



City of Myrtle Beach
SOUTH CAROLINA

November 27, 2019

Mayor and City Council
City of Myrtle Beach
10th Avenue N. and Broadway
Myrtle Beach, SC

RE: Recommendations for Tourism Expenditure Grants

Honorable Mayor Brenda Bethune and Members of City Council:

The Accommodations Tax Advisory Committee has reviewed all grant applications properly submitted to it for the fiscal year 2019-2020. The Committee is pleased to forward to Council recommendations in support of many diverse programs including museums, outdoor and sporting activities, cultural arts, and musical entertainment that will be available to our residents and tourists, youth and adults alike in the following year. We have also recognized the City's request for funding to provide public safety, water quality monitoring, convention center marketing and beach re-nourishment. Subsequent to review, investigation and discussion, the Committee makes the following funding recommendations:

Motions to Recommend Accommodations Tax Funding:

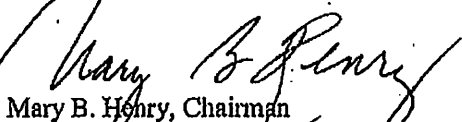
Baseball at the Beach Tournament - \$35,000
Beach Ball Classic - \$50,000
Beach United FC - \$10,000
Carolina Master Chorale - \$30,000
Champion Autism Network - \$7,500
Claire Chapin Epps Family YMCA - \$45,000
Coastal Futbol Alliance - \$20,000
Coastal Highland Games - \$5,000
Coastal SC Volleyball Tournaments - \$5,000
Crossfit Up Dog Beach Throw Down - \$5,000
Crossroads Event Productions, Inc. - \$30,000
Cultural Arts Endeavor - \$0.00
Downtown Myrtle Beach Children's Theatre - \$0.00
Edventure (formerly Children's Museum of SC) - \$25,000
Franklin G. Burroughs - Simeon B. Chapin Art Museum - \$75,000
Five Points Association - \$10,000
FPC Concerts, Inc. - \$15,000
Grand Strand Juniors - \$15,000
Grand Strand Carolina Pride - \$3,000
Global Christian Professional Women's Association - \$10,000
Kaaba Temple - \$10,000
Long Bay Symphony - \$75,000

Mingo Bay Classic Baseball Tournament - \$20,000
Myrtle Beach Film Festival - \$10,000
Myrtle Beach Golf Holiday (MB World Amateur) - \$30,000
Myrtle Beach Jeep Jam - \$10,000
Myrtle Beach Marathon and Doggie Dash - \$7,000
Myrtle Beach Shrine Club (Smoke on the Beach) - \$10,000
North - South Game Committee, Inc. - \$20,000
Ocean Front Merchants Association - \$125,000
Palmetto Partners - \$20,000
Sons and Daughters of Italy - \$7,000
South Atlantic Shrine Association - \$40,000
South by Southeast (SxSE) - \$5,000
South Carolina Robotics Education Foundation - \$5,000
Special Olympics of SC - \$10,000
The Arts Grand Strand (Myrtle Beach Cultural Calendar) - \$1,000
The Keepers Foundation - \$5,000
Waccamaw Arts & Crafts Guild - \$15,000
Waves of Praise Gospel Festival (Coastal Broadcasting) - \$25,000

City of Myrtle Beach – \$6,035,250 total for public safety programs, water quality monitoring, Convention Center marketing, Beach Re-nourishment debt service and the 4th Avenue North Ocean Outfall Project debt service.

We look forward to seeing these items on Council's agenda soon and will be happy to make ourselves available to discuss these recommendations with you at that time.

Sincerely,



Mary B. Henry, Chairman
Myrtle Beach Accommodations Tax Advisory Committee

cc: John G. Pedersen, City Manager
Michael W. Shelton, Chief Financial Officer
Michael D. Price, Financial Analyst, Senior



**City of Myrtle Beach
Accommodations Tax Allocations for 2019-20**

Est. Revenues (reviewed, May 19, 2020)	
Accommodations Tax ¹	8,000,000
	-
Interest	<u>10,000</u>
Total Est. Revenues	8,010,000
Est. Expenditures	
City of Myrtle Beach (Sec. 6-4-10(1)) ²	25,000
City of Myrtle Beach (6-4-10 (2)) ³	398,750
City of Myrtle Beach 2019 Proviso No. 109.11	1,197,750
Chamber of Commerce (6-4-10 (3)) ⁴	<u>1,197,750</u>
Total Statutory Allocations	2,819,250
Total Revenues Less Statutory Allocations	
Allocation to Tourism Related Expenditures (6-4-10(4)(a)) ⁵	5,190,750
Promotional Funds from prior year allocations	<u>-</u>
Total Est. Expenditures	5,190,750

¹ Ordinance No. 2019-30 adopted June 11, 2019

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 City receives 15% of revenue after the first \$25,000 for direct policing services, per 2019 Proviso No. 109.11

⁵ Promotional allocation of 15% of revenue after the first \$25,000 is paid to Chamber of Commerce for advertising and promotion of tourism, per 2019 Proviso No. 109.11

⁶ Remainder of revenue plus interest goes to a special fund for Tourism-Related Expenditures.

Tourism Expenditure Applications and Recommendations	2019	2020		75%	Council
	Council Approved	Request	Committee Recommendation	Staff Recommendation	

Arts Organizations

Carolina Master Chorale	35,000	30,000	30,000	22,500	-
Cultural Arts Endeavor	-	20,000	-	-	-
Downtown Myrtle Beach Children's Theatre	-	8,000	-	-	-
Edventure (formerly Children's Museum of SC)	25,000	50,000	25,000	18,750	-
F. G. B. - S. B. C. Art Museum	85,000	120,000	75,000	56,250	-
FPC Concerts, Inc.	20,000	15,000	15,000	11,250	-
Grand Strand Chapter of the American Guild of Organists	5,000	-	-	-	-
Long Bay Symphony	75,000	75,000	75,000	56,250	-
Myrtle Beach Film Festival	10,000	20,000	10,000	7,500	-
South by South East (SxSE)	-	7,500	5,000	3,750	-
The Arts Grand Strand (Myrtle Beach Cultural Calendar)	500	2,400	1,000	750	-
Waccamaw Arts & Crafts Guild	15,000	38,000	15,000	11,250	-
Arts Total	270,500	385,900	251,000	188,250	-
Arts %	33.73%	24.79%	29.69%	29.69%	-

Sports Events

Baseball at The Beach	35,000	55,000	35,000	26,250	-
Beach Ball Classic, Inc.	50,000	60,000	60,000	37,500	-
Beach United FC	10,000	30,000	10,000	7,500	-
Claire Chapin Epps Family YMCA	50,000	55,105	45,000	33,750	-
Coastal Futbol Alliance	20,000	30,000	20,000	15,000	-
Coastal Highland Games	-	5,000	5,000	3,750	-
Coastal SC Volleyball Tournament	5,000	10,000	5,000	3,750	-
Grand Strand Juniors	15,000	50,000	15,000	11,250	-
Mingo Bay Classic Baseball Tournament	20,000	20,000	20,000	15,000	-
Play Golf Myrtle Beach.com (formerly Myrtle Beach Golf Holiday)	30,000	80,000	30,000	22,500	-
Myrtle Beach Pelicans	5,000	-	-	-	-
Myrtle Beach Track & Field	-	-	-	-	-
Native Sons Salt Games	10,000	-	-	-	-
North South Game Committee, Inc.	20,000	25,000	20,000	15,000	-
Special Olympics of SC	10,000	13,000	10,000	7,500	-
Sports Total	280,000	433,105	265,000	198,750	-
Sports %	34.91%	27.82%	31.34%	31.34%	-

