



**City of Myrtle Beach  
Accommodations Tax Allocations for 2018-19**

<b>Est. Revenues (reviewed, October 4, 2018)</b>	
Accommodations Tax <sup>1</sup>	10,600,000
	-
Interest	<u>10,000</u>
<b>Total Est. Revenues</b>	<b>10,610,000</b>
 <b>Est. Expenditures</b>	
City of Myrtle Beach (Sec. 6-4-10(1)) <sup>2</sup>	25,000
City of Myrtle Beach (6-4-10 (2)) <sup>3</sup>	528,750
City of Myrtle Beach 2019 Proviso No. 109.11	1,587,750
Chamber of Commerce (6-4-10 (3)) <sup>4</sup>	<u>1,587,750</u>
<b>Total Statutory Allocations</b>	<b>3,729,250</b>
 <b>Total Revenues Less Statutory Allocations</b>	
Allocation to Tourism Related Expenditures (6-4-10(4)(a))	6,880,750
Promotional Funds from prior year allocations	25,000
Motion M2018-161 OMA (Oceanfront Merchants Assoc.)	<u>(22,000)</u>
<b>Total Est. Expenditures</b>	<b>6,883,750</b>

*1 Budget Ordinance No. 2018-38 adopted June 12, 2018*

*2 City receives statutory allocation of the first \$25,000.*

*3 City receives statutory allocation of 5% of revenues after the first 25,000 are deducted.*

*4 Promotional allocation of 30% of revenue after the first \$25,000 is paid to Chamber of Commerce for advertising and promotion of tourism.*

*5 Remainder of revenue plus interest goes to a special fund for Tourism-Related Expenditures.*

Tourism Expenditure Applications  
and Recommendations

	2017	2018	2019		Council
	Council Approved	Council Approved	Request	Committee Recommendation	
<b>Arts Organizations</b>					
Carolina Master Chorale	20,000	10,000	30,000	25,000	
Adventure (formerly Children's Museum of SC)	30,000	30,000	55,400	25,000	
Coastal Youth Ballet	2,500	-	-	-	
F. G. B. - S. B. C. Art Museum	100,000	75,000	120,000	75,000	
FPC Concerts, Inc.	15,000	15,000	20,000	20,000	
Grand Strand Chapter of the American Guild of Organists	-	-	10,000	5,000	
Long Bay Symphony	50,000	65,000	75,000	75,000	
Myrtle Beach Film Festival	10,000	9,500	15,000	10,000	
Palmetto Studios Arts Alliance	25,000	-	-	-	
South by South East (SxSE)	5,000	6,000	-	-	
The Arts Grand Strand (Myrtle Beach Cultural Calendar)	-	-	2,500	500	
Waccamaw Arts & Crafts Guild	15,000	15,000	38,000	15,000	
<b>Arts Total</b>	<b>272,500</b>	<b>225,500</b>	<b>365,900</b>	<b>250,500</b>	-
<b>Arts %</b>	<b>30.81%</b>	<b>28.83%</b>	<b>28.83%</b>	<b>32.96%</b>	<b>#DIV/0!</b>

**Sports Events**

Baseball at The Beach	40,000	35,000	55,000	35,000	
Beach Ball Classic, Inc.	50,000	50,000	60,000	50,000	
Beach United FC	-	5,000	20,000	10,000	
Claire Chapin Epps Family YMCA	50,000	50,000	53,500	50,000	
Coastal Futbol Alliance	20,000	20,000	30,000	20,000	
Coastal SC Volleyball Tournament	-	-	10,000	5,000	
Grand Strand Juniors	5,000	10,000	45,000	15,000	
Mingo Bay Classic Baseball Tournament	15,000	15,000	20,000	20,000	
Play Golf Myrtle Beach.com (formerly Myrtle Beach Golf Holiday)	30,000	28,500	80,000	30,000	
Myrtle Beach Highland Games <sup>2</sup>	10,000	-	-	-	
Myrtle Beach Pelicans <sup>1</sup>	5,000	5,000	5,000	5,000	
Myrtle Beach Track & Field	-	2,500	-	-	
Native Sons Salt Games	10,000	10,000	10,000	10,000	
North South Game Committee, Inc.	15,000	15,000	25,000	20,000	
Special Olympics of SC	-	-	135,000	10,000	
<b>Sports Total</b>	<b>250,000</b>	<b>246,000</b>	<b>548,500</b>	<b>280,000</b>	-
<b>Sports %</b>	<b>28.26%</b>	<b>31.45%</b>	<b>43.21%</b>	<b>36.84%</b>	<b>#DIV/0!</b>

**Festival Events**

Carolina Country Music Festival	75,000	25,000			
Coastal Uncorked	50,000	25,000			
Cross Roads	30,000	30,000	50,000	30,000	
Five Points Business Association	10,000	-	25,000	10,000	
Kaaba Temple	-	10,000	-	-	
Myrtle Beach Downtown Redevelopment Corp.	75,000	50,000	-	-	
Myrtle Beach Jeep Jam	-	10,000	30,000	10,000	
Ocean Front Merchants Association	30,000	75,000	150,000	125,000	
Palmetto Event Production, Inc.	10,000	10,000	-	-	
Palmetto Partners	20,000	19,000	-	-	
Pee Dee Street Rodders	-	5,000	-	-	
Sons & Daughters of Italy	7,000	6,650	25,000	7,000	
South Atlantic Shrine Association	40,000	40,000	60,000	40,000	
<b>Event Total</b>	<b>347,000</b>	<b>305,650</b>	<b>340,000</b>	<b>222,000</b>	-
<b>Event %</b>	<b>39.23%</b>	<b>39.08%</b>	<b>26.79%</b>	<b>29.21%</b>	<b>#DIV/0!</b>

**Other**

Champion Autism Network	5,000	5,000	14,850	7,500	
Crown of the Carolinas	10,000	-	-	-	-
Other Total	15,000	5,000	14,850	7,500	-
Other %	1.70%	0.64%	1.17%	0.99%	#DIV/0!
Total	884,500	782,150	1,269,250	760,000	-

**\*Notes:**

\* Carolina Master Chorale received an additional \$10,000 via Motion M2018-111, and dated 7/10/18 from unspent FY 2017-18 balances, leftover from other funded events that cancelled. These funds were contingent upon Carolina Master Chorale developing a plan that will incorporate performances into the City's efforts to activate outdoor spaces.

