



**ACCOMMODATIONS TAX COMMITTEE  
EVALUATION FACTORS**

As you complete your application please keep the following factors in mind. Our A-Tax committee will use these factors as an evaluation tool when reviewing your applications.

**Project Eligibility:** Does the project allow the committee to effectively award funding according to the mission of the City of Aiken Accommodations Tax Committee?

*Mission: The City of Aiken Accommodations Tax Committee strives to effectively allocate the state's Accommodations Tax funds in order to increase the recognition of the City of Aiken as a "Visitors Destination", while closely following the guidelines set forth by the State of South Carolina.*

**Thoroughness of Proposal:** Were the proposal specifications followed? Were responses clear and complete? Are all support documents provided? Did the applicant attend an A-Tax workshop (when offered)?

**PROJECT DESIGN**

**Description of Project:** Will the project attract visitors, build new audiences and encourage tourism expansion within the City of Aiken? Will it increase awareness of the City's amenities, history, facilities, and natural environment? Was the target audience identified? Does this audience appear reasonable?

**Partnerships:** Does the project involve community partnerships? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?

**Funding:** Has this project received previous funding? Has the funding been well utilized? Has the return on investment been beneficial to the Aiken community? Is the project solely dependent upon ATAX funding? Has the project continued to seek additional sources for funding?

**Attendance:** If this project occurred previously, did it attract tourists as defined in the handbook and application? Will the upcoming event attract tourists, as defined in the handbook and application, to Aiken? Is the determining factor as listed by the applicant a legitimate measureable factor?

**Economic Impact:** Will the event have a positive economic impact on Aiken? Is there a reliable tracking mechanism planned for use by the committee? Will this event generate overnight stays in Aiken? Does the benefit of the project (i.e. number of tourists estimated; expected generation of revenue) exceed the cost of the project?

**Spreadsheet:** Does the Marketing Plan as outlined on the spreadsheet appear organized and understandable? Is the organization utilizing multiple forms of marketing to reach their goal? Did the organization identify quality publications/media outlets that will offer a return on investment? Is the applicant organization using publications that qualify for the greater than 50 mile radius rule? Is the applicant organization investing in the project?