



**TOWN OF SURFSIDE BEACH  
ACCOMMODATIONS TAX ADVISORY COMMITTEE  
115 US HIGHWAY 17 NORTH, TOWN COUNCIL CHAMBERS  
SURFSIDE BEACH, SC 29575  
MARCH 9, 2016 ♦ 4:30 P.M.  
[www.surfsidebeach.org](http://www.surfsidebeach.org) ☎ 843 913-6111 📠 843 238-5432**

## **AGENDA**

1. **CALL TO ORDER** – Chairman Harrison
2. **ELECTION OF OFFICERS**
  - A. Chairman
  - B. Vice Chairman
3. **MINUTES APPROVAL** – March 25, 2015
4. **MYRTLE BEACH CHAMBER OF COMMERCE UPDATE**, South Strand Chamber Rep. Faye Creel, and MB Chamber Rep. Diana Greene
5. **Business** - Town of Surfside Beach Report and Funding Requests for FY2016-2017, Administrator Fellner
6. **PUBLIC COMMENTS**
7. **COMMITTEE COMMENTS**
8. **ADJOURN**



**ACCOMMODATIONS ADVISORY TAX COMMITTEE MEETING  
TOWN COUNCIL CHAMBERS  
MARCH 25, 2015 ♦ 4:30 P.M.**

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7 1. **CALL TO ORDER.** Chairman Harrison called the meeting to order at 4:30 p.m. Chairman  
8 Harrison, and members Harbin, Lane-Laveglia, Murdock, and Servant were in attendance. Members  
9 Chandler and Truett were absent. A quorum was present. Others present: Councilmembers Childs  
10 and Stevens and Town Clerk Herrmann.

11  
12 2. **MINUTES APPROVAL.** Mr. Servant moved to approve the minutes of the February 18,  
13 2015 meeting as presented. Mr. Murdock seconded. All voted in favor. **MOTION CARRIED.**

14  
15 3. **BUSINESS. Wildfire Wireless Surveillance Camera System (\$16,000.)** Chairman  
16 Harrison explained that this request was denied at the February 18<sup>th</sup> meeting, but much discussion was  
17 held about possibly funding the request from excess funds set aside for the May 2015 Bike Events. He  
18 referred to the decision paper for details; a copy of which is on file.

19  
20 Ms. Harbin moved, for purposes of discussion, to recommend that Town Council approve the  
21 purchase of the Wildfire Wireless Surveillance Camera System at a cost of \$16,000 from excess May  
22 2015 Bike Week funds; hospitality or other funds as Town Council deems appropriate. Mr. Murdock  
23 seconded.

24  
25 Mr. Servant did not initially approve the proposal, although they seem to be important law  
26 enforcement, municipalities and counties. Cameras have their place. He did not know whether crime  
27 rates were so high along the beach accesses that it would support the motion. He has yet to hear  
28 information to satisfy that question. In his opinion, accommodations tax revenue during this tight budget  
29 year could be better spent, and he would vote against the motion.

30  
31 Ms. Lane-Laveglia asked if 30-percent was paid to the Chamber, and whether that amount had  
32 to be paid on reimbursed Bike Week Funds. Mr. Servant said yes; the Chamber would receive 30-  
33 percent out of any excess funds, but not on reimbursements.

34  
35 Chairman Harrison voted in favor. Members Harbin, Lane-Laveglia, Murdock, and Servant  
36 voted against. **MOTION DENIED.**

37  
38 The committee instructed the clerk to contact the membership to schedule a meeting after  
39 September so the finance department has time to prepare a statement of revenue and expenditures for  
40 its consideration. The Wildfire Camera system will be reconsidered at the fall meeting.

41  
42 6. **PUBLIC COMMENTS.** There were no public comments.

43  
44 7. **COMMITTEE COMMENTS.**

45  
46 Mr. Murdock said his term was expiring on April 26<sup>th</sup>. He understands that another volunteer  
47 has come forward. He has enjoyed serving on the committee, but feels his strength is either on  
48 planning and zoning or the board of zoning appeals, so therefore, he would not seek reappointment to  
49 the committee.  
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Accommodations Tax Advisory Committee  
February 18, 2015

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Ms. Lane-Laveglia said she was not opposed to the cameras, but she would like to know whether the cameras were a want or a need in the police chief's opinion.

8. **ADJOURNMENT.** Ms. Harbin moved to adjourn at 4:59 p.m. Mr. Murdock seconded. All voted in favor. **MOTION CARRIED.**

Prepared and submitted by

Approved:

\_\_\_\_\_  
Debra Eaddy Herrmann, CMC, Town Clerk

\_\_\_\_\_  
Randy Harrison, Chairman – Lodging Member

\_\_\_\_\_  
E. J. "Mil" Servant, Vice Chair, Lodging Member

\_\_\_\_\_  
Cecil Chandler, Culture/Arts Member

\_\_\_\_\_  
Carolyn Harbin, Committee Member

\_\_\_\_\_  
Melodye Lane-Laveglia, Committee Member

\_\_\_\_\_  
Phil Murdock, Committee Member

\_\_\_\_\_  
James S. Truett, Committee Member

Clerk's Note: This document constitutes *action* minutes of the meeting that was digitally recorded. Contact the town clerk for appointments to hear audio; bring a flash drive to obtain a recording copy. In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties. The agenda was posted on the entry door at Town Council Chambers. Meeting notice was also posted on the Town marquee.



# A-TAX MEETING

March 2016



# UNALLOCATED BALANCE

As of 6/30/2015

# Transfer to Capital Projects Fund

- It was the intent of the A-Tax Committee at the last meeting to transfer any unallocated funds to beach renourishment.
- Staff recommended waiting until the end of January 2016 in case any additional expenditures became necessary.
- The Committee accepted staff's recommendation.
- The available balance for FY 2014-2015 as of January 30, 2016 equals \$91,397.
- We now need a consensus of the Committee to recommend to Town Council to transfer \$91,397 to the Capital Projects Fund to be earmarked for beach renourishment.

