

Milroy, Shannon

From: noreply@civicplus.com
Sent: Thursday, June 27, 2024 4:45 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 |
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| Accommodations Tax Grant Application Instructions | I have read and acknowledged the Town of Bluffton, SC Accommodations Tax Grant Application Instructions. |
|---|--|

(Section Break)

| | |
|------------------|-----------|
| Application Date | 6/27/2024 |
|------------------|-----------|

| | |
|------------------------------|---|
| Full Legal Organization Name | Historic Bluffton Arts & Seafood Festival |
|------------------------------|---|

| | |
|--------------|---|
| Project Name | HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL |
|--------------|---|

| | |
|---------------------|--------------|
| Total Project Costs | \$220,950.00 |
|---------------------|--------------|

| | |
|----------------------------|-------------|
| Total ATAX Funds Requested | \$80,000.00 |
|----------------------------|-------------|

| | |
|-------------------------|-----|
| Percent of Total Budget | 36% |
|-------------------------|-----|

| | |
|---------|----------------------|
| Address | 32 Spartina Crescent |
|---------|----------------------|

| | |
|---|--|
| Street Address Line 2 | <i>Field not completed.</i> |
| City | BLUFFTON |
| State | SC |
| 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. | SOUTH CAROLINA NON PROFIT LETTER.jpg |
| Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants. | business license.pdf |

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

| | |
|---------------------------------------|--|
| Organization Primary Point of Contact | |
| First Name | MARY |
| Last Name | O'Neill |
| Title | President |
| Phone Number | 8438152474 |
| E-mail Address | maryaoneill6@aol.com |

(Section Break)

| | |
|---|------------|
| Organization Secondary Point of Contact | |
| First Name | MARY |
| Last Name | Anderson |
| Title | Treasurer |
| Phone Number | 8438152474 |

E-mail Address maryaoneill6@aol.com

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description: THE HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL WAS CREATED TO HELP FURTHER A SENSE OF COMMUNITY AND TO BENEFIT THE CITIZENS, THE LOCAL AREA MERCHANTS AND ARTISTS THROUGH TOURISM. THE WEEKLONG (this year while celebrating 20 years we are celebrating in 20 days) ACTIVITIES CREATE A GREAT DESTINATION VENUE FOR VISITORS AND WAS RECOGNIZED JUST AS THAT BY THE SOUTHEAST TOURISM SOCIETY AS ONE OF THE TOP 20 EVENTS IN THE SOUTHEAST. IT IS TOUTED AS AND TRULY IS THE CELEBRATION "WHERE FINE ART AND THE BOUNTY OF THE SEA COME TOGETHER"! (SEE ATTACHED EXHIBIT 1). THIS REQUEST IS FOR THE PARTIAL FUNDING OF THE PROMOTION/ADVERTISING/ SECURITY/SHUTTLES/RENTALS, FIREWORKS DISPLAY FOR THE 20 DAY HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL. THE ACTIVITIES SCHEDULED THROUGHOUT THE 20 DAY CELEBRATION OFFER SOMETHING FOR EVERYONE AND SHOWCASE THE LOCALLY HARVESTED SEAFOOD, DELICIOUS LOW COUNTRY CUISINE, RICH CULTURE AND HISTORY, GREAT ART AND SOUTHERN HOSPITALITY FOUND ONLY IN BLUFFTON. IT IS THE EPITAMY OF THE PREFERRED TYPE OF EVENT THAT IS WORTHY OF BLUFFTON'S NEWEST DESIGNATION – A STATE RECOGNIZED CULTURAL DISTRICT.

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: THE WHOLE PROJECT IS DESIGNED TO INCREASE TOURISM TO BLUFFTON THROUGH THE 20 DAY FESTIVAL WHICH IS PROMOTED TO OUT OF TOWNERS THROUGH VARIOUS VENUES INCLUDING BUT NOT LIMITED TO PRINT AND DIGITAL ADVERTISING, RADIO, TV SPOTS, CHAMBER VACATION PLANNER, WEB SITE, E-BLAST, CHAMBER NEWSLETTER, AND OTHER SPECIFIC OUT OF TOWN TARGETED MARKET PIECES (DIRECT

MAILING, SUNSHINE ARTIST, SOUTH CAROLINA LIVING,
SOUTHERN LIVING, SOUTH MAGAZINE, ETC.)

