
1 R2019-40: RESOLUTION TO APPROVE THE ALLOCATION OF \$7,000
2 FROM THE SPORTS TOURISM FUND'S 2019-20 APPORPRIATIONS TO
3 MEET THE 50% MATCHING REQUIREMENT FOR THE SOUTH CAROLINA
4 DEPARTMENT OF PARKS, RECREATION & TOURISM "STAR" BIDDING
5 GRANT.

6 **Applicant/Purpose:** Staff / to provide a resolution indicating the City's intention to
7 provide matching funds for a PRT grant.

8
9 **Brief:**

- 10 • The Recreation, Parks, & Sports Tourism Department proposes to hire Diamond
11 Sports Group to coordinate & promote the *Winter Shine* youth football event.
12 • Teams will arrive in Myrtle Beach on Thanksgiving Day to play games Friday,
13 Saturday & Sunday, November 28, 29, & Tuesday, December 1, 2019.
14 • The event will be held at Doug Shaw Stadium, Ashley Booth Field, Seahawk
15 Field, Grand Park Fields 12, 13, 14 (13/14 corner lot).
16 • The \$14,000 program cost will be funded by a combination of \$7,000 in local
17 funding & a like amount from a PRT STAR Bidding grant, if approved.

18
19 **Issues:**

- 20 • In proposed resolution Council:
21 ○ Attests to the availability of 50% matching funds to be immediately
22 available from the 2019-20 appropriation to the Sports Tourism Fund.
23 ○ The original source of funding is a grant from the Accommodations Tax
24 Tourism Expenditure account.

25
26 **Public Notification:** Normal meeting notification.

27
28 **Alternatives:**

- 29 • Do not pass resolution.
30 • Amend resolution.

31
32 **Financial Impact:**

- 33 • The event will be accomplished with existing appropriations in the Sports
34 Tourism budget for 2019-20.
35 • The Direct Economic Impact of the event is estimated to be \$867,700.

36
37 **Manager's Recommendation:** I recommend approval.

38
39 **Attachment(s):** Proposed resolution, grant application.

RESOLUTION R2019-40

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION TO APPROVE THE
ALLOCATION OF \$7,000 FROM THE
SPORTS TOURISM FUND'S 2019-20
APPORPRIATIONS TO MEET THE 50%
MATCHING REQUIREMENT FOR THE
SOUTH CAROLINA DEPARTMENT OF
PARKS, RECREATION AND TOURISM
"STAR" BIDDING GRANT

WHEREAS, *Winter Shine* is a new, competitive youth football event for All-Star or Travel Teams with a maximum of 12 teams accepted in each of 6 age divisions, 8U and 13U; and

WHEREAS, teams are recruited from the East and Midwest, beginning at the *Summer Shine* event taking place in Charlotte on June 27-30, 2019;

WHEREAS, teams will arrive in Myrtle Beach on Thanksgiving Day to play games Friday, Saturday and Sunday;

WHEREAS, this event is planned to be held at Doug Shaw Stadium, Ashley Booth Field, Seahawk Field, Grand Park Fields 12, 13, 14 (13/14 corner lot); and

WHEREAS, the City of Myrtle Beach and Diamond Sports Group have a history of hosting successful youth football events, the Sports Tourism Division will work with Diamond Sports Group to coordinate this event;

WHEREAS, the goal of this event is to provide additional youth activities during the fall months,

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Myrtle Beach, in meeting duly assembled, that

- 1) The sum of \$7,000 from the Sports Tourism Fund's 2019-20 appropriation is hereby approved for use as 50% matching funds for the South Carolina Department of Parks, Recreation and Tourism STAR Bidding grant to hire Diamond Sports Group to coordinate the Winter Shine youth football event.
- 2) The original source of the funding is a grant from the City's Accommodations Tax tourism expenditure account.
- 3) The funding is immediately available,

SIGNED, SEALED and DATED, this 13th day of August, 2019.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER STANFORD, CITY CLERK

SC SPORTS TOURISM
ADVERTISING & RECRUITMENT
(STAR)
GRANT PROGRAM

2018 APPLICATION



1205 Pendleton Street, Suite 225
Columbia, South Carolina 29201
(803) 734-1747

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Application Instructions

This document will be used for **both Bidding and Hosting** applications and applications will be accepted year-round. STAR projects are only allowed a 12 month grant period, so it is important that you submit your project within the eligibility timeframes provided below.

We will not fund a project after an event's start date

Please type your answers into the grant document, answering only the questions indicated for your type of project. You may attach additional pages if more space is required. Remember to attach all necessary budget estimates, letters of support, funding commitments, etc.

Finally, please make sure that all necessary signatures are completed by the appropriate officials, including the signature of the application's preparer on page 4.

