

Milroy, Shannon

From: noreply@civicplus.com
Sent: Friday, June 30, 2023 2:40 PM
To: ATax Communications
Subject: Online Form Submittal: Accommodations Tax Grant Application

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Accommodations Tax Grant Application

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Accommodations Tax Grant Application Instructions [Accommodations Tax Grant Application Instructions](#)

Accommodations Tax Grant Application Instructions I have read and acknowledged the Town of Bluffton, SC Accommodations Tax Grant Application Instructions.

(Section Break)

Application Date	6/30/2023
Full Legal Organization Name	BlacQuity SC
Project Name	Roots & Rivers Festival
Total Project Costs	\$38,186
Total ATAX Funds Requested	\$10,836
Percent of Total Budget	28%
Address	PO Box 3132
Street Address Line 2	<i>Field not completed.</i>
City	Bluffton

State	South Carolina
Zip Code	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.	FinalLetter 88-0662577 BLACQUITYSC Determination Letter.tif
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	BlacQuity SC - BL (1).pdf

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Organization Primary Point of Contact

First Name	Gwen
Last Name	Chambers
Title	executive director
Phone Number	8435406292
E-mail Address	gwen@blacquitysc.org

(Section Break)

Organization Secondary Point of Contact

First Name	Altimese
Last Name	Curry
Title	marketing
Phone Number	<i>Field not completed.</i>
E-mail Address	hello@altimesenichole.com

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	This is our inaugural event for the Roots & Rivers Festival to provide a platform for small businesses to thrive. You envision a bustling marketplace where local artisans, craftsmen, and entrepreneurs can showcase their unique products and
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services. Many of these individuals have been flying grossly under the radar, and this is a way to elevate, promote, and empower these businesses. We are aiming to support the local economy and promote entrepreneurship. The festival becomes an opportunity for attendees to discover and support these black owned small businesses, fostering a sense of community and encouraging, empowering and promoting these businesses and sustainable economic growth. By integrating the small business side of things, the festival becomes a vibrant hub where culture, creativity, and commerce come together in a truly enriching experience for all.

The Roots & Rivers Festival offers a range of key attractions and activities that appeal to a diverse target audience. Some of the highlights include a lively beer garden, captivating live music performances by Deas Guyz, a wide variety of delectable food trucks, and an array of vendors offering unique products and services. The festival aims to attract individuals who appreciate live music, enjoy a vibrant atmosphere, savor diverse cuisines, and seek an opportunity to explore and support local businesses. Attendees can expect an unforgettable experience filled with music, flavors, and a vibrant community spirit.

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:

To accommodate the expanded festival, we needed a larger venue. We found a great space that offers plenty of room for vendors, multiple stages, seating areas, and various attractions. It's important to make sure attendees have enough space to move around comfortably and enjoy all the festival has to offer.

With the festival being a bigger and more comprehensive event, our marketing and promotional efforts had to level up too. We developed a comprehensive marketing strategy that includes traditional and digital channels. We're utilizing print media ads, radio spots, social media campaigns, online event listings, targeted email marketing, and collaborations with local influencers and media outlets. Our goal is to reach a broader audience and generate greater awareness about the festival.

Increased Visitor Numbers: The Roots & Rivers Festival serves

as a major draw for tourists who specifically plan their trips to attend the event. This influx of visitors contributes to the overall tourism numbers in the region, boosting local businesses such as hotels, restaurants, and retail establishments.

Economic Impact: The Roots & Rivers Festival stimulates the local economy by generating revenue for various sectors. Visitors spend money on accommodations, dining, shopping, transportation, and other services, thereby supporting local businesses and job creation.

Destination Promotion: Through its marketing efforts, the festival promotes the host destination to a wider audience. The event highlights the unique features, cultural heritage, and natural assets of the area, creating awareness and interest among potential tourists who may consider visiting outside of the festival dates.

“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.

(Section Break)

Project/Event Start & End Date:	9/9/2023 - 9/10/2023
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Multi-Year Project/Event?	No
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Permits Required, if any:	alcohol
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Additional Comments:	<i>Field not completed.</i>
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TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

FINANCIAL INFORMATION

Project/Event Line Item Budget	Roots and Rivers Festival Budget ATAC.pdf
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Most Recent Fiscal Year Balance Sheet and Profit	StatementofActivity.pdf
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and Loss Accounting
Statement

Financial Guarantee

[Platinum Sponsor - Montage Palmetto Bluff.pdf](#)

Applicant must 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.

(Section Break)

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.

Contribution	Sponsor
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Amount/Value	10000
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Contribution	Sponsor
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Amount/Value	5000
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(Section Break)

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?	Yes
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If yes, please list all sources and amounts:

Funding Source	Bluffton ATAX - March 2023
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Amount	\$11,000
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Funding Source	<i>Field not completed.</i>
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Amount	<i>Field not completed.</i>
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Funding Source	<i>Field not completed.</i>
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Amount	<i>Field not completed.</i>
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Funding Source	Field not completed.
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Amount	Field not completed.
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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?	Yes
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Project/Event Name	Roots & Rivers Festival
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Year	2023
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Amount Awarded	11000
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Was project completed?	No
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If project was not completed, please explain:	We are in the same year of the event set to happen on September 9th. We are asking for additional funding to support the marketing components of the festival
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How were the funds used?	Marketing, and operations funding
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What impact did this project/event have on the community or benefit tourism? Describe how the tourism data was measured.	We are measuring tourism through surveys, credit card sales, and geofencing kpi marketing efforts
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(Section Break)

Please provide the project/event budgets for the previous two (2) years.	Field not completed.
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Additional Comments	Field not completed.
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TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

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.