“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: 10/1/2024 - 10/20/2024

Multi-Year Project/Event? Yes

Permits Required, if any: yes

Additional Comments: *Field not completed.*

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

FINANCIAL INFORMATION

Project/Event Line Item Budget [2024 budget HBASF exhibit 3.pdf](#)

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement [StatementofActivity \(6\)-2.pdf](#)

Financial Guarantee [minutes HBASF 2024.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 | VENDOR FEES, SPONSORS, MERCHANDISE SALES, EVENT ADMISSIONS AND REGISTRATIONS |
| Amount/Value | \$121,775.00 |
| Contribution | RESERVE BALANCE FROM 2023 |
| Amount/Value | \$25,000 |

(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?

No

If yes, please list all sources and amounts:

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

Project/Event Name Historic Bluffton Arts & Seafood Festival

Year 2023

| | |
|--|---|
| Amount Awarded | 80000 |
| Was project completed? | Yes |
| How were the funds used? | WE USED THESE FUNDS TO PAY FOR OUT OF TOWN ADVERTISING BOTH PRINT AND DIGITAL (POSTCARDS FOR OUT OF TOWN ARTISTS; SUNSHINE ARTIST MAGAZINE AD, CHAMBER VACATION PLANNER, OUT OF TOWN NEWSPAPER AND MAGAZINE ADS INCLUDING SOUTH CAROLINA LIVING, RACK CARDS FOR WELCOME CENTERS, SECURITY, RENTALS, SHUTTLES AND FIREWORKS DISPLAY. |
| What impact did this project/event have on the community or benefit tourism? Describe how the tourism data was measured. | <p>THE IMPACT ON THE COMMUNITY WAS AND IS GREAT. MERCHANTS EXPERIENCE A MARKED INCREASE IN TOURIST TRAFFIC THROUGHOUT THEIR STORES/RESTAURANTS EACH YEAR DURING THE FESTIVAL. TOURISTS ON HILTON HEAD NOTICE OUR LOCAL ADS AND COME TO BLUFFTON FOR THE FESTIVAL ACTIVITIES. OUT OF TOWNERS SEE OUR ADS AND PLAN MINI VACATIONS TO THE AREA FILLING BEDS AND SPENDING MONEY AT OUR LOCAL BUSINESSES. THE EXPANSION TO A WEEK LONG EVENT IN 2007 MADE IT A MORE DESIRABLE VACATION OPTION. WE CONTINUE TO ATTRACT VISITORS FROM OUT OF TOWN AND OUT OF STATE. SURVEY ATTENDANCE RESULTS PER PREVIOUS YEARS REFLECT THIS: 2005 – 10% VISITORS; 2006 – 24% VISITORS; 2007 – 30% VISITORS; 2008 – 32%; 2009 – 30% VISITORS; 2010 – 31% VISITORS; 2011 – 31% VISITORS; 2012 - 33% VISITORS; 2013 – 34% VISITORS; 2014 – 36%; 2015 – 37% VISITORS; 2016 – 29.4%; 31.5% VISITORS 2017; 34% VISITORS 2018; 37% VISITORS 2019; 39% VISITORS 2021; 42% VISITORS 2022.; 43% VISITORS 2023.</p> <p>THE LAST COUPLE YEARS OUR LOCAL HOTELS HAD POSITIVE RESULTS FROM THE PACKAGES THEY OFFERED FOR THE FESTIVAL – THEY WERE SOLD OUT. ALSO, AGAIN THIS YEAR WE HAVE OVER 100 ARTISTS FROM 10 DIFFERENT STATES EXHIBITING OR 75% OUT OF TOWN ARTISTS; 40% OF OUR RUNNERS WERE FROM OUT OF STATE ALONG WITH OUT OF TOWN MUSICIANS GUARANTEEING BEDS FILLED.</p> <p>OUR ADVERTISING PROGRAMS HAVE BEEN VERY SUCCESSFUL IN BRINGING NEW VISITORS TO OUR AREA. WE STRIVE TO BRING TOURISTS TO BLUFFTON FOR THE FESTIVAL AND STAY IN BLUFFTON HOTELS. WE OFFER LOCAL HOTEL PACKAGES ON OUR WEB SITE TO</p> |