Festival Events

Carolina Country Music Festival	-	-	-	-	-
Crossfit Up Dog Beach Throw Down	-	30,000	5,000	3,750	-
Coastal Uncorked	-	-	-	-	-
Cross Roads	30,000	50,000	30,000	22,500	-
Five Points Business Association	10,000	30,000	10,000	7,500	-
Grand Strand Carolina Pride	-	10,000	3,000	2,250	-
Kaaba Temple	-	30,000	10,000	7,500	-
Keepers Foundation	-	29,000	5,000	3,750	-
Myrtle Beach Downtown Redevelopment Corp.	-	-	-	-	-
Myrtle Beach Jeep Jam	10,000	30,000	10,000	7,500	-
Myrtle Beach Mini Marathon and Doggie Dash	-	10,000	7,000	5,250	-
Myrtle Beach Shrine Club (Smoke on the Beach)	-	20,000	10,000	7,500	-
Ocean Front Merchants Association	147,000	150,000	125,000	93,750	-
Palmetto Event Production, Inc.	-	-	-	-	-
Palmetto Partners	-	30,000	20,000	15,000	-
Pee Dee Street Rodders	-	-	-	-	-
Sons & Daughters of Italy	7,000	25,000	7,000	5,250	-
South Atlantic Shrine Association	40,000	98,500	40,000	30,000	-
South Carolina Robotics Education Foundation	-	23,000	5,000	3,750	-
Waves of Praise Gospel Festival (Coastal Broadcasting)	-	132,000	25,000	18,750	-
Event Total	244,000	697,500	312,000	234,000	-
Event %	30.42%	44.80%	36.90%	36.90%	-

Other

Champion Autism Network	7,500	25,300	7,500	5,625	
Global Christian Professional Women's Assoc.	-	15,000	10,000	7,500	
Other Total	7,500	40,300	17,500	13,125	-
Other %	0.94%	2.59%	2.07%	2.07%	
Total	802,000	1,556,805	845,500	634,125	-

City of Myrtle Beach:

Special Events Department	25,000	50,000	25,000	25,000	
Activation of Public Spaces	200,000	-	-	-	-
Police Department Beach Service	-	-	-	-	-
4th Avenue Outfall Project	320,000	320,000	320,000	320,000	
2007 Beach Renourishment Project (Reach	133,585	134,760	134,760	134,760	
Beach Monitoring	62,000	62,000	62,000	62,000	
Convention Center Marketing	550,000	550,000	550,000	550,000	
Dunes Management	-	702,620	-	-	-
Three(3) Ladder Truck Companies - Fire Dept.	929,808	1,977,000	-	-	-
International Student Outreach Program	30,000	30,000	30,000	-	-
Waterfront Patrol - OFD (Oceanfront	3,133,671	4,860,000	4,425,180	3,001,555	
Beach Patrol FY 2018 Emergency Personnel & Equip)	580,160	488,314	488,310	488,310	
Sub-Total	5,964,244	9,174,694	6,035,250	4,556,625	-
Total	6,766,244	10,731,499	6,880,750	5,190,750	-

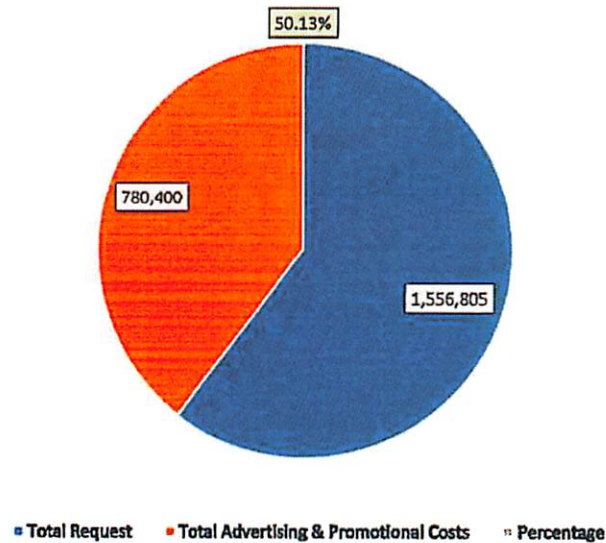
* Committee Recommendations were based on revenue estimates, net of state mandates as of October 4, 2019.

Information derived from the FY 2019-20 Application, Exhibit A.
 BUDGET OF PROJECT EXPENDITURES

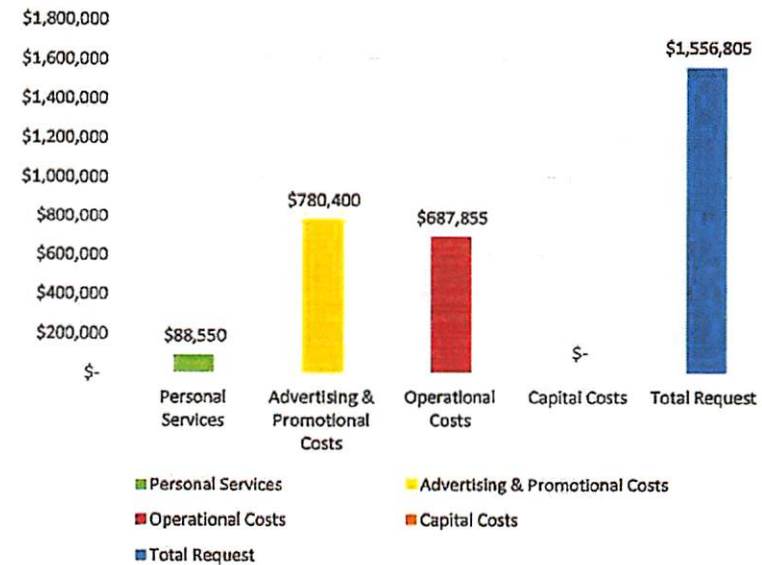
<u>Applicant</u>	<u>Advertising &</u>				<u>Total Request</u>
	<u>Personal Services</u>	<u>Promotional Costs</u>	<u>Operational Costs</u>	<u>Capital Costs</u>	
	\$ 88,550	\$ 780,400	\$ 687,855	\$ -	\$ 1,556,805
1 Baseball at The Beach ¹	4,000	6,000	45,000	-	55,000
2 Beach Ball Classic, Inc.	-	10,000	50,000	-	60,000
3 Beach United FC	3,500	26,500	-	-	30,000
4 Carolina Master Chorale	6,000	12,000	12,000	-	30,000
5 Champion Autism Network	7,200	13,300	4,800	-	25,300
6 Claire Chapin Epps Family YMCA	-	6,800	48,305	-	55,105
7 Coastal Futbol Alliance	-	30,000	-	-	30,000
8 Coastal Highland Games	-	3,000	2,000	-	5,000
9 Coastal SC Volleyball Tournaments	-	-	10,000	-	10,000
10 CrossFit Up Dog Beach Town Throw Down	10,000	20,000	-	-	30,000
11 Crossroads Event Productions, Inc.	-	11,000	39,000	-	50,000
12 Cultural Arts Endeavor	-	6,000	14,000	-	20,000
13 Downtown Myrtle Beach Childrens Theatre	4,000	2,000	2,000	-	8,000
14 EdVenture Education Everyone	-	50,000	-	-	50,000
15 F. G. B. - S. B. C. Art Museum	25,000	65,000	30,000	-	120,000
16 Five Points Business Association	-	30,000	-	-	30,000
17 FPC Concerts, Inc.	250	4,500	10,250	-	15,000
18 Grand Strand Juniors	-	2,500	47,500	-	50,000
19 Grand Strand Pride	-	-	10,000	-	10,000
GCPWA (Global Christian Professional Womens					
20 Assoc.	-	9,000	6,000	-	15,000
21 Kaaba Temple	5,500	21,000	3,500	-	30,000
22 Long Bay Symphony	-	8,250	66,750	-	75,000
23 Mingo Bay Classic Baseball Tournament	-	20,000	-	-	20,000
24 Myrtle Beach Film Festival	-	17,000	3,000	-	20,000
25 Myrtle Beach World Amateur	-	80,000	-	-	80,000

