

HOSPITALITY TAX

Funding
Source for
Tourism
Related
Activities

LOCAL HOSPITALITY TAX

- Provides dedicated source of revenue for tourist related infrastructure and capital projects
- Local Hospitality Tax established by Legislature in State Code Title 6, Chapter 1, Article 7
- Alternative source of funds to assist tourism development that avoids reducing services in other areas
- Implemented through ordinance by County or City
- Ordinance outlines administration and methodology for designating funds for use

WHAT IS TAXED

- Applied to all gross receipts collected on prepared meals and beverages in establishments
- Restaurants, hotels, motels, bars and lounges, caterers, ice cream shops, bakery shops, and other food service facilities including convenience and grocery stores (that have specified areas where foods and beverages are prepared.)
- All food and/or beverage sales prepared or modified for immediate consumption
 - Doughnuts, pastries and bakery items prepared/modified at site
 - Prepared sandwiches and salads
 - Food and beverages prepared for catering
- includes food prepared at the store for sale or prepared off site and sold in your store

HOW MUCH IS TAX

- **County can levy up to 2% in the unincorporated areas**
- **A county government may not impose a hospitality tax exceeding 1% within a municipality without consent by resolution of the municipal council**
- **Cumulative rate of county and municipal hospitality taxes for any portion of the county area may not exceed two percent**
- **Any municipality that already has H Tax in place limits the County's ability to apply the tax in city limits**

PAYMENT SYSTEM

- Collection and remittance of the H-Tax is responsibility of business
- Payment frequency is based on average monthly revenue and is set at the beginning of each year
- Establishments must collect tax as an ad valorem assessment on each sale and then remit it to the local government

Average Monthly Gross Revenue

> \$2,500

\$1,250 - \$2,500

< \$2,500

Average Monthly Payment

> \$50

\$25 - \$50

< \$25

H-Tax Payment Frequency

Monthly

Quarterly

Annually

ALLOWED USES OF REVENUES

- Revenue from this tax is restricted and may only be spent on tourism-related programs
- The revenue must be used exclusively for the following purposes:
 - Tourism-related buildings including, but not limited to, civic centers, coliseums and aquariums;
 - Tourism-related cultural, recreational or historic facilities;
 - Beach access, renourishment, or other tourism-related lands and water access;
 - Highways, streets and bridges providing access to tourist destinations;
 - Advertisements and promotions related to tourism development; or
 - Water and sewer infrastructure to serve tourism-related demand.

ALLOWED USES CONTINUED

- **County collecting at least \$900,000 in A Taxes annually**
 - Revenues may also be used for operation and maintenance of the tourism related facilities listed
- **Counties collecting <\$900,000 in A Taxes annually**
 - Revenues may be used for the operation and maintenance of tourism related facilities up to 50% of previous year collections
- **Additionally, revenues up to approved amount may be used to fund police, fire protection, emergency medical services, and emergency-preparedness operations directly related to tourism related purposes and facilities**