# Audited A-Tax Statement as of June 30, 2015

Statement Revenues and Expenditures	FY End 6/30/2015 (Audited)
<b>Revenues</b>	
Accommodations Tax	\$ 615,327
Miscellaneous Income (Special Events, Grants)	19,675
Interest Earned	188
<b>Total Revenues</b>	<b>\$ 635,190</b>
<b>Expenditures</b>	
Police Beach Patrol	\$ 162,513
Public Works	-
Special Events	34,758
Utilities	6,590
Advertising and Promotion	9,002
Grants/Materials & Supplies	5,400
Fireworks Display 4th of July	25,000
<b>Total Expenditures</b>	<b>\$ 243,263</b>
<b>Required Expenditure</b>	
Printing & Advertising (30% Chamber)	\$ 148,752
<b>Excess Revenue Over Expenditures</b>	<b>\$ 243,175</b>
<b>Other Financing Uses</b>	
<b>Transfer Out To</b>	
General Fund per State Code	\$ 49,792
General Fund for Contractual Services	136,100
Capital Projects for Beach Renourishment	79,000
<b>Total Other Financing Sources</b>	<b>\$ 264,892</b>
<b>Net Change in Fund Balance</b>	<b>\$ (21,717)</b>
Beginning Balance	113,114
<b>Ending Balance</b>	<b>\$ 91,397</b>

- This shows an audited ending balance of \$91,397

# A-Tax Financial Summary as of January 31, 2016

Balance Sheet	Month End 1/31/2016 (Unaudited)
<b>Assets</b>	
Cash in Banks	\$ 151,931
Due From/Due To Others	-
A/R - Due From State Treasurer	89,398
Prepaid Expenditures	-
<b>Total Assets</b>	<b>\$ 241,329</b>
<b>Liabilities and Fund Balances</b>	
<b>Liabilities</b>	
Accounts Payable and Accrued Expenditures	\$ 27,521
<b>Total Liabilities</b>	<b>\$ 27,521</b>
<b>Fund Balances</b>	
Prior Year Fund Balance	\$ 91,397
Current Year Fund Balance	122,411
<b>Total Fund Balances</b>	<b>\$ 213,808</b>
<b>Total Liabilities and Fund Balances</b>	<b>\$ 241,329</b>

- Cash on hand is \$151,931
- After transfer of \$91,397
- Balance will be \$60,534

# Statement of Revenues and Expenditures as of January 31, 2016

	FY 15-16 Actual 1/31/2016	FY 15-16 Adopted Budget	Better(Worse) Budget
<b>Revenues</b>			
Accommodations Tax	\$ 438,281	\$ 570,000	\$ (131,719)
Miscellaneous Income (Special Events, Grants)	3,694	-	3,694
Interest Earned	101	300	(199)
<b>Total Revenues</b>	<b>\$ 442,076</b>	<b>\$ 570,300</b>	<b>\$ (128,224)</b>
<b>Expenditures</b>			
Police Beach Patrol	\$ 12,847	\$ 58,500	\$ 45,653
Special Events	23,192	42,250	19,058
Utilities	4,753	7,000	2,247
Grants/Materials & Supplies	5,600	12,000	6,400
Fireworks Display 4th of July	25,000	25,000	-
Advertising and Promotion	2,800	15,080	12,280
<b>Total Expenditures</b>	<b>\$ 74,192</b>	<b>\$ 159,830</b>	<b>\$ 85,638</b>
<b>Required Expenditure</b>			
Printing & Advertising (30% Chamber)	\$ 123,984	\$ 153,000	\$ 29,016
<b>Excess (Deficiency) Revenue to Expenditures</b>	<b>\$ 243,900</b>	<b>\$ 257,470</b>	<b>\$ 13,570</b>
<b>Other Financing Uses</b>			
Transfer to:			
General Fund Requirement	\$ 45,664	\$ 50,500	\$ 4,836
Contractual Services	75,825	151,650	75,825
Transfer for Beach Renourishment	-	-	-
<b>Total Other Financing Uses</b>	<b>\$ 121,489</b>	<b>\$ 202,150</b>	<b>\$ 80,661</b>
<b>Net Change in Fund Balance</b>	<b>\$ 122,411</b>	<b>\$ 55,320</b>	<b>\$ (67,091)</b>
Beginning Fund Balance	91,397		
<b>Ending Fund Balance</b>	<b>\$ 213,808</b>		

- We received \$438,281 so far this year
- State is holding balance for the Proviso
- We expect to have \$55,320 available for beach renourishment, if needed, this fall

# How to Fund Shortage

Jan 31, 2016		
Cash on hand	\$	151,931
Transfer for Beach Renourishment		(91,397)
Funds Available	\$	60,534
Expenses to June 30		
Police	\$	45,650
Special Events		19,050
Advertising		12,000
Materials		6,400
Cash required	\$	83,100
Short	\$	(22,566)
Repay Gen fund for Police/PW		(75,000)
Pay after Provisio and Aug Check	\$	(97,566)

- We will temporarily use General Fund dollars to resolve cash flow issue
- General Fund will be made whole after August check and Provisio funds are received

# Expected Unallocated from 2015 - 2016

- Staff recommends waiting until the end of January 2017 in case any additional expenditures become necessary
- Projected unallocated amount is \$55,320
- When beach renourishment construction payment is due (probably in November) we may need this balance

