

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: May 16, 2023
 SUBJECT: Hilton Head Symphony Orchestra: 2023 Bluffton Concerts
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from the Hilton Head Symphony Orchestra for their "2023 Bluffton Concerts" for Accommodations Tax grant dollars to promote two concerts in 2023 as well as facility support for each event.

Requested Amount: \$48,628

Hilton Head Symphony Orchestra	Total Budget	Recommended ATAX Grant (approx. 54% of event budget)
Advertising & Promotion	\$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
Total	\$89,939	\$48,628

N/A - Not Applicable

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

Advertising & Promotion of Tourism:

Requesting: \$18,000

- Media advertising, print materials and program inserts

Promotion of the Arts & Cultural Events:

Requesting: \$3,500

- Guest artist expenses

Facilities for Civic & Cultural Events:

Requesting: \$29,603

- Rentals of venue, port-o-lets, tent, stage, and HVAC as well as sound and lighting expenses

Festival/Event: There will be two events; Outdoor Pops in October and Holiday Pops in November

Bluffton Event: The Outdoor Pops concert will coincide with the Bluffton Arts & Seafood Festival and take place on Thursday, October 19, 2023. On Saturday, November 25, 2023, the Holiday Pops concert will be held at St. Gregory the Great Catholic Church.

Tourism Draw %: Approximately 30% of the estimated 1,000 October concert attendees are tourists. Data is collected through online contests where concert goers are encouraged to complete online surveys. In 2022, the November Holiday Pops concert identified 17.53% of their attendees as tourists; residency data is collected at the time of ticket purchase.

Benefit to Tourism: The October concert will enhance the final weekend of the Bluffton Arts & Seafood Festival while the November concert will offer an option to families visiting during the holiday season.

Self-Sufficiency % (Financial Need): Eligible amount requested is 54% of the total budget. Additional anticipated revenue will come from ticket sales to the November show and sponsorships of both events.

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
\$48,628	10	5	5	3	4	4	31	

Previous Funding Amounts - Hilton Head Symphony Orchestra

Fiscal Year	Amount Requested	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2023	\$38,374	45%	\$38,374	\$38,374	\$33,499	2022 Bluffton Concerts
2022	5,000	28%	5,000	5,000	5,000	Holiday Pops Concert
2022	16,500	35%	16,500	16,500	16,500	Free Outdoor Pops Concert
2021	6,000	33%	6,000	6,000	983	BravoPiano! Festival Concert

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$48,628 for advertising and promotion and facilities for civic and cultural events expenses.