\* Franklin G. Burroughs received an additional \$10,000 via Motion M2018-128, and dated 8/28/18 from unspent FY 2017-18 balances, leftover from other funded events that cancelled.

\* Oceanfront Merchants Association (OMA) applied to the Accommodattions Tax Committee for an amendment of the original FY 2017-18 application to include supplemental funding to begin a festival lighting project along Ocean Boulevard. This funding was approved via Motion M2018-161 and paid 11/15/2018.

City of Myrtle Beach:

Special Events Department	-	-	50,000	25,000
Activation of Public Spaces	-	-	200,000	200,000
Police Department Beach Service Expansion	150,000	-	-	-
4th Avenue Outfall Project	320,000	320,000	320,000	320,000
2007 Beach Renourishment Project (Reach 2)	136,132	135,812	135,354	135,354
Beach Monitoring	62,000	62,000	62,000	62,000
Convention Center Marketing	550,000	550,000	550,000	550,000
Dunes Management	-	-	828,970	125,725
Three(3) Ladder Truck Companies - Fire Dept.	-	-	1,969,829	1,082,000
International Student Outreach Program	30,000	15,000	30,000	30,000
Waterfront Patrol - OFD (Oceanfront District)	2,966,305	2,966,305	3,133,671	3,133,671
Beach Patrol FY 2018 Emergency Personnel & Equip)	436,989	546,697	460,000	460,000
Sub-Total	4,651,426	4,595,814	7,739,824	6,123,750
<b>Total</b>	<b>5,535,926</b>	<b>5,377,964</b>	<b>9,009,074</b>	<b>6,883,750</b>

\* Committee Recommendations were based on revenue estimates, net of state mandates as of October 4, 2018.



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Carolina Master Chorale

Previous Awards of City Grant Funds: Last Year \$ 20,000 ; Two Years Ago \$ 20,000

Amount Requested in this application: \$ 30,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:**

The mission of the Carolina Master Chorale is to promote the choral art, present exceptional performances of choral music, enhance arts education, and enrich the cultural lives of our members, audiences, and the coastal Carolina community.

	20 <u>19</u>			
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget	
Membership	\$ 11,000	\$ 157,200	7%	
Fund-raising	23,100		15%	
Horry County	2,500		2%	
Other Cities	5,000		3%	
Other, Specify:	47,100		Ticket Sales	30%
Other, Specify:	22,500		Annual Fund	14%
Other, Specify:	16,000		Playbill Ads, Corp. sponsors, etc.	10%
City of MB Grant request:	30,000			19%
Totals	157,200		100%	

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: EdVenture, Inc.

Previous Awards of City Grant Funds: Last Year \$30,000; Two Years Ago \$30,000

Amount Requested in this application: \$55,400

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:**

To promote EdVenture Myrtle Beach to tourists coming to the area as well as promoting the museum to tourists already in the area in hopes of extending their stay.

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	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$16,000	\$414,000	3.8
Fund-raising	\$45,000		10.8
Horry County	\$0		0
Other Cities	\$0		0
Other, Specify: Earned Revenue	\$40,000		9.6
Other, Specify: Program Revenue	\$51,000		12.3
Other, Specify: Admission	\$210,000		51.2
City of MB Grant request:	\$55,400		13.3
Totals	\$414,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



F&R File (11)

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

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SEP 28 2018  
Wickley

AGENCY NAME: Franklin G. Burroughs – Simeon B. Chapin Art Museum

Previous Awards of City Grant Funds: Last Year \$75,000 ; Two Years Ago \$100,000

Amount Requested in this application: \$120,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

### Program Objective:

City of Myrtle Beach support for the Art Museum’s visual arts exhibitions and public programming schedule helps the Museum to build its reputation, popularity and visibility as a must-visit cultural destination which, in turn, broadens and enhances the overall image and appeal of the City of Myrtle Beach.

	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$64,000	\$675,000	9.5%
Fund-raising	162,000		24%
Horry County			---
Other Cities			---
Other, Specify: Donations Programming	194,000		28.5%
Other, Specify: Major Foundation Gift	60,000		9%
Other, Specify: Exhibitions	75,000		11%
City of MB Grant request:	120,000		18%
Totals	675,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

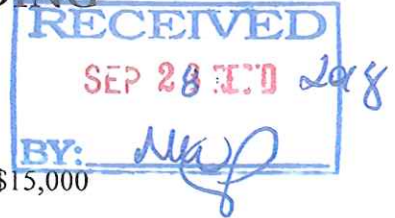




(13)

## CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

### SUMMARY



**AGENCY NAME:** FPC Concerts, Inc.

**Previous Awards of City Grant Funds:** Last Year \$15,000; Two Years Ago \$15,000

**Amount Requested in this application:** \$20,000

**Committee Recommendation (leave blank):** \$ \_\_\_\_\_

**Program Objective:** The mission of the FPC Concerts, Inc. is to promote the value of the cultural and performing arts by bringing world-class performers to Myrtle Beach and the surrounding communities. We believe the cultural arts are the international language that unites all of God's people.