# COLLECTIONS

FY 2016-2017

# Projected Revenues

Collections FY 16-17	Date	Gross	DOR Hold Back	Net	General	5% General	30% Chamber	Net
3rd qtr july-sept (projected)	15-Oct	\$ 350,000		\$ 350,000	\$ 25,000	\$ 16,250	\$ 97,500	\$ 211,250
4th qtr 12/31 (projected)	30-Jan	\$ 90,000		\$ 90,000	\$ -	\$ 4,500	\$ 27,000	\$ 58,500
1st qtr 3/31 (projected)	30-Apr	\$ 30,000		\$ 30,000	\$ -	\$ 1,500	\$ 9,000	\$ 19,500
2th qtr 6/30 (projected)	30-Jul	\$ 130,000	\$ 50,000	\$ 80,000	\$ -	\$ 4,000	\$ 24,000	\$ 52,000
Total		\$ 600,000	\$ 50,000	\$ 550,000	\$ 25,000	\$ 26,250	\$ 157,500	\$ 341,250

Total Available = \$391,250 (Net of \$341,250 + the DOR Hold Back of \$50,000)

# REQUESTED FUNDING

FY 2016 - 2017

<b>Requested Funding</b>	<b>\$ Amount</b>
<b>Police (total)</b>	<b>\$ 183,050</b>
<b>Salary 1.5 Bch. Pat. Officers</b>	<b>53,000</b>
<b>OT</b>	<b>35,600</b>
<b>Benefits</b>	<b>20,400</b>
<b>Police Beach Patrol M&amp;S Vehicle</b>	<b>24,050</b>
<b>May Events</b>	<b>50,000</b>
<b>Public Works (total)</b>	<b>\$ 103,250</b>
<b>Beach Backhoe</b>	<b>55,000</b>
<b>Beach Trash Pick up</b>	<b>16,900</b>
<b>Beach Raking</b>	<b>12,500</b>
<b>Beach Bathrooms</b>	<b>10,850</b>
<b>Utilities</b>	<b>8,000</b>
<b>Special Events and Adv. (total)</b>	<b>\$ 88,850</b>
<b>Events</b>	<b>41,900</b>
<b>Promotion</b>	<b>12,200</b>
<b>Fireworks</b>	<b>25,000</b>
<b>Brochures, Maps, etc.</b>	<b>9,750</b>
<b>Grants (total)</b>	<b>\$ 22,400</b>
<b>Guy Daniels</b>	<b>6,000</b>
<b>Social Media</b>	<b>6,400</b>
<b>Historical Signage</b>	<b>10,000</b>
<b>Total</b>	<b>\$ 397,550</b>

# Police Department Funding Requests

- **SUBJECT:** FY2016-2017 Police Department funding request to fund beach patrol for the summer season

- **FACTS:**

- *State law allows these expenditures*
- *Budgeted expenditures*

i.	Salary 1.5 beach patrol officer	\$ 53,000
ii.	Overtime	\$ 35,600
iii.	Benefits	\$ 20,400
iv.	Police Beach Patrol gas, water, repairs, maintenance, uniforms, etc.	\$ 24,050
v.	May Bike Events (Proviso)	<u>\$ 50,000</u>
vi.	Total	\$183,050

- **RECOMMENDATION:** Approve recommendation to Town Council to fund requests

# Public Works Department Funding Requests

- **SUBJECT:** FY2016-2017 Public Works Department funding requests to fund beach clean-up, maintenance, restroom and shower facilities.

- **FACTS:**

- *State Law allows these expenditures*
- *Expenditures are budgeted at*

i.	Beach Trash Pickup	\$ 16,900
ii.	Beach Raking	\$ 12,500
iii.	Beach Bathrooms Maintenance	\$ 10,850
iv.	Shower & Bathroom Water Utility	\$ 8,000
v.	Backhoe	<u>\$ 55,000</u>
vi.	Total	\$ 103,250

- **RECOMMENDATION:** Approve recommendation to Town Council to fund.

# Special Events Funding Requests

- **SUBJECT:** FY2016-2017 Special Events funding requests

- **FACTS:**

- *State Law allows these expenditures*
- *Tourism Related Events*
  - i. BBQ Festival \$ 8,000
  - ii. Easter/Children's Festival \$ 5,000
  - iii. 4th of July Celebration \$14,000
  - iv. Beach Luau \$ 4,000
  - v. Total Event Costs \$31,000
- *Other Costs*
  - i. Promotion and Advertising \$12,200
  - ii. Staff/tourism related events \$10,900
  - iii. 4th of July fireworks display \$25,000
  - iv. Tourism brochure, maps, etc. \$ 9,750
  - v. TOTAL of Events & Other Costs \$88,850

- **RECOMMENDATION:** Approve recommendation to Town Council to fund.

# Grant Requests

- **SUBJECT:** FY2016-2017 Grant funding requests

- **FACTS:**

- *State Law allows these expenditures*
- *Grants requested*

i. Historical signage	\$10,000
ii. Social media consultant	\$ 6,400
iii. Guy Daniels Surf-Off	<u>\$ 6,000</u>
iv. Total	\$22,400

- **RECOMMENDATION:** Approve recommendation to Town Council to fund at least the historical signage.



# Copy of Guy Daniel's Grant Request



TOWN OF SURFSIDE BEACH  
115 US HIGHWAY 17 NORTH  
SURFSIDE BEACH, SC 29575  
☎ (843) 913-6111 📠 (843) 238-5432

## ACCOMMODATIONS TAX FUNDING APPLICATION General Information

The attached form is the official application to request accommodation tax grant funding from the Town of Surfside Beach. Enacted in 1984, the accommodations tax is a 2-percent levy on gross proceeds from rental of hotel and motel rooms, campgrounds, and other temporary accommodations (periods of less than 90 days.)

South Carolina Code Title 6, Chapter 4, provides that accommodations funds are to be used for the purposes of promoting the growth of the tourism industry and fostering cultural and recreational activities, to enhance the quality of life in South Carolina municipalities and counties. The Town of Surfside Beach will entertain requests for funding from individuals or agencies that will sponsor promotional or cultural activities.

