funds would go to a variety of marketing and promotional material, including radio, TV, print ads, Internet and marketing materials, such as flyers, posters, signs, etc. Our marketing

material will target the running community and recreational joggers and walkers – locally, within SC, and in surrounding states (NC, FL, GA, TN), in order to attract a larger scope of participants.

A general breakdown of how the funds would be used is as follows:

<b>Marketing Type</b>	<b>Funds Allocation (ideal)</b>	<b>Funds Allocation (alternative)</b>
Radio advertising	\$4,000	\$3,000
TV advertising	\$7,000	\$6,000
Internet	\$1,000	\$1,000
Print advertising (magazines, newspaper, etc)	\$6,500	\$3,500
Marketing materials (flyers, posters, signs, etc)	\$1,500	\$1,500
<b>TOTAL</b>	<b>\$20,000</b>	<b>\$15,000</b>

**Conclusion**

We are very honored to be in consideration to receive funds that are available for promoting events in Richland County and would like to thank you for giving us the opportunity to submit our proposal. We know that an event like this can only provide value in the Columbia area by building stronger community bonds, bringing awareness to key issues our community faces and building revenue for the northeast Columbia area. In order for us to be successful in our inaugural event, it is imperative that we market and advertise the event locally and beyond. We look forward to hosting a wonderful half marathon event in April 2010 and watching this event grow in subsequent years.

**Contact Information**

**Race Director:** Ken Calcutt  
**Phone:** (803) 348-7895

**Race Marketing & Media:** Anna Schroll  
**Phone:** (803) 206-3126  
**Email:** palmettohalfmarathon@hotmail.com

**Director of Community Involvement, NTBC:** Tricia Richardson  
**Phone:** (803) 727-9965

Request for Funding

Diamond Day – Lower Richland County

**Background**

DIAMOND DAY IS AN ANNUAL CELEBRATION OF THE VISUAL AND PERFORMANCE ARTS OF LOWER RICHLAND COUNTY. THE EVENT IS HELD AT LOWER RICHLAND HIGH SCHOOL. PARTICIPANTS INCLUDE STUDENTS AND DIAMOND DAY IS ADVERTISED IN THE STATE NEWSPAPER, THE LEXINGTON COUNTY CHRONICLE, THE SUMTER NEWSPAPER, THE STAR AND VARIOUS OTHER STATE MEDIA OUTLETS. THE BUDGET FOR THE EVENT IS APPROXIMATELY \$15,000 AND WE WOULD APPRECIATE ANY ASSISTANCE WHICH THE COUNTY MAY BE WILLING TO PROVIDE.

### Request for Funding

#### Diamond Day – Lower Richland County

##### **Background**

DIAMOND DAY IS AN ANNUAL CELEBRATION OF THE VISUAL AND PERFORMANCE ARTS OF LOWER RICHLAND COUNTY. THE EVENT IS HELD AT LOWER RICHLAND HIGH SCHOOL. PARTICIPANTS INCLUDE STUDENTS AND DIAMOND DAY IS ADVERTISED IN THE STATE NEWSPAPER, THE LEXINGTON COUNTY CHRONICLE, THE SUMTER NEWSPAPER, THE STAR AND VARIOUS OTHER STATE MEDIA OUTLETS. THE BUDGET FOR THE EVENT IS APPROXIMATELY \$15,000 AND WE WOULD APPRECIATE ANY ASSISTANCE THAT THE COUNTY MAY BE WILLING TO PROVIDE.

### Request for Funding

#### Hopkins “downtown” Farmer’s Market

##### **Background**

The Council of Village Elders is herein requesting consideration to receive a grant from funds originally set-aside in the 2009 Hospitality Grants funding process.

We have begun a re-vitalization project in the “downtown” Village of Hopkins, SC, 214 Hopkins Road, Richland County, District 10, for the purpose of promoting tourism. Our efforts will include a Lower

Richland Heritage Corridor Farmers' Market, Historical Museum & Trade Shop and 1930's Train Depot replication. We also plan to attract local licensed food vendors and entertainment. We would utilize the funds for advertising, promotions, recruiting, signage, etc., in order to attract tourists and develop the Market & Museum to their full potential.