26	Myrtle Beach Jeep Jam (3rd Annual)	1,500	13,000	15,500	-	30,000
27	Myrtle Beach Mini Marathon, 5K, & Doggie Dash	-	3,250	6,750	-	10,000
28	Myrtle Beach Shrine Club	-	11,000	9,000	-	20,000
29	North South Game Committee, Inc.	-	6,500	18,500	-	25,000
30	Ocean Front Merchants Association	-	150,000	-	-	150,000
31	Palmetto Partners' <i>FIRST</i> Robotics competition	-	30,000	-	-	30,000
32	Sons & Daughters of Italy	9,600	5,000	10,400	-	25,000
33	South Atlantic Shrine Association	-	59,000	39,500	-	98,500
34	South x Southeast (SxSE)	5,000	2,500	-	-	7,500
35	South Carolina Robotics Education Foundation	-	-	23,000	-	23,000
36	Special Olympics of SC	-	2,400	10,600	-	13,000
37	The Arts Grand Strand	-	2,400	-	-	2,400
38	The Keepers Foundation	3,000	7,500	18,500	-	29,000
39	Waccamaw Arts & Crafts Guild	4,000	34,000	-	-	38,000
40	Coastal Broadcasting, LLC	-	-	132,000	-	132,000
	Total	88,550	780,400	687,855	-	1,556,805

Total Advertising & Promotional Request Compared to Overall Request for FY 2019-20



FY 2019-20 Accommodations Tax Requests Exhibit B. Budget of Projected Costs





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 \$35,000

Amount Requested in this application: \$55,000

Committee's Recommendation (leave blank): \$ 35,000

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 assist in NCAA Regionals and Super Regionals being hosted in area to further promote tourism and bring visitors to the Myrtle Beach and Grand Strand area.

Revenue/Expenditure	20_____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$79,000	
Membership	\$		
Fund-raising			
County/Other Cities			
Ticket Sales	\$24,000		30.38%
City of MB Grant request	\$55,000		69.62%
Other, Specify:			
Personal Services		\$4,000	
Advertising/Promo		\$6,000	
Operational Costs		\$45,000	
Capital Costs			
Totals	\$79,000	\$55,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:



2

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's Recommendation (leave blank): \$50,000

Program Objective: The Beach Ball Classic in its creation has continued to be innovative in design and promotion while becoming the flagship for sporting venues in the State of South Carolina. This event was recognized in 2003 as the "Most Outstanding Tourism Event of the Year" in the State of South Carolina. The BBC has grown over the past 38 years with the addition of the CresCom Bank Holiday Invitational and the Carolina College Challenge, 21 years' ago. We have now grown the CBHI from a 16- team tournament to one of the 56 teams in 2019. This makes the CBHI the largest girls' high school tournament east of the Mississippi and the 2nd largest in the USA. We intend to grow the CBHI to 80 teams next year with the ultimate goal of 128 teams within the next 4 years, thus becoming the largest in the USA. We are also looking at the possibility of growing the BBC with the addition of a Middle School tournament during Christmas. This tournament is to be named "The Junior Beach Ball Classic.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$404,000	
Membership	\$326,000		80.7%
Fund-raising	\$18,000		4.5%
County/Other Cities			
City of MB Grant request	\$60,000		14.8%
Other, Specify:			
Other, Specify:			
Personal Services			
Advertising/Promo		\$10,000	
Operational Costs		\$50,000	
Capital Costs			
Totals	\$404,000	\$60,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



3

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Beach United FC

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

Amount Requested in this application: \$30,000

Committee's Recommendation (leave blank): \$10,000

Program Objective: To host a premier soccer tournament in the third weekend in August (29-30th) 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, Tennessee, Virginia and Georgia to the area. Pre-season soccer tournaments are attractive to coaches to access the talent and skillset of their teams prior to the start of the season. Also, it gives parents one last vacation to Myrtle Beach before school starts.

Revenue/Expenditure	2019/20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$353,805.57	
Membership	\$138,805.57		39
Fund-raising	\$25,000		7
County/Other Cities	\$10,000		3
City of MB Grant request	\$30,000		9
Other, Specify: Tournaments	\$85,000		24
Other, Specify: Sponsorships, Camps and Donations	\$65,000		18
Personal Services			
Advertising/Promo		\$30,000	
Operational Costs			
Capital Costs			
Totals	\$353,805.57	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



4

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Carolina Master Chorale

Previous Awards of City Grant Funds: Last Year \$25,000; Two Years Ago \$20,000

Amount Requested in this application: \$30,000

Committee's Recommendation (leave blank): \$ 30,000

Program Objective: The mission of the Carolina Master Chorale is to 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.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$157,700	
Membership	\$11,000		7%
Fund-raising	21,000		13%
County/Other Cities	10,000		6%
City of MB Grant request	30,000		19%
Other, Specify: Ticket Sales	54,600		35%
Other, Specify: Annual Fund	31,000		20%
Personal Services		\$ 6,000	
Advertising/Promo		12,000	
Operational Costs		12,000	
Capital Costs			
Totals	\$157,700	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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 \$7,500; Two Years Ago \$5,000

Amount Requested in this application: \$25,300

Committee's Recommendation (leave blank): \$ 7,500

Program Objective: Autism Friendly Travel Initiative – Promote niche-oriented travel program in Myrtle Beach and the Grand Strand to regional, national and international autism community, through Robust social media efforts and advertising; Press releases and public relations campaigns; Yes You CAN Talk talk radio show; Out-of-market conference attendance; In-market promotion, autism awareness outreach and training to the general and business community; Educate the public-at-large to reduce judgement and garner support; Recruit, train and certify resorts and venues; Enlist more restaurants and service-oriented businesses to participate in the CAN card program.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$167,300	
Membership			
Fund-raising	\$120,000		72%
County/Other Cities	\$5,000		3%
City of MB Grant request	\$25,300		15%
Program Income	\$15,000		9%
Affiliate Sales	\$2,000		1%
Personal Services		\$7,200	
Advertising/Promo		\$13,300	
Operational Costs		\$4,800	
Capital Costs			
Totals	\$167,300	\$25,300	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: \$55,105