To apply for accommodations tax funding, complete the following application and mail or hand deliver to town hall together with exhibits and supporting documentation. Comments may be noted on an additional sheet, if necessary.

**Town of Surfside Beach - Attn: A-Tax Advisory Committee  
115 US Highway 17 North, Surfside Beach, SC 29575**

**If your organization receives a grant, it WILL BE REQUIRED TO REPORT TO THE TOWN OF SURFSIDE BEACH how the funds were expended and the number of tourists benefited.**

Applications are accepted at all times. Requests for the next fiscal year, which begins July 1, are sought beginning October 1 through December 31 annually. If you wish to make your presentation in person, you may do so at the meeting during which grant requests will be considered. Meeting notice will be provided to you.

Contact information of presenter:

Name: JAMES E. DANIELS  
Number/s: 843-902-7738  
Email: JED @ SC, PV. COM

rec'd 07/31/2014  
12/21/15 dh



ACCOMMODATIONS TAX GRANT & FUNDING APPLICATION

SUMMARY INFORMATION

Program/Project Title Guy Daniels Memorial SurfOff
Purpose Surfcontest / Beach Festival
Total Amount Requested: \$ 6,500 Sponsoring Organization: Guy Daniels Foundation
Contacts Primary: Jim Daniels Alternate: Mikeey Pruitt
Position Co-Director Alternate's Position Co-Director
Primary's Business/Day #: 843-902-7738 Alternate's # 843-655-1434
Mail Address: 116 S. Pinewood Dr Surfside Beach S.C. 29575
Submitted by (SIGNATURE: ) [Signature]
Print Name: James E. Daniels

COMPLIANCE INFORMATION

The Advisory Committee will use to the following information to determine compliance with Accommodations Tax Statutes for award grants.

1. How long has this organization been in existence? 16 years

Is organization currently chartered as a private, non-profit corporation under South Carolina Law?

If "yes," date of charter: Sept 28th 2006

If "no," has charter been applied for and date:

Does this organization have an IRS Determination Letter and/or a Federal Identification Number?

[checked] "YES" provide copy of letter and/or Identification number "NO"

2. Accommodations Tax Law requires that any organization receiving funds from the tax must submit a budget of planned expenditures for the funded project. The organization must receive approval of the Town prior to expenditure of funds, and must render an accounting to the Town at the end of each fiscal year. Please complete the enclosed form "Exhibit A-Project Expenditures Budget" and attach it to this application.

3. Following are the list of project types for which Accommodations Tax funds may be used. Indicate the category or categories for which this program applies. Please describe your

project(s) on "Exhibit B-Project Description." Explain why it fits into the classification(s) identified and attach to this application.

- Advertising and promotion of tourism
- Tourist shuttle transportation
- Promotion of the arts and cultural events
- Control & repair of waterfront erosion
- Construction, maintenance, operation of facilities for civic and cultural activities
- Tourist services, public facilities, restrooms, parks, parking lots
- Visitor information centers

SPECIAL NOTE: The Advisory Committee will accept applications for programs that meet the intent of the Act beyond the limitations of the listed categories on the advice that the law cites this list as "examples of permitted programs." If the proposed program does not fall within the above categories, please explain how it would work in the interest of tourism or arts and culture in the Town of Surfside Beach on "Exhibit B-Project Description" and attach to this application.

4. If this program will serve areas outside the corporate town limits, please indicate the area to be served and discuss the ways in which the program would benefit tourists and residents of the Town of Surfside Beach.

5. Accommodations Tax is special purpose revenue subject to certain factors that the Advisory Committee cannot predict. Therefore, there is no guarantee that programs funded in previous years can continue to be funded from this revenue source. The committee strongly feels that programs should become self-supporting. *Can this organization continue this program for a 5-year period without the requested level of funding? Please explain below in "Exhibit C-Project Narrative."*

6. Is your organization planning to receive or does it receive accommodations tax funds from any other authority, i.e. state, county, or other municipality. If so, please cite name and amount anticipated or granted for the previous and current year. *The following information must be provided for the Tourism Expenditure Review Committee Report*

	Previous Year	Current Year
Total budget of event/project	\$ 17,000 <sup>00</sup>	\$ 16,000 <sup>00</sup>
Amount funded by accommodations taxes	\$ 5,000 <sup>00</sup>	\$
Amount funded by A-tax from all sources*	\$ —	\$
Total attendance	2500	
Total tourists**	40%	

\*Includes all a-tax funded from all sources

\*\*Tourists are defined as those who travel at least 50 miles to attend

**EXHIBIT A—BUDGET ♦ SCHEDULE OF CASH REQUIREMENTS**

Fiscal Year 20 -20

Applicant: Guy Daniels MEMORIAL SWOFF  
 Project Title: Guy Daniels SWOFF Requested Amount: \$ 6,500<sup>00</sup>

MONTH	PLANNED ACTIVITY	BUDGET AMOUNT
July		
August	- Two day Surf contest	16,000 <sup>00</sup>
September		
October		
November		
December		
January		
February		
March		
April		
May		
June		

**TOTAL PROJECT EXPENDITURES: \$ 16,000<sup>00</sup>**

**EXHIBIT A—BUDGET ♦ PROJECT EXPENDITURES**

<u>Administrative Costs:</u>	Sub-total Administrative Costs \$ <u>2,500<sup>00</sup></u>
<u>Advertising/Promotional Costs:</u>	Sub-total Promotional Costs \$ <u>6,500<sup>00</sup></u>
<u>Capital Purchases:</u>	Sub-total Capital Purchases \$ <u>1,500<sup>00</sup></u>
<u>Construction Costs:</u>	Sub-total Construction Costs \$ <u>-</u>
	<b><u>TOTAL PROJECT REQUEST \$ 6,500<sup>00</sup></u></b>

**EXHIBIT B—PROJECT DESCRIPTION**

**Project Title:** Guy Daniels Memorial Surf Off

**Sponsoring Organization:** Guy Daniels Memorial Foundation  
(Cite goals, activities, benefits, etc.) Please attach an additional sheet if necessary.

