



ACCOMMODATIONS TAX ADVISORY COMMITTEE STAFF REPORT Department of Finance & Administration

MEETING DATE: August 15, 2023
 SUBJECT: Coastal Conservation Association: Celebrating Conservation Weekend in Bluffton
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from the Coastal Conservation Association for expenses related to "Celebrating Conservation Weekend in Bluffton" for Accommodations Tax grant dollars.

Requested Amount: \$10,000

| Coastal Conservation Association | Total Budget | Requested ATAX Grant (approx. 13% of event budget) |
|--|-----------------|---|
| Advertising & Promotion | \$10,000 | \$10,000 |
| Facilities for Civic & Cultural Events | 15,000 | 0 |
| Project Expenses | 54,965 | 0 |
| Total | \$79,965 | \$10,000 |

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

Advertising & Promotion of Tourism:

Total Budget: \$10,000

- Print and digital advertising, radio, TV spots, email blasts and social media

Facilities for Civic & Cultural Events:

Total Budget: \$15,000

- Rentals other than facility

Project Expenses:

Total Budget: \$54,965

- Auctioneer, event staff, auction and raffle items, beverages, administrative costs such as registrations and licenses.

Festival/Event: The banquet is scheduled to take place on September 16, 2023

Bluffton Event: The CCA Banquet and Auction will be held in "the heart of the Bluffton Historic District" at Martin Family Park.

Tourism Draw %: This is a first-time applicant so tourism statistics are unavailable.

Benefit to Tourism: The Saturday evening banquet will be promoted as an opportunity to plan a weekend getaway in Bluffton where visitors can patron local restaurants, shops, and galleries and take advantage of activities such as My River boat excursions or one of the ECO tours.

Self-Sufficiency % (Financial Need): Amount requested is 13% of the total budget. Other anticipated revenue streams include sponsorships, ticket sales, and proceeds from the raffles as well as the live and silent auction items.

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 |
|--------------------|------------------|----------------------|--------------------|--------------------|------------------------|------------------------|----------------------|----------|
| \$10,000 | 13 | 4 | 3 | 2 | 4 | 3 | 29 | |

Previous Funding Amounts - Coastal Conservation Association

| Fiscal Year | Amount Requested | % of Budget | Advisory Committee Recommendation | Town Council Approved | Expended | Comments |
|-------------|------------------|-------------|-----------------------------------|-----------------------|----------|----------|
| N/A | | | | | | |
| | | | | | | |

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$10,000 for advertising and promotion of tourism expenses.