ENCOURAGE JUST THAT ALONG WITH LOCAL RESTAURANT DEALS. WE BELIEVE THAT BROADENING OUR MARKET WITH ADVERTISING WILL ENCOURAGE VISITORS TO MAKE BLUFFTON A DESTINATION PLACE AND THAT LOCAL HOTELS AND RESTAURANTS WILL THEREFORE PROFIT DURING THE FESTIVAL CELEBRATION. IN FACT THAT WAS THE VERY RATIONALE BEHIND EXPANDING THE FESTIVAL FROM A ONE DAY EVENT IN 2005 TO A WEEKEND IN 2006 AND THEN TO THE WEEK LONG EVENT STARTING IN 2007. OUR GOAL IS TO FILL BEDS AND HAVE LOCAL BUSINESSES PROSPER AS WE HIGHLIGHT THE “GEMS OF BLUFFTON” (NATURAL BEAUTY OF THE RIVER COMMUNITY; ITS RICH HISTORY; THE PRISTINE MAY RIVER; THE BOUNTY OF THE LOCAL WATERWAYS; AND THE CULTURAL AND ARTISTIC ASPECT OF THE COMMUNITY). SINCE USCB HOSPITALITY STUDENTS CAN NO LONGER CONDUCT THE IPAD SURVEYS, FOUR YEARS AGO WE ADDED ZIPCODE COLLECTION ON THE SHUTTLES AND WE WILL CONTINUE THIS PRACTICE THIS YEAR. THIS METHOD IS MUCH MORE EFFICIENT SINCE MANY GUESTS DO NOT WANT TO COMPLETE THE LONGER IPAD SURVEY. MEALS ON WHEELS VOLUNTEERS FOR THIS COLLECTION.

(Section Break)

Please provide the project/event budgets for the previous two (2) years.

[Exh 6 - 2022 HBASF Budget.pdf](#)

Additional Comments

Field not completed.

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 | Mary A O'Neill |
|-----------|----------------|

| | |
|-------------------------------|-----------|
| Signatory's Title or Position | President |
|-------------------------------|-----------|

Email not displaying correctly? [View it in your browser.](#)



State of South Carolina
Office of the Secretary of State
The Honorable Mark Hammond

Sep 15, 2010

Historic Bluffton Arts and Seafood Festival
Ms. Mary O'Neill
32 Spartina Crescent
Bluffton, SC 29910

RE: Registration Confirmation

Charity Public ID: P14254

Dear Ms. Mary O'Neill :

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on Sep 15, 2011. If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4 ½ months after the close of your fiscal year. Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form. There is no fee associated with filing an annual financial report with our office. If your organization files IRS Form 990 or 990-EZ and you wish to extend the filing of that form with us, please submit a copy of your IRS Form 8868. If your organization files the Secretary of State's Annual Financial Report Form, and you wish to extend the filing of that form with us, please submit a written request to the Division of Public Charities. **Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.**

If you have any questions or concerns, please visit our Website at www.scsos.com and review the Public Charities section or contact our office at (803) 734-1790.

Sincerely,

A handwritten signature in cursive script, reading "Edward M. Badgett".

Edward M. Badgett
Division of Public Charities

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2025

License No. 24-06-3923

Business Name: Historic Bluffton Arts & Seafood Festival, Inc

Date Issued: 06/28/2024

NAICS Title: Promoters of Performing Arts, Sports, and Similar Events with Facilities

Business DBA Name: Historic Bluffton Arts & Seafood Festival, Inc

Business Type:

Non Profit - Promoters of Performing Arts, Sports, and Similar Events with Facilities

Physical Address:

32 Spartina Crescent
Bluffton, SC
29910

NON-TRANSFERABLE | TO BE PLACED IN A CONSPICUOUS PLACE

Section 6-21 Purpose and Duration of Business License

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.

John Anderson
Rotary Club of Bluffton
PO BOX 142
BLUFFTON, SC 29910

TWENTIETH ANNUAL HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL OCTOBER 1 – 20, 2024

The award-winning Twentieth Annual Historic Bluffton Arts and Seafood Festival will be held in the charming and eclectic historic district of Bluffton, well known for its quirky art community and natural river beauty. This year as we celebrate 20 years of tradition we will celebrate in 20 days. The festival offers a myriad of activities, showcasing the locally harvested seafood, delicious Low Country cuisine, rich history and culture, great art and Southern hospitality found only in Bluffton. There is truly something for everyone!



HISTORY AND MISSION

The Historic Bluffton Arts & Seafood Festival was created in 2005 to help further a sense of community and to benefit the citizens, the local area merchants and artists through tourism. The citizens of the Town of Bluffton had and continue to express the need to protect and maintain the pristine quality of the May River and the historic Bluffton Oyster Company, as they are both instrumental to the very essence of the community. “As Bluffton continues to grow, it is paramount that we continue to introduce our citizens, old and new, to these precious Bluffton gems. Festivals are like magnets, they attract the young and old, rich and poor, locals and visitors, all to celebrate their community,” said Dan Wood, Festival Founder.