This year we will be celebrating our 33rd award-winning year. World renowned performers who have performed in the past are Susan Graham, Jamie Barton, Angela Meade, who are all Super stars of the Metropolitan Opera. We have presented all of the Gold Medalists of the prestigious Van Cliburn International Piano Competition. The Mantovani Orchestra, The New York Gilbert and Sullivan Players; the Lincoln Center Chamber Players have also appeared on our series.

We rely on ticket sales and a grant from the Myrtle Beach Accommodation Tax Fund and the Chapin Foundation to assist with funding the concerts. We rely on our all volunteer committee to assist with the concerts, all funds going back into the series.

This year we have internationally-renowned violinist, Joshua Bell, opening our series at our new church sanctuary on January 25, 2019. We will also present four more concerts including Metropolitan Opera super star, Isabel Leonard; Nathan Lee, 16-year-old piano prodigy; Lawson Anderson, internationally renowned bass-baritone; and a Forever Broadway revue. We hope that the City of Myrtle Beach will award us a tax accommodation grant that will make this FPC Concert season a reality. We have been truly grateful for your grants over these last 25 years.



FPC Concert Series - confirmed



Request \$20,000

(3)

	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership			
Fund-raising	\$73,000	\$108,000 (est.)	68%
Horry County	0		
Other Cities			
Other, Specify:	\$15,000 (requested from Chapin Foundation)		14%
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$20,000		19%
Totals	\$108,000	\$108,000 (est.)	100%

**CONTACT INFORMATION:**

Primary Point of Contact: G. Brown Bradley

Address: P.O. Box 70127, Myrtle Beach, SC 29572

Telephone: 843-448-4496

cell 843.655.0217

**STATEMENT OF APPLICANT OR APPLICANT'S DESIGNATED REPRESENTATIVE:**

By my signature, I hereby certify that I am the Applicant or the duly authorized Representative of the Applicant empowered to make and deliver this application for funding from the City of Myrtle Beach. All information provided in this application and its attachments is true and correct to the best of my knowledge and belief. I understand that the provision of false information herein may invalidate the application, or in the event the grant is approved, may result in the revocation of any approved funding and the demand for repayment of any amounts already advanced to the Applicant under the Grant Agreement.

Date: 9/26/2018

Signature: G. Brown Bradley

Printed Name: G. Brown Bradley

Title: Founder/Artistic Director

gbradley@myrtlebeachfpc.com



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

RECEIVED  
SEP 28 2018  
BY: *[Signature]*

## SUMMARY

AGENCY NAME: Grand Strand Chapter of the American Guild of Organists

Previous Awards of City Grant Funds: Last Year \$ 0 ; Two Years Ago \$ 0

Amount Requested in this application: \$ 10,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

Program Objective: To create economic impact and support for the arts community of Myrtle Beach and the greater Grand Strand region by hosting the 2019 Southeast Regional Convention of the American Guild of Organists on the dates of June 9-12, 2019 at the Sheraton Myrtle Beach Convention Center Hotel and the Myrtle Beach Convention Center. The convention will bring over 250 members from the southeastern United States for the three day convention which will include eight concerts in churches in Myrtle Beach, Conway and Pawleys Island, all of which will be open to the public for a small admission price. Estimated economic impact to the City of Myrtle Beach made by attendees is expected to exceed \$250,000.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

	2017 _____		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ <u>83,150</u>	
Fund-raising			
Horry County			
Other Cities			
Other, Specify: <u>Convention Registration Fees</u>	<u>\$50,150</u>		<u>61%</u>

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

Grand Strand Chapter of the American Guild of Organists -  
Continued

Application for Grant Funding

Other, Specify: Advertising	\$4750	5%
Other, Specify: Exhibitors, Ticket Sales, Transportation & Donations (loans from AGO National)	\$18,250	22%
City of MB Grant request:	\$10,000	12%
Totals	\$83,150	100%

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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Long Bay Symphony

**Previous Awards of City Grant Funds:** Last Year \$65,000 ; Two Years Ago \$ 50,000

**Amount Requested in this application:** \$ 75,000

**Committee Recommendation<sup>1</sup> (leave blank):** \$                     

**Program Objective:**

The vision of the Long Bay Symphony is to play a leading role in the Grand Strand's cultural growth in order to be recognized as a center of musical excellence and one of the leading professional symphonies in the southeast. The highest quality musical performances and programs which entertain and educate patrons of all ages. One of our core values is to develop intellectual and creative capital which fosters educational excellence for our children and youth. With limited state funding for music education, it is more important than ever to supplement school efforts with exceptional community programs. By providing entertainment, education, and culturally diverse programming, the Long Bay Symphony will help attract new and current residents as well as out of state visitors.

	2018-19		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$200,450	\$506,886	39.6%
Fund-raising	\$154,750		30.5%
Horry County	\$7,686		1.6%
State grants	\$21,500		4.2%
Foundation Grants	\$43,500		8.5%
Other, Specify: North Myrtle Beach	\$4,000		.8%
Other, Specify:			
City of MB Grant request:	\$75,000		14.8%
Totals	\$506,886		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

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1 SEP 23 2010  
BY: *Map*

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: THE MYRTLE BEACH INTERNATIONAL FILM FESTIVAL

Previous Awards of City Grant Funds: Last Year \$ 9,500; Two Years Ago \$ 10,000

Amount Requested in this application: \$ 15,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

### Program Objective:

To grow the MBIFF into one of the largest film festivals, which translates into more Culture, Art and Tourism.

We are working with a marketing team which will help facilitate tour groups for the MBIFF this coming year. Along with our traditional outreach and attendance, tour busses from different states would attend the festival, stay, eat and shop in MB.