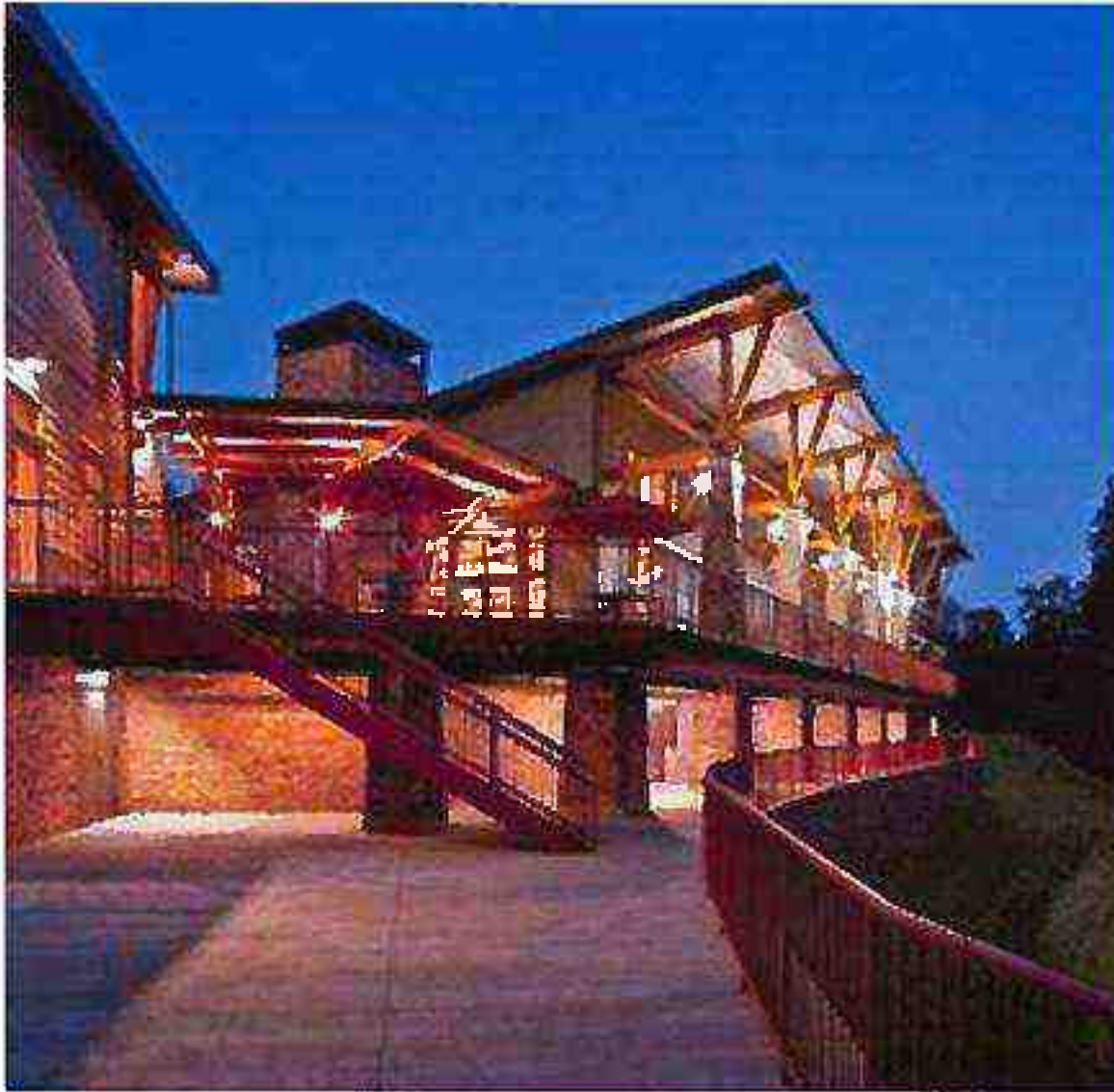
DESIGNATION OF FUNDS

- Revenues must be deposited in segregated fund account
- Range of methods for distributing funds
 - Established list of projects, operation, and maintenance efforts established by ordinance
 - Discretion of Council as projects are brought forward
 - Annual application for funding from Council for tourism related projects
- Accommodations Tax have statewide board that reviews expenditures at the local level
- Hospitality Tax does not have same oversight mechanism and some have challenged the lack of oversight

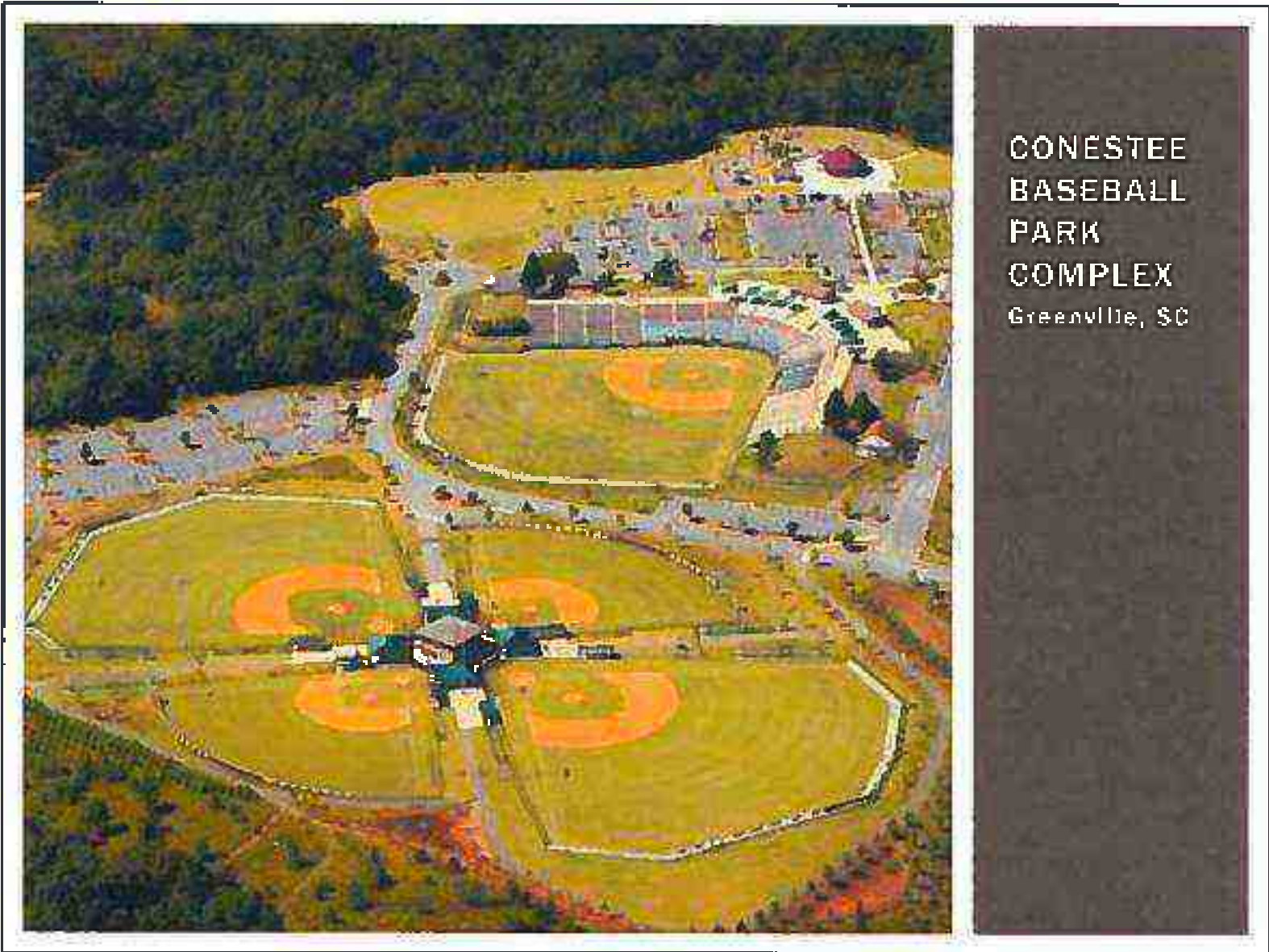
GREENVILLE COUNTY PROJECTS

CAPITAL PROJECTS DESCRIPTION	Estimated Capital Costs*
Bama / Travelers Rest Sports Complex	\$4,500,000
Camp Spearhead at Pleasant Ridge Retreat Center	\$4,000,000
David Jackson Park	\$1,000,000
Enores Landfill	\$2,000,000
Kroc Center	\$3,000,000
Convention and Visitors Bureau "The Go Experience"	\$5,000,000
Lake Conasaeta	\$2,000,000
Municipal Stadium	\$4,000,000
MESA Soccer Complex	\$3,000,000
Waterparks -Southside expansion & new Northern park	\$5,000,000
Lakeside Park upgrades	\$1,000,000
Pavilion Complex upgrades	\$1,000,000
Piedmont Athletic Complex	\$3,000,000
Children's Museum and Heritage Green	\$2,500,000
Starling Center -Historical and Cultural Center	\$1,000,000
Swamp Rabbit Train-Trail Line	\$2,000,000
Taylor's Area Baseball Complex	\$1,000,000
Pleasant Ridge -Outdoor Adventure Center	\$5,000,000
TOTAL CAPITAL PROJECTS FUNDS :	\$61,000,000

