



# Consideration of Accommodations Tax Advisory Committee Funding Recommendations

Presentation to Town Council

Natalie Majorkiewicz, Department of Finance & Administration

June 13, 2023



# Requests for Funding Consideration

Requesting Organization	Amount Requested	Amount Recommended
<b>Society of Bluffton Artists:</b> Promoting the Arts in the Lowcountry and Beyond	\$ 15,000	\$ 15,000
<b>Hilton Head Symphony Orchestra:</b> 2023 Bluffton Concerts	48,628	48,628
<b>Historic Bluffton Foundation:</b> Welcome Center at the Heyward House	150,000	150,000
<b>Bluffton MLK Observance Committee:</b> Bluffton 8 <sup>th</sup> Annual Juneteenth Celebration	20,000	20,000
<b>BlacQuity SC:</b> BlacQuity Oyster Roast – <i>Presented as Roots &amp; River Festival</i>	28,135	11,000
<b>Total for the Quarter</b>	<b>\$ 261,763</b>	<b>\$ 244,628</b>



# Funds Currently Available for Distribution

Total estimated State and Local Accommodations Tax funds currently available for distribution are \$2,781,156.

<b>State ATAX</b>		<b>Local ATAX</b>	
Remaining from Previous Qtr.	\$ 195,197	Remaining from Previous Qtr.	\$ 2,435,814
3 <sup>rd</sup> Quarter Revenue	144,102	3 <sup>rd</sup> Quarter Revenue	163,282
First \$25k to General Fund*	N/A	51% to Town of Bluffton CIP	(75,799)
5% to General Fund	(7,205)	Disaster Recovery Designation	(1,633)
30% to DMO	(43,231)	8% to DMO	(13,063)
		10% to Town of Bluffton Gen. Fund	(16,328)
<b>Total State ATAX Funds Remaining for Distribution</b>	<b>\$ 288,863</b>	<b>Total Local ATAX Funds Remaining for Distribution</b>	<b>\$ 2,492,293</b>

\* First \$25k taken in 1<sup>st</sup> Quarter of Fiscal Year and Not Applicable (N/A) to the remaining quarters.



# Applications for Consideration

## • Society of Bluffton Artists

- Requesting \$15,000 to support advertising and promotion expenses for the Promoting the Arts in the Lowcountry and Beyond project.
- Annual application

Promoting the Arts in the Lowcountry and Beyond	Total Budget	Recommended ATAX Grant (50% of project budget)
Advertising and Promotion of Tourism:	\$ 30,000	\$ 15,000
<b>Total</b>	<b>\$ 30,000</b>	<b>\$ 15,000</b>

The committee unanimously voted 5-0 to recommend a total award of \$15,000.



# Applications for Consideration (Continued)

- **Hilton Head Symphony Orchestra**
  - Requesting \$48,628 or 54% of budget for 2023 Bluffton concerts.
  - Two events planned
    - Outdoor Pops concert to coincide with Historic Arts & Seafood Festival in October 2023
    - Holiday Pops concert in November at St. Gregory the Great Catholic Church

<b>2023 Bluffton Concerts</b>	<b>Total Budget</b>	<b>Recommended ATAX Grant (54% of project budget)</b>
Advertising and Promotion of Tourism:	\$ 18,000	\$ 18,000
Promotion of the Arts & Cultural Events	30,605	3,500
Facilities for Civic & Cultural Events	29,603	27,128
Project Expenses	11,731	N/A
<b>Total</b>	<b>\$89,939</b>	<b>\$48,628</b>

N/A – Not Applicable

**The committee unanimously voted 5-0 to recommend a total award of \$48,628.**



# Applications for Consideration (Continued)

## • Historic Bluffton Foundation

- Requesting \$150,000 to serve as the Town's Welcome Center.
- FY2024's request is \$25,000 or 14% lower than FY2023's.
- Visitors in FY2022 was 16,423 with approximately 88% being from out of town.

<b>Welcome Center at the Heyward House</b>	<b>Total Welcome Center Budget</b>	<b>Recommended ATAX Grant (approx. 84% of project budget)</b>
Advertising and Promotion of Tourism:	\$ 10,250	\$ 10,250
Arts & Cultural Events:	1,250	1,250
Operating Visitor Information Center:	167,600	138,500
<b>Total</b>	<b>\$ 179,100</b>	<b>\$ 150,000</b>

**The committee unanimously voted 5-0 to recommend a total award of \$150,000.**



# Applications for Consideration (Continued)

- Bluffton MLK Observance Committee
  - Requesting \$20,000 to support the Bluffton Juneteenth Celebration
  - Event is scheduled June 16-18, 2023 at the Burnt Church Distillery.

Bluffton Juneteenth Celebration	Total Budget		Recommended ATAX Grant (40% of project budget)
Advertising and Promotion of Tourism:	\$ 13,500		\$ 10,000
Facilities for Civic & Cultural Events:	18,500		5,000
Municipality Services:	5,000	*	3,600
Tourist Transportation:	3,000	*	1,400
Project Expenses:	10,000		N/A
<b>Total</b>	<b>\$ 50,000</b>		<b>\$ 20,000</b>

N/A – Not Applicable

**The committee unanimously voted 5-0 to recommend a total award of \$20,000.**



# Applications for Consideration (Continued)

## • BlacQuity SC

- Initial application with \$28,135 being requested.
- Application submitted was for an Oyster Roast and updated to the Roots & River Festival when presented to ATAC.
- Due to the changes in scope and budget, ATAC recommends amending application by the upcoming June 30, 2023 deadline.
- ATAC recommends \$11,000 for advertising and promotion of the event as presented.

Roots & River Festival	Total Budget*	Recommended ATAX Grant
Advertising and Promotion of Tourism:	\$ 17,000*	\$ 11,000
Project Expenses:	TBD	N/A
<b>Total</b>	<b>\$ 17,000*</b>	<b>\$ 11,000</b>

N/A – Not Applicable

\*ATAC requested an updated budget for the presented Roots & River Festival

**The committee unanimously voted 5-0 to recommend a total award of \$11,000.**





## Recommended Motion

- **Society of Bluffton Artists: \$15,000**

“I make motion to grant the Society of Bluffton Artists \$15,000 in support of the Promoting the Arts in the Lowcountry and Beyond project as presented in the Staff Report breakdown for advertising and promotion tourism expenses.”

- **Hilton Head Symphony Orchestra: \$48,628**

“I make a motion to grant the Hilton Head Symphony Orchestra \$48,628 in support of the 2023 Bluffton Concerts as presented in the Staff Report breakdown for advertising and promotion of tourism and facilities for civic and cultural events expenses.”



## Recommended Motion (Continued)

- **Historic Bluffton Foundation: \$150,000**

“I make a motion to grant Historic Bluffton Foundation \$150,000 for fiscal year 2024 beginning on July 1, 2023 for Welcome Center services.”

- **Bluffton MLK Observance Committee: \$20,000**

“I make a motion to grant the Bluffton MLK Observance Committee \$20,000 in support of the Bluffton 8th Annual Juneteenth event as presented in the Staff Report breakdown for advertising and promotion of tourism, facilities for civic and cultural events expenses, municipality services, and tourist transportation.”

- **BlacQuity SC: \$11,000**

“I make a motion to grant BlacQuity SC \$11,000 in support of the Roots and River Festival for advertising and promotion expenses.”