

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: Advertising & Promotion – 2011 Fish & Shag Fest and The Edisto Beach King Mackerel Tournament

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.) Good increase in crowd for second year, additional food vendors worked great, great comments from attendees, shag club involvement increased participation, no parking problems, larger dance floor worked well, will continue to improve system for vendor set up and take down

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
Total budget of event/project	\$ 15,585.00	\$ 35,709.19
Amount funded by A-tax	Hospitality Fund; \$ 5,000	\$ 6,350.00
Amount funded by A-tax from all sources	N/A	N/A
Total attendance	3000	3400
Total tourists*	2850	3200

* 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.

V. METHODS:

Please describe the methods used to capture the attendance data listed above (license plates, surveys, etc.) _____
 _____ crowd photos, fishing tournament registration, and sample crowd count _____

VI. PROJECT BUDGET:

Attach report indicating project expenses of Accommodations Tax FY10-11 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 _____ 11/30/11 _____
 Signature Date

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Final Report
2011 Fish & Shag Fest**

**A-Tax Eligible Expenditures
Sept 2 & 3, 2011**

Expense Item:	Source:	Amount
Advertising		
Ad Banner	Signs Plus	\$53.39
Advertising Promo Items	Signs Plus	1,157.50
Media Advertisement	Shopper (Charleston)	300.00
Media Advertisement	Post & Courier	449.10
Billboard	Adams Outdoor Advertising	450.00
Venue/Parking/Safety/Security/Visitor Convenience:		
Security	Town of Edisto Beach	2,091.58
Park Walkway	Town of Edisto Beach	100.00
Portolets (4)	Natures Calling	524.03
Shuttle Buses	Lancaster Tours	1,802.50
Light Rental for Park		300.00
Shuttle/Parking Signs	Signs Plus	300.00
Total		\$7,528.10
A-Tax Funds Granted		\$6,350.00
Eligible Expenses Exceeding A-Tax Funds		-\$1,178.10