

## FY 2010/2011 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 \_\_\_\_\_

I. 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, accommodations 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.

	2009/2010	2010/2011
Total budget of event/project	N/A	\$ 43,925.86
Amount funded by A-tax	- 0 -	\$ 22,000.00
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, 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. Businesses have also noted that the shoulder season is definitely improving (especially in the fall).

### 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

### 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 \_\_\_\_\_  
Signature Date

**FY 2010/2011 Accommodations Tax Funding**  
**Final Report**  
**Christmas Event, Marketing, & Local Off Season Advertising**

Mags/Newspapers - Christmas Parades Adams Outdoor, Post & Courier)	\$962.95
Mags/Newspapers (Sandlapper, P&S, Gateway, Where)	\$3,279.00
TV/Radio (WCIV)	\$6,202.00
Rack Card (Burco, ADS)	\$4,334.80
Brand Reinforcement/Media Outlet Press Releases (E Boineau & Co)	<u>\$7,827.05</u>
Total	\$22,605.80