Signature Gwendolyn Chambers

Signatory's Title or Position	Executive Director
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Email not displaying correctly? [View it in your browser.](#)



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

Attachment 13

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. 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
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.

Roots & Rivers Festival		
Income		
	Account	2023 Budget
	Cash Sponsorships*	\$10,000
	Town of Bluffton *(waived fees)	(\$600)
	ATAF Funds*	\$11,000
	Ticket Sales (estimated people 1000+)	\$25,000
	(estimated) General Admission Ticket *\$25@1000)	\$25,000
	*Requested	
Total Projected Receivables		\$45,400
Expenses		
Logistics		
	Dumprer (Dump & Haul)	\$250
	Orange fencing barricade	\$500
	Shuttle Services	
	Rentals (Stage, Tents, etc.)	\$1,866
	Police/Security (town will use)	\$0
	Entertainment	\$5,000
	Admin fees (ticket sales, wristbands)	\$2,500
	Insurance, permits	\$2,500
	Venue Town of Bluffton Waived	\$600
Marketing		
	Merchandise (tshirts, cinch bags, koozies)	3500
	Print Media advertising	\$2,240
	Radio advertising	\$6,500
	Digital Marketing	\$2,000
	Social media marketing	\$570
	Influencer partnerships	\$1,500
	Blogging/Vlogging	\$500
	Print materials (banners, signs, posters, flyers)	\$2,410
	Design materials (banners, signs, posters, flyers)	\$500
	Public Relations	\$4,000
	Videography & Photography	\$1,250
Total Expenses		\$38,186

BlacQuity

Statement of Activity

January - June, 2023

	TOTAL
Revenue	
Contributed income	0.00
Donations	104,636.00
Total Contributed income	104,636.00
Total Revenue	\$104,636.00
GROSS PROFIT	\$104,636.00
Expenditures	
Advertising & marketing	1,108.27
Contract & professional fees	77.85
Accounting fees	115.00
Legal fees	995.00
Total Contract & professional fees	1,187.85
Office expenses	0.00
Bank fees & service charges	144.07
Memberships & subscriptions	311.69
Office supplies	1,340.99
Software & apps	312.23
Total Office expenses	2,108.98
Payroll expenses	0.00
Taxes	2,705.04
Wages	33,475.00
Total Payroll expenses	36,180.04
Professional Development	0.00
Conference	275.00
Travel	0.00
Hotels	160.34
Vehicle rental	1,343.41
Total Travel	1,503.75
Total Professional Development	1,778.75
Professional Organizations & Memberships	505.00
QuickBooks Payments Fees	10.97
Supplies	42.93
Supplies & materials	-128.11
Total Supplies	-85.18
Total Expenditures	\$42,794.68
NET OPERATING REVENUE	\$61,841.32

BlacQuity

Statement of Activity

January - June, 2023

	TOTAL
Other Expenditures	
Business Meeting	89.75
Lunch	47.88
Total Business Meeting	137.63
Fundraising event - entertainment	2,300.00
Program - BEU Class	528.30
Program - Food	1,103.18
Program - Supplies	319.98
Total Program - BEU Class	1,951.46
Total Other Expenditures	\$4,389.09
NET OTHER REVENUE	\$ -4,389.09
NET REVENUE	\$57,452.23



Blacquity
Board of Directors Meeting
Thursday, October 27th, 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 27th, 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, 24th 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 17th 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 15th, 2022 at 4pm Watterson Brand Office

INVOICE

BlacQuity
PO Box 3132
Bluffton, SC 29910

gwen@blacquitysc.org
+84 35406292
www.blacquitysc.org



Ariana Pernice

Bill to

Hilton Head Island - Bluffton
Chamber of Commerce
PO BOX 5647
Hilton Head Island, South Carolina
29938
United States

Ship to

Hilton Head Island - Bluffton
Chamber of Commerce
PO BOX 5647
Hilton Head Island, South Carolina
29938
United States

Invoice details

Invoice no.: 1006
Terms: Net 30
Invoice date: 06/26/2023
Due date: 07/26/2023

Product or service	Amount
1. Platinum Sponsorship	1 unit x \$5,000.00
Platinum Sponsor- \$5,000	\$5,000.00

The Montage Palmetto Bluff showcased as a Platinum sponsor on all digital marketing (event website, Facebook event listing, Instagram highlight stories, branded emails, cross marketing initiatives and paid influencers etc.)

The Montage Palmetto Bluff showcased as a Platinum sponsor on all print advertisement.

The Montage Palmetto Bluff showcased as a Platinum sponsor on all event posters and flyers.

The Montage Palmetto Bluff acknowledged as a lead sponsor in press releases.

The Montage Palmetto Bluff included in pre and post event publicity.

The Montage Palmetto Bluff publicly recognized as a Platinum sponsor by Emcee on the night of the event.

The Montage Palmetto Bluff logo prominently displayed on all event banners.

The Montage Palmetto Bluff logo prominently displayed on the Roots and Rivers festival t-shirts.

Eight free tickets to the "Roots and Rivers Festival" on 9/9/23.

Total **\$5,000.00**

Ways to pay



Note to customer

Thank you for sponsoring the Roots & Rivers Festival on Sep 9th at 4pm in Oyster Factory park. Your support ensures a fantastic event with live music by Deas Guyz, a beer garden, food trucks, and

family-friendly activities. Your contribution also supports BlacQuity's mission. We are immensely grateful for your partnership!

[Pay invoice](#)