What began as a one day event in 2005 and expanded to a weekend celebration in 2006 has since 2007 been a week long celebration highlighting the “gems of Bluffton”: the natural beauty of this river community; its rich history; the pristine quality of the May River; the bounty of the local waterways; and the cultural and artistic aspect of the community itself. It is touted as and truly is the celebration “where fine art and the bounty of the sea come together”!

It is our purpose with each festival to help raise awareness that fosters protection of the May River and the rich culture and history of our area for the enjoyment of generations to come.

Historic Bluffton Arts & Seafood Festival 2024 BUDGET

INCOME

| | |
|--|----------------------|
| SPONSORSHIP | \$ 22,000.00 |
| FUNDING GRANTS (HOSPITALITY TAX, ACCOMMODATIONS TAX, ETC.) | \$ 80,000.00 |
| VENDOR FEES | \$ 57,000.00 |
| FOOD VENDORS \$12,000 | |
| ARTISTS \$45,000 | |
| MERCHANDISE SALES | \$ 9,000.00 |
| 5K/10K RUN/HEALTH WALK | \$ 10,000.00 |
| RACE REGISTRANT (150 AT \$40.00) | |
| SOIREE DINNER | \$18,750.00 |
| (125 ATTENDEES @ \$150PP) | |
| SYMPHONY TABLES | \$2025.00 |
| (15@ \$135.00) | |
| WADDELL MARICULTURE TOUR & AUTHOR NIGHT | \$3,000.00 |
| TOTAL INCOME | \$ 201,775.00 |

EXPENSES

| | |
|--|-------------------------|
| ADVERTISING | \$ 70,000.00 |
| PRINT | |
| Ads | |
| - Newspaper | |
| Local -The Island Packet/Beaufort Gazette/Savannah Morning News, City Sun, Post & Courier | |
| - Magazines | |
| Local | |
| Out of Town | |
| Artist Recruiting | |
| Posters | |
| Vacation Planner (Chamber) | |
| DIGITAL | |
| RADIO | |
| SOCIAL MEDIA | |
| TV | |
| DONATIONS | \$27,600.00 |
| INTERNET/WEBSITE | \$ 1500.00 |
| PHOTOGRAPHY | \$ 500.00 |
| ENTERTAINMENT | \$ 48,500.00 |
| MUSIC \$28,000 | |
| OTHER | |
| Fireworks \$20,500 | |
| 5K RUN/HEALTH WALK | \$ 4,000.00 |
| INSURANCE | \$ 6,000.00 |
| KIDS FISHING TOURNAMENT | \$ 500.00 |
| LABOR (Security) | \$8,000.00 |

| | |
|---|----------------------|
| MERCHANDISE (Hats, T-shirts, Commemorative Posters) | \$ 4,000.00 |
| MISC. SUPPLIES | \$ 2,500.00 |
| PHONE | \$ 950.00 |
| POSTAGE, MAILING SERVICE | \$ 200.00 |
| PRINTING | \$2,500.00 |
| RENTAL <i>EQUIPMENT(TENTS, STAGES, TABLES, CHAIRS, ETC)</i> <i>PORTABLE TOILETS & DUMPSTERS</i> <i>BARGES FOR FIREWORKS</i> | \$30,000.00 |
| SOIREE DINNER MISC | \$1,000.00 |
| SIGNAGE/BANNERS | \$ 4,000.00 |
| TRANSPORTATION (LRTA Shuttles) | \$ 5,000.00 |
| WADDELL EXPENSE | \$1,500.00 |
| BANK CHARGES | \$1,200.00 |
| BUSINESS FEES | \$1,500.00 |
| TOTAL EXPENSES | \$ 220,950.00 |
| TOTAL INCOME | \$ 201,775.00 |
| HBASF RESERVE BALANCE 2023 | \$ 25,000.00 |
| BALANCE | \$ 5,825.00 |

EXHIBIT 8**HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL MARKETING PLAN 2024****ADVERTISING BUDGET 2024****\$70,000.00****OUT OF TOWN**

- **Southern Living Magazine (September ad) \$20, 677.00**

1/2 Vertical Carolina Region

South Carolina/North Carolina Circulation: 385,400

1/2 Vertical Southeast Region

Georgia/Florida Circulation: 485,200

1/2 Vertical Mid-Atlantic Region

DC, DE, MD, NJ, NY, PA, VA Circulation: 354,600

TOTAL Circulation: 1,225,000

Added Value: Listing on Travel Planner page, Listing on BRC card that accompanies the Travel Planner Page, Listing on SouthernLiving.com/Travel Planner. Leads transmitted weekly for 12 months from insertion.