Incomplete applications will be returned to the applicant without being scored

Each applicant limited to a \$100,000 in total STAR funds (Bidding and Hosting) *per state fiscal year*, so please keep this limit in mind as you plan and budget for events. And each event is limited to a total of \$50,000 from Bidding and Hosting grants. Grants will be awarded to applications receiving a fundable score on a first-come, first-serve basis until funds run out, or an applicant has met their funding limit for a project and/or fiscal year, whichever comes first.

Event Bidding: Applications must be submitted to SCPRT within 180 days of the signed contract or signed letter of intent from the Rights Holder recognizing a partnership between the Rights Holder/Event Organization and the Host Destination. If you are bidding on a multi-year event, you may only apply for one year's bid fees/expenses at a time.

Event Hosting: Applications must be submitted to SCPRT at least 90 days, but no more than 270 days, away from the event's start date. Multi-year events will only be funded one year at a time, with the possibility of applying for up to three years of funding on a declining scale. However, SCPRT reserves the right to limit or refuse funding for events that have been held *anywhere* in South Carolina within the previous 8 years. .

Applicants must submit one original hard copy of the application and attachments to SCPRT. The application must also be submitted via email to Justin Hancock at jhancock@scprt.com. The applicant will be notified as to whether they will be funded within 60 days of the application's receipt.

If you have any questions about the application, please call or e-mail Justin Hancock, Director of Recreation, Grants & Policy, at 803-734-1747 or at jhancock@scprt.com .

Application Review

Applications will be reviewed by committee appointed by SC Department of Parks, Recreation & Tourism using the evaluation criteria listed on the following page. Applications meeting at least the minimum scoring requirements will be considered for funding.

Evaluation Criteria - Bidding Projects

- Feasibility** **0-40 Points**
- Proof of match availability (0-20 points)
 - Locality has the infrastructure and capacity to support the event (0-20 points)
- Capacity** **0-5 Points**
- Past performance on other SCPRT grants
- Documentation Requirements** **0-40 Points**
- Signed Contract/Letter of Intent with Event organization/Rights Holder (0 points if don't have, 20 points if have it)
 - Comprehensive event history, including destinations that have previously hosted the event, room night pick-up, spectator draw and visitor expenditures (0 points if nothing, max 20 points if everything)
- Economic Impact** **0-15 Points**
- Project is an NCAA, NAIA or Professional Sports League event (0 points if not, 15 points if one of the listed)

The maximum score a Bidding application can receive is 100. Applications must score at least 75 to be considered for funding

Evaluation Criteria - Hosting Projects

- Leveraging and Collaboration** **0-10 Points**
- Other public and private organizations/groups committed to the development of the project (5 points)
 - Community support for project (5 points)
- Feasibility** **0-60 Points**
- Proof of budget sufficient to carry out the project (20 points)
 - Locality has the infrastructure and capacity to support the event (20 points)
 - Activities can reasonably be expected to result in proposed outcomes (20 points)
- Capacity** **0-10 Points**
- Adequacy of staff resources identified for the project (5 points)
 - Past performance on other SCPRT grants (5 points)
- Documentation Requirements** **0-60 Points**
- Signed Contract/Letter of Intent with Event Organization/Rights Holder (20 points)
 - Comprehensive event history, including destinations that have previously hosted the event, room night pick-up, spectator draw and visitor expenditures (20 points)
 - Supporting documentation requirements, including itemized estimated budget for hosting expenses, and/or media/marketing/PR plan for event advertising (20 point)
- Economic Impact** **0-60 Points**
- Projected room nights (15 points)
 - Projected number of participants (15 points)
 - Projected number of visitors (15 points)
 - Project is an NCAA, NAIA or Professional Sports League event (15 points)

The maximum score a Hosting application can receive is 200. Applications must score at least 150 to be considered for funding.

**STAR
2018
GRANT APPLICATION**

Event Title: Winter Shine – Youth Football (8 and under to 13 and under)

Type of Application (check one): Bidding XX Hosting _____

Grant Amount Requested: \$7,000.00 50 % of total

(must be 50% or less of project total)

Total Project Cost: \$14,000.00

Applicant: City of Myrtle Beach

Address: P.O. Box 2468

Myrtle Beach, South Carolina 29578

Federal Employers Identification Number: 576001084

Person responsible for project management? Tim Huber

Address: P.O. Box 2468

Telephone: 843/918-2278

Myrtle Beach, SC 29578

E-mail: thuber@cityofmyrtlebeach.com

This application was prepared by: Diane Moskow-McKenzie 843/918-1069

Print Name

Telephone

Signature

Date

Date Application Submitted to SCPRT: _____

Received by SCPRT: _____

Section I Project Information

Event Information: (Bidding & Hosting applications)

