

Friday, March 31, 2023


**bluffton**  
 HEART OF THE LOWCOUNTRY

# ACCOMMODATIONS TAX GRANT APPLICATION

DUE 12:00 P.M. (NOON) ON MARCH 31, 2023

**Application Date** Friday, March 31, 2023

**Full Legal Organization Name** BlacQuity SC

**Project Name** BlacQuity Oyster Roast

**Total Project Costs** 67925

**Total ATAX Funds Requested** 28135

**Percent of Total Budget** 41.42

**Address** PO Box 3132  
Bluffton, South Carolina, 29910

**Applicant must be designated as a non-profit entity to receive ATAX funds. Please include a copy of your organization's non-profit status, such as your IRS Designation Letter.**



BlacQuity IRS Letter (1).pdf

**Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.**



BlacQuity SC - BL.pdf

**Organization Primary Point of Contact** Gwen Chambers

**Title** Executive Director

**Phone Number** (843) 540-6292

**E-Mail Address** gwen@blacquitysc.org

## TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

### Project Description:

BlacQuity is set to host our first oyster roast fundraiser to spread awareness about our cause and share the excitement of our graduates and encourage patronage of this event. BlacQuity aims to grow this event incrementally each year adding on additional dates in the future. Our goal is to build on to the event this year. The headlining entertainment for the event is Deas Guys who attracts more than 500 patrons with their following alone. The oyster roast is intended to be a community family friendly event that showcases graduates from our Black Equity University (BEU) program. As an awareness fundraiser for BlacQuity, the oyster roast raises funds to support future cohorts and outreach efforts.

Scheduled to be held at Oyster Factory Park in Bluffton, the oyster roast will take place between 5 pm and 8 pm on Saturday, September 9th. Live music, good food, shop black owned businesses, fun for the family, and of course, oysters for all are included!

For \$45 per person, tourists and locals can indulge in all you can eat oysters. There will also be non-oyster price packages available. Additionally, sponsorships and VIP tickets contribute to event revenue. Highlights of this year's event:

- Title Sponsor VIP tent for festivities
- Live music and entertainment premium seating
- Event print advertising, and online ticket purchasing available prior to event, to include accommodations information to promote out-of-town attendance

**All advertising/marketing paid for with Town of Bluffton Accommodations Tax dollars must incorporate the branding shown here: [Town of Bluffton Brand Standards](#). The use of the Town's logo must meet the design standards outlined at the aforementioned link and be approved by the Town. Designs may be submitted electronically using this [link](#). Please allow five (5) business days for approval.**

### Impact on or Benefit to Tourism:

Our efforts are to move the economic needle not only with the black-owned businesses we serve, but throughout the community as well. We are using this platform to highlight our graduate businesses while also building an entrepreneurial ecosystem within our community. In addition to Charleston, Savannah, Columbia, and Jacksonville, we have planned reach to other surrounding cities as well. We have set several marketing channels up for this event, including print, radio, and social media. In addition, we have secured entertainment that has a broad captive audience. We anticipate this event attracting families looking for a place to stay overnight so they can attend and enjoy the event.

**"Tourist"** means a person who does not reside within the corporate limits of the Town or within a Town zip code that takes a trip into the corporate limits of the Town for any purpose, except daily commuting to and from work.

**"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.

**Project/Event Start Date:** Saturday, September 9, 2023

**Project/Event Completion Date:** Saturday, September 9, 2023

**Multi-Year Project/Event?**

No

**Permits Required, if any:** yes, staging

## TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

### FINANCIAL INFORMATION

**Project/Event Line Item Budget**



BlacQuity Oyster Roast Budg... .pdf

**Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement**



ProfitandLossStatement Blac... .pdf

**Financial Guarantee**

Blacquity 10272022 Meeting ...pdf

Please list all contributions made to the project/event by the sponsoring organization. This shall include both monetary and in-kind goods and/or services, as applicable.

<b>Contribution</b>	Entertainment
<b>Amount/Value</b>	2300
<b>Contribution</b>	Beverages/Wine & Beer
<b>Amount/Value</b>	5500

Have you requested, received or been awarded funding from other sources or organizations (including additional ATAX funds from other local entities) for this project/event?

No

If yes, please list all sources and amounts:

<b>Funding Source</b>	Sponsorship requested - Corporate Sponsor
<b>Amount</b>	10000

**TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION****PRIOR RECIPIENT'S REPORT**

If your organization has received ATAX funding from the Town of Bluffton in previous years, you must complete the below information. Only the information for the most recent round of funding is required. If you have not received ATAX funding from the Town of Bluffton, please answer "No" and skip this section and sign and submit your application.

Has your organization previously received ATAX funds from the Town of Bluffton?

No

All applicants will be required to come before the Accommodations Tax Advisory Committee (ATAC) and answer any and all questions when scheduled to do so.

Any organization awarded funds for advertising/marketing must incorporate the Bluffton Heart of the Lowcountry brand logo in all promotional materials and advertising.

