

**AN ORDINANCE TO APPROPRIATE \$80,000 DOLLARS IN FY 2019-20
STATE ACCOMMODATIONS TAX MONIES AND AMEND THE FY 2019-20
CITY OF EASLEY STATE ACCOMMODATIONS TAX OPERATING BUDGET
ACCORDINGLY**

WHEREAS, the City ATAX Advisory Committee met on December 4, 2019, and their recommendations can be seen in attachment A; and

WHEREAS, the South Carolina General Assembly adopted transparency proviso #86.13, which states in part, "a political subdivision receiving aid from the Local Government Fund may not appropriate money to any entity unless that appropriation appears as a separate and distinct line item in the political subdivision's budget or in an amendment to the political subdivision's budget"; and

WHEREAS, City Council has determined the allocation of these funds in a consistent manner with the Advisory Committee recommendations; and

WHEREAS, City Council has determined the allocation of these monies is in the interest of the public and substantially contributes to the tourism development of the City of Easley;

THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF EASLEY, SOUTH CAROLINA, an appropriation of the budgeted \$80,000 in FY 2019-20 State Accommodations Tax proceeds as outlined in attachment A.

First Reading: _____

Second Reading: _____

Mayor

Attest:

City Clerk

Attachment A

Revenues

- \$80,000 Revenue Budgeted

Statutory Obligations

- \$25,000 to City General Fund
- \$2,750 - 5% of remaining balance to City General Fund
- \$16,500 - 30% of remaining balance to Easley Chamber of Commerce

Non-Profit Awards

Disbursement Recommended by Accommodations Committee as Percentage of Remaining Funds (\$35,750):

- Easley Farmer's Market (5.5%) – Estimated to be \$2,000
 - Promoting Spring Fling and Fall for the Arts
- Easley Downtown Business Association (13.7%) Estimated to be \$5,000
 - Maintain website
 - Advertising and marketing material for downtown and events
- Foothills Playhouse (16.8%) Estimated to be \$6,000
 - Advertising and marketing playhouse events
- Senior League World Series (27.3%) Estimated to be \$10,000
 - Used to offset World Series expenses and market event
- American Legion (27.3%) Estimated to be \$9,750
 - Used to offset American Legion Baseball expenses
 - Used to advertise the city and events
- Easley Gymnastics (8.2%) Estimated to be \$3,000
 - Used to offset Regional and State tournaments hosted at J.B. "Red" Owens Sports Complex
 - Support for marketing events

Organization Name	Category	Project Name/Description	Amount Requested for 2020	Amount Awarded for 2020	% of Available Funding	Amount Requested for 2019	Amount Awarded for 2019	Amount Requested for 2018	Amount Awarded for 2018
Foothills Playhouse	1,2	Brochures, mailers, and advertising for events/shows, Cost of putting on Plays and Events	\$ 20,000	\$ 6,000	16.8%	\$ 20,000	\$ 9,500	\$ 20,000	\$ 11,500
Easley Downtown Buss Assoc.	1,2	Advertising for Downtown. Website Maint. SLWS Parade and Pins	\$ 22,500	\$ 5,000	14.0%	\$ 23,045	\$ 3,500	\$ 30,750	\$ 3,500
Senior League World Series	1,2	Advertise and Host the 2018 SLWS Tournament	\$ 15,000	\$ 10,000	28.0%	\$ 15,000	\$ 5,500	\$ 15,000	\$ 5,500
Project Dragonfly	1,3	Advertise and Market, Exhibit Cost	\$ -	\$ -	0.0%	\$ 20,000	\$ 4,075	\$ -	\$ -
Easley Chamber of Commerce	1,4,7	Website Maintenance, Mailings, portion of Communications Coordinator, phone app.	\$ 22,800	\$ -	0.0%	\$ 24,000	\$ -	\$ 19,260	\$ -
Chamber Christmas Parade	1,2	Marketing and supplies for Christmas Parade	\$ 2,200	\$ -	0.0%	\$ 2,500	\$ 2,000	\$ 2,000	\$ 2,000
Easley Farmers Market	1,2	Marketing related to weekly farmers market	\$ -	\$ -	0.0%	\$ 4,000	\$ 2,000	\$ 3,000	\$ 2,500
Easley Farmers Market	1,2	Marketing and event cost for Spring Fling and Fall Arts events	\$ 7,300	\$ 2,000	5.6%	\$ 2,500	\$ 1,500	\$ 4,000	\$ -
American Legion	1,2	Host the American Legion Baseball Season and Regional Tournament.	\$ 10,000	\$ 9,750	27.3%	\$ 20,000	\$ 8,500	\$ 20,000	\$ 10,750
Caring and Nurturing	2	Book Bag Give Away and back to school event	\$ 3,750	\$ -	0.0%				
Easley Gymnastics	1,2	Hosting of Statewide and Regional Gymnastic Tournaments	\$ 5,000	\$ 3,000	8.4%				
		Total Request	\$ 108,550	\$ 35,750	100.0%	\$ 131,045	\$ 36,575	\$ 114,010	\$ 35,750
		Available for Funding	\$ 35,750	\$ 35,750		\$ 36,575	\$ 36,575	\$ 35,750	\$ 35,750

Chamber would receive 30% of \$55,000 balance after the \$27,750 was removed from the \$80,000 budgeted amount

Project Categories - All must attract or provide for tourists.	\$ 16,500
1 - Destination Advertising/Promotion	
2 - Tourism-Related Events	
3 - Tourism-Related Facilities	
4 - Tourism-Related Public Services	
5 - Tourist Public Transportation	
6 - Waterfront Erosion/Control/Repair	
7 - Operation of Visitor Information Centers	

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