County	Tax Percentage	Annual Collections
Beaufort	2% in unincorporated areas	\$1,153,119
Clarendon	2% in unincorporated areas	\$250,000
Colleton	2% across the county	\$329,863
Dillon	2% in unincorporated areas	\$169,934
Florence	2% in unincorporated areas	\$759,519
Georgetown	2% across the county except Georgetown and Pawley's Island	\$1,865,867
Greenville	2% in unincorporated areas	\$6,700,000
Horry	2.5% in unincorporated areas* 1.5% in incorporated areas	\$35,000,000
Jasper	2% in unincorporated areas	\$164,000
Richland	2% in unincorporated areas 1% in incorporated areas of Eastover and Irmo	\$5,200,000
Spartanburg	2% in unincorporated areas 1% in incorporated area of Pacolet	\$3,250,000
Sumter	2% in unincorporated areas	\$5,788,319
Union	1% across entire county	\$216,815
York	2% in unincorporated areas 1% in Hickory Grove, McConnells, Sharon, Smyrna	\$1,616,171



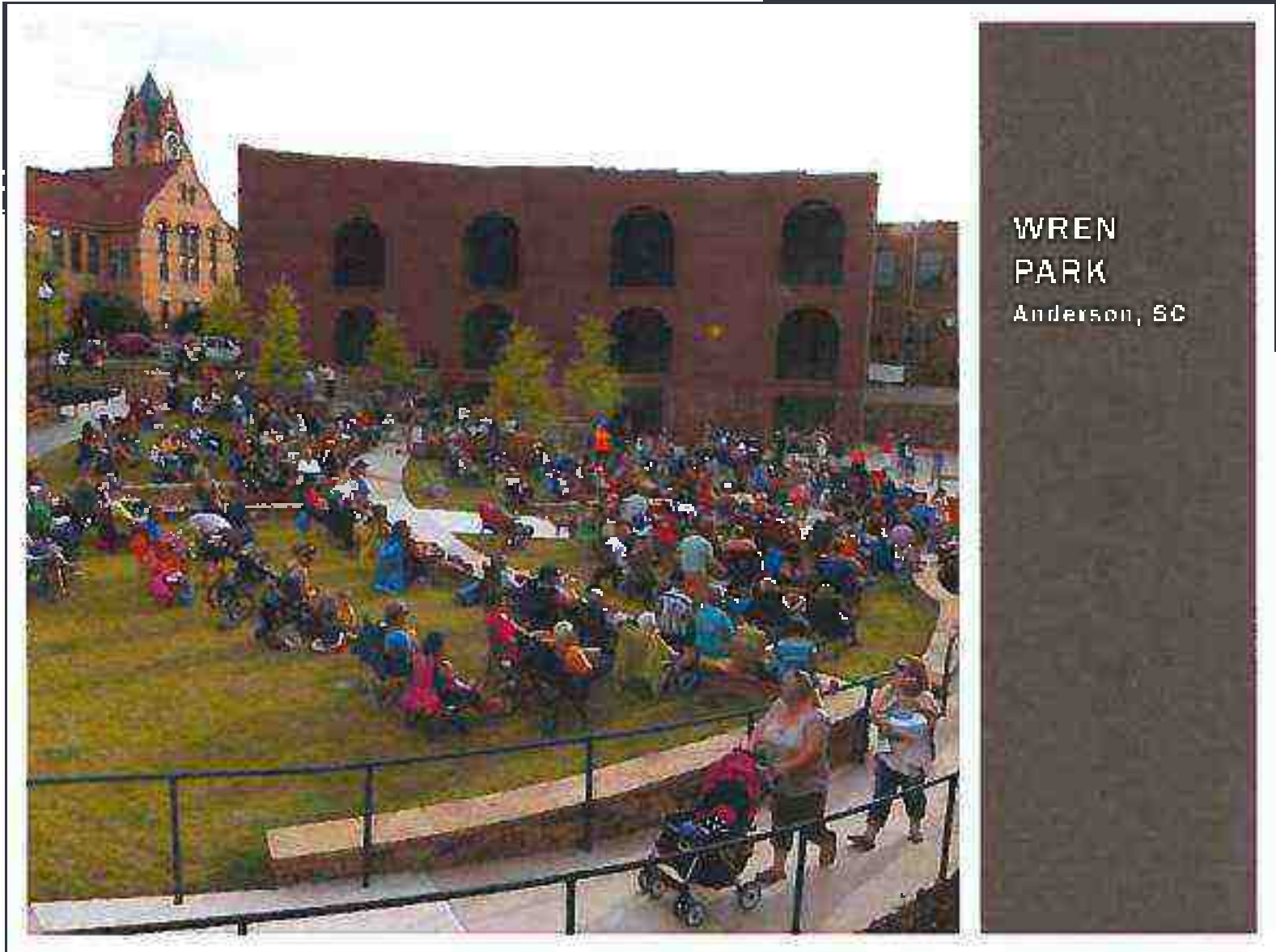
PLEASANT
RIDGE
CAMP &
RETREAT
CENTER
Marletta, SC