- Event Dates: November 29 – December 1, 2019
 - For Bidding project - please provide the date the bid fee is due and attach appropriate documentation: September 1, 2019
 - For Bidding & Hosting - if this is a multi-year bid, please indicate for what year of the bid this project is being requested (year 1 of 3, etc.). Year 1 (2019) of 3 (STAR will only fund one year at a time, and may fund *up to* 3 years of a multi-year event, on a declining scale.)
- Sport(s) Involved: Youth Football – 8 and under through 13 and under
- Event Owner/Sanctioning Body: Diamond Sports Group aka Shine Sports
- Will this event be secured through a bid? Yes No
- Have the facilities been secured? Yes No
- Proposed Facilities: Doug Shaw Stadium, Ashley Booth Field, Seahawk Field, GP Field 12, 13, 14 (13/14 on corner lot)
 - Is the facility publicly-owned? Yes No
- Event Director/Contact: (this is **not** the applicant's contact information)
 - Name: Donnell Britt
 - Title: CEO, Diamond Sports Group aka Shine Sports
 - Phone: 757/707-8999
 - E-mail: shine@diamondcombine.com
- Event Summary: Provide a short and specific description of the event (format, qualifying criteria, ages, etc.)

Winter Shine is a new, competitive youth football event for All-Star or Travel Teams. A maximum of 12 teams are accepted in each of 6 age divisions, 8U through 13U. Teams are recruited from the East and Midwest, beginning at the *Summer Shine* event taking place in Charlotte, NC, June 27-30, 2019. Teams will Arrive on Thanksgiving Day, play games Friday, Saturday and Sunday, with a Sunday departure. Each of the 6 fields will be designated for a single age group.
- Include any additional information that should be considered in evaluating the proposed project activities.

The City of Myrtle Beach and Diamond Sports Group have a history of hosting successful youth football events. Attached are the Estimated Direct Spending Worksheets for the 2018, 2016 and 2015 All American Bowl Weeks which generated nearly \$3M in Direct Spending and \$300K in Governmental Revenues.

- If the applicant is applying on behalf of a *non-profit organization*, please provide the Federal Tax Exempt Status (e.g. 501(c)3, 501(c)4, etc.), provide a copy of the IRS letter showing the non-profit status, and explain the relationship of the non-profit to the applicant and the project. Be sure to also fill out Section VI of the application.

Event History: (Bidding & Hosting applications) –

List past two years, if applicable, starting with the most recent: N/A

- Previous Location: _____ Date: _____
Number of Participants: _____ Number of room nights: _____
- Previous Location: _____ Date: _____
Number of Participants: _____ Number of room nights: _____

Has this event been held anywhere in South Carolina in the past 10 years? No

If yes, please list the date(s) and location(s): _____

Impact: (Hosting application only) N/A

- How will this event provide a positive impact to the state?
- How will you promote SCPRT?
- Expected number of participants (competitors, coaches, trainers, officials):
Out of County _____ Out of State _____
- Expected number of spectators (fans, family, friends, media):
Out of County _____ Out of State _____
- Are you using 3rd party housing? Yes No
 - If yes, which one? _____
 - If not, how will hotel nights be tracked? _____
- How many rooms are contracted for this event? _____
- Total number of room nights expected for this event (please break down by spectator and participant if applicable):
Total _____ (Spectator _____ Participants. _____)
- Is this a ticketed or gated event? If so, provide an estimate of state admissions tax to be generated by the project
- In addition to the specific project activities, describe any other necessary actions/activities that will (or may) need to be undertaken prior, during or subsequent to this project to ensure that the project

can begin promptly, be carried out in a timely manner, and achieve its goals; e.g., passage of a county ordinance, execution of a multi-party agreement, acquisition, etc.

Community Support: (Hosting application only)

- List cash contributions from public entities for this event (include amount and source)
- Outline any in-kind (donated facilities, volunteer/staff support, city/county services, etc.) support from the community that has been committed for this event.
- Describe any local corporate sponsorship support that has been secured for this event.

**Section II
Financial Information
(Bidding & Hosting applications)**

Funding:

List all sources of project funding and the amount committed by each for this project. Attach a letter of commitment from each funding source other than the applicant. The commitment letters should specify the amount of funds being provided, when the funds are available, and any restrictions or conditions for the use of the funds. For the applicant's commitment, attach a letter (or resolution if a county or city council is committing the funds) specifying the source of funds, when the funds are available and any restrictions or conditions for the use of the funds.

If a letter of commitment cannot be provided for any expected sources of funds, a rationale should be provided which explains why such a letter cannot be provided and states how funding for the project will be assured.

