

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: May 16, 2023
 SUBJECT: Bluffton MLK Observance Committee: 2023 Bluffton Juneteenth Celebration
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from the Bluffton MLK Observance Committee for the 2023 "Bluffton Juneteenth Celebration" for Accommodations Tax grant dollars to promote the weekend event as well as facility support, municipality services and transportation.

Requested Amount: \$20,000

Bluffton MLK Observance Committee	Total Budget	Recommended ATAX Grant (approx. 40% of event budget)
Advertising & Promotion	\$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	0
Total	\$50,000	\$20,000

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

Advertising & Promotion of Tourism:

Total Budget: \$13,500

- Design and Promo: \$2,500
- Event Photography: \$1,000
- Print & Web Media Ads: \$10,000

Facilities for Civic & Cultural Events:

Total Budget: \$18,500

- Venue Rental: \$10,000
- Stage, Production & Tent Rentals: \$6,000
- Sanitation: \$2,500

Municipality Services:

Total Budget: \$5,000

- Police/Security

Tourist Transportation:

Total Budget: \$3,000

- Shuttles/Trolleys for attendees

Project Expenses:

Total Budget: \$10,000

- Entertainment: \$5,000
- Misc. Fees related to Insurance, Permits, Printing, Catering, Decorations: \$5,000

Festival/Event: The 2023 Juneteenth Celebration is scheduled to be held June 16-18, which includes a Food Truck event on Friday, June 16, the Juneteenth Festival on Saturday, June 17 and a brunch on Sunday, June 18.

Bluffton Event: Burnt Church Distillery is the site for all weekend events.

Tourism Draw %: The 2022 event drew over 10,000 tourists with more than 40% being tourists from Savannah, Charleston, Charlotte, South Florida, California, Baltimore and The Canary Islands.

Benefit to Tourism: Because this is marketed as a weekend-long event, Bluffton benefits from hotel stays and increased visitors to local shops and restaurants. For 2022, revenue brought to Bluffton is estimated to be \$150,000.

Self-Sufficiency % (Financial Need): Eligible amount requested is 40% of the total budget. Additional anticipated revenue will come from Burnt Church Distillery donations, including some in-kind services, as well as other corporate and foundation sponsorships.

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

Amount Requested	Advertising (15)	Festival / Event (5)	Bluffton Event (5)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Total of 40 possible	Comments
\$20,000	9	4	4	2	4	3	26	

Previous Funding Amounts - Bluffton MLK Observance Committee

Fiscal Year	Amount Requested	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2022	\$28,400	60%	\$21,774	\$21,774	\$16,881	
2021	27,500	50%	27,500	27,500	20,396	

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$20,000 for advertising and promotion, facilities for civic and cultural events, municipality services, and tourist transportation expenses.