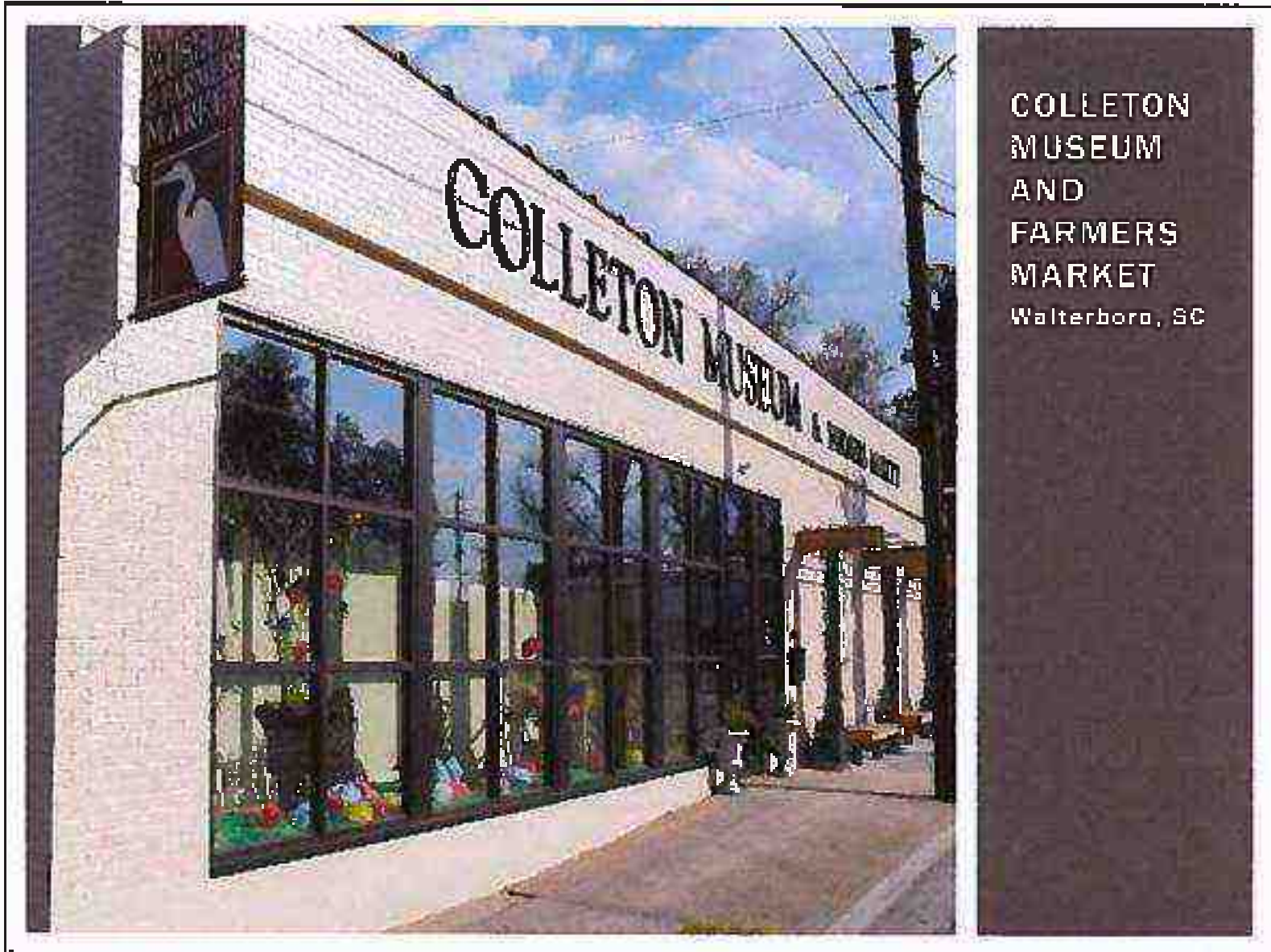
CONESTEE
BASEBALL
PARK
COMPLEX
Greenville, SC