The South Carolina Freedom of Information Act (FOIA) defines a "public body" as any organization or corporation supported in whole or in part by public funds or expending public funds. If awarded, your organization's acceptance of public funds from the Town of Bluffton may cause your organization to come within the meaning of "public body" as defined by the Freedom of Information Act. S.C. Code Ann. §30-4-10, et seq. (Supp. 2002). Accordingly, this is to advise that by accepting public funds, your organization may be subject to the South Carolina Freedom of Information Act.

By submitting this application, the organization certifies that it has read and understands the paragraphs above. The organization additionally certifies that it does not discriminate in any manner on the basis of race, color, national origin, age, sex, disability, religion, or language, and that all funds that may be received by the applicant organization from the Town of Bluffton, South Carolina will be solely used for the purposes set forth in this application and will comply with all laws and statutes, including

the South Carolina Code of Laws regarding Allocations of Accommodations Tax Revenues.

**By typing your name below, you are signing this application electronically. You agree that your electronic signature is the legal equivalent of your manual signature on this application.**

Gwen Chambers

**Signatory's Title or Position**

Executive Director



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
P.O. Box 2508  
Cincinnati, OH 45201

BLACQUITY SC  
PO BOX 3132  
BLUFFTON, SC 29910

Date:  
03/09/2022  
Employer ID number:  
88-0662577  
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:  
February 2, 2022  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053447002412

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



# TOWN OF BLUFFTON

January 04, 2023

DATE ISSUED

April 30, 2023

EXPIRES

LIC-01-23-047386

LICENSE NUMBER

019145-2023

BUSINESS ID

**BlacQuity SC**

COMPANY NAME

**BlacQuity SC**

DBA NAME

**Non Profit - Other Similar Organizations (except Business, Professional,  
Labor, and Political Organizations)**

BUSINESS TYPE

**Economic Development Center**

DESCRIPTION/CONDITIONS

4 WATER TUPELO LN  
BLUFFTON SC 29910

BUSINESS LOCATION

PO Box 3132  
Bluffton SC 29910

MAILING LOCATION

ALL BUSINESSES LOCATED IN THE TOWN OF BLUFFTON MUST POST THE BUSINESS LICENSE IN A VISIBLE LOCATION WITHIN THE BUSINESS LOCATION AS REFERENCED ABOVE AND IS VALID FOR THIS LOCATION ONLY. ALL BUSINESSES LOCATED OUTSIDE THE TOWN OF BLUFFTON MUST KEEP A CURRENT COPY WHILE CONDUCTING BUSINESS INSIDE THE TOWN OF BLUFFTON. CHANGE IN LOCATION OR OWNERSHIP REQUIRES A NEW LICENSE. IF THE BUSINESS IS CLOSED, CONTACT OUR OFFICE AT 843-706-4501 TO UPDATE ACCOUNT.

## **Section 6-21 Purpose and Duration of Business License**

The business license levied by this ordinance is for the purpose of providing such regulation as may be required for the business subject thereto and for the purpose of raising revenue for the general fund through a privilege tax. Each license shall be issued for one (1) calendar year ending December 31. The provisions of this ordinance and the rates herein shall remain in effect from year to year as amended by Town Council.

## **Renewal Process**

Renewal notices are mailed in January of each year to all active businesses.

## **Section 6-22-A License Tax**

The required license tax shall be paid for each business subject hereto according to the applicable rate classification on or before the thirtieth (30th) day of April in each year.

BlacQuity SC  
PO Box 3132  
Bluffton SC 29910

Construction within the Town of Bluffton  
shall only occur during the hours of  
7:00am - 7:00pm Monday thru Saturday  
and 12:00pm - 7:00pm on Sunday.

<b>BlacQuity Oyster Roast Budget</b>				
<b>Income</b>				
	<b>Account</b>	<b>2023 Budget</b>		
	Cash Sponsorships*	\$20,000		
	Town of Bluffton *(waived fees)	\$600		
	ATAX Funds*	\$28,135		
	Ticket Sales (estimated people 300-500)	\$25,000		
	(estimated) VIP ticket (estimated attendance 50)	\$5,000		
	(estimated) General Admission Ticket	\$20,000		
	<i>*Requested</i>			
<b>Total Receivables</b>		<b>\$73,735</b>		
<b>Expenses</b>				
Logistics				
	Barricades	\$3,000	\$1,475	<b>Request to cover partial cost of these expenses</b>
	Rentals (Stage, Production, Tents, etc.)	\$10,000	\$7,250	
	Production & Sound	\$1,200	\$990	
	VIP Tent (30x60)	\$1,725	\$1,420	
	Food (estimated attendance 300 - 500) oysters, chili, hot dogs, condiments	\$15,000		
	Police/Security	\$5,000		
	Kids Games/Entertainment	\$3,500		
	Entertainment	\$5,000		
	Admin fees (ticket sales, wristbands, promotion)	\$2,500		
	Misc fees (Insurance, permits,)	\$4,000		
Marketing				
	Design & Promo (website, banners, signs, posters, flyers - printing items)	\$6,000	<b>Request to cover cost of these expenses</b>	
	Event Photography	\$1,000		
	Radio/TV Ads	\$5,000		
	Print and Web Media Ads	\$5,000		
<b>Total Expenses</b>		<b>\$67,925</b>		

