

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: May 16, 2023
 SUBJECT: BlacQuity SC: 2023 Oyster Roast
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from BlacQuity SC for the 2023 “BlacQuity Oyster Roast” for Accommodations Tax grant dollars to promote the September event as well as facility support.

Requested Amount: \$28,135

BlacQuity SC	Total Budget	Recommended ATAX Grant (approx. 16% of event budget)
Advertising & Promotion	\$17,000	\$11,000
Facilities for Civic & Cultural Events	15,925	0
Police/Security	5,000	0
Project Expenses	30,000	0
Total	\$67,925	\$11,000

Eligible “Tourism-Related Expenditures” per South Carolina Code of Laws:

Advertising & Promotion of Tourism:

Total Budget: \$17,000

- Design and promotions via web site, banners, signs, posters and flyers, advertisements on TV, radio, social media and in print as well as event photography

Facilities for Civic & Cultural Events:

Total Budget: \$15,925

- Rentals of barricades, stage and tents as well as production and sound

Municipality Services (Police/Security):

Total Budget: \$5,000

- Police/Security for the duration of the event

Project Expenses:

Total Budget: \$30,000

- Entertainment, food, kid games/entertainment, administrative fees related to ticket sales and wrist bands, and insurance and permits.

Festival/Event: This event is scheduled to take place on the evening of September 9, 2023 to spread awareness about BlacQuity’s cause and share the excitement of graduates from the Black Equity University program.

Bluffton Event: Oyster Factory Park will be the location of this year’s oyster roast.

Tourism Draw %: This is a first year event so tourism statistics are unavailable.

Benefit to Tourism: The benefit to tourism is not yet measurable but the anticipation is that the event will attract families looking for a place to stay overnight.

Self-Sufficiency % (Financial Need): Eligible amount requested is 41% of the total budget. Sponsorships and ticket sales will provide the remaining revenue needed for the event.

Table Rating (Scores 0-5 with 5 satisfying the qualifications best, exception Advertising 0-15)

Amount Recommended	Advertising (15)	Festival / Event (5)	Bluffton Event (5)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Total of 40 possible	Comments
\$11,000	10	3	4	2	3	3	25	

Previous Funding Amounts - BlacQuity SC

Fiscal Year	Amount Requested	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
N/A						

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$11,000 for advertising and promotion expenses.