CHAPMAN
CULTURAL
CENTER
Spartanburg,
SC



WREN
PARK
Anderson, SC





**HOSPITALITY
TAX**



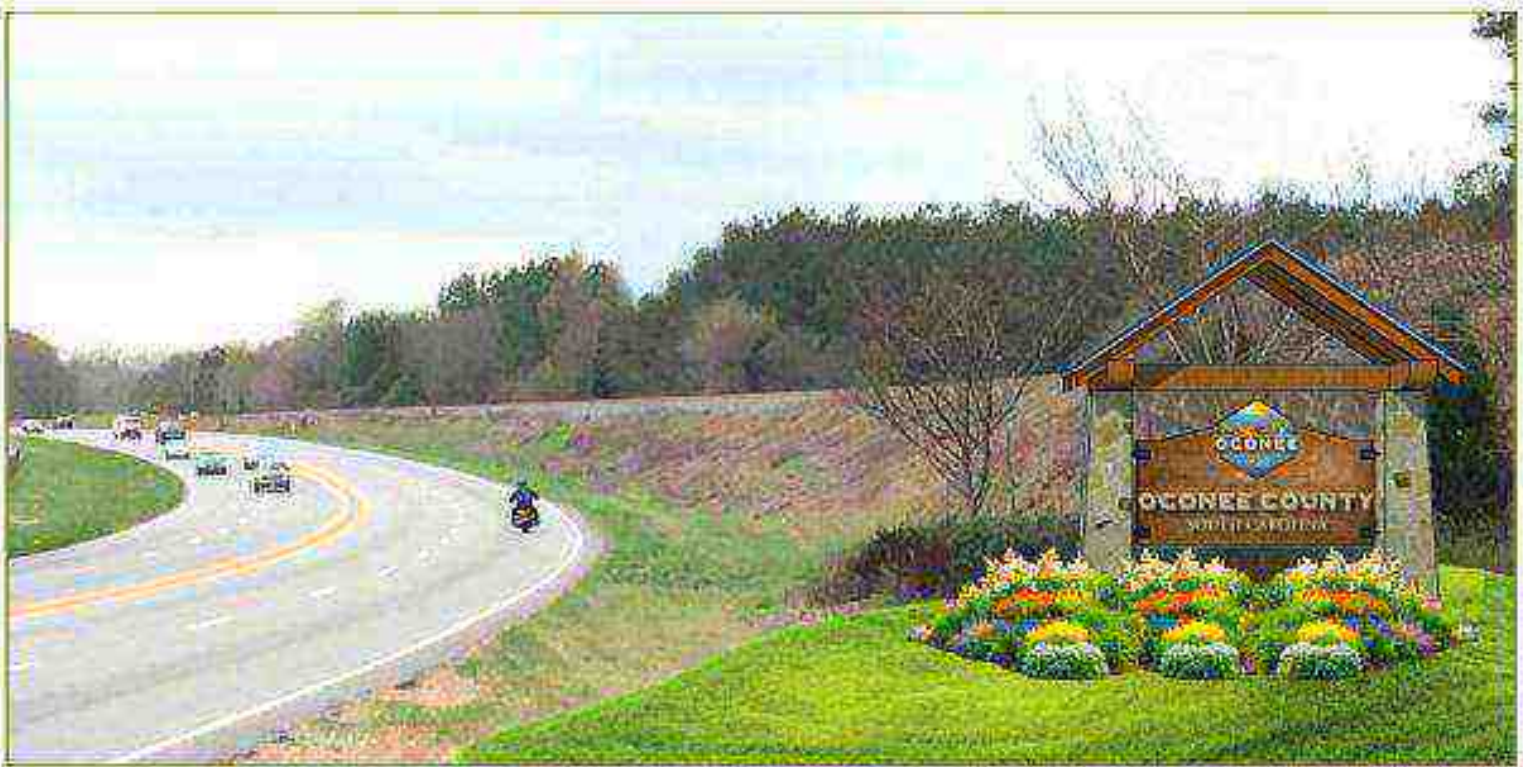
GATEWAY SIGNAGE



Welcome to
**OCONEE
COUNTY**



Clemson Entrance Hwy 123



Clemson Entrance At Lake Hartwell On Hwy 123