From the ads we placed in 2023, we received over 5000 requests for additional information. With the September issue of Southern Living beginning to roll out the second week in August and on the newsstands on 8/24 it is perfect timing to boost the awareness and ticket sales for this year's festival in October!

Bonus: August E Blast by Southern Living – free with ½ page ads

Our Smore newsletter advertising the festival will be sent to the email leads from all previous and current Southern Living ads as well as the leads from the South Carolina Living Magazine ad.

- **The Vacation Planner**, designed and mailed by the Hilton Head Island- Bluffton Chamber, is mailed out to over 140,000 people. **\$4570.00**

Hilton Head Island Chamber Newsletter E-Blasts to 140,000 people.

- Our additional Digital Out of Town Advertising is targeted to Atlanta, Asheville, Augusta, Charleston, Charlotte, Columbia and Jacksonville.

- **Carolina Arts \$520**
- **Sunshine Artist \$900**
- **Online Festival Listings \$600**

- South Carolina Living Magazine \$6975

Includes August & September Eblast to their 30,000 Opt-in travel subscribers

SC Living will BONUS Seafood Festival with a banner ad ROS on SCLiving.coop for the month of September - \$350/value

- South Magazine \$8000
- Savannah Magazine \$2000
- Digital Campaign \$7000

Out of Town Total: \$51,242.00

LOCAL

- **Celebrate Magazine's** monthly circulation helps us reach tourists staying in Hilton Head Island vacation spots \$1500.00

17,000 included in Visitor Check In Packages to Hotels, Short term rentals and Timeshare companies; 15,000 in Magazine Stands located in high traffic areas

- **Island Packet/Beaufort Gazette** \$3000.00 (\$1000 in kind – sponsor)
- **City Sun** (23,000 Households) \$3000
- **Radio** \$750.00 (\$750 in kind – Sponsor)
- **WHHI** NC Sponsor
- **WTOC** \$3000.00
- **Posters** \$265
- **Festival Guide** NC Sponsor

Local Total: \$11,515.00

SOCIAL MEDIA

\$1000.00

Total advertising: \$63,757.00; \$6243.00 TBD

Website Update

\$1500.00

Historic Bluffton Arts and Seafood Festival

Statement of Activity

May 2023 - April 2024

| | TOTAL |
|--------------------------------------|---------------------|
| Revenue | |
| 4000 Sponsorships | 22,500.00 |
| Kids Fishing Sponsorship | 500.00 |
| Total 4000 Sponsorships | 23,000.00 |
| 4020 Vendor fees | |
| 4030 Food vendors | 13,820.00 |
| 4040 Artist fees | 47,741.46 |
| Total 4020 Vendor fees | 61,561.46 |
| 4050 Merchandise sales | 7,745.00 |
| 4080 5K Run/Health Walk | 140.00 |
| 4081 Race registrations | 11,227.80 |
| 4082 Race sponsorships | 732.55 |
| Total 4080 5K Run/Health Walk | 12,100.35 |
| 4095 Author Night Donations | 1,305.00 |
| 4100 Waddell Fundraiser | 2,050.00 |
| 43400 Direct Public Support | 106,472.14 |
| 47200 Program Income | |
| 47230 Membership Dues | -185.00 |
| Total 47200 Program Income | -185.00 |
| Pops in the Park | 1,350.00 |
| Sales of Product Income | 30.00 |
| Soiree Dinner (Income) | 17,725.47 |
| Total Revenue | \$233,154.42 |
| GROSS PROFIT | \$233,154.42 |
| Expenditures | |
| 5001 Donations | 27,600.00 |
| 5010 Advertising | 65,268.22 |
| 5015 Bank Charges | 14.95 |
| 5030 Entertainment | 35,600.00 |
| 5035 Festival Supplies | |
| Volunteer Tee-Shirts | 1,751.59 |
| Total 5035 Festival Supplies | 1,751.59 |
| 5036 Waddell Expense | 915.00 |
| 5040 5K Run/Health Walk expenses | 3,504.78 |
| 5080 Insurance | 4,267.56 |
| 5085 Sanitation | 6,528.08 |
| 5090 Security | 4,878.00 |
| 5100 Merchandise | 3,889.82 |
| 5110 Miscellaneous | 577.20 |
| 5120 Printing | 2,600.10 |
| 5130 Rentals | 11,570.74 |