Over the past October weekends, we have recruited local farmers to sell their crops in the downtown Village on a trial basis and realized successful responses. We had visitors/purchasers to visit the market from Columbia and surrounding counties. Another example of a viable tourism base was evidenced by one group of market customers being out-of-county Congaree National Park tourists. Since this location is bordered on one side by a highly traveled road (Lower Richland Boulevard) and is easily accessible when traveling Garners Ferry and the Bluff Roads, we are certain that this endeavor will be a successful tourist attraction for Richland County, as well as the State of South Carolina.

We are available to provide further information and plans immediately. The Council of Village Elders appreciates any assistance you can provide on this matter and is hopeful that our request shall receive a positive response.

# Richland County Council Request of Action

**Subject**

FY10 - Hospitality Tax Budget [Pages 63-65]

**Reviews**

## **FY 10 Hospitality Tax Budget**

The following motion was made at the September 15, 2009 Council Meeting:

**[Washington] To request the Administrator to provide by September 22<sup>nd</sup> the projected obligations, projected collections and projected fund balance from hospitality tax.** Referred to the October A&F Committee. **ACTION:**  
**ADMINISTRATION, BUDGET, FINANCE**

This information was emailed to Councilman Washington prior to the October A&F Committee, but is now enclosed for the Committee's informational purposes.



## FY10 - HOSPITALITY TAX BUDGET

	FY10 Adjusted	Subtotals	Comments
<i>Revenue Detail</i>			
Hospitality Tax	2,165,000		
Interest	30,000		
Subtotal Revenue	2,195,000	2,195,000	
Use of Fund Balance	2,684,545		
Total Revenue	4,879,545	4,879,545	
Total Estimated Fund Balance 6/30/09	13,080,133		
Reserved Fund Balance (Regional Sports Complex)	5,000,000		
Reserved for Encumbrances	2,684,545		
<b><u>Estimated Undesignated Fund Balance</u></b>	<b><u>5,395,588</u></b>		

### *Expenditures Detail*

**Annual Appropriations - Based on revenue growth, not to exceed 3%**

**1. growth per ordinance -- FY10 approved included 5% reduction:**

Columbia Museum of Art	695,002	
Historic Columbia Foundation	267,309	
EdVenture	106,923	
County Promotions*	293,203	
County Promotions - Undesignated	35,000	
Sub-total Annual Agency Commitment	1,397,437	1,397,437

**2. Multiyear Funding Commitments:**

Renaissance Foundation	200,000		\$100k 4th of 5 year commitment (started in FY07); additional commitment \$100k 1st of 5 years (started in FY10).
SC State Museum Capital Campaign	250,000		1st of 4 year commitment.
Sub-total Multiyear funding commitment	450,000	450,000	

**3. Other Discretionary Council Promotions:**

Appearance Commission - Ft. Jackson entrance	40,000	
Southeast Rural Community Outreach	237,500	
Capital City Lake Murray Country	56,162	
Office of Public Information	100,000	
Columbia Metropolitan Conventions & Visitors	200,000	
Township Maintenance	50,078	
Township Operations	281,448	
Historic Columbia - Repairs (FY2009 BA)	100,000	
Sub-total Other Discretionary	1,065,188	1,065,188
Subtotal operating commitments	2,912,625	2,912,625

Available for Long-term projects

**4. Debt Service Capital Projects:**

	1,966,920	1,966,920
(Township Renovations (\$12 million)		
Farmers Market - Land funded with H-tax (\$3.5 million)		
Farmers Market - Land funded with Vendor Payments (\$1 million)		
Recreation Complex Land		

Undesignated Funds in current year available for Council

Appropriation	(0)	(0)
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# Richland County Council Request of Action

## **Subject**

Phone Tree Messaging Software Update [ Page 66]

## **Reviews**