Committee's Recommendation (leave blank): \$ 45,000

Program Objective: The YMCA Youth Soccer Tournament are entering their 30th consecutive year of bringing hundreds of youth teams to our area from all over the United States and even Canada. The tournament are held during the shoulder season in the months of March and October. Funds from the City Accommodations Tax will be used to revitalize these already successful tournaments and create memorable positive experiences for all of our participants with the encouragement that they will return once again with their families at a later date to further enjoy the area. These events will bring in an anticipated 14,805 total visitors with an expected 7,614 room nights and with that and entertainment combines, and estimated economic impact of \$2,066,773.30.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$2,556,848	
Membership	\$1,104,235		43.18%
Fund-raising	445,800		17.44%
County/Other Cities	9,618		.38%
City of MB Grant request	55,105		2.16%
Other, Specify: Special Events	211,943		8.29%
Other, Specify: Program Income	730,147		28.55%
Personal Services			
Advertising/Promo		\$ 6,800	
Operational Costs		48,305	
Capital Costs			
Totals	\$2,556,848	\$55,105	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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 Highland Games by NS Promotions and Events

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

Amount Requested in this application: \$5,000

Committee's Recommendation (leave blank): \$ 5,000

Program Objective: Traditional Highland Games and Festival to celebrate the Scottish culture and heritage.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$37,000	
Membership	\$10,000		27%
Fund-raising	10,000		27%
County/Other Cities			
City of MB Grant request	5,000		13.5%
Other, Specify: Food & Beverage	5,000		13.5%
Other, Specify: Vendor Sales	7,000		19%
Personal Services			
Advertising/Promo		\$3,000	
Operational Costs		2,000	
Capital Costs			
Totals	\$37,000	\$5,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

7



CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING 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's Recommendation (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 \$40,000 in program services to its registrants.

Revenue/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$383,000	
Tournament Entry Fees	\$ 260,000		68%
Fund-raising			
County/Other Cities	\$ 27,000		7%
City of MB Grant request	\$ 30,000		8%
Other, Specify: Tournament Hotel Rebate	\$ 57,000		15%
Other, Specify: Tournament Vendors	\$ 9,000		2%
Personal Services		\$	
Advertising/Promo		\$30,000	
Operational Costs			
Capital Costs			
Totals	\$ 383,000	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:



9

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Coastal SC Volleyball

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

Amount Requested in this application: \$10,000

Committee's Recommendation (leave blank): \$ 5,000

Program Objective: Youth Volleyball tournament bringing thousands of participants, family members, staff, and other personnel to Myrtle Beach, typically during off-peak season (February). Volleyball families are well-known for bringing multiple family members on trips, utilizing above average number of hotel nights, and spending above average on food, retail and recreation. Because our tournaments fall near the beginning of the travel season, participants and teams are more likely to seek out recreational activities, plan team meals at local restaurants, and purchase souvenirs.

Revenue/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$71,000	
Membership	\$ 38,000		53.5%
Fund-raising			
City of MB Grant request	10,000		14.1%
Other Grants	5,000		7%
Hotel Rebates	8,000		11.3%
Ticket Sales & Vendors	10,000		14.1%
Personal Services			
Advertising/Promo			
Operational Costs		\$10,000	
Capital Costs			
Totals	\$71,000	\$10,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



10

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: CrossFit Up Dog Beach Town Throw Down

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

Amount Requested in this application: \$30,000

Committee's Recommendation (leave blank): \$ 5,000

Program Objective: We are an annual CrossFit Competition aligned with the vision of the Boys & Girls club of the Grand Strand to promote healthy life styles. A portion of the proceeds will benefit their Triple Play Program – Health Bodies, Healthy Minds and Healthy Souls. We provide a positive experience for 500+ competitors ranging from 16-60+ years old. IN 2019 we hosted 545 athletes (475 came from outside of the Myrtle Beach area) from 9 states (GA, IN, NC, PA, SC, TN, OH and WYOMING. These competitors are a family affair, with competitors bringing their friends and children and filling up a number of area hotels when Grand Strand tourism numbers are low.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$134,963	
Membership	\$64,163		53%
Fund-raising			
County/Other Cities			
City of MB Grant request	30,000		21%
Other, Specify: Sponsorships	40,800		26%
Other, Specify:			
Personal Services		\$ 10,000	
Advertising/Promo		20,000	
Operational Costs			
Capital Costs			
Totals	\$134,963	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



11

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Crossroads Event Productions

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

Amount Requested in this application: \$50,000

Committee's Recommendation (leave blank): \$ _____

Program Objective: Promote the largest world class Jazz musical cultural and arts event in The Greater Myrtle Beach and surrounding areas.

Revenue/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$100,000	
Membership	\$		
Fund-raising	\$50,000		50%
County/Other Cities			
City of MB Grant request	\$50,000		50%
Other, Specify:			
Other, Specify:			
Personal Services		\$	
Advertising/Promo		11,000	
Operational Costs		39,000	
Capital Costs			
Totals	\$100,000	\$ 50,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:

Each application for funding submitted to the City of Myrtle Beach must include the following items:



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Cultural Arts Endeavor

Previous Awards of City Grant Funds: Last Year \$ N/A ; Two Years Ago \$ N/A

Amount Requested in this application: \$20,000

Committee's Recommendation (leave blank): \$ 0.00

Program Objective: The Cultural Arts Endeavor was created to assist a diverse cross section of artists cultivating their personal voice through art while promoting unity by exploring and supporting culture through a variety of art modems. One of our main focuses are endeavors that directly benefit communities and individuals lacking access in culture and art. Currently the CAE helps to support the Myrtle Beach Film Institute, a free film school, currently the only one of its kind in the world. No charge to participants. At the end of the class a short film is made by the students and is shown on a 50ft screen. These short films utilize Myrtle Beach, SC as a backdrop and the set. The current class has individuals who travel from as far away as Virginia and several from Charleston.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$22,000	
Membership			
Fund-raising	\$1,000		5%
County/Other Cities			
City of MB Grant request	20,000		90%
Personal Funding	1,000		5%
Other, Specify:			
Personal Services			
Advertising/Promo		\$6,000	
Operational Costs		14,000	
Capital Costs			
Totals	\$22,000	\$20,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: Downtown Myrtle Beach Children's Theatre Inc.

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

Amount Requested in this application: \$ 8,000

Committee's Recommendation (leave blank): \$ 0.00

Program Objective: Downtown Myrtle Beach Children's theatre, Inc. aims to present quality professionally produced age=appropriate entertainment for young audiences of both local and tourist children. We are developing a market for the new Performing Arts Center Downtown.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$24,000	
Membership			
Fund-raising	\$10,000		5%
County/Other Cities			
City of MB Grant request	8,000		90%
Ticket Sales	6,000		5%
Other, Specify:			
Personal Services		\$4,000	
Advertising/Promo		2,000	
Operational Costs		2,000	
Capital Costs			
Totals	\$24,000	\$8,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



14

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: EdVenture, Inc.

Previous Awards of City Grant Funds: Last Year \$25,000; Two Years Ago \$30,000

Amount Requested in this application: \$50,000

Committee's Recommendation (leave blank): \$ 25,000

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 other words, we hope to bring people to the area and to encourage them to extend their stay once they arrive.

Revenue/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$249,448	
Membership	\$15,000		6%
Fund-raising	\$20,000		8%
County/Other Cities			
City of MB Grant request	\$50,000		20%
Program Revenue	\$26,500		10.6%
Admission	\$137,948		55.4%
Personal Services			
Advertising/Promo		\$50,000	
Operational Costs			
Capital Costs			
Totals	\$249,448	\$50,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:

Each application for funding submitted to the City of Myrtle Beach must include the following items:



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

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

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

Amount Requested in this application: \$120,000

Committee's Recommendation (leave blank): \$ 75,000

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.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$697,000	
Membership	\$65,000		
Fund-raising	275,000		5%
County/Other Cities			
City of MB Grant request	120,000		90%
SCAC	22,000		5%
Shop, Pottery, Kids art & donations	215,000		
Personal Services		\$ 25,000	
Advertising/Promo		65,000	
Operational Costs		30,000	
Capital Costs			
Totals	\$697,000	\$120,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



16

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Five Points Association... Vision of the Future, Inc.