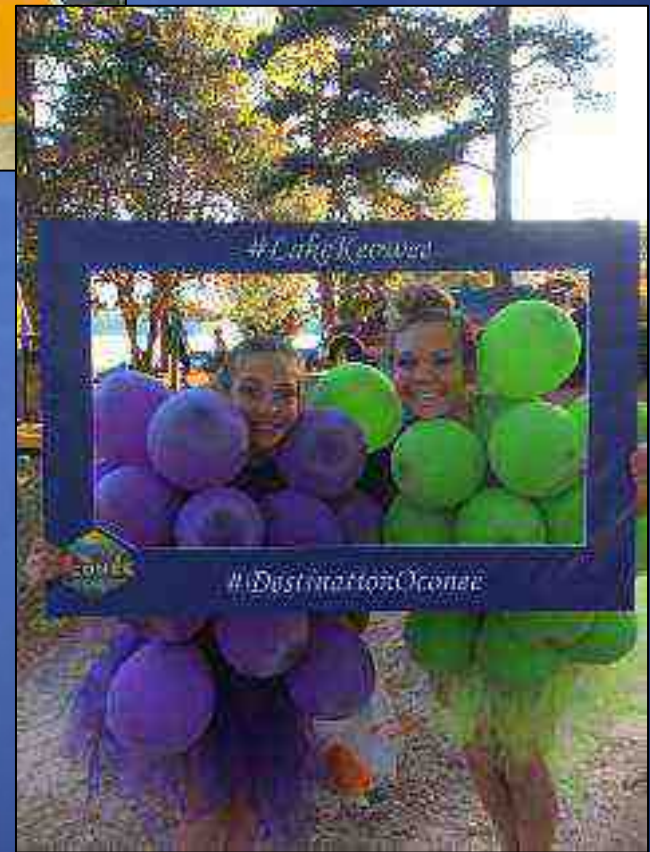


Hwy 11 N From Pickens County



North Entrance On Hwy 11

INTERACTIVE KIOSKS

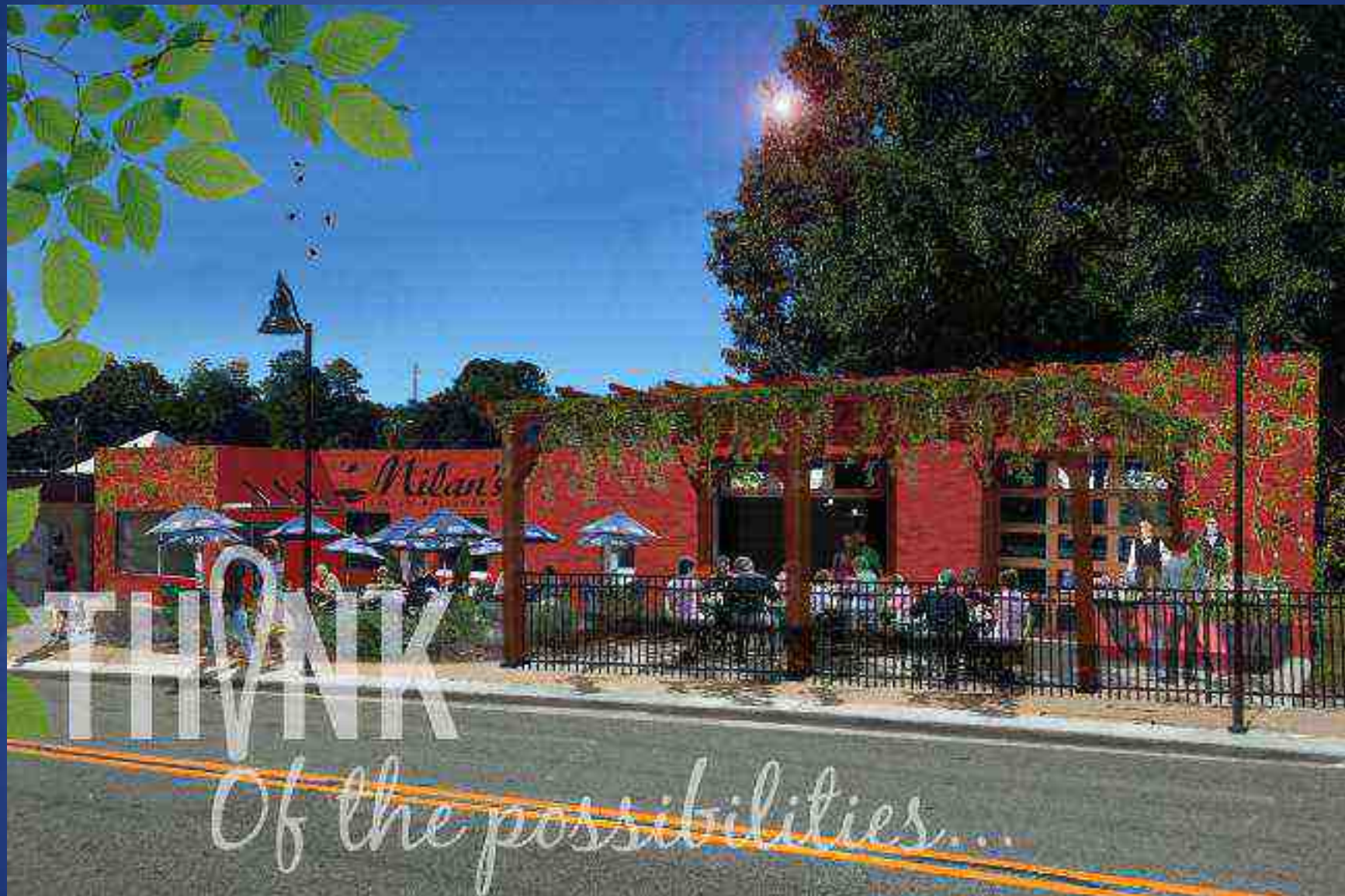




THINK OCONEE!







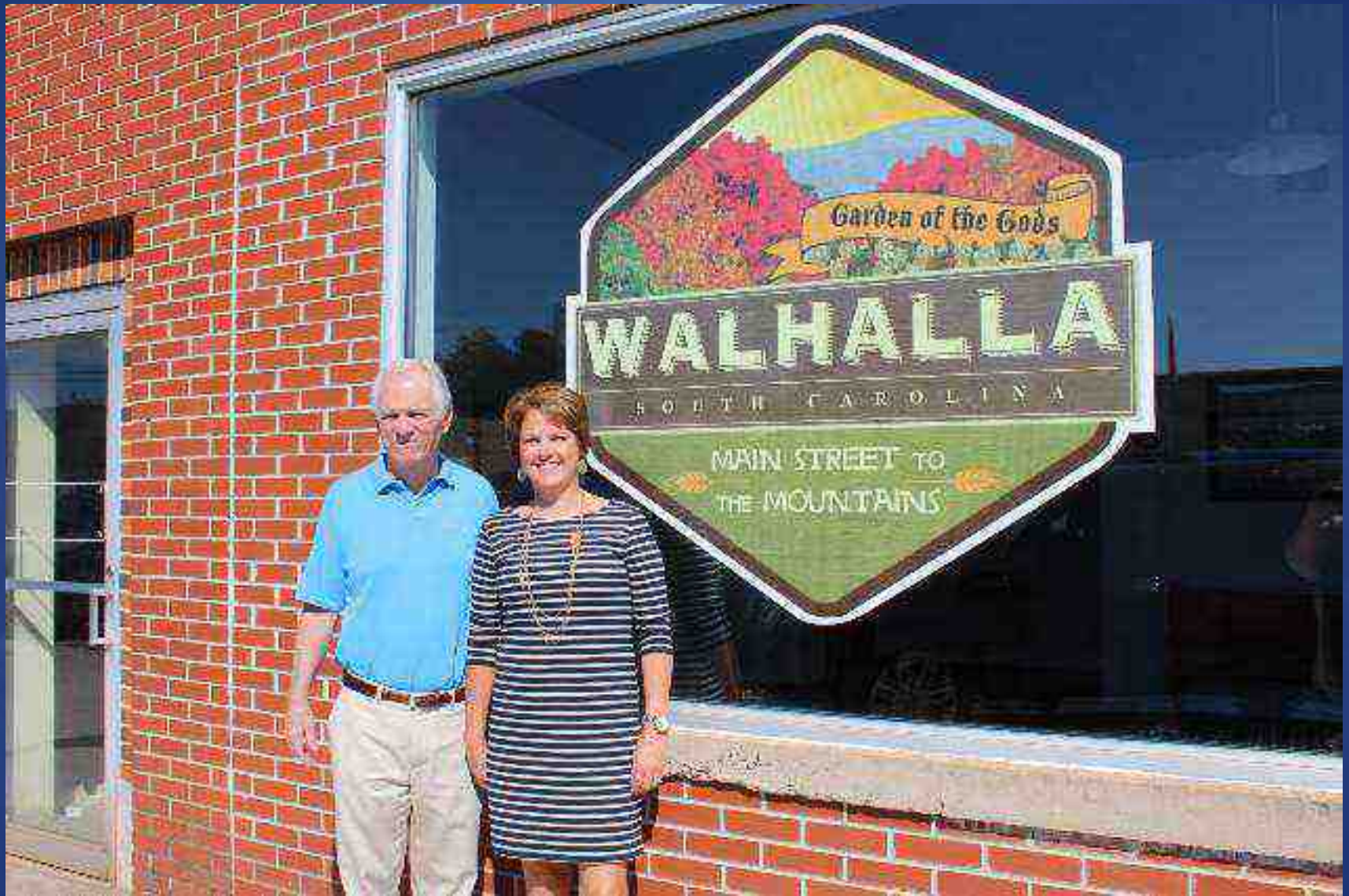
THINK

Of the possibilities...

