

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: February 21, 2023
 SUBJECT: The Rotary Club of Bluffton
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from the Rotary Club of Bluffton for Accommodations Tax grant dollars in support of advertising/marketing and shuttle services for the 2023 Mayfest Weekend, which will be held over Mother's Day weekend.

Requested Amount: \$15,000

Mayfest Weekend in Bluffton (2023)	Total Budget	Recommended ATAX Grant (approx. 36% of event budget)
Advertising & Promotion	\$ 8,000	\$ 8,000
Security	7,000	2,000
Transportation	5,000	5,000
Project Expenses	22,000	N/A
Total	\$ 42,000	\$ 15,000

N/A - Not Applicable

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

Arts and Cultural Events (Marketing):

Total budget: \$8,000

- Marketing expenses typically include print ads in the Island Packet and Bluffton Sun as well as CH2/CB2 magazines, TV (WTOG) and Radio (Dick Broadcasting 107.9) advertisements, and the creation of Banners, Yard Signs, Map Posters and Vendor Location Maps.
- Hoping to expand their advertising reach and promote visiting Bluffton for the full weekend and enjoying Mayfest as part of that experience.

Municipality and County Services:

Total Budget: \$7,000

- Police/Security costs for event

Tourist Transportation:

Total Budget: \$5,000

- Shuttle services throughout duration of the event

Festival/Event: Mayfest is a one-day festival held the Saturday of Mother's Day weekend each year from 10 a.m. - 5 p.m. Food, music, craft and artisan vendors line the streets to celebrate the quirky, eclectic, different and unique people and identity of Bluffton.

Bluffton Event: Mayfest is held in Old Town Bluffton.

Tourism Draw %: Although Mayfest was created 43 years ago, tourism draw has not been specifically measured.

Benefit to Tourism: Additional advertising dollars would allow for the event to be marketed in out-of-town markets as a Mother's Day weekend destination, thus increasing Bluffton tourism numbers and revenue.

Self-Sufficiency % (Financial Need): Requesting approximately 36% of the total budget. Additional revenue is anticipated from merchandise and concession sales, vendor fees and sponsorships. Total estimated revenue equals \$62,000 with estimated expenses totaling \$42,000.

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
\$15,000	11	5	5	4	5	4	34	

Previous Funding Amounts - The Rotary Club of Bluffton - Initial Application

Fiscal Year	Amount Requested	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
NONE						

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$15,000 for advertising and promotion of tourism, security, and tourist transportation expenses.