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

Amount Requested in this application: \$30,000

Committee's Recommendation (leave blank): \$ 10,000

Program Objective: The objective of the Five Points Association marketing program is to offer Mistletoe Market to the visitors of our great city in the Downtown area across from the new Arts and Innovation District in partnership with the City of Myrtle Beach, the Oceanfront Merchants Assoc., Downtown Redevelopment Corporation, district property and business owners, and the Myrtle Beach Area Chamber of Commerce. We are offering visitors an opportunity to experience arts in Downtown Myrtle Beach and the holiday feeling with the ocean breeze. By promoting and working to produce a holiday musical, and shopping production with bring more art in the form of murals, the entire area will benefit from more out of area visitors walking by and entering their doors. The local government in turn will realize increased tax revenue, visitors perceiving our city as an even happier place to visit, and wanting to come back more.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$52,629.43	
Membership			
Fund-raising	\$5,000		9%
Chamber	1,000		3%
Special Event	14,629.43		28%
Uncat.	1,640		3%
City of MB Grant request	30,000		57%
Personal Services			
Advertising/Promo		\$30,000	
Operational Costs			
Capital Costs			
Totals	\$52,269.43	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



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Request #15,000

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME:

FPC Concerts, Inc.

Previous Awards of City Grant Funds: Last Year \$20,000; Two Years Ago \$15,000

Amount Requested in this application: \$15,000

Committee's Recommendation (leave blank): \$ 15,000

Program Objective: Our objective is to continue promoting and bringing awareness of the cultural and performing arts to Myrtle Beach and the surrounding communities through our award-winning "Brown Bradley's Promenades series," which we have been presenting for the past 34 years. We offer a musical range from classical to Broadway. In the past, we have featured such artists as Joshua Bell, Metropolitan Opera stars Isabel Leonard, Jamie Barton, Angela Meade, Susan Graham, Angela Brown, and others and also have presented many first-place winners of the Young Concert Artists Auditions and all the gold medal winners of the Van Cliburn International Piano Competition, and others in hopes of increasing students' interests in their musical abilities and developing an appreciation for classical music. We rely on ticket sales and grants to support our endeavor and we have kept our ticket prices very affordable to the general public. We rely on our all-volunteer Committee and Board to assist with the concerts and all funds go directly back into the series.

This year's program offers a rich array of talent including world-renowned pianist Olga Kern who will open the series on February 6; on February 13, Danish cellist Jonathan Swensen who won the 2018 Young Artists' Award will play; on March 6, violinist Paul Huang who won the 2015 Avery Fisher Award and the 2017 Lincoln Center Award for Emerging Artists will perform; and on March 20th, we will present ever popular and highly anticipated Broadway revue, "Great Revivals of Broadway" which will star Kimilee Bryant (who starred in all three leading female roles in the "Phantom of the Opera" on Broadway), John Dooley, Brown Bradley, the FPC Players, and the Promenade Band. We intend to expand our advertising and mailings in order to reach more individuals. We hope to increase student participation by continuing to offer free seating to students from the schools and colleges in Horry and Georgetown Counties as well as others from Charleston to Wilmington. (Last year we had many local students attend and even had students who traveled from Wilmington, NC, and Charleston to attend a concert.).

As always, we will continue to strive to enrich, entertain and enlighten citizens and patrons of all ages in the appreciation of the fine arts so they will understand how music is the universal language which unites all God's people. We are truly very grateful for the grants we have received from the City over the past 26 years.



Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$84,250	
Membership			
Fund-raising	\$54,250		64%
County/Other Cities			
City of MB Grant request	15,000		18%
Chapin Foundation 2019	15,000		18%
Other, Specify:			
Personal Services		\$ 250	
Advertising/Promo		4,500	
Operational Costs		10,250	
Capital Costs			
Totals	\$84,250	\$15,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: Grand Strand Juniors

Previous Awards of City Grant Funds: Last Year \$15,000; Two Years Ago \$10,000

Amount Requested in this application: \$50,000

Committee's Recommendation (leave blank): \$ 15,000

Program Objective: The goal of our tournaments is to provide save and family-oriented events during off-peak season in Myrtle Beach. During the 2020 season, we will be hosting 3 events, the Winter Bump in January, the Seashore Classic in February and the Coastal Classic in June. All together, we are expecting approximately 600 teams, 550 of which will be non-local. The tournaments provide an opportunity to scholarship players in our program and keep cost down for those who are able to play.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$375,000	
Membership			
Fund-raising			
County/Other Cities			
City of MB Grant request	\$ 50,000		13%
Other, Specify: Ticket Sales	120,000		32%
Other, Specify: Tournament Fees	205,000		55%
Personal Services			
Advertising/Promo		\$ 2,500	
Operational Costs		47,500	
Capital Costs			
Totals	\$375,000	\$50,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: Grand Strand PRIDE

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

Amount Requested in this application: \$ 10,000

Committee's Recommendation (leave blank): \$ _____

Program Objective:

Grand Strand PRIDE is asking the City to assist us with the costs of PRIDE in the Park - a program of Grand Strand PRIDE that helps to create more fulfilling lives for the LGBTQ citizens and visitors of Myrtle Beach. This event also showcases our Coastal Business Guild - a network of gay-owned, gay-managed, and gay-friendly businesses. Our long-term goal is to operate a PRIDE community center in downtown Myrtle Beach.

Revenue/Expenditure	2020 Estimated Revenue	\$ 65,000 Operating Budget	Estimated Revenue as % of budget
Membership	\$		
Fund-raising	2,000		3%
County/Other Cities			
Other, Specify: Direct Public Support	1,000		2%
Other, Specify: Program Service Fees	52,000		80%
Personal Services		\$	
Advertising/Promo			
Operational Costs		10,000	
Capital Costs			
City of MB Grant request:	\$ 10,000		15%
Totals	\$ 65,000	\$ 10,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: Global Christian Professional Women's Association [GCPWA]

Previous Awards of City Grant Funds: Last Year \$0.00; Two Years Ago \$0.00

Amount Requested in this application: \$15,000.00

Committee's Recommendation (leave blank): \$ 10,000

Program Objective:

GCPWA is a not-for-profit organization that exists to foster the professional and spiritual needs of women globally. Founded in Chicago, IL in 2015, we are now the premier and largest organization of its kind. Each year, we hold an annual conference in Myrtle Beach that attracts professional women and men from around the country and internationally to be educated, encouraged, and empowered by the presenters, workshops, seminars, and networking opportunities. GCPWA provides conference attendees with motivation and inspiration at all levels, as well as the practical tools to serve their communities, to grow holistically, and to excel in their workplace and businesses.

Our Guiding Principle for which we seek funding support is as follows:

- 1) To uplift and empower working persons and business owners regardless of race, gender, or creed to rise above their circumstances and to grow exponentially in their professional, personal, and spiritual lives in order to better serve each other, their communities, and the world in their greatest individual and collective capacity.

