

Quarterly Deadlines for application submittals:  
10 Business Days before the Quarterly Meeting

**ACCOMMODATIONS TAX COMMITTEE**  
**City of Hardeeville, South Carolina**

ACCOMMODATIONS TAX FUNDS REQUEST APPLICATION

**For Office Use Only**

Date Received: \_\_\_\_\_ Time Received: \_\_\_\_\_ By: \_\_\_\_\_

Date: 04-04-2022 Total Project Costs: \$15,840 Total Amount Requested: \$15,840

A. PROJECT NAME: Billboard Campaign for the City of Hardeeville

B. ORGANIZATION: Jasper County Chamber of Commerce

Sponsor Name: \_\_\_\_\_ Title: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

Sponsor Phone: \_\_\_\_\_

Contact Name: Kendall Malphrus Title: Executive Director

Contact Address: PO Box 1267, Ridgeland, SC 29936

Contact Phone: 843-726-8126

A. DESCRIPTION OF PROJECT:

1. General Description:

City of Hardeeville billboard campaign on I-95 north and south promoting the City of Hardeeville.

(There will be (2) paid billboards and (3) as added value)

2. If arts/cultural activity, give specific description of project (attach additional sheets, if needed).

Does not apply

3. Impact on or benefit to tourism (if required under the law).

The billboards are designed in an attempt to lure travelers/tourists to stop and visit or stay in the City of Hardeeville.

4. Duration of project: Start Date: July 1, 2022 Completion Date: June 30, 2023

5. Permits required (if any): Does not apply

6. Additional Comments:

none

**B. FUNDING:**

1. Source of funds: Accommodations Tax and DMO funds from the City of Hardeeville

2. Have you requested funding from other sources or organizations for this project?

No

If yes, please list sources and amounts.

Does not apply

3. Contributions to the project by the sponsoring organization:

This is an ongoing project, therefore, final contributions have not been determined.

**C. FINANCIAL INFORMATION (ADHERE TO STRICTLY):**

1. A line-item budget of the project.

Line Items	Requested \$	Approved \$	Expended \$	Reimbursement to the City \$
Security	750.00	750.00	700.00	50.00
Food	2,500.00	2,500.00	3,200.00	0.00
Advertising	5,200.00	5,200.00	4,550.00	650.00
Total	8,450.00	8,450.00	8,450.00	700.00

2. Most recent fiscal year balance sheet and profit and loss accounting statement.

**D. FINANCIAL GUARANTEES:**

Provide a copy of official minutes wherein the sponsoring organization approves the project and commits the organization to financial responsibility for carrying it out to the stage of completion contemplated in the application, should funding be approved.

E. PRIOR RECIPIENT'S REPORT (If you received prior ATAX funds): (Attach additional sheets, if needed):

1. How did you use the funds?

Funds are used to pay monthly fees for the billboards plus cost to exchange vinyls if needed.

2. What impact did this have on the community or benefit tourism? Describe how tourism statistics were captured.

Statistics are captured in an approximation of the number of travelers on I-95 driving past the billboards.

(see attached spreadsheet for approximate monthly impressions.)

3. Provide the previous two years and current budgets.

Final reports submitted to the City of Hardeeville.

4. Include the total annual funding received each year that you applied.

Final reports submitted to the City of Hardeeville

F. ADDITIONAL COMMENTS: (Attach additional sheets, if needed):

None

Signature:

*Kendra Malphrus*

Date: 4/4/2022

## APPLICATION FINAL CHECKLIST

(Complete and return this list with the application)

- The application is being filed by the deadline as indicated in this application packet.
- We have reviewed and followed the application guidelines.
- We are submitting 1 complete hard copy of the application and 1 complete electronic copy of the application.
- We will be prepared to make a verbal presentation to the Committee and answer questions when we are scheduled to do so.
- We did not bind the application (NO BOOKS or BINDERS).

LINE ITEM	REQUESTED
2 Billboards (\$1200/month)	\$14,400
Administrative Fees (10%)	\$1,440
TOTAL REQUESTED	\$15,840

JULY 1, 2021 – MARCH 31, 2022

LINE ITEMS	REQUESTED	APPROVED	EXPENDED	REIMBURSE
Billboards	\$9,240	\$9,240	\$8,050	ongoing until 6-30-2022

Jasper County Chamber of Commerce  
**Account QuickReport**  
July 2021 through March 2022

Type	Date	Num	Name	Memo	Split	Amount
Accommodations Tax						
Hardeeville Indirect						
Billboard Campaign						
Deposit	07/30/2021	45358	City of Hardeeville	A-tax funds f...	Checking	9,240.00
Total Billboard Campaign						9,240.00
Total Hardeeville Indirect						9,240.00
Total Accommodations Tax						9,240.00
<b>TOTAL</b>						<b>9,240.00</b>