# BlacQuity LLC

## Profit and Loss by Tag Group

January - March, 2023

	TOTAL
Revenue	
Contributed income	0.00
Donations	250.00
<b>Total Contributed income</b>	<b>250.00</b>
Services	76,835.00
<b>Total Revenue</b>	<b>\$77,085.00</b>
GROSS PROFIT	<b>\$77,085.00</b>
Expenditures	
Advertising & marketing	902.75
Contract & professional fees	26.00
Legal fees	995.00
<b>Total Contract &amp; professional fees</b>	<b>1,021.00</b>
Office expenses	0.00
Bank fees & service charges	7.88
Office supplies	420.01
Software & apps	349.77
<b>Total Office expenses</b>	<b>777.66</b>
Payroll expenses	0.00
FICA tax	3,109.42
Salaries & wages	5,319.38
Taxes	2,026.13
Wages	15,450.00
<b>Total Payroll expenses</b>	<b>25,904.93</b>
QuickBooks Payments Fees	9.72
Supplies	0.00
Supplies & materials	-128.11
<b>Total Supplies</b>	<b>-128.11</b>
Travel	0.00
Vehicle rental	903.19
<b>Total Travel</b>	<b>903.19</b>
Uncategorized Expense	168.00
<b>Total Expenditures</b>	<b>\$29,559.14</b>
NET OPERATING REVENUE	<b>\$47,525.86</b>
Other Expenditures	
Business Meeting	38.29
Program	478.84
<b>Total Other Expenditures</b>	<b>\$517.13</b>
NET OTHER REVENUE	<b>\$ -517.13</b>
NET REVENUE	<b>\$47,008.73</b>





**Blacquity**  
**Board of Directors Meeting**  
Thursday, October 27<sup>th</sup>, 2022, 4:00PM

(Members in attendance: Billy Watterson, Derek Jenkins, Chris Forster, Jacquelyn Brown, Mollie Sandman, Haley Sulka, Leon Bush & Gwen Chambers,)

**I. Call to order**

Billy Waterson called to order a regular meeting of Blacquity at 4:13 PM at

Watterson Brand Office- 1227 May River Road Suite 300 Bluffton, SC 29910.

Motion to adopt the agenda for the October 27<sup>th</sup>, 2022, meeting; motion was seconded by unanimous vote from board to adopt agenda. Motion carried.

**II. Adoption of Minutes**

Motion was made to adopt minutes from August, 24<sup>th</sup> 2022, meeting. Motion seconded, unanimous vote from board to adopt minutes with necessary corrections. The minutes approved as written.

**III. Reports**

**A. Governance Committee Report**

Carl Cannon, Bridgette Frazier, Brittany Holmes  
Committee Chair: Bridgette Frazier

Bylaw documents and questions were emailed to each board member. Each member was asked to review documents and answer any questions. Any additions or omissions to the bylaws can be sent to the Committee Chair, and will be discussed at November 17<sup>th</sup> meeting.

**B. Finance**

Chris Forster, Benisha Brown, Gwen Chambers  
Committee Chair: Chris Forster

Budget Status report breakdown presented. Current month to YTD against projected budget. Pledged dollars will be added to the November budget spreadsheet.

**C. Development Committee Report**

Billy Watterson, Leon Bush, Haley Sulka, Molly  
Committee Chair: Haley Sulka

Currently working with a total of 38 donors.

Haley Sulka discussed the current grants that have been submitted.

Charitable fund submitted October 21, maximum donation of 5,000.

Heritage Classic Fund, & Church Mouse.

Grants received Walmart and Town of Bluffton. The first round of funding from the Town of Bluffton was \$7,070. Second round of funding was approved \$12,930 awaiting disbursement.

Board was reminded on the need to have 100% board financial commitment.

The pledge commitment will restart for the upcoming year of 2023.

Board was encouraged to share Blacquity link on social media, to reach the end of year givers and businesses.

Oyster Roast Fundraiser February 25, 2023, 5-9 pm. Location TBD.

Current ticket price \$50.00. More details to come.

**D. Ad Hoc Program – Curriculum update**

Spring Class to start Tuesday February 28, 2023

Chapter 3 is completed, needs to be evaluated by committee.

Total of 12 chapters to include preparation and presentations.

**IV. Old Business**

Strategic Planning 2023 – Special working session will be planned to focus and discuss goals for next year. Each Committee will then plan their strategies on the agreed upon goals.

Gwen will send out email to board members to set agreed upon date and time, for Zoom meeting.

**V. New Business**

No New Business

**VI. Adjournment**

Meeting adjourned at 4:48 PM.

**Next Board Meeting Scheduled**

November 17th, 2022, at 4pm Watterson Brand Office

December 15<sup>th</sup>, 2022 at 4pm Watterson Brand Office