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Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$49,700	
Membership			
Fund-raising	\$20,000		
County/Other Cities	2,500		
City of MB Grant request	\$ 15,000		13%
Other, Specify: Products/Services	6,200		32%
Other, Specify: Personal Contribution	6,000		55%
Personal Services			
Advertising/Promo		\$ 9,000	
Operational Costs		6,000	
Capital Costs			
Totals	\$49,700	\$15,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: Kaaba Temple #89- Desert of South Carolina

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

Amount Requested in this application: \$30,000

Committee's Recommendation (leave blank): \$ 10,000

Program Objective: The objective is to promote a three-day conference in the city of Myrtle Beach. Advertising and marketing via printing, mailing, radio and newspapers with shopping tours along the Grand Strand offered to our guest. The conference will utilize the Crown Reef Resort along with the public for a diabetes walk.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$76,500	
Membership	\$24,000		31.4%
Fund-raising	22,500		29.4%
County/Other Cities			
City of MB Grant request	30,000		39.2%
Other, Specify:			
Other, Specify:			
Personal Services		\$ 5,500	
Advertising/Promo		21,000	
Operational Costs		3,500	
Capital Costs			
Totals	\$76,500	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK-LIST:

Each application for funding submitted to the City of Myrtle Beach must include the following items:



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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 \$75,000; Two Years Ago \$65,000

Amount Requested in this application: \$75,000

Committee's Recommendation (leave blank): \$ 75,000

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 symphonics in the southeast. The mission of the Long Bay Symphony is to enhance the cultural and artistic environment of our region by providing 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.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$604,141	
Membership	\$291,335		48%
Fund-raising	143,500		24%
County/Other Cities Horry County/North Myrtle Beach	\$ 9,618 & \$7,917		3%
City of MB Grant request	75,000		12%
Other, Specify: Misc. Income	17,500		3%
Other, Specify: Foundation Grants/SC state grant	\$ 41,500 & \$17,771		10%
Personal Services			
Advertising/Promo		\$ 8,250	
Operational Costs		66,750	
Capital Costs			
Totals	\$604,141	\$75,000	100%



23

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Mingo Bay Classic Baseball Tournament

Previous Awards of City Grant Funds: Last Year \$20,000; Two Years Ago \$15,000

Amount Requested in this application: \$20,000

Committee's Recommendation (leave blank): \$ 20,000

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/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$183,000	
Entry Fees	\$71,825		38%
Ticket Sales (Gate)	60,600		32%
T-shirt Sales	30,575		15%
City of MB Grant request	20,000		15%
Other, Specify:			
Other, Specify:			
Personal Services		\$0.00	
Advertising/Promo		20,000	
Operational Costs		0.00	
Capital Costs		0.00	
Totals	\$183,000	\$20,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



24

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Myrtle Beach International Film Festival

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

Amount Requested in this application: \$20,000

Committee's Recommendation (leave blank): \$10,000

Program Objective:

To continue to bring World Class International Film Festival to Myrtle Beach, South Carolina. A diverse cultural arts event which has gained global recognition as one of the top film festivals in the World. The MBIFF attracts Films and Filmmakers from all corners of the earth. We also bring in talent such as last years, Melissa Gilbert, Timothy Busfield, Alexander Denysenko (Ukraine), Amice Leonards, David Silverman and more. This offers personal attraction with some of the world's leading talent, filmmakers, Emmy Winners and more.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$51,500	
Membership			
Fund-raising			
County/Other Cities			
City of MB Grant request	\$20,000		39%
Submissions, Ticket Sales, T-shirts	\$20,000		39%
Sponsorship/Advertising	\$11,500		22%
Personal Services		\$	
Advertising/Promo		\$17,000	
Operational Costs		\$3,000	
Capital Costs			
Totals	\$51,500	\$20,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



25

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Myrtle Beach World Amateur

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

Amount Requested in this application: \$80,000

Committee's Recommendation (leave blank): \$30,000

Program Objective:

The Myrtle Beach World Amateur exists to promote Myrtle Beach as a tourism destination, the premier golf capital of the world. 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 "World Am" showcases everything Myrtle Beach has to offer. It is portrayed, rightfully so, as the only place on the planet that could host an event of this magnitude in the golf space and is shown as such through our international media reach and advertising efforts.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$2,045,000	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	\$80,000		4%
Participant revenue	\$1,750,000		86%
Sponsorships	\$215,000		10%
Personal Services		\$	
Advertising/Promo		\$80,000	
Operational Costs			
Capital Costs			
Totals	\$2,045,000	\$80,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: 3rd Annual Myrtle Beach Jeep Jam – N.S. Promos

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

Amount Requested in this application: \$30,000

Committee's Recommendation (leave blank): \$10,000

Program Objective:

A family-friendly festival and celebration of Jeep culture that brings in thousands of tourists from across the country who stimulate the local restaurants, hotels, attractions, etc. during the shoulder season of Myrtle Beach.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$267,000	
Attendance	\$75,000		28%
Sponsors/Vendors	\$100,000		37.5%
Raffle/Car show	\$7,000		2.6%
City of MB Grant request	\$30,000		11.2%
Apparel/Drink Sales	\$45,000		17%
Parking	\$10,000		3.7%
Personal Services		\$1,500	
Advertising/Promo		\$13,000	
Operational Costs		\$15,500	
Capital Costs			
Totals	\$267,000	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Myrtle Beach Mini Marathon, 5k, & Doggie Dash

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

Amount Requested in this application: \$10,000

Committee's Recommendation (leave blank): \$7,000

Program Objective:

This event is the 10th year of the Myrtle Beach Mini Marathon. This event is now put on by NS Promotions and Events. There are 3 segments of the event. The 13.1 mile mini marathon, a 5k run, and a fun doggie dash. The event will have 2,500 runners plus their families from several different states, putting heads in beds and supporting the local economy.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$140,000	
Membership	\$80,000		57%
Fund-raising	\$20,000		14%
County/Other Cities			
City of MB Grant request	\$10,000		7%
Merchandise Sales	\$25,000		18%
Food & Beverage	\$5,000		4%
Personal Services		\$	
Advertising/Promo		\$3,250	
Operational Costs		\$6,750	
Capital Costs			
Totals	\$140,000	\$10,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Myrtle Beach Shrine Club, A Subsidiary of Omar Shriners

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

Amount Requested in this application: \$20,000

Committee's Recommendation (leave blank): \$ 10,000

Program Objective: Myrtle Beach Shrine Club sponsors Smoke on the Beach, A SBN sanctioned BBQ event benefiting Myrtle Beach Shrine Club, Omar Shriners, Shriners International and Shriners Hospitals for Children.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$29,250	
Membership	\$5,250		17.8%
Fund-raising	\$4,000		13.8%
County/Other Cities			
City of MB Grant request	\$20,000		68.4%
Other, Specify:			
Other, Specify:			
Personal Services		\$	
Advertising/Promo		\$11,000	
Operational Costs		\$9,000	
Capital Costs			
Totals	\$29,250	\$20,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: North South All Star Game Committee

Previous Awards of City Grant Funds: Last Year \$20,000; Two Years Ago \$15,000

Amount Requested in this application: \$25,000

Committee's Recommendation (leave blank): \$ 20,000

Program Objective: We provide a positive experience for 90+ high school students 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 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.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$89,000	
Membership	\$41,000		46%
Fund-raising			
County/Other Cities			
City of MB Grant request	\$25,000		28%
Game Tickets and Program	\$23,000		26%
Sales/advertising:			
Other, Specify:			
Personal Services		\$	
Advertising/Promo		\$6,500	
Operational Costs		\$18,500	
Capital Costs			
Totals	\$89,000	\$25,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: Oceanfront Merchants Association