See Attached EX-B

**EXHIBIT C ♦ PROJECT NARRATIVE**

In this section please described the project in detail, specifically the costs set forth in Exhibit "A" on page 4. The description should include an outline and timetable for completion of project objectives. Specifically detail the ways in which the project serves to promote tourism and cultural activities.

NOTE: Objectives set out hereon and on "Project Expenditures" will become part of the grant contract with the Town of Surfside Beach for any grants awarded. Please attach an additional sheet if necessary.

See Attached EX-C

## **EXHIBIT B-Project Description:**

The Goal is to host the 17<sup>th</sup> annual Guy Daniels Memorial Surf off in Surfside Beach. This two day event which is held in late August is an event that has a beach festival atmosphere and is geared primarily for accomplishing our mission. **Protection and enjoyment of the beach by everyone.** Surfing is the vehicle for showcasing our beach and promoting our mission.

Contestants range in age from 6 years to 60-(men and women.) Spectators also represent a similar demographic. Contestants and spectators come from all over the South East. Because of our Beach Cam you can watch this contest from anywhere in the **World.**

During the two day event there are several related activities -Surf lessons, Water Safety clinics, and conservation education programs. These activities are conducted by a number of organizations – Surfrider Foundation, Surfside Area Fire and Emergency Responders, and the Guy Daniels Foundation.

The benefits of this event are many but can be summed up –**Education + Conservation**

Exhibit-C Project narrative

The Guy Daniels Memorial Surfoff is a celebration of the beach which is family oriented. Families' follow and support Surfers just like other sports. Most of the cultural and recreational programs sponsored by the town are geared towards the older demographics. This may be the only event that is geared more towards the younger folks.

The Guy Daniels Surfoff is a prestige event for the Town because it is the longest running and largest Surf Contest on the Grand Strand. We have contestants that have participated in all 16 previous contests.

As you can see from the attached **history** this event was created by members of the community and has been funded primarily by the generosity of the community. The Town of Surfside's Cultural and recreation budget is over \$300,000.00 per annum. Our request for this grant pales in comparison.

Please see attached our **marketing plan**.

Thank you for your consideration.

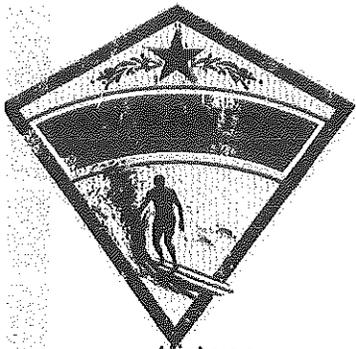
## **Marketing Plan- update**

### **Guy Daniels Memorial Surfoff**

2016 will bring a new dimension to our Surf contest. For the past 16 years our contest has been amateur only. We have become a very popular event for young surfers and especially those living in the grand strand area. As surfers get older and more accomplished they attend our event less and travel more.

This year we are planning to add a pro division which will carry cash prizes for the top three places. We expect to advertise out of state and in leading surf publications in hopes of attracting a whole new class of surfers. We think that by offering cash prizes we will get more top surfers traveling to our event. Not only will the pro surfers participate we expect more spectators because of the pro surfers.

We will hold this pro event in conjunction with our regular contest but it will actually be a separate event.



## Guy Daniels Memorial Foundation

P.O. Box 14134 + Surfside Beach + SC 29587

### History:

1999 – Organized as a committee of Surfside Beach S.C. residents to sponsor a surf contest honoring a surfside native Guy Daniels. The Surf off was a success and the committee decided to make it an annual event to be called –Guy Daniels Memorial Surf off. The committee raised funds to pay for the cost of putting on the event by charging an entry fee and selling raffle tickets for donated items from local surf shops. (Surfboards, etc.) Also selling food and beverage during the two day contest. The committee accepted cash donations during the contest and used an all-volunteer staff. The Town of Surfside participated by providing equipment and logistical support. A member of the police department served on the committee. After all bills were paid (Trophies, t-shirts, etc.) There was a profit of \$500.00. The committee decided to select a life guard of the year and award the \$500.00 to the winner. (Guy Daniels had been an ocean life Guard.) The next three years saw an increase in funds raised and the number of life guards receiving awards increased as well. Historically most life guards were college students working summers at the beach and the thinking was that the cash award would be used to help pay for school. By 2005 several changes occurred. The committee decided to apply for S.C. non-profit status and in 2006 the committee became a Board of Directors. By this time most life guards were coming from Eastern Europe and in most cases did not attend college or university. The board at that time decided to use funds raised to support Education and Conservation. Scholarships would be awarded to high school seniors accepted into college or equal from Horry and Georgetown counties. Conservation projects would be funded on a case by case basis. Most conservation projects to date are liter reduction campaigns (Beach Sweeps, Smokers out post at beach access points, etc.) and signage( Respect the Beach) The Board of directors established a web-site and added a beach camera .[WWW Surfoff.com](http://WWW.Surfoff.com). The web-site allows for anyone to visit our beach , apply for our scholarships ,and join our foundation. We expect the web presence to be our main communication tool going forward .Our web-cam is also on the Towns Web-site [Surfside.org](http://Surfside.org). We still solicit and accept donations from the public and the amount of those funds have increased over the years. During the entire history of our organization we have maintained the position that the Surf contest is a Town event and have included them in all advertising and promotion. For example the towns logo is on the sleeve of the event t-shirt. Our contributions to the town have been several including the following. Beach Sweeps, Sea Oat planting, cash contributions for shower installations at the cross overs, signs on all beach trash cans urging guest to Respect the Beach, Refrigerator magnets disturbed to local vacation rentals with the same respect the beach message, paying for a national Blue Wave Beach Designation, Placing smokers out post at all beach crossovers, Paying for no smoking signs on beach trash cans and painting all beach access post. (blue) We are constantly asking the town if they have any conservation projects that we can help fund. We have funded over \$60,000.00 in need based scholarships for local students. One of these scholarships is provided to a Marine Science student at Coastal. The Marine Science dept. monitors our water quality. This past year we partnered with SAFER-Surfside Area Fire and Emergency Responders- they had a food/beverage booth at our event with proceeds going to SAFER. Most important is the fact that for the past 14 years we have been creating good will for Surfside while promoting Education and Conservation.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUL 21 2014

GUY DANIELS MEMORIAL FOUNDATION  
PO BOX 14134  
SURFSIDE BEACH, SC 29587

Employer Identification Number:  
20-8687570  
DLN:  
17053296438033  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
May 15, 2010  
Contribution Deductibility:  
Yes  
Addendum Applies:  
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations

# *The State of South Carolina*



*Office of Secretary of State Mark Hammond*

## **Certificate of Incorporation, Nonprofit Corporation**

**I, Mark Hammond, Secretary of State of South Carolina Hereby certify that:**

GUY DANIELS MEMORIAL FOUNDATION,  
a nonprofit corporation duly organized under the laws of the State of South Carolina on September 28th, 2006, and having a perpetual duration unless otherwise indicated below, has as of the date hereof filed a Declaration and Petition for Incorporation of a nonprofit corporation for Religious, Educational, Social, Fraternal, Charitable, or other eleemosynary purpose.

Now, therefore, I Mark Hammond, Secretary of State, by virtue of the authority in me vested by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto, do hereby declare the organization to be a body politic and corporate, with all the rights, powers, privileges and immunities, and subject to all the limitations and liabilities, conferred by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto.

Given under my Hand and the Great Seal of the State of South Carolina this 3rd day of October, 2006.

#13646

*Mark Hammond*

Mark Hammond, Secretary of State

# ANCILLARY DOCUMENTATION

# Abbreviated State A-Tax Expenditure Regulations

- **Approved expenditures are in Section 6-4-10(4);**
  - *"Tourism-related expenditures" include:*
    - Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
    - Promotion of the arts and cultural events;
    - Construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
    - The criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
    - Public facilities such as restrooms, dressing rooms, parks, and parking lots;
    - Tourist shuttle transportation;
    - Control and repair of waterfront erosion;
    - Operation of visitor information centers.
- Allocations to the special fund must be spent by the municipality or county within two years of receipt. If the allocations are not spent within two years, the municipality or county is subject to the provisions of Section 6-4-30(6). However, the time limit may be extended upon the recommendation of the county or municipality and approval of the South Carolina Accommodations Tax Oversight Committee in Section 6-4-30. An extension must include provisions that funds be committed for a specific project or program.
- In the expenditure of these funds, counties and municipalities are required to promote tourism and make tourism-related expenditures primarily in the geographical areas of the county or municipality in which the proceeds of the tax are collected where it is practical.



# Entire A-Tax State Law – Chapter 14

## DISCLAIMER

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CHAPTER 4  
Allocation of Accommodations Tax Revenues

**SECTION 6-4-5. Definitions.**

As used in this chapter:

- (1) "County area" means a county and municipalities within the geographical boundaries of the county.
- (2) "Cultural", as it applies to members of advisory committees in Section 6-4-25, means persons actively involved and familiar with the cultural community of the area including, but not limited to, the arts, historical preservation, museums, and festivals.
- (3) "Hospitality", as it applies to members of the committees in item (2), means persons directly involved in the service segment of the travel and tourism industry including, but not limited to, businesses that primarily serve visitors such as lodging facilities, restaurants, attractions, recreational amenities, transportation facilities and services, and travel information and promotion entities.
- (4) "Travel" and "tourism" mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.

HISTORY: 1991 Act No. 147, Section 1; 2001 Act No. 74, Section 2; 2002 Act No. 312, Section 2.

**SECTION 6-4-10. Allocation to general fund; special fund for tourism; management and use of special fund.**

The funds received by a municipality or a county in county areas collecting more than fifty thousand dollars from the local accommodations tax provided in Section 12-36-2630(3) must be allocated in the following manner:

(1) The first twenty-five thousand dollars must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.

(2) Five percent of the balance must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.

(3) Thirty percent of the balance must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program. If no organization exists, the municipality or county shall create an organization with the same membership standard in Section 6-4-25. To be eligible for selection the organization must be organized as a nonprofit organization and shall demonstrate to the municipality or county that it has an existing, ongoing tourism promotion program or that it can develop an effective tourism promotion program. Immediately upon an allocation to the special fund, a municipality or county shall distribute the tourism promotion funds to the organizations selected or created to receive them. Before the beginning of each fiscal year, an organization receiving funds from the accommodations tax from a municipality or county shall submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the municipality or county which distributed them. Fees allocated pursuant to this subsection must not be used to pledge as security for bonds and to retire bonds. Also, fees allocated pursuant to this subsection must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity, and not used to pledge as security for bonds and to retire bonds.

(4)(a) The remaining balance plus earned interest received by a municipality or county must be allocated to a special fund and used for tourism-related expenditures. This section does not prohibit a municipality or county from using accommodations tax general fund revenues for tourism-related expenditures.

(b) The funds received by a county or municipality which has a high concentration of tourism activity may be used to provide additional county and municipal services including, but not limited to, law enforcement, traffic control, public facilities, and highway and street maintenance, as well as the continual

promotion of tourism. The funds must not be used as an additional source of revenue to provide services normally provided by the county or municipality but to promote tourism and enlarge its economic benefits through advertising, promotion, and providing those facilities and services which enhance the ability of the county or municipality to attract and provide for tourists.