THINK

Of the possibilities...







OCOONEE

SOUTH CAROLINA

LAND BESIDE
THE WATER

Destination Oconee

Key Recommendations



- ❧ Execute all marketing recommendations outlined in this plan:
- ❧ Consistent, quality marketing executed in a strategic manner by the CVB and the Cities will build a “top of mind” impression as a premier tourism destination.



Oconee County Recommendations

1. When creating a marketing plan for 2016-16, compare your target audience to that of each media outlet for paid advertising. Billboards are highly recommended as they have a high impression rate that is imperative for launching a new brand.
2. Continuously develop your photography and content. Photography is at the heart of any marketing and public relations initiative and should be considered for an on-going item in your budget.
3. Begin your planning stages by setting firm goals with success measures in place. It is recommended to focus on (short term) increasing visitor guide requests, website visits, social media engagement, mobile app downloads, and booking business conferences (long term).
4. Strategize your social media with a content calendar, and touch on each content category.
5. Measure all efforts at the end of each FY and evaluate the progress of reaching your goals and success measures.
6. Integrate the new logo in all platforms including social media, websites, and all collateral.



MOUNTAIN LAKES
CONVENTION and VISITORS
BUREAU

What Exactly Is A CVB???

- ❧ Non-Profit Tourism Bureau
- ❧ Primary responsibility: Putting Heads In Beds!
- ❧ Financially supported by Oconee County and Accommodations Taxes
- ❧ Develop and deploy marketing strategies that attract tourists
 - Website (NEW!)
 - Visitors Guide
 - Printed Ads
 - Social Media
 - Travel Writers
 - Sports/Event Recruiting

The Mountain Lakes CVB serves as Oconee County's Marketing Agency



MOUNTAIN LAKES

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- ❧ Established in September – 2008 as a 3 Year Trial
- ❧ Generated over \$5.5 M of “new” tourism Economic Impact

Tourism Statistics as of July 2014

- ❧ Tourism expenditure reached an all time high of \$56 M
- ❧ Equates to a 29% Growth and an additional \$12.6 M of tourism spend in Oconee since the inception of the CVB
- ❧ 440 Travel and Tourism Jobs with \$8.36 M Payroll
- ❧ Collected over \$6.38 M in local and state taxes
- ❧ Reduced local tax burden of every household by \$165/Yr
- ❧ Through our marketing programs, we reach over 1 million people per month!



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Great Global & State Recognition!!!





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What Exactly Are We Marketing???



Natural Resources:
Over 100,000 Acres of
Pristine Public Forests ...

Over 150 Waterfalls With
Trails to 29 of Them...





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What Exactly Are We Marketing???



Four Beautiful Lakes
Over 95,000 Acres of Water...
(Jocassee, Keowee, Hartwell, Tugalo)

White Water Rafting on the
Chattooga River...





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What Exactly Are We Marketing???



Boat Rentals ...

Guided Tours on Lake Jocassee...





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What Exactly Are We Marketing???



Zip Lines...

Stump House Tunnel...





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What Exactly Are We Marketing???



Biking on Remote
Mountain Roads...

Hiking the
Foothills Trail...





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What Exactly Are We Marketing???



World Class Fishing
On the Lakes ...

Or Fly Fishing
On the Rivers ...





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What Exactly Are We Marketing???

Chattooga Belle Farm



...Belle's Bistro



...U-Pick Farm



...Weddings, Events



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What Exactly Are We Marketing???



...Quilt Trail

...Disc Golf





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What Exactly Are We Marketing???



Music at
Walhalla Civic Auditorium,
Westminster Music Hall,
Silver Dollar Music Hall,
Jazz on the Alley...

Rustic Lodging at State
& County Parks...





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What Exactly Are We Marketing???



Lodging

Hotels, Vacation Rental Homes,
B&B's, Camp Grounds, RV Sites...

Restaurants...





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What Exactly Are We Marketing???

Festivals...



Museums...



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What Exactly Are We Marketing???

...And So Much More!!!





MOUNTAIN LAKES
CONVENTION and VISITORS
BUREAU

How Are We Marketing?

Web Site: www.SCMountainLakes.com

Visitors Guide: 60,000 Copies per year

Newsletters: 13,000+ Subscribers

Facebook: 44,000 Followers

Twitter: 500 +/- Followers

Instagram: 400 Followers

Pinterest: 1,000 + Monthly Viewers



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How Are We Marketing?

Advertising:

- SC State Visitors Guide
- Discover Upcountry Visitors Guide
- Southern Living
- Atlanta Magazine
- Smoky Mountain Magazine
- Blue Ridge Outdoors
- Others

Tourism Conferences





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How Are We Marketing?

Local PR:

- The Journal
- Other Upstate Publications
- Radio

Travel Writers, Photographers & Videographers:





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Who Are We Marketing To?
Target Markets

Demographics:

- 25 – 60 Years Old
- Active Outdoors
- \$75,000 - \$250,000 House Hold Income

Regions:

- Atlanta
- Charlotte
- Florida
- SC & GA Coast

Data gathered by Clemson U. PRT study - 2012



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Events



Every Facebook Event that is created within
Oconee County is automatically added to our
Events Page on our Web Site.