Previous Awards of City Grant Funds: Last Year \$125,000; Two Years Ago \$75,000

Amount Requested in this application: \$150,000

Committee's Recommendation (leave blank): \$ 125,000

Program Objective: The objective of OMA's year-round entertainment and marketing is to offer free family-friendly entertainment, while promoting Myrtle Beach as a unique seaside family vacation destination. Through events including Hot Summer Nights, Fright Nights, It's a Shore Thing, Little Park of Horrors, Holidays on the Boardwalk, and the Sun Fun Festival, **OMA is responsible for 117 days of events in the 2019 calendar year.** In 2020, OMA looks to expand the hours of events, increase frequency, and add new events to **bring the total to 125** -- which means OMA is responsible for events 1/3 of the year. The Myrtle Beach area benefits from the added value of the free entertainment on the Myrtle Beach Boardwalk, and by expanding promotions to a larger audience, the community will benefit from increased exposure and visitors spending locally. This will also increase tax revenues and create job growth. In 2018, with cooperation from the City, OMA started a five-year plan for Oceanfront Lights -- a lighting event yearly from November through March. Gatlinburg began a similar program 30 years ago, and occupancy rates have increased from 20% to 65% in December alone.

Revenue/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
Membership	\$25,000		6%
Fund-raising	\$250,000		59%
County/Other Cities			
City of MB Grant request	150,000		35%
Other, Specify:			
Other, Specify:			
Personal Services			
Advertising/Promo		150,000	
Operational Costs			
Capital Costs			
Totals	\$425,000	\$150,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: PALMETTO PARTNERS FOR SCIENCE AND TECHNOLOGY

Previous Awards of City Grant Funds: Last Year \$0; Two Years Ago \$20,000

Amount Requested in this application: \$30,000

Committee's Recommendation (leave blank): \$ 20,000

Program Objective: The primary goal/mission of the Palmetto Partners is to focus on inspirational education that gives students the opportunity to obtain skills and knowledge to prepare for advanced technology based careers in South Carolina. The *FIRST* Robotics completion is a three-day event that host 64 teams, over 100 volunteers and thousands of spectators.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$141,200	
Membership			
Fund-raising	\$95,000		67.3%
County/Other Cities			
City of MB Grant request	\$30,000		21.3%
US Army	\$15,000		10.6%
Booths	\$1,200		0.8%
Personal Services			
Advertising/Promo			
Operational Costs		\$30,000	
Capital Costs			
Totals	\$141,200	\$30,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: SONS & DAUGHTERS OF ITALY LODGE #2662

Previous Awards of City Grant Funds: Last Year \$7,000; Two Years Ago \$6,650

Amount Requested in this application: \$25,000

Committee's Recommendation (leave blank): \$ 7,000

Program Objective: For 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 patriotic and humanitarian purposes, thereby, establishing our motto of "Liberty, Equality and Faternity".

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$347,384	
Membership	\$25,677		.
Fund-raising	\$11,432		7.4%
County/Other Cities			3.3%
City of MB Grant request	\$25,000		7.2%
Special Events, Bingo	\$179,151		51.6%
Lodge activities, Food, Bar, Souvenirs	\$106,124		30.5%
Personal Services		\$9,600	
Advertising/Promo		\$5,500	
Operational Costs		\$9,900	
Capital Costs			
Totals	\$347,384	\$25,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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

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

Amount Requested in this application: \$98,500

Committee's Recommendation (leave blank): \$ 40,000

Program Objective: South Atlantic Shrine Assoc. will be holding their annual meeting, festival, parade and area competition throughout the City of Myrtle Beach on September 17-20, 2020 and is requesting funding to conduct the event for the year 2020. This event will benefit Shriners International, Shriners Hospitals, the City of Myrtle Beach and its residents and the SASA organization for operational costs. The 2019 edition of SASA Fall Festival was very successful in promoting tourism through their community presence, with many of the activities open to the public.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$182,950	
Membership	\$27,550		
Fund-raising	\$54,900		15%
County/Other Cities			30%
City of MB Grant request	\$98,500		
Donations	\$2,000		54%
Other, Specify:			1%
Personal Services			
Advertising/Promo		\$59,000	
Operational Costs		\$39,500	
Capital Costs			
Totals	\$182,950	\$98,500	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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 By Southeast (AKA SxSE Musical Fest)

Previous Awards of City Grant Funds: Last Year \$0; Two Years Ago \$6,000

Amount Requested in this application: \$7,500

Committee's Recommendation (leave blank): \$ 5,000

Program Objective: Advertising & Promotion efforts targeted at drive-in markets of Wilmington, Florence, Charleston, Columbia, SC and Greenville, SC in order to increase attendance for entertainment and awareness of SxSE charitable fund raising efforts (instruments for Middle school and High School age kids).

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$18,000	
Membership	\$9,000		50%
Fund-raising	\$1,500		10%
County/Other Cities			
City of MB Grant request	\$7,500		40%
Donations			
Other, Specify:			
Personal Services		\$5,000	
Advertising/Promo		\$2,500	
Operational Costs			
Capital Costs			
Totals	\$18,000	\$7,500	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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 Carolina Robotics Education Foundation (SCREF)

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

Amount Requested in this application: \$23,000

Committee's Recommendation (leave blank): \$ 5,000

Program Objective: Open the FIRST LEGO League Carolinas Open Invitational May 6 through May 9, 2020 (Ages 9 – 14 Feeder Program). This multi-day tournament will bring 48 robotics teams from around the world to compete at this prestigious robotics competition. If funding, 918 people will attend this 3-day event in Myrtle Beach, of which 843 tourists are expected to spend at least 3 nights in Myrtle Beach. *This is NOT the Palmetto Regional FIRST competition held earlier in the year for High School age kids.*

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$171,300	
Membership	\$97,655		56%
Contributions	\$26,656		15%
County/Other Cities			
City of MB Grant request	\$23,000		13%
Other Grants	\$27,000		16%
Other, Specify:			
Personal Services			
Advertising/Promo			
Operational Costs		\$23,000	
Capital Costs			
Totals	\$171,300	\$23,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §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: Special Olympics of SC

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

Amount Requested in this application: \$13,000

Committee's Recommendation (leave blank): \$ 10,000

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. With athletes and coaches, more than 100 families are expected to 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.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$210,823	
Games & Sponsorships	\$11,000		5%
City of MB Grant request	\$13,000		6%
Horry County	\$9,823		5%
Individual Donations	\$12,000		6%
Law Enforcement Torch Run	\$165,000		78%
Other, Specify:			
Personal Services			
Advertising/Promo		\$2,400	
Operational Costs		\$10,600	
Capital Costs			
Totals	\$210.823	\$13,000	100%



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: The Arts Grand Strand (formerly Myrtle Beach Cultural Calendar)

Previous Awards of City Grant Funds: Last Year \$500; Two Years Ago \$0

Amount Requested in this application: \$2,400

Committee's Recommendation (leave blank): \$ 1,000

Program Objective: To promote the arts in greater Myrtle Beach. The Arts Grand Strand 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 showing 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 enjoying the artistic beauty. Over 12,000 people visit the website every year and many thousands more view the Facebook postings, particularly the interviews. The grant will be used to target people in Charlotte, Raleigh, Greenville and Columbia informing them that a lot is going on here in the Arts.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$17,800	
Fundraising	\$2,000		11.2%
County/Other Cities	\$2,400		13.5%
City of Myrtle Beach	\$2,400		13.5%
Grants - Donnelly	\$6,000		33.7%
Interviews:	\$2,000		11.2%
Charge for Art Trail Listing	\$3,000		16.9%
Personal Services			
Advertising/Promo		\$2,400	
Operational Costs			
Capital Costs			
Totals	\$17,800	\$2,400	100%