“Tourism-related expenditures” include:

(i) advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;

(ii) promotion of the arts and cultural events;

(iii) construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;

(iv) the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;

(v) public facilities such as restrooms, dressing rooms, parks, and parking lots;

(vi) tourist shuttle transportation;

(vii) control and repair of waterfront erosion, including beach renourishment;

(viii) operating visitor information centers.

(c)(i) Allocations to the special fund must be spent by the municipality or county within two years of receipt. However, the time limit may be extended upon the recommendation of the local governing body of the county or municipality and approval of the oversight committee established pursuant to Section 6-4-35. An extension must include provisions that funds be committed for a specific project or program.

(ii) Notwithstanding the provisions of sub-sub-item (i), upon a two-thirds affirmative vote of the membership of the appropriate local governing body, a county or municipality may carry forward unexpended allocations to the special fund beyond two years provided that the county or municipality commits use of the funds exclusively to the control and repair of waterfront erosion, including beach renourishment. The county or municipality annually shall notify the oversight committee, established pursuant to Section 6-4-35, of the basic activity of the committed funds, including beginning balance, deposits, expenditures, and ending balance.

(d) In the expenditure of these funds, counties and municipalities are required to promote tourism and make tourism-related expenditures primarily in the geographical areas of the county or municipality in which the proceeds of the tax are collected where it is practical.

HISTORY: 1990 Act No. 612, Part II, Section 74B; 1991 Act No. 147, Section 1; 2010 Act No. 284, Section 2, eff upon approval (became law without the Governor’s signature on June 28, 2010); 2014 Act No. 184 (S.294), Sections 1, 2, eff June 2, 2014.

Effect of Amendment

The 2010 amendment, in item (3), inserted “only” preceding “for advertising” in the first sentence and added the last two sentences.

2014 Act No. 184, Section 1, in subsection (4)(b), changed the paragraph designators from arabic to roman numbers”; and in subsection (4)(b)(vii), inserted “, including beach renourishment”.

2014 Act No. 184, Section 2, rewrote subsection (4)(c).

#### **SECTION 6-4-15. Use of revenues to finance bonds.**

A municipality or county may issue bonds, enter into other financial obligations, or create reserves to secure obligations to finance all or a portion of the cost of constructing facilities for civic activities, the arts, and cultural events which fulfill the purpose of this chapter. The annual debt service of indebtedness incurred to finance the facilities or lease payments for the use of the facilities may be provided from the funds received by a municipality or county from the accommodations tax in an amount not to exceed the amount received by the municipality or county after deduction of the accommodations tax funds dedicated to the general fund and the advertising and promotion fund. However, none of the revenue received by a municipality or county from the accommodations tax may be used to retire outstanding bonded

indebtedness unless accommodations tax revenue was obligated for that purpose when the debt was incurred.

HISTORY: 1991 Act No. 147, Section 1.

**SECTION 6-4-20.** Administration account established; State Treasurer's duties; distribution of account revenues; exceptions to tourism spending mandate.

(A) An accommodations tax account is created to be administered by the State Treasurer.

(B) At the end of each fiscal year and before August first a percentage, to be determined by the State Treasurer, must be withheld from those county areas collecting four hundred thousand dollars or more from that amount which exceeds four hundred thousand dollars from the tax authorized by Section 12-36-2630(3), and that amount must be distributed to assure that each county area receives a minimum of fifty thousand dollars. The amount withheld from those county areas collecting four hundred thousand dollars or more must be apportioned among the municipalities and the county in the same proportion as those units received quarterly remittances in Section 12-36-2630(3). If the total statewide collections from the local accommodations tax exceeds the statewide collections for the preceding fiscal year then this fifty thousand dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. The difference between the fifty thousand dollars minimum and the actual collections within a county area must be distributed to the eligible units within the county area based on population as determined by the most recent United States census.

(C) At the end of each fiscal year and before August first, the State Treasurer shall distribute to each county area collecting more than fifty thousand dollars but less than four hundred thousand dollars an additional fifteen thousand dollars. If the total statewide collections from the local accommodations tax exceed the statewide collections for the preceding fiscal year, this fifteen thousand dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. This amount must be distributed in the same manner as the fifty thousand dollars in subsection (B). The amount paid those qualified county areas under this subsection must be paid from the account created under this section.

(D) The amount withheld in excess must be distributed to the county areas whose collections exceed four hundred thousand dollars based on the ratio of the funds available to the collections by each county area.

(E) The accommodations tax funds received by a municipality or county in county areas collecting fifty thousand dollars or less are not subject to the tourism-related provisions of this chapter.

(F) Two percent of the local accommodations tax levied pursuant to Section 12-36-2630(3) must be remitted quarterly and equally to the eleven agencies designated by law and regional organizations to administer multi-county tourism programs in the state tourism regions as identified in the promotional publications of the South Carolina Department of Parks, Recreation and Tourism. This remittance is in addition to other funds that may be allocated to the agencies by local governments.

(G) The State Treasurer may correct misallocations to counties and municipalities from accommodations tax revenues by adjusting subsequent allocations, but these adjustments may be made only in allocations made in the same fiscal year as the misallocation.

HISTORY: 1990 Act No. 612, Part II, Section 74B; 1991 Act No. 147, Section 1; 1991 Act No. 168, Section 2.

Code Commissioner's Note

1991 Act No. 168, Section 2, originally amended this section by adding item "(5)." By direction of the Code Commissioner, the added text was redesignated as subsection "(G)" to conform to the designations in the earlier amendment of this section by 1991 Act No. 147, Section 1.

**SECTION 6-4-25.** Advisory Committee; guidelines for expenditures; annual reports; reports to Accommodations Tax Oversight Committee.

