

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 _____

Project Name: _____ Advertising & Promotion of The Low Country Golf Classic _____

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.) Very well received, well attended, great feedback from participants and gallery, response was so favorable that plans are underway to add a similar tournament in the Fall exclusively for female high school players

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	\$ 12,700.00	\$ 14,157.38
Amount funded by A-tax	- 0 -	\$ 3500.00
Amount funded by A-tax from all sources	N/A	N/A
Total attendance	400	600
Total tourists*	350	550

* 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.) _____
 _____ Photos, registration, and crowd observation _____

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** _____ 8/17/11 _____
 Signature Date

FY 2010/2011 Accommodations Tax Funding Final Report

Advertising & Promotion of The Low Country Golf Classic

2011 Low Country Classic Golf Tournament Promotion, Advertising, and Operation Expense Summary *		
	Event Related	Ad/Promo (A-Tax)
Lodging, Food, Beverage, etc.	\$ 9,500.00	
Welcome Tent	211.16	
Youth Program Donation	300.00	
Paid Media		\$ 335.00
Advertising Signage		561.60
Advertising		300.00
Promotional Material		2949.62
Sub Totals	\$ 10,011.16	\$ 4146.22
Total	\$ 14,157.38	
* Expenses do not include promo and advertising conducted within Chamber budget, or free advertising gained through news releases, etc.		