

FY 2011/2012 Accommodations Tax Funding Final Report

You may record information directly on this form or create a separate document for more detailed responses.

I. PROJECT INFO:

Organization Name: _____ Edisto Chamber of Commerce _____

Project Name: _____ Christmas, Event, Marketing, & Local Off Season Advertising _____

Contact Name: _____ Dan Carter _____ Phone: _____ 843-869-3867 _____

II. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application? _____ Yes _____

If no, state any problems you encountered. _____ N/A _____

III. PROJECT SUCCESS:

Please share any additional comments regarding the project. (e.g., lessons learned, successes, problems encountered, etc.) Attendance increases for the Christmas parade (the largest ever), more visitors from the Charleston market, rack card usage is positive, businesses report that there are additional visitors during the off season, rental companies and restaurants report increases over the previous year

IV. PROJECT ATTENDANCE:

Record numbers in table below, as requested by the Tourism Expenditure Review Committee. Numbers are to reflect attendance and funds received for projects for current and previous years.

	2010/2011	2011/2012
Total budget of event/project	\$ 43,925.86	\$ 40,333.71
Amount funded by A-tax	\$ 22,000.00	\$ 20,290.00
Amount funded by A-tax from all sources	N/A	N/A
Total attendance	**	**
Total tourists*	**	**

* Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by cases basis.

** Tracking the exact total of visitors is an expensive effort that we have not pursued. We rely on feedback from all of our business sectors, A-Tax collection data, citizen observations, and communication with town officials. All of these sources indicate that this year has realized a favorable improvement over last year. Event crowds have definitely increased, and new events have begun. Several businesses indicate the off season was the best ever, and collectively the businesses agree that the shoulder season has definitely improved.

V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.): Parade participation increase, Feedback (from citizens, town, businesses and especially realtors), photography, license tag surveys, etc.

VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY11-12 grant. Expense Summary Attached

VII. ORGANIZATION SIGNATURE:

Provide signature of official within organization, verifying accuracy of above statements.

_____ Dan Carter _____ Director _____
 Name Title
 _____ *Dan Carter* _____ 7/30/12 _____
 Signature Date

**FY 2011/2012 Accommodations Tax Funding
Final Report
Christmas Event, Marketing, & Local Off Season Advertising**

A-Tax Grant Earned		\$20,290.00
Mags/Newspapers - Christmas Parades Adams Outdoor, Post & Courier, Shopper	\$512.95	
Mags/Newspapers (Explore, P&S, Gateway, Where, Coastal Angler)	\$8,289.00	
Event Billboard	\$2,790.00	
TV/Radio (WCIV, WTAT, WIOP)	\$3,485.00	
Rack Card (Burco, ADS)	\$2,055.40	
Brand Reinforcement/Media Outlet Press Releases (E Boineau & Co)	\$3,882.15	
Total	\$21,014.50	\$20,290.00
		-\$724.50