Note: Prior to requesting a disbursement of STAR grant monies, the applicant will be required to document that all other committed funds have been expended.

Source of Project Funding	Amount Committed	% of Total Project Cost
City of Myrtle Beach A-Tax Grant	\$7,000.00	50 %
	\$	%
	\$	%
	\$	%

	\$	%
	\$	%
Amount of grant funds requested	\$7,000.00	50 %
Total Project Cost	\$14,000.00	100%

Section III
Project Budget
(Bidding & Hosting applications)

Please fill out only what applies to your specific Bidding or Hosting project. Specify the projected cost of each activity. Attach the source of funds and cite the source or basis for project cost information.

NOTE: These must be direct expenses of the applicant or the eligible non-profit – STAR will not pay for third-party expenses. (Example: STAR will reimburse the local government’s rental of a facility for an Event, but will not reimburse the rental if the agreement is between the Event Owner and the facility.)

Projected Expenses

<u>Activity</u>	<u>Local Match</u>	<u>STAR Funds</u>	<u>Total</u>
Non-Public Site Fee(s)	_____	_____	_____
Rights/Sanction/License Fees	<u>\$7,000.00</u>	<u>\$7,000.00</u>	<u>\$14,000.00</u>
Rentals :			
Furniture	_____	_____	_____
Fixtures	_____	_____	_____
Equipment	_____	_____	_____
Event Signage	_____	_____	_____
Event Printed Marketing Materials	_____	_____	_____
Event Paid Advertising	_____	_____	_____
Totals: Match:	<u>\$7,000.00</u>	STAR <u>\$7,000.00</u>	<u>\$14,000.00</u>

Total Expenses: \$14,000.00

Section IV
Applicant Information
(Bidding & Hosting applications)

Please provide the following information:

Applicant's Legislative Delegation:

State Senate District 33
State House District 107

Senator Luke Rankin
Representative Alan D. Clemmons

Congressional District: 6th

Congressman Lindsey Graham

Congressional District: 6th

Congressman Timothy E. Scott – "Tim"

Congressional District 7

Congressman Tom Rice

Section V
Applicant Assurances & Responsibilities
(Bidding & Hosting applications)

The information provided in this application is correct to the best of the applicant's knowledge. With the exception of the Event Bidding grants, the applicant understands that **there will be no reimbursement of costs incurred before grant award** unless prior written approval is given by the SC Department of Parks, Recreation and Tourism. (If the applicant wishes to incur pre-grant award expenses at their own risk, that request should be made in writing to SCPRT.)

The applicant understands that if a grant award agreement is executed between the applicant and SCPRT, the applicant will be required to ensure that required reporting and appropriate procedures for procurement, contracting and fiscal accountability will be followed in the administration of the grant and the expenditure of grant monies. **The applicant (and partners) also acknowledges that:**

- **all other funding sources must be expended prior to expending STAR Grant monies, except as may be required by the design of the project; and,**
- **any cost savings or under runs must accrue to the STAR Grant Program.**

The applicant also acknowledges the following responsibilities:

- **If funds are used to support or enhance an event, then 30 days prior to the event, the organization must provide proof of insurance, which lists SCPRT as additional insured, with a minimum liability coverage of \$1,000,000 per occurrence.**
- The applicant must provide SCPRT a report that includes complete and accurate accounting of the event's financial activity no more than 60 days after the completion of the event. Funds will be disbursed only upon the receipt and approval of a complete and accurate accounting of the event's financial activity.
- **The applicant shall acknowledge the STAR Grant Program, SCPRT, and the State of South Carolina in all promotional materials where applicable.**
- **Permitting SCPRT to hang signage at the event and be given sponsorship benefits as per the value of the grant (or televised commercials/mentions where necessary) if appropriate.**

The following official acknowledges and agrees to the above statements and authorizes the submission of this grant application to SCPRT's STAR Grant Program to assist in carrying out the project described herein.

John Pedersen

Print Name of Applicant's Chief Elected or Administrative Official

City Manager

Title

Signature

Date

Section VI – N/A
Non-Profit Assurances
(Bidding & Hosting applications)

The following Non-Profit will be implementing activities and/or providing funding for the project described in this application. The signature of the authorized representative attests that the partner has reviewed this application and agrees to support the project described herein.

Participating Local Government(s):

County / Municipality

Print Name of Chief Elected or Administrative Official

Signature

Date

County / Municipality

Print Name of Chief Elected or Administrative Official

Signature

Date

Non-Profit:

Print Non-Profit's Name

Title

Represented by

Signature

Date

Section VII

For Use by SCPRT Only

This application is recommended for funding by:

Grant Programs Manager: _____
Name

Signature

Date

Comments:

SCPRT Director: _____
Name

Signature

Date

Comments: