

Quarterly Deadlines for application submittals:  
June 30, September 30, December 31, and March 31

**ACCOMMODATIONS TAX ADVISORY COMMITTEE**  
**TOWN OF BLUFFTON, SOUTH CAROLINA**

**ACCOMMODATIONS TAX**  
**FUNDS REQUEST APPLICATION**

**For Office Use Only**

Date Received:  Time Received:  By:

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Date:  March 31, 2023 Total Project Costs:  50,000 Total Amount Requested:  20,000

**SUBMIT 15 COMPLETE COPIES OF APPLICATION**

**ANSWERS MUST BE TYPEWRITTEN**

A. PROJECT NAME:  Bluffton Juneteenth Celebration

B. ORGANIZATION:  Bluffton MLK Observance Committee

**MUST BE A NOT-FOR-PROFIT ENTITY**

Sponsor Name:  Jackie Brown Title:  Secretary, Bluffton MLK

Sponsor Address:  PO Box 3737, Bluffton, SC 29910

Sponsor Phone:  843-227-0485

Contact Name:  Benisha Brown Title:  Treasurer, Bluffton MLK

Contact Address:  PO BOX 1158, Bluffton, SC 29919

Contact Phone:  843-494-2408

## 1. General Description:

The Juneteenth events, scheduled for June 16th-June 18th at Burnt Church Distillery will celebrate Bluffton's rich, cultural heritage while spotlighting some of the amazing, local talent from our black community.

The Friday event will be family-friendly and free of charge to the public, and will attract locals and tourists alike. Locally and regionally Black-owned food truck vendors will return to sell an array of culture cuisine favorites. Alcoholic beverages will be available.

## 2. If arts/cultural activity, give specific description of project (attach additional sheets, if needed).

The purpose of this event is to showcase our community's heritage and, to celebrate it, and to share it with all who come. Please see the attached tentative program outline, which lists confirmed artists and entertainers.

## 3. Impact on or benefit to tourism (if required under the law).

The Bluffton Juneteenth Event has seen an enormous growth of attendees and tourists. In 2015 when first established the event drew less than 100 attendees as of last year the weekend drew 10,000+ tourists with over 40% being tourists. We attract tourist that travel as close as Savannah, Charleston, Charlotte, and other regional locations and as far as South Florida, California, Baltimore, The Canary Islands, and other destinations.

4. Duration of project: Starting Date: June 16, 2023 Completion Date: June 18, 2023

## 5. Permits required (if any):

## 6. Additional Comments:

## D. FUNDING:

1. Source of funds: Bluffton MLK Observance Committee, Burnt Church Distillery, Other corporate sponsors

2. Have you requested funding from other sources or organizations for this project? Yes

If yes, please list sources and amounts.

Burnt Church Distillery (includes some in-kind value) Amount: 20,000

Other corporate/foundation sponsors (pending) Amount: 15,000

Town of Bluffton (pending) Amount: 5,000

## 3. Contributions to the project by the sponsoring organization:

Bluffton MLK Observance Committee Amount: 10,000

## E. FINANCIAL INFORMATION (ADHERE TO STRICTLY):

1. A line-item budget of the project.
2. Most recent fiscal year balance sheet and profit and loss accounting statement.

## F. FINANCIAL GUARANTEES:

Provide a copy of official minutes wherein the sponsoring organization approves the project and commits the organization to financial responsibility for carrying it out to the stage of completion contemplated in the application, should funding be approved.

## G. PRIOR RECIPIENT'S REPORT (If you received prior ATAX funds): (Attach additional sheets, if needed):

1. How did you use the funds? See attachment

2. What impact did this have on the community or benefit tourism?  
Describe how tourism statistics were captured.

The 7th Annual Bluffton Juneteenth Festival was a 3-day weekend full of events that attracted tourists from other states, countries and drew a crowd over 3 days of 10,000 and brought in revenue of \$150,000+ to the town of Bluffton. Friday June 17th was the 1st Black Food Truck Friday Festival event that showcased eight food trucks and five non-food truck vendors. The crowd count that day was over 3,500 with 70% being tourists. Saturday June 18th was the 7th annual Juneteenth Festival that showcased art, entertainment, culture, food, history, etc. The crowd count was over 6,000 attendees with over 40% being tourists. Sunday June 19th was the

3. Provide the previous two years and current budgets.
4. Include the **total annual funding** received each year that you applied.

## H. ADDITIONAL COMMENTS: (Attach additional sheets, if needed):

Signature:

## APPLICATION FINAL CHECKLIST

(Complete and return this list with the application)

- ☒ The application is being filed by the deadline as indicated in this application packet.
- ☒ We have reviewed and followed the application guidelines.
- ☒ We are submitting 15 complete copies of the application.
- ☒ We will be prepared to make a verbal presentation to the Committee and answer questions when we are scheduled to do so.
- ☒ **We did not bind the application (NO BOOKS or BINDERS).**

# Accommodations Tax Funding Final Report

Attachment 9

You may record information directly on this form or create a separate document for more detailed responses.

## 1. PROJECT INFORMATION:

Organization Name:	<input type="text"/>
Project Name:	<input type="text"/>
Contact Name:	<input type="text"/>

## 2. PROJECT COMPLETION:

Were you able to complete the project as stated in your original application?	<input type="text"/>
If no, state discrepancies.	<input type="text"/>

## 3. PROJECT SUCCESS:

Please share any additional comments regarding the project (e.g., lessons learned, successes, problems encountered, etc.)

## 4. PROJECT ATTENDANCE:

Record numbers in table below. Numbers are to reflect attendance and funds received for projects for both the current and previous periods.

	Prior Period	Current Period
Total budget of event / project	<input type="text"/>	<input type="text"/>
Amount funded by Town of Bluffton Accommodatons Tax	<input type="text"/>	<input type="text"/>
Amount funded by other sources	<input type="text"/>	<input type="text"/>
Total attendance	<input type="text"/>	<input type="text"/>
Total tourists	<input type="text"/>	<input type="text"/>

## 5. Methods:

Please describe the methods used to capture the attendace data listed above (e.g., license plates, surveys, zip codes, etc.)

## 6. Project Budget:

Please attach report indicating project expenses compared to budget for the current grant.

## 7. Organization Signature:

Provide signature of official within organization, verifying accuracy of above statements.

Name:	<input type="text"/>	Title:	<input type="text"/>
Signature:	<input type="text"/>	Date:	<input type="text"/>

# Bluffton Juneteenth Festival Weekend

Presented by the Bluffton MLK Observance Committee

Application Date: March 31, 2023

Event Dates: June 16th-June 18th, 2023

Sponsor:

Bluffton MLK Observance Committee

PO Box 3737

Bluffton, SC 29910

Jackie Brown, Secretary

843-227-0485

Contact Information:

Benisha Brown, Treasurer, Bluffton MLK & Juneteenth Event Coordinator

843-494-2408

[benisha.brown@icloud.com](mailto:benisha.brown@icloud.com)

March 31, 2023

Town of Bluffton

20 Bridge Street

Bluffton, SC 29910

Dear members of Accommodations Tax Advisory Committee,

The Bluffton MLK Observance Committee, 501(c)(3), respectfully requests funding for the Bluffton Juneteenth Freedom Festival Weekend: inclusive of the 2nd Annual Black Food Truck Festival, 8th Annual Juneteenth Festival and 3rd Annual Juneteenth Jazz Brunch, scheduled for Friday June 16th, Saturday, June 17th and Sunday, June 18th, respectively.

The Bluffton MLK Observance Committee has hosted an annual Juneteenth Freedom Festival since 2015 and this year, we are excited to extend the festivities with the addition of a Juneteenth Jazz Brunch on Sunday morning. The beautiful Burnt Church Distillery will host the entire weekend of events. We believe the combined synergy of past, successful Juneteenth events, and hosting the events at our community's most celebrated, new venue, all position this event to achieve a new level of success in 2023.

The Bluffton MLK Observance Committee was established in 1984 by the leadership of the area's Black churches; a group of community-minded individuals convened to initiate events and efforts centered around the legacy of Martin Luther King, Jr. All events are aimed at the

continuation of raising spreading the word about the work of the Bluffton MLK Observance Committee.

According to MMGY Global, Black Americans spent \$109.4M on leisure travel in 2019, with a significant portion of that being focused on cultural travel. Our goal is to raise the profile of The Bluffton MLK Observance Committee's Black Food Truck Festival, Juneteenth Freedom Festival and Juneteenth Jazz Brunch, not only attracting locals and friends from neighboring communities into Bluffton to celebrate our heritage, but also attracting out-of-town tourists to increase hotel occupancy in the City of Bluffton. The logos of Bluffton Inn, Comfort Inn & Suites, and Montage Palmetto Bluff will be included in event promotional pieces as suggested accommodations.

Our sincere thanks for your consideration. We hope to welcome you to Burnt Church Distillery on June 16th-18th.

Warm regards,

Jacquelyn Brown

Bluffton MLK Observance Committee, Secretary Bluffton MLK Observance Committee, Board Member

Billy Watterson, Owner Watterson Brands, Founder & President  
Burnt Church Distillery, Owner

We are asking the committee to consider funding the following:

Police/Security

\$1,800

Sanitation/Utilities

\$1,800

Trolley Service

\$1,400

Event Production (stage, tents, etc)

\$5,000

Marketing Design

\$1,500

Print and Web Media Ads

\$8,500

Total

\$20,000

Total Event Budget: \$50,000

## The 8th Annual Bluffton Juneteenth Celebration

Hosted by the Bluffton MLK Observance Committee, this year's Juneteenth Celebration continues to grow and expand and become a premier event for locals and tourists. Presented in partnership with the Burnt Church Distillery and Lowcountry Legacy Fund of the Community Foundation of the Lowcountry, our goal is to build upon the past success of Juneteenth events, attracting a wider audience to celebrate the rich cultural heritage and talent that exists in this region.

The Friday event will be family-friendly and free of charge to the public, and will attract locals and tourists alike. Locally and regionally Black-owned food truck vendors will setup to sell an array of culture cuisine favorites. Alcoholic beverages will be available for purchase through Burnt Church Distillery. Guests will be invited to purchase food and goods from participating vendors. Kids can enjoy a play area and all can enjoy the live entertainment provided by some of the area's hottest entertainers and djs. Other sources of event revenue will include sponsorships, booth rentals, reserved event seating, and retail sales.

The Saturday event will also be family-friendly and free of charge to the public, and the event will attract locals and tourists alike. An outlined program will include a proclamation from the Mayor, a drum circle, Gullah storytelling, and much, much more. Alcoholic beverages will be available for purchase through Burnt Church Distillery. Guests will be invited to purchase food and goods from participating vendors. Kids can enjoy a play area and all can enjoy the live entertainment provided by some of the area's hottest entertainers and djs. Other sources of event revenue will include sponsorships, booth rentals, reserved event seating, and retail sales.

Highlights of this year's event:

- Title Sponsor VIP tent for Saturday festivities
- Reserved Seating
- Live music and entertainment at Square 67
- Shopping and food at select Gullah vendor booths on Palmer's Stretch
- Event print advertising, and online ticket purchasing available prior to the event, to include accommodations information to promote out-of-town attendance.

The Sunday event will be an adults-only ticketed event serving a Gullah brunch prepared by local chefs, BJ Dennis, and Melly Mel's complete with mimosas, bloody mary's, and sweet, iced tea. Guests will enjoy music by 5-piece jazz ensemble, The ZD Experience, from Charleston.



2023 Bluffton Juneteenth Program Outline

Tentative

Event Programing 4:00-10:00 PM

Invocation ..... Dec. Oliver Brown  
Ocasion.....Bree Brown  
Juneteenth Town of Bluffton Proclamation ..... Mayor Lisa Sulka or Appointee  
Negro National Anthem “Lift Every Voice & Sing” .....John Simmons  
Reading of the Emancipation Proclamation: ..... Councilman Fred Hamilton  
Drum Circle.....Energy Evolution  
Musical Entertainment ..... 5:30-10:00 PM

The Voices of El Shaddai

Smooth ‘N’ Groove

Who We Be’ ..... Dr. Amir Toure

(History Professor at Savannah State University)

Lalie Mole and Jason

Dance Group

Tru Sound Band

DJ T-Gramz

JUNETEENTH CELEBRATION  
CELEBRATING FREEDOM AND  
OUR RICH, CULTURAL  
HERITAGE, WHILE  
SPOTLIGHTING THE AMAZING  
TALENT OF OUR LOCAL, BLACK  
COMMUNITY.



# PROGRAM OF EVENTS

Attachment 9

## COMMUNITY-WIDE CULTURAL CELEBRATION

### FRIDAY, JUNE 16, 5PM-10PM BLACK FOOD FRIDAY FOOD TRUCK EVENT

*AN EVENING OF ENTERTAINMENT AND A WIDE ARRAY OF CUISINE FROM BLUFFTON AND LOWCOUNTRY BLACK FOOD VENDORS. A SIGNATURE EVENT WITH FAMED ORGANIZATION "BLACK FOOD FRIDAYS."*

### SATURDAY, JUNE 17, 4PM-10PM 8TH ANNUAL BLUFFTON JUNETEENTH EVENT

*JOIN US FOR THE AFTERNOON AT BURNT CHURCH DISTILLERY FOR A COMMUNITY-WIDE CELEBRATION OF FREEDOM. LIVE, CULTURAL MUSIC AND ENTERTAINMENT WILL PROVIDE A FESTIVE AND ENRICHING BACKDROP WHILE GUESTS SOCIALIZE, SHOP GOODS MADE BY LOCAL ARTISANS, AND INDULGE IN FOOD TRUCKS FEATURING GULLAH CUISINE AND LOWCOUNTRY CUISINE. THE PROGRAM WILL COMMENCE AT 4PM WITH A READING OF THE JUNETEENTH TOWN OF BLUFFTON PROCLAMATION BY BLUFFTON MAYOR, LISA SULKA.*

### SUNDAY, JUNE 18, 11AM-2PM JUNETEENTH JAZZ BRUNCH

*ALSO AT BURNT CHURCH DISTILLERY, THIS PRIVATE, TICKETED EVENT WILL ALLOW GUESTS TO ENJOY BRUNCH PREPARED BY LOCAL CHEF MELLY MEL WHILE ENJOYING THE SMOOTH SOUNDS FROM THE JD EXPERIENCE. VISIT [WWW.BLUFFTONMLK.ORG](http://WWW.BLUFFTONMLK.ORG) FOR TICKETS.*

# MARKETING + PROMOTION



MARKETING + PROMOTION DIGITAL: WEBSITE, EMAIL, SOCIAL MEDIA PRINT: REGIONAL ADVERTISING PROMOTIONS THROUGH @BLUFFTONMLK AND @BURNTCHURCHDISTILLERY SOCIAL ACCOUNTS. PRINT ADS IN LOCAL LIFE, BLUFFTON TODAY, SOUTH MAGAZINE, IHEART RADIO (CHARLESTON, JACKSONVILLE, ATLANTA, CHARLOTTE, COLUMBIA), AND MORE.

# NOTABLE FACTS

IN 2019 THE BLUFFTON MLK JUNETEENTH EVENT DREW APPROXIMATELY 1,000 VISITORS TO THE HEYWARD HOUSE.

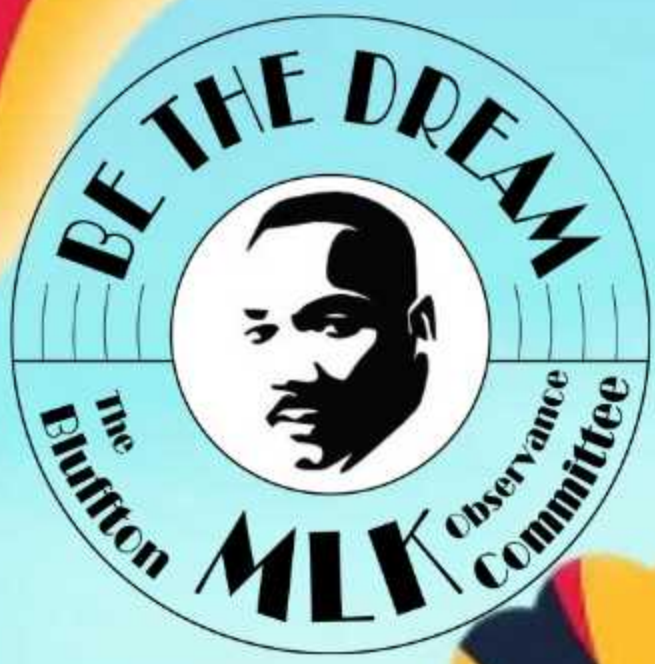
AT EAGLE FIELD IN 2020, WE HOSTED MORE THAN 2,000 VISITORS FROM CHARLOTTE, CHARLESTON, SAVANNAH, AND OTHER SURROUNDING AREAS.

IN 2021 AT BURNT CHURCH DISTILLERY WE HOSTED ALMOST 3,000 VISITORS AS FAR AS ATLANTA, OKLAHOMA, THE CANARY ISLANDS AND SURROUNDING AREAS.

IN 2022 THE ENTIRE WEEKEND ATTRACTED 7,000+ VISITORS AS FAR AS BALTIMORE, LOS ANGELES, CHARLOTTE, AND SURROUNDING AREAS.

JUNETEENTH HAS BEEN CELEBRATED IN BLACK COMMUNITIES ALMOST SINCE 1865, AND IN OUR COMMUNITY FOR THE PAST 8 YEARS, THERE IS NO QUESTION THAT WE HAVE BROUGHT GREAT RECOGNITION TO THE TOWN OF BLUFFTON AND WE ARE PREPARING TO CREATE ANOTHER WIDELY PARTICIPATED WEEKEND IN 2023.





A N N U A L

# JUNETEENTH

## Festival

**COST: FREE****FRIDAY****JUNE 16TH  
5PM-10PM**

2ND ANNUAL BLACK FOOD  
TRUCK FRIDAY FEST  
LIVE ENTERTAINMENT, VENDORS  
FOOD TRUCKS, ALCOHOL AVAILABLE  
FOR PURCHASE

**COST: FREE****SATURDAY****JUNE 17TH  
4PM-10PM**

8TH ANNUAL JUNETEENTH FESTIVAL  
BAND: THE PROMISE LAND BAND  
DRUM CIRCLE, AFRICAN DANCING, VENDORS,  
FOOD TRUCKS, ALCOHOL AVAILABLE FOR PURCHASE

**SUNDAY** ◀ **\$75****JUNE 18TH  
11AM-2PM**

3RD ANNUAL JUNETEENTH JAZZ BRUNCH  
BAND: THE ZD EXPERIENCE  
CATERED BUFFET, MIMOSA BAR, DESSERT BAR,  
CURATED COCKTAILS AND MORE.  
ATTIRE: BRUNCH EN BLANC



**burnt church**  
DISTILLERY



**MIKKELSON**  
LAW FIRM, LLC

# South Atlantic

Bank®



*Lowcountry*  
LEGACY FUND

**LODGING PARTNERS:**



OLD TOWN  
BLUFFTON INN



**Ward  
Edwards**  
ENGINEERING



business on purpose



# bluffton

HEART OF THE LOWCOUNTRY



# BLACK FOOD TRUCK

## Friday Festival



## 10 FOOD TRUCKS

CHEF B'S EATZ

MELLY MEL'S

RED STRIPES CARIBBEAN RESTAURANT

BRIELE'S CATERING & SPECIAL EVENTS

BIG DAWGZ GRUB

KAMARIA'S SUGAR & ICE

LAWYER'S BBQ

G-MA'S ON ICE

Free Admission

16TH  
JUNE

4PM-10PM

live music

### LOCATION

BURNT CHURCH DISTILLERY, BLUFFTON, SC 29910



# bluffton

HEART OF THE LOWCOUNTRY



burnt church  
DISTILLERY

### LODGING PARTNERS:





# Bluffton Juneteenth Jazz Brunch 23



burnt church  
DISTILLERY

## The 2D Experience



# \$75

Sunday June 18, 2023  
11AM-2PM

Burnt Church Distillery, Bluffton, SC

Tickets include a Mimosa Bar & catered buffet.  
Alcohol, wine and beer will be available for purchase.



# bluffton

HEART OF THE LOWCOUNTRY



<b>2022 Financial Statement</b>					
<b>INDIVIDUAL CONTRIBUTIONS</b>				<b>Total</b>	
	<b>Grants</b>	<b>\$20,000</b>			
	<b>Net Assets</b>	<b>\$8,070</b>			
	<b>Total Support &amp; Revenue</b>	<b>\$28,070</b>			
<b>EVENTS/FUNDRAISERS</b>		<b>EXPENSE</b>	<b>REVENUE</b>		
	<b>Gullah Market</b>	<b>\$0</b>	<b>\$0</b>		
	<b>Black Excellence Ball</b>	<b>\$5,000</b>	<b>\$2,000</b>		
	<b>Juneteenth</b>	<b>\$28,000</b>	<b>\$29,000</b>		
	<b>MLK Weekend Celebration</b>	<b>\$500</b>	<b>\$120</b>		
	<b>A Night In Harlem</b>	<b>\$500</b>	<b>\$0</b>		
	<b>Total Expense &amp; Revenue</b>	<b>\$34,000</b>	<b>\$0</b>		
<b>EXPENSE</b>	<b>Personnel</b>	<b>\$0</b>			
	<b>Program Related Materials</b>	<b>\$0</b>			
	<b>Marketing</b>	<b>\$500</b>			
<b>Change In Net Assets</b>		<b>\$34,500</b>	<b>\$31,120</b>	<b>\$3,380</b>	Balance Forward



## MLK Meeting Minutes

1/20/22 Meeting commenced at 6:00pm

Present: Jacquelyn Brown, Benisha Brown, Aaron Jenkins, & Bridgette Frazier

### **Old Business**

- I. 2022 MLK Weekend Celebration
  - a. The Black Excellence Ball was a huge success, takeaways for 2023 BEB will be to change the award presentation to a brunch and have the Ball a fundraiser event solely focused on entertainment, fundraising, and food. Venue will be changed to return to Bluffton.
  - b. Memorial Celebration/Peace Walk/Community Picnic
    - i. Another successful event. Monday youth participants did a phenomenal job. Bluffton NJROTC were great parade marshals and showed out in great attendance. Participation and the community picnic wasn't as well attended as previous years; weather conditions could have been a factor. 2023 will be a focus on returning to partnering with local restaurants and caterers to donate food to offer hot lunches to the community.

### **New Business**

#### **1. Bluffton Gullah Market**

- a. Gullah Markets will resume in April, and venue will continue to be at Martin Family Park with the exception of Juneteenth & Geechella,
- b. An effort to add more variety to the market will focus on a stronger presence of Black farmers, and artisans.

#### **2. Juneteenth**

- a. An ATAC application will be submitted to the Town by the March 31st deadline. The application request will be made to procure funds needed to advertise regionally and nationally in various mediums, funds will also help cover costs of shuttles, restrooms, security and stage needs.
- b. Sponsorship package for community partners and corporate sponsors will be ready to disseminate by the month's end and Bridgette will chair sponsorship.
- c. Entertainment has been confirmed; Smooth N' Groove will headline Friday's event, The Promise Land Band will headline Saturday's event and The ZD Experience will headline Sunday's event. Lineup for the remainder of the weekend will be confirmed later.

The meeting was adjourned at 7:40pm



**Town of Bluffton, South Carolina**  
**Accommodations Tax Grant Progress and Financial Report**

Organization: The Bluffton MLK Observance Committee

Project: Juneteenth

Person Completing this Report: Jacquelyn Brown

Phone: 843-227-0485 Email: bri30real@gmail.com

Report #: 2

Reporting Period: June 2022 to March 2023

Is this a Final Report? ☒ Yes ☐ No

**Progress Report**

Fully describe your project's progress to date. If this is not a final report, describe what progress has been made during the performance period previously indicated and list your expected completion date. If this is a final report, fully describe the activities undertaken during the life of the project and/or event.

The 7th Annual Bluffton Juneteenth Festival was a 3-day weekend full of events that attracted tourists from other states, countries and drew a crowd over 3 days of 10,000 and brought in revenue of \$150,000+ to the town of Bluffton. Friday June 17th was the 1st Black Food Truck Friday Festival event that showcased eight food trucks and five non-food truck vendors. The crowd count that day was over 3,500 with 70% being tourists. Saturday June 18th was the 7th annual Juneteenth Festival that showcased art, entertainment, culture, food, history, etc. The crowd count was over 6,000 attendees with over 40% being tourists. Sunday June 19th was the 2nd Annual Juneteenth Father's Day Brunch. The event was capped at 150 guests, with over 40% being tourists. Areas they traveled from included Savannah, Hilton Head, Beaufort, Jacksonville, Charleston, Charlotte, Brunswick, Columbia, Atlanta, Canary Islands, Baltimore, West Palm Beach, Tulsa, Los Angeles, New York and many other places.

### **Marketing Efforts**

What marketing initiatives were executed to promote your event? Were the Town's Brand Standards adhered to? Describe where your advertising ran and how often, where the event was promoted, social media campaigns, etc. **Organizations should include copies of the advertisements and/or promotional materials generated and used (i.e. screenshots from social media, clippings from newspapers/magazines, pamphlets).** Additional pages should be attached to this report as necessary.

Marketing initiatives included digital and print efforts. Marketing efforts began in February of 2022 and continued through the the event weekend June of 2023. Marketing was robust on social media, print media, television, and radio. The town's seal and official logo of Bluffton Heart of the Lowcountry went on all official print media and was used in television and radio promo as well. Attached are the data and frequency of social media marketing initiative and radio/television marketing promotion.

All radio, tv, print, and social media platforms and the frequencies in which ads ran are attached to the email associated with this report.

**Tourism Impact (this section is for final reports only)**

Describe how your project/event increased tourism to the Town of Bluffton. Use the chart below to indicate if there was an increase or decrease in numbers from the previous year. Explain how the numbers were measured. Any data or statistics you have collected should be attached to this report. What challenges or obstacles did you face and how do you plan to overcome them in the future?

	Current Year	Prior Year
Total Attendance for your Event(s)	10,000+	5,000+
Total Number of Tourists	4,640	2,000
Percentage of Tourists*	46%	40%

*\*"Travel" and "Tourism" mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work. "Tourists" are generally defined as those who travel at least fifty (50) miles to attend. However, the Committee considers every project/event on a case-by-case basis.*

There was an increase in attendance and tourists attendance. The increase was due to the additional event added on Friday which gave those who are 50-150 miles away an opportunity to come and enjoy an extra day of Juneteenth. Numbers were collected at the gate with a ticker counter and guests had a brief survey they were asked to complete that asked where they traveled from and what was their zip code.

Saturday's event saw an increase in attendance also as guests who came to Friday's event stayed in the area to attend Saturday's event. Saturday's guest count was also calculated with a ticker counter, and a survey with a scannable QR code was placed on the complimentary shuttles bringing people to the event, codes were also placed throughout the inside and outside of the event, and volunteers walked through the event to engage guest and inform of the QR code survey.

Sunday's event was confined to a certain ticket count and tickets were only available for purchase via online, so gauging where guests traveled from was accessed through zip code entry that was made when guests used their card to purchase their ticket.

**Financial Report**

Awardees are required to submit copies of all paid vendor invoices as well as copies of proof of payment (i.e. cancelled checks, card statements) as backup documentation for the requested reimbursement amount indicated below. **If monies were used towards marketing initiatives, copies of the advertisements/promotional materials must be submitted with this report.**

For **Final Reports ONLY**, entities shall also attach a report showing their original event/project budget versus their actual event/project revenues and expenses.

**Award Accounting:**

A. Award Amount:	\$ <u>21774</u>
B. Award Expended to Date:	\$ <u>21774</u>
C. Disbursed by Town of Bluffton to Date:	\$ <u>0</u>
D. Amount Requested this Report:	\$ <u>21774.00</u>
E. Grant Balance Remaining:	\$ <u>21774.00</u>
F. Matching Funds to Date:	\$ <u>43052.21</u>

**Financial Report Instructions:****Award Accounting:    **\*\*ALL NUMBERS ARE EXAMPLES\*\*****

A. Award Amount:	<u>\$100,000</u>	Total amount of grant award
B. Award Expended to Date:	<u>\$50,000</u>	Grant amount spent on project <b>to date</b>
C. Disbursed by the Town:	<u>\$25,000</u>	How much reimbursement the entity has received from the Town of Bluffton <b>to date</b> .
D. Amount Requested this Report:	<u>\$25,000</u>	Difference between B "Expended" and C "Disbursed".
E. Grant Balance Remaining:	<u>\$50,000</u>	Difference between A "Award" and B "Expended".
F. Matching Funds to Date:	<u>\$70,000</u>	How much the entity has spent in other funding sources <b>to date</b>

<b>Income</b>			
	<b>Account</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
	Burnt Church Distillery (in-kind)	\$13,000	\$10,000
	Cash Sponsorships*	\$10,000	\$6,000
	Juneteenth Brunch Ticket Sales		\$6,125
	Town of Bluffton*	\$5,000	\$0
	ATAX Funds*	\$27,500	\$22,055.50
	<b>Total Receivables</b>	<b>\$55,500</b>	<b>\$44,181</b>
	<i>*Requested</i>		
<b>Expenses</b>			
<b>Logistics</b>			
	Venue	\$10,000	10,000
	Rentals (Stage, Production, Tents, etc.)	\$5,000	\$5,359.55
	Sanitation	\$2,500	\$1,378.35
	Police/Security	\$5,000	\$0
	Shuttles/Trolleys	\$3,500	\$3,450
	Entertainment	\$5,000	\$5,100
	Misc fees (Insurance, permits, printing, catering, dec	\$4,000	2,266.89
<b>Marketing</b>			
	Design & Promo (website, banners, signs, posters, flyers)	\$5,000	\$5,351
	Event Photography	\$500	\$650
	Print and Web Media Ads	\$15,000	\$10,555
<b>Total Expenses</b>		<b>\$55,500</b>	<b>44,111</b>

	<u>Memo</u>	<u>Debit</u>	<u>Vendor</u>	<u>ATAC Reimbursement Amt</u>	<u>Category</u>
<b>EVENT HOSTING</b>					
	<b>COGS - Customer Events</b>				
	Juneteenth restroom rental	1,808.15	Royal Sanitation	1,808.15	Sanitation
	Juneteenth transportation	375.00	Bluffton Breeze	375	Transportation
	advertising - Juneteenth	485.00	DBC Radio Group	485	Advertising
	advertising - Juneteenth	2,800.00	iHeart Radio	2,800	Advertising
	advertising - Juneteenth	1,765.00	TV CABLE 133 spots (CNN	1,765	Advertising
	advertising - Juneteenth	2,764.66	Hearst Streaming	2,765	Advertising
	Entertainment, Stage and Production - Juneteenth	2,500.00	Swampfire Records LLC	\$2,500	Event Production
	Stage and sound for Jazz Brunch	2,500.00	Moses Smith Production	\$2,500.00	Event Production
	Rentals for Juneteenth Brunch	1,229.50	A Southern Affair Event	\$737.70	Event Production
	Ad & mktg- Juneteenth	300	Facebook/Instagram	800.00	Advertising
	Ad & mktg - Juneteenth	200	TBA Marketing	200.00	Marketing
	Ad & mktg - Juneteenth	10,000.00	ForeSight Communicatoions		Marketing
	Ad & mktg - Juneteenth	5,000.00	ForeSight Communicatoion:	3,500.00	Marketing
	Dumpster Trailer	500.00	Evans Construction LLC	500.00	Sanitation
	Bouncee Houses	950.00	Kids Zone		Entertainment
	Juneteenth DJ	500.00	DJ T-Gramz		Entertainment
	Brunch Dessert/Champagne Bar	800.00	Desserts By T		Catering
	Catering Brunch	2,500.00	Melly Mel's		Catering
	Black Food Fridays Kidz Zone	750.00	Kids Zone		Entertainment
	Black Food Fridays DJ	500.00	DJ T-Gramz		Entertainment
	Photography	2,500.00	Denolis Polite Photography		Photography
	Vudeography	1,500.00	TB Productions		Videography
	Misceallneous (Stakes, caution tape, wristbands, markers, lights)	600.00	MISC		Event Materials
	Sanitation (Restroom cleaning of bathrooms at Eagle's Field)	225.00	Esha's Cleaning	225.00	Sanitation
	Total - Customer Events	<u>43,052.31</u>			
Total - EVENT HOSTING		<u>43,052.31</u>			
		<u><b>43,052.31</b></u>		<b>20,960.51</b>	



BLUFFTON MLK OBSERVANCE COMMITTEE  
C/O BRIDGETTE FRAZIER  
PO BOX 3737  
BLUFFTON, SC 29910-0000

Date:  
03/02/2021  
Employer ID number:  
85-4095993  
Person to contact:  
Name: Customer Service  
ID number: 31954  
Telephone: (877) 829-5500  
Accounting period ending:  
December 31  
Public charity status:  
170(b)(1)(A)(vi)  
Form 990 / 990-EZ / 990-N required:  
Yes  
Effective date of exemption:  
November 4, 2020  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053738003050

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

*Stephen A. Martin*

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements



<b>Income</b>		
	<b>Account</b>	<b>2023 Budget</b>
	Burnt Church Distillery (in-kind)	\$13,000
	Cash Sponsorships*	
	Juneteenth Brunch Ticket Sales	
	Town of Bluffton*	
	ATAX Funds*	\$20,000
	<b>Total Receivables</b>	<b>\$33,000</b>
	<i>*Requested</i>	
<b>Expenses</b>		
<b>Logistics</b>		
	Venue	\$10,000
	Rentals (Stage, Production, Tents, etc.)	\$6,000
	Sanitation	\$2,500
	Police/Security	\$5,000
	Shuttles/Trolleys	\$3,000
	Entertainment	\$5,000
	Misc fees (Insurance, permits, printing, catering, dec	\$5,000
<b>Marketing</b>		
	Design & Promo (website, banners, signs, posters, flyers)	\$2,500
	Event Photography	\$1,000
	Print and Web Media Ads	\$10,000
<b>Total Expenses</b>		<b>\$50,000</b>