After a recent meeting with Julie Ellis, Public Relations & Communications Manager Division Marketing, for the Myrtle Beach Chamber of Commerce: they have agreed to help promote the MBIFF this year as well, through some of their social outreach campaigns.

Expanding screens formulates into more heads in beds, which also requires additional investment to front. We continually formulate a strategy which keeps the festival very financially accessible and attractive. The MBIFF has been awarded one of the top 25 film festivals out of over 5,000 in the World by Movie Maker Magazine for a reason!

	20 <u>19</u>		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ <u>48,000</u>	
Fund-raising			0
Horry County			0
Other Cities			0
Other, Specify: Submissions	4,000		8.5%
Other, Specify: Ticket Sales	15,000		31%
Other, Specify: Sponsorship/Advertising	14,000		29.5%
City of MB Grant request:	15000		31%
Totals	48000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.





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 SEP 28 2018  
 BY: *Michael [Signature]*

## CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

### SUMMARY

**AGENCY NAME:** Myrtle Beach Cultural Calendar dba The Arts Grand Strand

**Previous Awards of City Grant Funds:** Last Year \$<sup>0</sup> \_\_\_\_\_; Two Years Ago \$<sup>0</sup> \_\_\_\_\_

**Amount Requested in this application:** \$ 2500.00 \_\_\_\_\_

**Committee Recommendation<sup>1</sup> (leave blank):** \$ \_\_\_\_\_

**Program Objective:**

To promote the arts in greater Myrtle Beach. The Arts Grand Strand.org website and social media are a complete calendar and guide to over 700 fine arts/cultural events per year.

They also contain over 50 interviews per year with local people in the arts.

The website is the only resource for tourists and residents that shows the breadth and depth of our vibrant cultural scene. It is a valuable asset to the community because it shows people who are considering vacationing or relocating here that there is much to stimulate the mind as well as artistic beauty to enjoy.

Over 12,000 people visit the website each year and many thousands more view the Facebook postings and interviews.

This grant will be used to create a Facebook video ad telling people there is a lot going on here in the arts and they can learn all about it at The Arts Grand Strand.org It will target travelers interested in the arts in key surrounding cities.

	20 <sup>19</sup> _____	15000	
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ 15,000	
Fund-raising	2000		13
Horry County	2500		17
Other Cities			
Other, Specify: <i>S. Myrtle Beach</i>	2500		17
Other, Specify: <i>Donations</i>	4000		27
Other, Specify: <i>Sponsorship</i>	1500		10
City of MB Grant request:	2500		17
<b>Totals</b>	<b>15000</b>		<b>100%</b>

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Waccamaw Arts & Crafts Guild \_\_\_\_\_

Previous Awards of City Grant Funds: Last Year \$ 15,000 \_\_\_\_; Two Years Ago \$ 15,000 \_\_\_\_

Amount Requested in this application: \$ 38,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

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BY: *MAP*

### Program Objective:

Waccamaw Arts & Crafts Guild is an organization dedicated to promoting interest and creativity in the visual arts and crafts for both individuals and the community. The Guild's mission in order to support the stated purpose is the pan activities such as, but not limited to, scheduled free of charge educational programs, opportunities for artists to display their works, community outreach programs, and to provide a facility and forum where residents and visitors alike can interact, share ideas and gain information.

	20 _____	\$ 19,877	
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$ 4,094		5.13%
Fund-raising	758		.95%
Horry County			
Other Cities			
Program Services,	36,614		45.84%
Investment Income	421		.53%
Other, Specify:			
City of MB Grant request:	38,000		41.55%
Totals	79,877		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



1

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Baseball at the Beach: Chanticleer Athletic Foundation

**Previous Awards of City Grant Funds:** Last Year \$35,000 ; Two Years Ago \$40,000

**Amount Requested in this application:** \$55,000

**Committee Recommendation<sup>1</sup> (leave blank):** \$                     

**Program Objective:**

Objective is to promote Myrtle Beach and area tourism while also promoting and providing outstanding intercollegiate athletics baseball competition. National competition enhances overall schedule and can potentially allow NCAA regionals and Super Regionals to be hosted in area which further promotes tourism and brings visitors to the Myrtle Beach area

*Handwritten notes:*  
2009  
8-20-1  
Camp

	<u>2019</u>		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ 79,000	
Fund-raising			
Horry County			
Other Cities			
Other, Specify:	Admissions \$24,000		30.38%
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$55,000		69.62%
Totals			100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Beach Ball Classic

Previous Awards of City Grant Funds: Last Year \$ 50,000 ; Two Years Ago \$ 50,000

Amount Requested in this application: \$ 60,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

Program Objective:

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SEP 28 2010  
BY: *[Signature]*

Sports are a powerful tool for bringing people to our state and City and the Beach Ball Classic has led the way since its inception in 1981. What greater place than Myrtle Beach, with all of the amenities that we have to offer the visitor, could a sporting event have? The Beach Ball Classic was unique in its creation and has continued to be innovative in design and promotion. It has become the flagship for sporting venues in the State and was recognized in 2003 as the Most Outstanding Tourism Event of the Year. Not only has it become the leading sports attraction for the City of Myrtle Beach but for the entire Grand Strand while promoting and gaining National attention.

	2018-2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ 390,000	
Fund-raising	330,000		85%
Horry County			
Other Cities			
Other, Specify:			

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

*Beach Ball Classic - Continues*

**Application for Grant Funding**

Other, Specify:		
Other, Specify:		
City of MB Grant request:	60,000	15%
Totals	390,000	100%

3



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Beach United Football Club

**Previous Awards of City Grant Funds:** Last Year \$ 5,000 ; Two Years Ago \$ 0

**Amount Requested in this application:** \$ 20,000

**Committee Recommendation<sup>1</sup> (leave blank):** \$ \_\_\_\_\_

**Program Objective:**

To host a premier tournament in the third weekend in August to promote the integrity of Coastal Carolina Soccer Clubs, and boost Economic Development to Myrtle Beach Tourism by bringing 50-100 soccer teams from across South Carolina, North Carolina and Georgia to the area. Pre-season tournaments are attractive to coaches to access the talent and skillsets of their teams prior to the start of the season.

