



May 17, 2023

Greenville County Council Finance Committee
Greenville County Council
301 University Ridge
Greenville, SC 29601

Re: FY2023/2024 Accommodations Tax Recommendations

Honorable Members of Council:

I am pleased to report that revenues year to date have exceeded our projections from last year, and we, therefore, have optimistically budgeted anticipated revenue of \$1,200,000 for FY 2023/2024.

The budget is as follows:

Projected Budget	\$ 1,200,000
County	<u>\$ 25,000</u>
	\$ 1,175,000
County 5%	\$ 58,750
VGSC 30%	<u>\$ 352,500</u>
	\$ 763,750
County Council Approved:	
Recreation	<u>\$ 50,000</u>
	\$ 713,750
VGSC 40%	<u>\$ 285,500</u>
Remaining for Grants	\$ 428,250

As always, we reviewed State and County rules and guidelines for funding, studied the applications submitted, and interviewed applicants. As mandated, applicants are graded with an A, B, C or D. Those graded with a D are not recommended for funding. Those graded with a C receive a total of 10% of the net revenue - \$42,825.00, while the Bs and Cs receive the balance of \$385,425. Those graded with an A represent events and organizations that have the greatest impact on hotel revenue outside the city limits. Those graded with a B have less proven direct, but significant, impact on County hotels. The Cs represent organizations and events that are vital to maintaining Greenville's image as a cultural destination, often providing visitors with an incentive to extend their stays.

Once again, we chose not to select a signature event, because both the BMW ProAm (South Carolina Charities) and the Greenville Scottish Games...both County events...continue to rise to the top of County tourism revenue. BMW ProAm had requested \$110,000, and we are recommending funding at \$95,000. We are recommending that the Greenville Scottish Games receive the full of amount of their request in the amount of \$85,000.

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Other applicants graded with an A are: Fall for Greenville, Artisphere, Euphoria and Ville to Ville. We are assured by our hotel representatives on our committee that these events contribute significantly to accommodations tax revenue in County hotels.

The remaining applicants were graded B and C with the exception of two that received a D grade. Those were The Greenville St. Patricks Day Parade and NOTUS Sports for the Hincapie Gran Fondo race. The committee felt that the St. Patricks Day Parade was a strictly local event and had no discernable impact on County hotels stays. As for NOTUS Sports, there was a question about the budget which indicated a minimum profit of more than \$60,000. This question was put before the representatives and not satisfactorily answered.

Attached is a detail showing each applicant, their funding request, the Grade assigned by the committee and our recommendations for funding.

A new State rule requires that Accommodations Tax Committees review and approve the budgets for local tourism offices that are recipients of the 30% and 40% automatic funding allocation. In a separate vote, our committee voted to approve the budget submitted by Visit Greenville SC.

The committee relies heavily on information from our County hotels and VGSC to determine impact on our county hotels, since the tax revenue is derived directly from them. In spite of the proliferation of downtown hotels, County hotels are still seeing good numbers because of – among other things – price point and compression.

On behalf of the Advisory Committee, I wish to thank Council for the opportunity to serve on this important committee. We appreciate the work of each applicant and consider each of them to be of value to Greenville County and its citizens. We understand that Council may have questions regarding these recommendations and welcome the opportunity to address them.

Yours truly,



BJ Koonce, Chair

cc: Nicole B. Wood, Assistant County Administrator, Greenville County

Committee:

David Edwards, GSP; Brian Crowne, Aura Hotels; Jason Price, Pinnacle Partnership; Penny Cooper and Joyce McCarrell