



Consideration of Accommodations Tax Advisory Committee Funding Recommendations

Presentation to Town Council

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March 14, 2023



Requests for Funding Consideration

Requesting Organization	Amount Requested	Amount Recommended
Palmetto Bluff Conservancy: Purchase of a Duffy Boat for Waterway Tours	\$ 35,000	\$ 35,000
The Rotary Club of Bluffton: Mayfest Marketing & Transportation	15,000	15,000
Old Town Bluffton Merchants Society: Bluffton as a Destination	14,000	14,000
Total for the Quarter	\$ 64,000	\$ 64,000



Funds Currently Available for Distribution

Total estimated State and Local Accommodations Tax funds currently available for distribution are \$2,695,011

State ATAX		Local ATAX	
Remaining from Previous Qtr.	\$ 110,761	Remaining from Previous Qtr.	\$ 2,290,522
2 nd Quarter Revenue	228,363	2 nd Quarter Revenue	420,039
First \$25k to General Fund*	N/A	51% to Town of Bluffton CIP	(194,940)
5% to General Fund	(11,418)	Disaster Recovery Designation	(4,200)
30% to DMO	(68,509)	8% to DMO	(33,603)
		10% to Town of Bluffton Gen. Fund	(42,004)
Total State ATAX Funds Remaining for Distribution	\$ 259,197	Total Local ATAX Funds Remaining for Distribution	\$ 2,435,814

* First \$25k taken in 1st Quarter of Fiscal Year and Not Applicable (N/A) to the remaining quarters.



Applications for Consideration

• Palmetto Bluff Conservancy

- Requesting \$35,000 to support the purchase of a Duffy boat for tours
- TERC guidance:
 - Primary purpose of funds *“are to enhance the tourist experience and bring tourists in”*
 - Evaluate the impact the organization has on tourism

Duffy Boat for Tours	Total Budget	Recommended ATAX Grant (approx. 34% of budget)
Facilities for Civic & Cultural Events:	\$ 70,000	\$ 35,000
Project Expenses:	33,330	N/A
Total	\$ 103,330	\$ 35,000

N/A – Not Applicable

The committee voted 3-1 to recommend a total award of \$35,000.



Applications for Consideration (Continued)

• The Rotary Club of Bluffton

- Requesting \$15,000 to support the 2023 Mayfest Weekend
- Initial application
- Mayfest will be held May 13th, the Saturday of Mother's Day Weekend

Mayfest Weekend in Bluffton	Total Budget	Recommended ATAX Grant (approx. 36% of budget)
Advertising & Promotion of Tourism:	\$ 8,000	\$ 8,000
Municipality Services (Security):	7,000	2,000
Tourist Transportation:	5,000	5,000
Project Expenses:	22,000	N/A
Total	\$ 42,000	\$ 15,000

N/A – Not Applicable

The committee unanimously voted 4-0 to recommend a total award of \$15,000.



Applications for Consideration (Continued)

• Old Town Bluffton Merchants Society

- Requesting \$14,000
- Advertising for Bluffton as a Destination
- Annual application

Bluffton as a Destination	Total Budget	Recommended ATAX Grant (approx. 51% of budget)
Advertising & Promotion of Tourism:	\$ 22,600	\$ 14,000
Project Expenses:	4,900	N/A
Total	\$ 27,500	\$ 14,000

N/A – Not Applicable

The committee unanimously voted 4-0 to recommend a total award of \$15,000.



Recommended Motion

- **Palmetto Bluff Conservancy: \$35,000**

“I make a motion to grant Palmetto Bluff Conservancy \$35,000 in support of the Duffy boat purchase for internal waterway tours project as presented in the Staff Report breakdown for facilities for civic and cultural expenses.”

- **The Rotary Club of Bluffton: \$15,000**

“I make a motion to grant The Rotary Club of Bluffton \$15,000 in support of the 2023 Mayfest Weekend in Bluffton project as presented in the Staff Report breakdown for advertising and promotion of tourism and transportation expenses.”

- **Old Town Bluffton Merchants Society: \$14,000**

“I make a motion to grant Old Town Bluffton Merchants Society \$14,000 in support of the Bluffton as a Destination project as presented in the Staff Report breakdown for advertising and promotion of tourism expenses.”