	20 <sup>18</sup> _____		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$ 173,880	\$ 368,880	46
Fund-raising	\$ 25,000		7
Horry County			0
Admin Other Cities Income	\$ 10,000		2.5
Other, Specify: Tournament fees	\$ 95,000		20.5
Other, Specify: Uniform Income	\$ 30,000		9
Other, Specify: Sponsorship	\$ 35,000		10
City of MB Grant request:	\$20,000		5
Totals	\$ 368,880		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

6



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Claire Chapin Epps Family YMCA

Previous Awards of City Grant Funds: Last Year \$ 50,000 ; Two Years Ago \$ 50,000

Amount Requested in this application: \$ 53,500

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

### Program Objective:

Funds received from the grant will enable The Claire Chapin Epps Family YMCA to promote and conduct two extensive youth soccer tournaments in Myrtle Beach during two weekends in the months of March and October. These tournaments are scheduled during the non-peak seasons. It is anticipated that the event will continue to be a success bringing in an estimated 19,600 visitors to the Myrtle Beach area and will have a \$2,338,000 economical impact.

	20 <u>19/20</u>		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$ 1,015,490	\$2,347,222	43%
Fund-raising	\$276,930		12%
Horry County	\$12,800		1%
Other Cities			
Other, Specify: Special Events	\$229,040		10%
Other, Specify: Programs	\$759,462		32%
Other, Specify:			
City of MB Grant request:	\$53,500		2%
Totals	\$2,347,222		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.





7

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

RECEIVED  
SEP 28 2018  
BY: *MJP*

## SUMMARY

AGENCY NAME: Coast Futbol Alliance Inc (Coast FA)

Previous Awards of City Grant Funds: Last Year \$ 20,000; Two Years Ago \$ 20,000

Amount Requested in this application: \$ 30,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:** To host reoccurring youth soccer tournament events that produce a positive economic impact for the City and the surrounding area. Our events generate direct spending during the shoulder season by participants and their families who would not otherwise be here except for our event.

Net revenues support the recreational and select soccer programing we deliver to local youth of our community. We do not let the cost to participate be part of the player selection process for both Rec and Select programing. This fiscal year our organization will scholarship more than \$45,000 in program services to its registrants.

	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Registration Fees	\$ 790,000	\$ 1,006,500	78.0%
Fund-raising	\$ 150,000		15.0%
Horry County	\$ 9,500		1.5%
Other Cities	\$ 12,000		1.0%
Other, Specify: Merchandise Sales	\$ 5,000		.5%
Other, Specify: Field Rental Income	\$ 5,000		.5%
Other, Specify: Ticket Sales	\$ 5,000		.5%
City of MB Grant request:	\$ 30,000		3.0%
Totals	\$ 1,006,500		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



8

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Coastal SC Volleyball Tournaments

Previous Awards of City Grant Funds: Last Year \$ 6,000 ; Two Years Ago \$ 11,000

Amount Requested in this application: \$ 10,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

RECEIVED  
SEP 28 2018  
BY: *[Signature]*

Program Objective: Youth volleyball tournaments bringing thousands of participants, family members, and other personnel to Myrtle Beach during typically off-peak season (January and February). Tournaments are mandated "Stay to Play" tournaments, meaning that all participants must stay in designated, contracted hotels, thus ensuring easily trackable room nights. Volleyball families are well known for above average spending on food, retail and recreation; and because our tournaments fall near the beginning of the club volleyball season, participants and teams are more likely to seek out recreational activities, plan team meals at restaurants, and seek out unique souvenirs.

	2019 _____		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$45,000	\$55,000	82%
Fund-raising			
Horry County			
Other Cities			
Other, Specify:			
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$10,000		18%
Totals	\$55,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



15

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**RECEIVED**  
 SEP 28 2018  
 BY: *WJP*

**AGENCY NAME:** Grand Strand Juniors

**Previous Awards of City Grant Funds:** Last Year \$ 10,000 ; Two Years Ago \$ 5,000

**Amount Requested in this application:** \$ 45,000

**Committee Recommendation<sup>1</sup> (leave blank):** \$ \_\_\_\_\_

**Program Objective:**

To grow the game of volleyball locally, regionally and nationally by hosting tournaments in Myrtle Beach. The Winter Bump, Coastal Classic and new event Seashore Classic will bring around 600 teams to Myrtle Beach in the Months of January February and June.

	20 <u>18</u>		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$ 170,000	\$ 695,000	25
Fund-raising	0		
Horry County	0		
Other Cities	0		
Other, Specify: <i>Merchandise</i>	50,000		7
Other, Specify: <i>Bingo</i>	80,000		12
Other, Specify: <i>Tournaments</i>	350,000		50
City of MB Grant request:	45,000		6
<b>Totals</b>	695,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

17



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Mingo Bay Classic Baseball Tournament

Previous Awards of City Grant Funds: Last Year \$ 15,000 ; Two Years Ago \$ 15,000

Amount Requested in this application: \$ 20,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:**

To bring the very best High School baseball teams to Myrtle Beach for the purpose of promoting and advertising the Grand Strand. This program will broaden and enhance our economic base by generating dollars spent by coaches, players, their families and friends. The combination of these variables will eventually lead to a stronger and better Myrtle Beach through future visits by these people.

Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$ _____	\$ <u>20,000</u>	
Fund-raising			
Horry County			
Other Cities			
Other, Specify:			
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$ <u>20,000.00</u>		
Totals	<u>20,000</u>		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

24

Playgolf Myrtle Beach . Com



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Myrtle Beach World Amateur

**Previous Awards of City Grant Funds:** Last Year \$ 28,500 ; Two Years Ago \$ 30,000

**Amount Requested in this application:** \$ 80,000

**Committee Recommendation<sup>1</sup> (leave blank):** \$ \_\_\_\_\_

**Program Objective:**

The Myrtle Beach World Amateur exists to promote Myrtle Beach as a tourism destination, primarily for golf. In addition to filling golf course tee sheets, hotel rooms, and the Myrtle Beach Convention Center that week, it introduces avid golfers and their families to the Myrtle Beach area as a vacation destination. The Myrtle Beach World Amateur showcases everything Myrtle Beach has to offer. It is portrayed, rightfully so, as the only destination in the world capable of hosting an event of this magnitude in advertisements through a large scope of worldwide media.

	20 <u>19</u>	2019	
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ 1.95MM	
Fund-raising			
Horry County			
Other Cities			
Other, Specify:	\$1.70M - participant revenue		87%
Other, Specify:	\$170,000 sponsor sales		9%
Other, Specify:			
City of MB Grant request:	80,000		4%
Totals	\$1.95M		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



20

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Myrtle Beach Pelicans

Previous Awards of City Grant Funds: Last Year \$5,000 ; Two Years Ago \$5,000

Amount Requested in this application: \$5,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

RECEIVED  
SEP 28 2018  
MJP

**Program Objective:**

To drive regional tourism and provide additional programming for the Triple Crown Girls Softball Tournament and a Ripken Experience Girls Softball Tournament by hosting a game at Pelicans Ballpark between two professional softball teams from National Pro Fastpitch.

	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ 90,000	
Fund-raising			
Horry County			
Other Cities			
Other, Specify: Game Tickets & Clinic	\$50,000		56%
Other, Specify: Concessions & Merchandise	\$35,000		39%
Other, Specify:			
City of MB Grant request:	\$5,000		5%
Totals	\$90,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



21



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Native Sons Salt Games

Previous Awards of City Grant Funds: Last Year \$ 10,000 ; Two Years Ago \$ 10,000

Amount Requested in this application: \$ 10,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:**

A festival and beach competition to celebrate the beach lifestyle.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

RECEIVED  
SEP 28 2018  
BY: *UMP*

	2019 _____	\$125,000	
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
<sup>1</sup> Sponsorships	\$ 50,000	\$	40%
Vendors	25,000		20%
Registrations	20,000		16%
Beverages	10,000		8%
Apparel	10,000		8%
Other, Specify:			
City of MB Grant request:	\$10,000		8%
Totals			100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

RECEIVED  
SEP 28 2018  
BY: *allop*



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: North-South All-Star Football Game Committee

Previous Awards of City Grant Funds: Last Year \$ 15,000 ; Two Years Ago \$ 15,000

Amount Requested in this application: \$ 25,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:**

We provide a positive experience for 90+ high school football players from across the state, many of whom would very likely be unable to enjoy a week at the beach, staying in oceanfront accommodations and eating at some of the area's most popular restaurants. At the same time, we bring a sizeable number of visitors to the Grand Strand at a time when tourism numbers are low (December). In addition to "just football," the coaches and chaperones stress positive attitude and discipline, and the players interact with area children in an annual shopping spree.

Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$	
Fund-raising	\$20,000 ticket sales		21%
Horry County			
Other Cities			
Other, Specify:	\$30,000 (sponsor)		31%
Other, Specify:	\$20,000 (ads)		20.5%
Other, Specify:	\$2500 (jersey sales)		2.5%
City of MB Grant request:	\$25,000		25%
Totals	\$97,500		100%

(\$72,500 without City grant)

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



29

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

RECEIVED  
SEP 28 11 2015  
BY: [Signature]

AGENCY NAME: Special Olympics South Carolina

Previous Awards of City Grant Funds: Last Year \$ 0 ; Two Years Ago \$ 0

Amount Requested in this application: \$ 135,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

### Program Objective:

State Fall Games brings together approximately 1200 athletes and 300 coaches from across the state for sports competition. Athletes compete in one of seven different sports: Bocce, Bowling, Disc Golf, Flag Football, Golf, Soccer and Volleyball. Along with athletes and coaches, more than 100 families will be in attendance. To have a successful event we will need over 500 volunteers from the community work at competition venues. In between competitions, athletes participate in free health screenings in optometry, podiatry, health education/nutrition, audiology and dentistry.

	2018 _____		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$0	\$235,000	
Fund-raising	\$100,000		43%
Horry County	\$0		
Other Cities			
Other, Specify:			
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$135,000		57%
Totals	\$235,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



9

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Crossroads Event Productions, Inc

Previous Awards of City Grant Funds: Last Year \$ 30,000.00 ; Two Years Ago \$ \_\_\_\_\_

Amount Requested in this application: \$ 50,000.00

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

Program Objective:

Promote the largest world class Jazz musical event in the Greater Myrtle Beach and surrounding areas.