Jasper County Chamber of Commerce  
**Account QuickReport**  
July 2021 through March 2022

Type	Date	Num	Name	Memo	Split	Amount
<b>Promotions</b>						
<b>Hardeeville</b>						
<b>Hardeeville Billboards</b>						
Check	07/28/2021	15891	Adams Outdoor Ad...	Hardeeville B...	Checking	650.00
Check	08/11/2021	15911	Adams Outdoor Ad...	Hardeeville B...	Checking	1,850.00
Check	09/16/2021	15945	Adams Outdoor Ad...	Hardeeville B...	Checking	1,850.00
Check	10/21/2021	15982	Adams Outdoor Ad...	Hardeeville B...	Checking	1,850.00
Check	11/22/2021	16017	Adams Outdoor Ad...	Hardeeville B...	Checking	1,850.00
Total Hardeeville Billboards						8,050.00
Total Hardeeville						8,050.00
Total Promotions						8,050.00
<b>TOTAL</b>						<b>8,050.00</b>



**STOP, STRETCH  
AND PLAY!**



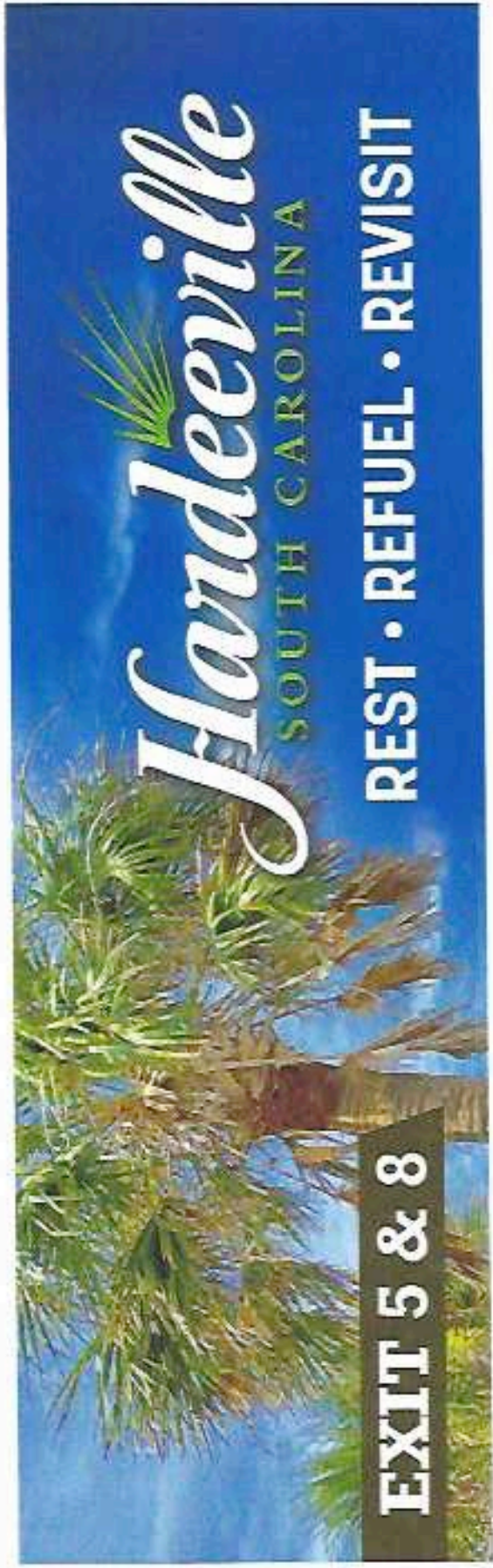
*Hardeeville*

**DOG PARK: EXIT 5**



Jasper County Chamber of Commerce - Hardeeville | "Dog Park" | 12x50 Stacked Static Bulletin

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# Hardenville

SOUTH CAROLINA

REST • REFUEL • REVISIT

EXIT 5 & 8



Wasper County Chamber of Commerce • Hardenville | "Refuel" | 14x48 Static Bulletin

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**THE BEST  
TOURNAMENTS  
START WITH A  
GREAT VENUE**

**HARDEEVILLE REC CENTER**

**EXIT 5 & 8 • 285 JOHN SMITH RD**



Jasper County Chamber of Commerce - Hardeeville | "Rec Center" | Poster

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Jasper County Chamber of Commerce - Hardeeville | "Rec Center" | Poster

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