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How Can You Help?

- Like us and each other on Facebook and **SHARE** posts!!!
- Follow each other on Twitter, Instagram and Pinterest
- Hand out our Visitors Guides
- Sign up for and share our monthly newsletters
- Share your contact information with each other and learn more about what they do
- Send us your images, videos and events so we can help you
- Create a Facebook Event page for your events
- Train your employees to be Ambassadors



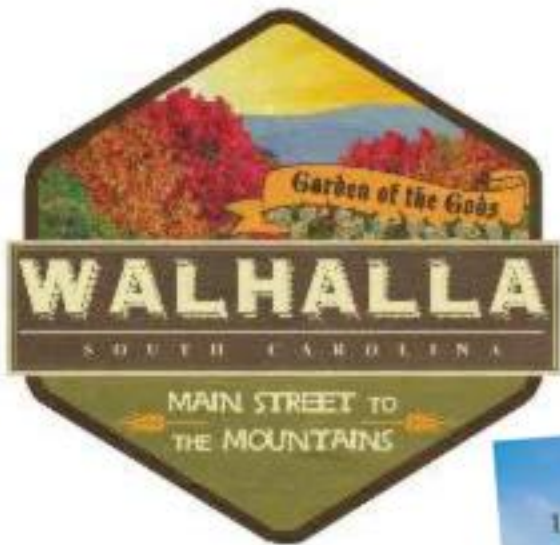
destination
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REALIZING THE
FUTURE OF
OCONEE COUNTY

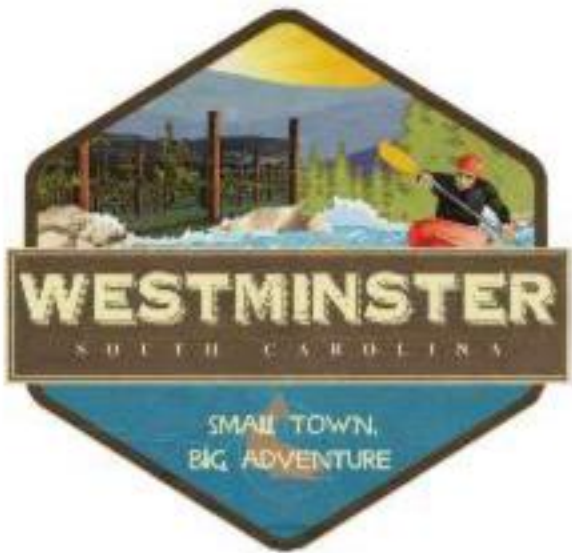
branding

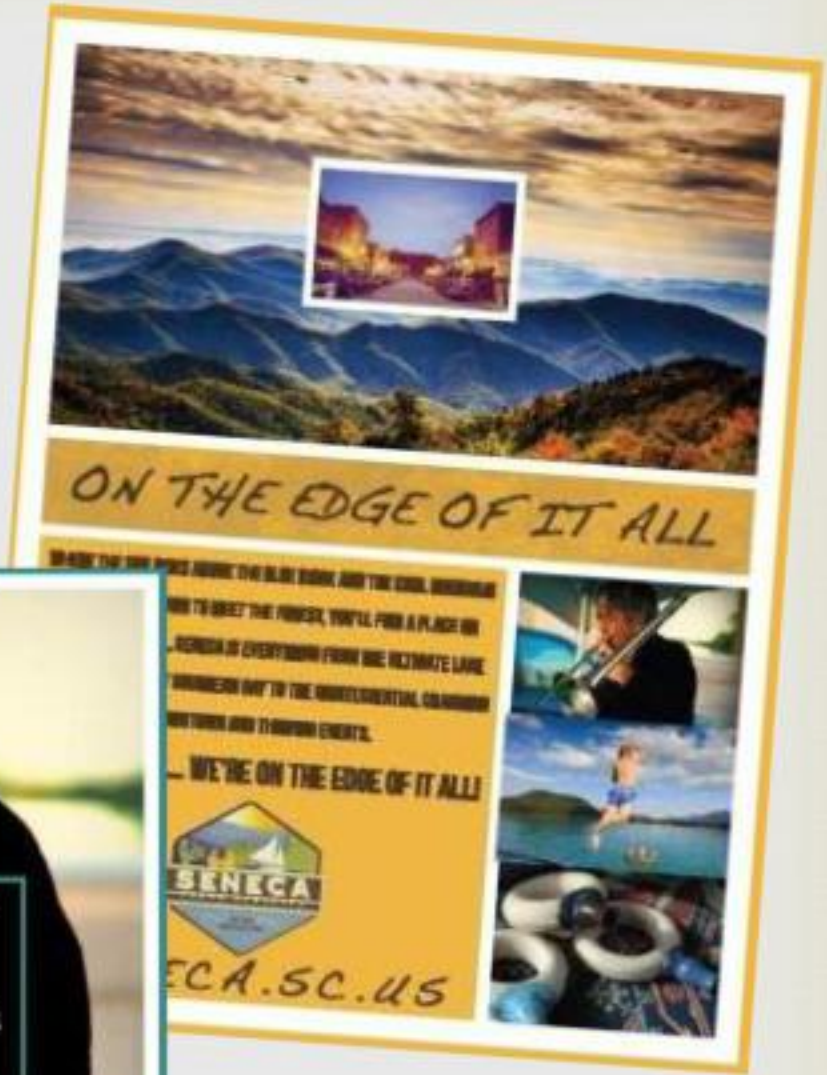
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Marketing









JAZZ
on the
ALLEY





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Questions?