RECEIVED  
SEP 28 11:21 AM 2019  
MJP

	20 <sup>19</sup>		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ <u>110,000</u>	
Fund-raising	60,000.00		55%
Horry County			
Other Cities			
Other, Specify:			
Other, Specify:			
Other, Specify:			
City of MB Grant request:	50,000.00		45%
Totals	\$110,00.00		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

(102)



RECEIVED  
SEP 23 2018  
BY: *MAP*

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** 5 Points Association...The Vision of the Future, Inc. DBA Five Points Association

**Previous Awards of City Grant Funds:** Last Year \$ 0 ; Two Years Ago \$10,000

**Amount Requested in this application:** ~~\$10,000~~ *25,000*

**Committee Recommendation<sup>1</sup> (leave blank):** \$ \_\_\_\_\_

**Program Objective:** The objective of the Five Points Association marketing program is to offer the Mistletoe Market to the visitors of our great city in the Historic area of downtown Myrtle Beach in partnership with the City of Myrtle Beach, Downtown Redevelopment Corporation, district property and business owners, and the Myrtle Beach Area Chamber of Commerce. We are offering visitors an opportunity to experience the heart of Myrtle Beach and the holiday feeling in a historic downtown. By promoting and working to produce a holiday musical, and shopping production, the entire district will benefit from more out of area visitors entering their doors. The local government and community will realize increased tax revenue, visitors having higher morale as well as wanting to come back for more.

	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ <i>71,000</i>	
Fund-raising			
Horry County			
Other Cities			
Other, Specify:Chamber	1,000		1.5%
Other, Specify:Special Event	29,500		41.5%
Other, Specify:Sponsors	15,500		21.8%
City of MB Grant request:	\$25,000		35.2%
Totals	71,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



19



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

RECEIVED  
1 SEP 23 2018  
BY: *[Signature]*

## SUMMARY

AGENCY NAME: Native Sons—Myrtle Beach Jeep Jam  
Previous Awards of City Grant Funds: Last Year \$10,000 ; Two Years Ago \$ \_\_\_\_\_  
Amount Requested in this application: \$30,000  
Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

### Program Objective:

To bring thousands of Jeep enthusiasts from around the country for a celebration of Off-Road culture and the Grand Strand lifestyle. This 3-day festival features an obstacle course, car show, food trucks, kids' zone and a citywide Scavenger Hunt including dozens of businesses. The Jeep Jam also benefits the Special Operations Wounded Warriors.

	20 <u>19</u>		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Registration	\$ 75,000	\$ 290,000	25.87%
Sponsorships/Vendors	120,000		41.38%
Beverage/Apparel/Sales	55,000		18.95%
Parking	10,000		3.45%
Other, Specify:			
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$30,000		10.35%
Totals	\$ 290,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

23



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

RECEIVED  
1 SEP 28 2018  
BY: MUA

AGENCY NAME: Oceanfront Merchants Association

Previous Awards of City Grant Funds: Last Year \$75,000; Two Years Ago \$30,000

Amount Requested in this application: \$150,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:** The objective of OMA's year-round entertainment and marketing programs is to offer as much free family-friendly entertainment as possible, while promoting Myrtle Beach as a unique seaside family vacation destination. Per the DRC study conducted in 2017, visitors wanted to see an increase in free events and entertainment. Through events including Hot Summer Nights, Fright Nights, It's a Shore Thing, Myrtle Mile, Holidays on the Boardwalk, and the Sun Fun Festival, OMA is responsible for 107 days of events in the 2018 calendar year. In 2019, OMA looks to expand those events, increase their frequency, and add new events to bring the total days of events to 122 – that means that OMA would be responsible for events equally 1/3 of the year. The Myrtle Beach area benefits from the added value of the free "attraction" of the entertainment on the Myrtle Beach Boardwalk, and by expanding our promotions to a larger audience, the community will benefit from the increased exposure and visitors spending locally. This will also increase tax revenues for the area, and create job growth.

	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$25,000	\$365,000	7%
Fund-raising	\$160,000		44%
Horry County			
Other Cities			
Other, Specify: Events	30,000		8%
Other, Specify:			
Other, Specify:			
City of MB. Grant request:	\$150,000		41%
Totals	\$365,000		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

RECEIVED  
SEP 28 SECT 2018  
BY: *map*

CITY OF MYRTLE BEACH  
APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Sons & Daughters of Italy Lodge #2662

Previous Awards of City Grant Funds: Last Year \$ 6,650.00 ; Two Years Ago \$7,000.00

Amount Requested in this application: \$ 25,000.00

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

Program Objective: Advertising and promotion of tourism. To promote and share our rich Italian heritage and culture through music, food and arts events. Our mission is to encourage the dissemination of Italian culture to the United States and uphold the prestige of the people of Italian heritage in America. To initiate and organize movements for the patriotic and humanitarian purposes, thereby establishing our motto of "Liberty, Equality and Fraternity."

	20 18		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$27,863.92	\$ 312,934	8.9%
Fund-raising	12,487.00		4%
Horry County	-		0%
Other Cities	-		0%
Other, Specify: Special Events	158,294.60		50.59%
Other, Specify: Lodge Food / Bar	99,678.35		31.85%
Other, Specify: Misc./Souvenirs	7,960.00		2.54%
City of MB Grant request:	6,650.00		2.12%
Totals	\$312,933.87		100%

Figures from Profit & Loss

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** South Atlantic Shrine Association (AKA-SASA)  
**Previous Awards of City Grant Funds:** Last Year \$40K ; Two Years Ago \$ 40K  
**Amount Requested in this application:** \$ 60K  
**Committee Recommendation<sup>1</sup> (leave blank):** \$ \_\_\_\_\_

RECEIVED  
SEP 28 2019  
BY: *[Signature]*

**Program Objective:**

SASA will be holding the Annual meeting, festival, parade and area competitions throughout the City of Myrtle Beach on September 18<sup>th</sup> through the 21<sup>st</sup>, 2019 and is requesting funding to conduct the event for the year 2019. This event will benefit Shriners International, Shriners Hospital for Children, The City of Myrtle Beach, and the SASA organization for operational costs. The 2019 edition of the SASA's Fall Festival will have an early morning parade start. This will provide rented hotel rooms through Saturday night. As in 2016, we are planning a backyard Beach Bash directly after the parade allowing participants to attend and receive awards.