(A) A municipality or county receiving more than fifty thousand dollars in revenue from the accommodations tax in county areas collecting more than fifty thousand dollars shall appoint an advisory committee to make recommendations on the expenditure of revenue generated from the accommodations tax. The advisory committee consists of seven members with a majority being selected from the hospitality industry of the municipality or county receiving the revenue. At least two of the hospitality industry members must be from the lodging industry where applicable. One member shall represent the cultural organizations of the municipality or county receiving the revenue. For county advisory committees, members shall represent the geographic area where the majority of the revenue is derived. However, if a county which receives more in distributions of accommodations taxes than it collects in accommodations taxes, the membership of its advisory committee must be representative of all areas of the county with a majority of the membership coming from no one area.

(B) A municipality or county and its advisory committee shall adopt guidelines to fit the needs and time schedules of the area. The guidelines must include the requirements for applications for funds from the special fund used for tourism-related expenditures. A recipient's application must be reviewed by an advisory committee before it receives funds from a county or municipality.

(C) Advisory committees shall submit written recommendations to a municipality or county at least once annually. The recommendations must be considered by the municipality or county in conjunction with the requirements of this chapter.

(D) Municipalities and counties annually shall submit to the South Carolina Accommodations Tax Oversight Committee:

- (1) end-of-the-year report detailing advisory committee accommodations tax recommendations;
- (2) municipality's or county's action following the recommendations;
- (3) list of how funds from the accommodations tax are spent, except for the first twenty-five thousand dollars and five percent of the balance in Section 6-4-10(2) allocated to the general fund. The list is due before October first and must include funds received and dispersed during the previous fiscal year;
- (4) list of advisory committee members noting the chairman, business address if applicable, and representation of the hospitality industry including the lodging industry and cultural interests.

(E) The regional tourism agencies in Section 6-4-20 annually shall submit reports on their budgets and annual expenditure of accommodations tax funds pursuant to this chapter to the Accommodations Tax Oversight Committee.

HISTORY: 1991 Act No. 147, Section 1; 2002 Act No. 312, Section 3.

**SECTION 6-4-30.** Repealed by 2003 Act No. 96, Section 3.MM, eff June 18, 2003.

Editor's Note

Former section 12-10-35 was entitled "Department of Revenue's duties regarding accommodations taxes" and was derived from 1991 Act No. 147, Section 1; 1997 Act No. 87, Section 1; 2001 Act No. 74, Section 3.B.

**SECTION 6-4-35.** Tourism Expenditure Review Committee.

(A) There is established the Tourism Expenditure Review Committee consisting of eleven members as follows:

- (1) one member appointed by the Speaker of the House;
- (2) one member appointed by the President Pro Tempore of the Senate;
- (3) the Director of the South Carolina Department of Parks, Recreation and Tourism, or his designee, ex officio;
- (4) eight members appointed by the Governor as follows:
  - (a) one member on the recommendation of the South Carolina Association of Tourism Regions;
  - (b) one member on the recommendation of the South Carolina Association of Convention and Visitors Bureaus;
  - (c) one member on the recommendation of the South Carolina Travel and Tourism Coalition;

- (d) one member on the recommendation of the Municipal Association of South Carolina;
- (e) one member on the recommendation of the South Carolina Association of Counties;
- (f) one member on the recommendation of the Hospitality Association of South Carolina;
- (g) one member on the recommendation of the South Carolina Arts Commission; and
- (h) one member at large.

Appointed members shall serve for terms of four years and until their successors are appointed and qualify, except that of those first appointed by the Governor, four shall serve for a term of two years and the term must be noted on the appointment. Regardless of the date of appointment, all terms expire July first of the applicable year. Members shall serve without compensation but may receive the mileage, subsistence, and per diem allowed by law for members of state boards, committees, and commissions. Vacancies must be filled in the manner of original appointment for the unexpired portion of the term.

(B)(1)(a) The Tourism Expenditure Review Committee shall serve as the oversight authority on all questionable tourism-related expenditures and to that end, all reports filed pursuant to Section 6-4-25(D)(3) must be forwarded to the committee for review to determine if they are in compliance with this chapter. The municipality or county must be notified if an expenditure is questioned, and the committee may consider any further supporting information the municipality or county may provide. If the committee finds an expenditure to be in noncompliance, it shall certify the noncompliance to the State Treasurer, who shall withhold the amount of the expenditure found in noncompliance from subsequent distributions in accommodations tax revenue otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(b) If the committee determines that a municipality or county has failed to file the reports required pursuant to Section 6-4-25(D)(3), it may impose a fee of five hundred dollars a month or part of a month for each month the report is not filed, but not more than five thousand dollars. The committee shall certify the penalty to the State Treasurer, who shall withhold the amount of the penalty from subsequent distributions otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(c) Allocations withheld must be reallocated proportionately to all other recipients.

(2) The committee has jurisdiction to investigate and research facts on written complaints submitted to it with regard to the appropriate tourism-related expenditures and resolve these complaints as provided in item (1) of this subsection.

(3) The committee shall forward copies of information submitted by the local governments and regional tourism agencies pursuant to Section 6-4-25 arising under the tourism provisions of this chapter to the Department of Parks, Recreation and Tourism, which shall publish an annual report on the information submitted.

HISTORY: 2001 Act No. 74, Section 3.A; 2003 Act No. 38, Section 1, eff June 2, 2003.

Editor's Note

2004 Act No. 202, Section 3, provides as follows:

"Wherever the term 'Administrative Law Judge Division' appears in any provision of law, regulation, or other document, it must be construed to mean the Administrative Law Court established by this act."

Effect of Amendment

The 2003 amendment, in subsection (A) substituted "eleven" for "nine" in the introductory paragraph, substituted "eight" for "six" in paragraph (4), added paragraphs (4)(g) and (4)(h), and made nonsubstantive changes.