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: The Keepers Foundation

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

Amount Requested in this application: \$29,000

Committee's Recommendation (leave blank): \$ 5,000

Program Objective: An International Festival bringing diverse cultures together to enjoy and experience music, dance, food and artifacts.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$37,744	
Membership			
Fund-raising	\$8,744		
County/Other Cities			
City of MB Grant request	29,000		
Other, Specify:			
Other, Specify:			
Personal Services		\$3,000	
Advertising/Promo		7,500	
Operational Costs		18,500	
Capital Costs			
Totals	\$37,744	\$29,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:

Each application for funding submitted to the City of Myrtle Beach must include the following items:



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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's Recommendation (leave blank): \$ 15,000

Program Objective: Waccamaw Arts and 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.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$80,800	
Memberships	\$3,800		
Fundraising	\$2,000		4.7%
County/Other Cities			2.48%
City of Myrtle Beach	\$38,000		47.02%
Program Services	\$35,000		43.32%
Investment Income	\$2,000		2.48%
Personal Services		\$4,000	
Advertising/Promo		\$34,000	
Operational Costs			
Capital Costs			
Totals	\$80,800	\$38,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



Request \$132,000

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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Coastal Broadcasting LLC

Previous Awards of City Grant Funds: Last Year \$132,000; Two Years Ago \$132,000

Amount Requested in this application: \$132,000

Committee's Recommendation (leave blank): \$ 25,000

Program Objective: The objective of the Myrtle Beach Waves of Praise is to celebrate the historical tradition of Gospel Music to provide a spiritual and social alliance for all residents in the City and community at large, while using the celebration as a vehicle to address such issues as education, healthcare, youth development and family dynamic.

Revenue/Expenditure	20 <u>20</u> Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$138,000	
Vendor Application	\$6,000		4.34%
Fund-raising			
County/Other Cities			
City of MB Grant request	132,000		95.66%
Other, Specify:			
Other, Specify:			
Personal Services		\$	
Advertising/Promo			
Operational Costs		132,000	
Capital Costs			
Totals	\$138,000	\$132,000	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:



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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 \$25,000; Two Years Ago \$0

Amount Requested in this application: \$50,000

Committee's Recommendation (leave blank): \$ _____

Program Objective:

To increase the current \$137M in sports tourism direct spending by establishing a dedicated funding source to be utilized in attracting new, or increasing the impact of recurring, events which utilize paid in-city lodging. Examples for the current FY include rights fees for Winter Shine and USSSA Memorial Day Youth Baseball Tournament. Examples for this funding cycle may include bid fees, rights fees and event specific venue enhancements.

Revenue/Expenditure	FY2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	\$50,000		1%
Other, Specify: Operating Revenues	\$2,139,301		52%
Other, Specify: City Department	\$1,937,186		47%
Personal Services		\$	
Advertising/Promo			
Operational Costs			
Capital Costs			
Totals	\$4,126,487	\$	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:



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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 Recommendation¹ (leave blank): \$ 320,000

Program Objective: The objective of the 4th 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 2019-20 installments of debt service for the project.

	FY 2019-20		
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			100%

¹ 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 \$133,585; Two Years Ago \$135,812

Amount Requested in this application: \$134,760

Committee Recommendation¹ (leave blank): \$ 134,760

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 2019-20			
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget	
Membership	\$	\$134,760		
Fund-raising				
Horry County				
Other Cities				
Storm water fees	\$			
Other, Specify:				
Other, Specify:				
City of MB Grant request:	\$ 134,760			
Totals				100%

¹ 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 \$5,285,689; Two Years Ago \$4,140,002

Amount Requested in this application: \$8,669,934

Committee's Recommendation (leave blank): \$ 5,555,490

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).

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$52,310,514	
Membership			
Fund-raising			
County/Other Cities			
City own-source revenues	\$43,640,580		83.4%
Other, Specify:			
City of MB Grant request	\$8,669,934		16.6%
Personal Services		\$	
Advertising/Promo			
Operational Costs		\$8,669,934	
Capital Costs			
Totals	\$52,310,514	\$8,669,934	100%

¹ Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

APPLICANT'S CHECK LIST:

BJA FY 2020 Coronavirus Emergency Supplemental Funding

State	Jurisdiction Name	Government Type	Eligible Allocation
SC	AIKEN CITY	Municipal	\$48,996
SC	AIKEN COUNTY	County	\$119,531
SC	ANDERSON CITY	Municipal	\$58,388
SC	ANDERSON COUNTY	County	\$196,224
SC	BEAUFORT COUNTY	County	\$113,619
SC	BERKELEY COUNTY	County	\$105,036
SC	CHARLESTON CITY	Municipal	\$91,997
SC	CHARLESTON COUNTY	County	\$94,507
SC	CHESTER COUNTY	County	\$33,202
SC	COLLETON COUNTY	County	\$57,741
SC	COLUMBIA CITY	Municipal	\$255,666
SC	CONWAY CITY	Municipal	\$34,984
SC	DARLINGTON COUNTY	County	\$60,576
SC	DILLON CITY	Municipal	\$34,175
SC	DILLON COUNTY	County	\$39,601
SC	DORCHESTER COUNTY	County	\$92,725
SC	FAIRFIELD COUNTY	County	\$37,578
SC	FLORENCE CITY	Municipal	\$100,825
SC	FLORENCE COUNTY	County	\$82,360
SC	GEORGETOWN COUNTY	County	\$38,225
SC	GOOSE CREEK CITY	Municipal	\$37,578
SC	GREENVILLE CITY	Municipal	\$101,150
SC	GREENVILLE COUNTY	County	\$440,793
SC	GREENWOOD CITY	Municipal	\$70,374
SC	GREENWOOD COUNTY	County	\$43,487
SC	HORRY COUNTY	County	\$227,483
SC	KERSHAW COUNTY	County	\$32,800
SC	LANCASTER COUNTY	County	\$60,415
SC	LAURENS COUNTY	County	\$52,640
SC	LEXINGTON COUNTY	County	\$131,517
SC	MARLBORO COUNTY	County	\$32,880
SC	MOUNT PLEASANT TOWN	Municipal	\$35,390
SC	MYRTLE BEACH CITY	Municipal	\$125,363
SC	NORTH CHARLESTON CITY	Municipal	\$229,590
SC	OCONEE COUNTY	County	\$41,705
SC	ORANGEBURG COUNTY	County	\$78,796
SC	PICKENS COUNTY	County	\$60,737
SC	RICHLAND COUNTY	County	\$487,360
SC	ROCK HILL CITY	Municipal	\$106,492
SC	SPARTANBURG CITY	Municipal	\$106,170
SC	SPARTANBURG COUNTY	County	\$207,884
SC	SUMMERVILLE TOWN	Municipal	\$36,766
SC	SUMTER CITY	Municipal	\$73,370
SC	SUMTER COUNTY	County	\$92,483
SC	WEST COLUMBIA CITY	Municipal	\$39,521
SC	WILLIAMSBURG COUNTY	County	\$33,608
SC	YORK COUNTY	County	\$89,406
	Local total		\$4,771,716