

# ACCOMMODATIONS TAX ADVISORY COMMITTEE

## STAFF REPORT

### Department of Finance & Administration



MEETING DATE: February 21, 2022  
 SUBJECT: Palmetto Bluff Conservancy  
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from the Palmetto Bluff Conservancy for Accommodations Tax grant dollars in support of the purchase of a Duffy Boat in order to conduct environmental internal waterway tours at Montage Palmetto Bluff.

**Requested Amount: \$35,000**

Duffy Boat for Tours	Total Budget	Recommended ATAX Grant (approx. 34% of budget)
Facilities for Civic and Cultural Events	\$ 70,000	\$ 35,000
Operations	33,330	N/A
<b>Total</b>	<b>\$ 103,330</b>	<b>\$ 35,000</b>

N/A - Not Applicable

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

Tourism- related Cultural, Recreational or Historic Facilities:

**Total Budget: \$103,330**

Funds would allow for the purchase of a Duffy Boat that would be used to conduct the internal waterway tours.

Tourism Draw %: Not yet measurable as this is a new endeavor.

Benefit to Tourism: This project will expand the reach of the Conservancy programming to tourists at Montage Palmetto Bluff as boat tours are the number one type of programming guests seek when reserving activities. It is estimated that in 2023, the resort will host over 96,000 guests. With the addition of waterway tours, Naturalist programming could conservatively serve an additional 1,500 guests.

Self-Sufficiency % (Financial Need): Requesting approximately 34% of the total first year budget, which includes the one-time purchase of a Duffy Boat that will be used to conduct the tours; Montage Palmetto Bluff will provide funds to cover the operation and maintenance of the boat.

#### Table Rating (Scores 0-5 with 5 satisfying the qualifications best, exception Advertising 0-15)

Amount Recommended	Tourist Facilities (15)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Misc. (10)	Total of 40 possible	Comments
\$35,000	8	2	2	4	3	19	

## Previous Funding Amounts - Palmetto Bluff Conservancy

Fiscal Year	Amount Requested	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2020	\$ 25,000	43%	\$ 25,000	\$ 25,000	\$ 17,588	Holiday Tree Lighting
2020	60,000	36%	60,000	60,000	38,600	May River Music Festival

## Accommodations Tax Committee Recommendations and Comments:

---

The Committee recommends funding \$35,000 for facilities for civic and cultural event expenses.