



Consideration of Approval of Resolution for the FY2024 Budget and Marketing Plan Presented by the Hilton Head Island-Bluffton Chamber of Commerce in Accordance with Contract 2022-35 as the Town of Bluffton Designated Marketing Organization

Presentation to Town Council

Natalie Majorkiewicz, Department of Finance & Administration

June 13, 2023



Background

- S.C. Code of Laws Sec. 64-10-(3)
 - Requires 30% of the balance of State Accommodations Tax funds to be managed by a selected organization to advertise and promote tourism
 - The selected organization submit a budget prior to each fiscal year
- Accommodations Tax Advisory Committee (ATAC) meeting May 16, 2023
- FY2024 proposed Town of Bluffton budget does not have any Local Accommodations Tax funds set aside for DMO purposes.
- FY2024 will be year two of contract 2022-35 that began on July 1, 2022.



Background (Continued)

Bluffton Marketing Strategies and Programs	FY2023 Budget	FY2024 Budget	% Increase/ (Decrease)
Research & Planning	\$ 11,560	\$ 10,400	(10%)
Website Maintenance	34,680	15,600	(55%)
Website Hosting	5,265	936	(10%)
Social Marketing & Content Strategy	17,340	15,600	(10%)
Paid Social	41,616	50,000	20%
Digital Promotions/SEM	34,702	37,032	7%
SEO	10,404	9,360	(10%)
Bluffton Insiders (enews)	17,340	10,400	(40%)
Bluffton Blog	8,670	7,072	(18%)
Bluffton Vacation Planner/Fulfillment	49,130	61,360	25%
Regional Vacation Planner/Fulfillment	37,570	18,200	(52%)
Media Partnerships	57,800	26,000	(55%)
Group Tour	2,890	1,040	(64%)
Photography/Videography	28,900	20,800	(28%)
Contingency	6,358	5,200	(18%)
Operations & Management	140,000	136,000	(3%)
Total:	\$ 500,000	\$ 425,000	(15%)



Recommendation & Next Steps

- Town Staff recommends Town Council approve the Resolution
- Upon approval, Town Manager will authorize the Resolution for FY2024

Summary



The resolution will be for one year beginning on July 1, 2023 through June 30, 2024 and in accordance with contract 2022-35.



Questions & Discussion



Recommended Motion

*“I make a motion to approve a Resolution
for the FY2024 Budget and Marketing Plan presented by the
Hilton Head Island-Bluffton Chamber of Commerce
in accordance with contract 2022-35
as the Town of Bluffton’s Designated Marketing Organization.”*