

The City of Hartsville
Hospitality Tax
Grant Funding Application



Organization Name: B&R Racing, Inc. dba Darlington Dragway

Project Name: 2016-17

Contact Name: Dianne Daniels

Phone: 84-230-9877

Contact Address: 2056 E Bobo Newsome Hwy Hartsville SC 29550

Money Requested: \$10,000

Project Info: Increase consumer attendance and participation in weekly events for the remainder of 2016 and the beginning of 2017 with increased advertising coverage to promote events, as well as the opportunity to meet and book larger, multi-day sanctioned events for 2017.

Project description: Project category(SelectOne):

Advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity,	<input checked="" type="checkbox"/>
Promotion of the arts and cultural events.	<input type="checkbox"/>
Construction , maintenance and operation of facilities for civic and cultural activities.	<input type="checkbox"/>
Criminal justice system,law enforcement, fire protection , solid waste collections and health facilities when required to serve tourist and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists.	<input type="checkbox"/>
Public facilities such as restrooms, dressing rooms, parks, and parking lots.	<input type="checkbox"/>
Tourist shuttle transportation .	<input type="checkbox"/>
Control and repair of waterfront erosion.	<input type="checkbox"/>
Operating visitor information centers.	<input type="checkbox"/>
Other	<input type="checkbox"/>

Project Attendance:

Record numbers in the table below, as requested by The Tourism Expenditure Review Committee.

Numbers are to reflect attendance and funds received for projects for current and previous years.

	Previous Year	Estimate for current year
Total budget of event/project	n/a	\$77,500
Amount funded by City grants	n/a	n/a
Amount funded by grants from all sources	n/a	n/a
Total attendance	n/a	150,000
Total tourists*	n/a	80,000

* Tourists are generally defined as those who travel at least 50 miles to attend; however, the Committee considers every project/event on a case by case basis.

Previous Funding Requirements

A detailed report outlining the previous Grant rewards must be turned in to the Finance Department at City Hall by May 1st explaining how the money was spent, completion of the project, attendance, financial report, etc. If this requirement is not completed or turned in by the due date, the City of Hartsville has the right to audit the Grantee's books or at the Grantor's expense to appoint an independent certified public accountant to conduct such an audit, should questions concerning the eligibility of the Grantee's use of the funds awarded by City Council.

Attach the following:

(If the following items are not attached to the application - the application will not be considered for funding - the application will be denied)

Program details

Goals and Objectives

Program Strategy

Detailed event budget

IRS 501 (C or 3) or 501 (D) certification letter and current SC Secretary of State charity registration letter

******Only complete the following questions in the box if funded by the City H-Tax last year.******

******Project Completion (If funded last year):******

Were you able to complete the project as stated in your application?

******Project success:******

Please share any additional comments regarding the project (e.g., lessons learned, successes, problems encountered, etc.)

Organization signature:

Provide signature of official within organization, verifying accuracy of above statements

Dianne Daniels

Name

Marketing/Advertising

Title

DDaniels

Signature

9/15/2016

Date

All applications must be filled out completely and accurately
to be considered for funding.

Darlington Dragway would like the support of a Hospitality Grant in our efforts to market to a broader regional and national community of drag racers and enthusiasts. Once reached more effectively with information about regularly scheduled and special events, these racing enthusiasts will make plans to visit the track, and spend more time and money in our area.

Our current marketing and advertising program for Darlington Dragway includes interstate billboards, regional radio and television broadcast advertising, internet and social media presence. We need to expand our reach in all areas of our marketing and advertising.

Our interstate billboard presence can be expanded to reach further out on I-95 and I-20, increasing the response that we now receive from travelers. We have reached an expanded audience with those billboards which has translated into people are interested in our programs and willing to travel to our area for drag racing entertainment. Currently, our billboard presence is limited by budget to Darlington and Florence Counties. If increased funds were available, we could expand our reach into neighboring counties, thereby increasing the flow of traffic to our area for special events. Our 2016 billboard expenditure is at \$30,000 to date.

The regional radio broadcast advertising is based on our local broadcast groups and their coverage areas. We have maintained a standard advertising contract with all three of the local companies, but have been unable because of budget considerations to expand our reach to radio stations outside our area. With a budget increase in this media segment, we could increase our advertising into North Carolina and Georgia, further west in South Carolina, thereby inviting more travelers to our events and our area. Our cumulative expenditure in 2016 for radio broadcast advertising is at \$40,000 for cash and trade consideration.

Because our budget has been limited, our ability to utilize the reach of local market television has been limited this season. The "local affiliates" including CBS, ABC, NBC and Fox all proposed reasonable advertising budgets ranging from \$1800 to \$2500 per month. With a 10-month season to consider, a \$200,000 television advertising average was more than we were able to budget. Therefore, because of budget considerations, we were unable to capitalize on the undeniable reach of regional television coverage.

To complement our advertising efforts, we have printed season schedules, as well as individual event flyers throughout the season for distribution throughout the state. The Convention and Visitors Bureau assisted at the beginning of the season by distributing nearly 3,000 season schedules to the 16 visitors centers in South Carolina. We have distributed nearly 10,000 flyers per event; typically one per month; for each month of our 2016 season, which began in March. We have produced and distributed almost 100,000 flyers and schedules this season, for an expenditure of \$7,500. We could further our distribution into North Carolina and Georgia with an increase in this segment of our budget.

Our cumulative marketing and advertising expenditure year-to-date is approximately \$77,500. Our marketing efforts have complemented the expansive schedule in 2016, which included over 200 event dates, which has netted approximately 150,000 consumers to the area to attend these events at Darlington Dragway. At a cost of .50 per person to market, an increase in our budget consideration could impact our attendance numbers in 2017 and create a projected 50% increase in attendance and participation for 2017.