	2019		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$ 21,500	\$ 122,100	18.0%
Fund-raising			
Horry County			
Other Cities			
Other, Specify: Golf Tournament, Ladies Luncheon, & Donations	\$17,850		14.8%
Other, Specify: Shrine Market Place	\$20,000		17.0%
Other, Specify: Program Ads/ Directory	\$2,750		.20%
City of MB Grant request:	\$60,000		50.0%
Totals	\$122,100		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



5

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: CHAMPION AUTISM NETWORK

Previous Awards of City Grant Funds: Last Year \$ 5000; Two Years Ago \$ 5000

Amount Requested in this application: \$ 14,850

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:**

- increase economic opportunity for the region by:
- Continuing to cultivate the niche travel initiative geared toward families w/
- Organize group tours at trained resorts and hotels
- Organize group events at trained grand strand attractions
- Encourage tours in the shoulder months
- Continue PR and marketing efforts to increase national and international
- Grow our database and CAN card program to serve as many people as p
- Partner with autism organizations outside of our region to increase reach

	20 <u>19</u>		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$ <u>85,850</u>	
Fund-raising	60,000		70
Horry County			
Other Cities	5000		5.8
Other, Specify: <i>Program Income</i>	4000		4.7
Other, Specify: <i>Promotional Sales</i>	2000		2.3
Other, Specify:			
City of MB Grant request:	14,850		17.2
Totals	85850		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: City of Myrtle Beach - Sports Tourism

Previous Awards of City Grant Funds: Last Year \$ 0 ; Two Years Ago \$ 0

Amount Requested in this application: \$ 50,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

RECEIVED  
SEP 28 2016  
BY: *MWP*

**Program Objective:**

To increase the current \$158.3m in sports tourism direct spending by  
establishing a dedicated funding source to be utilized in attracting new,  
or increasing impact of recurring, events which utilize paid in-city lodging.  
Examples may include, but not limited to, bid fees, rights fees and event  
specific venue enhancements.

	2018-2019			
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget	
Membership	\$	\$ 4,543,491		
Fund-raising				
Horry County				
Other Cities				
Other, Specify: Operating Revenues	\$2,614,889			57%
Other, Specify: City Department	\$1,878,602			42%
Other, Specify:				
City of MB Grant request:	\$50,000		1%	
Totals	\$4,543,491		100%	

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: City Of Myrtle Beach—Active Programming of Public Spaces

Previous Awards of City Grant Funds: Last Year \$-0-; Two Years Ago \$-0-

Amount Requested in this application: \$200,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

Program Objective: The City is seeking to make certain permanent improvements to existing public spaces such as Chapin Park, Plyler Park, and Valor Park, to make them suitable for active programming of events and further, to advertise outside the local market to attract visitors to those events.

	FY 2018-19		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$289,230	
Fund-raising			
Horry County			
Other Cities			
City own-source revenues	\$ 89,230		30.9%
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$ 200,000		69.1%
Totals	\$289,230		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.



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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: City Of Myrtle Beach

Previous Awards of City Grant Funds: Last Year \$320,000; Two Years Ago \$320,000

Amount Requested in this application: \$320,000

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:** The objective of the 4<sup>th</sup> Avenue Outfall project was to install a deep-water ocean outfall that replaced eight (8) smaller beach front pipes that previously discharged on top of the existing beach and drained into the surf. Funding requested in this application will pay a portion of the 2018-19 installments of debt service for the project.

	FY 2018-19		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$773,928	
Fund-raising			
Horry County			
Other Cities			
Storm water fees	\$ 453,928		58.65
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$ 320,000		41.35
Totals	<u>\$ 773,928</u>		100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.

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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: City Of Myrtle Beach

Previous Awards of City Grant Funds: Last Year \$135,812; Two Years Ago \$136,132

Amount Requested in this application: \$135,354

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:** This funding supports annual debt service payments covering the City's matching (17.5%) share of the 2007-08 Beach nourishment project for Reach 2 that was funded by a 2007 Bond Anticipation Note and refunded by the Series 2008A GO Bond issue. The objective of the **Reach Two** Beach Renourishment project was to preserve the beachfront as the top tourist attraction and heart of the tourism industry in Myrtle Beach.

	FY 2018-19			
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget	
Membership	\$	\$135,354		
Fund-raising				
Horry County				
Other Cities				
Storm water fees	\$			
Other, Specify:				
Other, Specify:				
City of MB Grant request:	\$ 135,354			
Totals	<u>\$135,354</u>			100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.





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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: City Of Myrtle Beach

Previous Awards of City Grant Funds: Last Year \$5,340,464; Two Years Ago \$5,520,926

Amount Requested in this application: \$7,034,470

Committee Recommendation<sup>1</sup> (leave blank): \$ \_\_\_\_\_

**Program Objective:** Due to the high concentration of tourism activity and demands placed on the City as a result of said tourism, the City of Myrtle Beach is requesting funds to provide additional law enforcement, traffic control, highway and street maintenance, as well as additional fire protection within the City. Please see attachment for the breakdown of requested funding by the statutory categories of "tourism-related expenditures" as outlined in SC Code Sec. 6-4-10(4)(b).

	FY 2018-19			
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget	
Membership	\$	\$50,923,988		
Fund-raising				
Horry County				
Other Cities				
City own-source revenues	\$ 43,889,518			86.18
Other, Specify:				
Other, Specify:				
City of MB Grant request:	\$ 7,034,470		13.82	
Totals	<u>\$ 50,923,988</u>		100%	

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.