Historic Bluffton Arts and Seafood Festival

Statement of Activity

May 2023 - April 2024

| | TOTAL |
|---|---------------------|
| 5140 Transportation | 5,715.00 |
| 5150 Telephone | 841.56 |
| 5155 Web Site | 626.09 |
| 60900 Business Expenses | 1,500.00 |
| 60920 Business Registration Fees | 1,231.85 |
| Artist Recruiting | 996.07 |
| Total 60900 Business Expenses | 3,727.92 |
| 62100 Contract Services | |
| 62110 Accounting Fees | 631.30 |
| Total 62100 Contract Services | 631.30 |
| 62800 Facilities and Equipment | |
| 62840 Equip Rental and Maintenance | 190.00 |
| 62890 Rent, Parking, Utilities | 200.00 |
| Total 62800 Facilities and Equipment | 390.00 |
| 65000 Operations | |
| 65040 Supplies | 405.83 |
| Total 65000 Operations | 405.83 |
| 65100 Other Types of Expenses | |
| 65120 Insurance - Liability, D and O | 698.00 |
| Total 65100 Other Types of Expenses | 698.00 |
| Hotel Expense | 667.52 |
| Kids Fishing Tournament | 216.90 |
| Soiree Dinner | 925.47 |
| Square Fees | 1,152.05 |
| Total Expenditures | \$184,963.68 |
| NET OPERATING REVENUE | \$48,190.74 |
| NET REVENUE | \$48,190.74 |

EXHIBIT 5

Minutes from Historic Bluffton Arts & Seafood Festival Board of Directors Meeting
June 26, 2024

Present: PRESIDENT Mary O'Neill; VICE PRESIDENT Larry Toomer; SECRETARY Mary Miller; TREASURER John Anderson; DIRECTOR Tina Toomer; DIRECTOR John Kirkland.

Absent: DIRECTOR Chris Shoemaker and DIRECTOR Gary Jeger

Call to Order

Mary O'Neill, President, called the meeting to order.

Treasurer's Report

John Anderson presented financial report including 2023 P&L along with the 2024 proposed budget for ATAX Grant.

Board approved.

Discussion

Festival Schedule of Events was reviewed and discussed. 20 days of celebration for 20 years was approved. Dedicating festival to Dave Dickson approved.

Meeting adjourned at 8:00 pm.

EXHIBIT 6**Historic Bluffton Arts & Seafood Festival 2022 BUDGET****INCOME**

| | |
|---|----------------------|
| SPONSORSHIP | \$ 20,000.00 |
| FUNDING GRANTS (HOSPITALITY TAX, ACCOMMODATIONS TAX, ETC.) | \$ 80,000.00 |
| TOWN BUDGETED SECURITY CREDIT (OR 50% OF TOTAL POLICE BILL) | \$ 7,000.00 |
| VENDOR FEES | \$ 41,200.00 |
| FOOD VENDORS (20 AT \$425.00) \$8500 | |
| ARTISTS (109 AT \$300.00) \$33,700 | |
| MERCHANDISE SALES | \$ 8,000.00 |
| 5K/10K RUN/HEALTH WALK | \$ 8,000.00 |
| RACE REGISTRANT (200 AT \$40.00) | |
| SOIREE DINNER | \$3,000.00 |
| (120 ATTENDEES @ \$25PP) | |
| WADDELL MARICULTURE TOUR & AUTHOR NIGHT | \$2,500.00 |
| TOTAL INCOME | \$ 169,700.00 |

EXPENSES**ADVERTISING****\$ 55,000.00*****PRINT*****Ads****- Newspaper**Local -The Island Packet/Beaufort Gazette/Savannah Morning News,
City Sun**- Magazines**Local
Out of Town**Artist Recruiting****Posters****Rack Cards****Vacation Planner (Chamber)*****DIGITAL******RADIO******SOCIAL MEDIA******TV*****DONATIONS****\$2,000.00****INTERNET/WEBSITE****\$ 2500.00****PHOTOGRAPHY****\$ 500.00****ENTERTAINMENT****\$ 33,500.00*****MUSIC \$25,000******OTHER***

Fireworks \$8,000

Magician \$500

5K RUN/HEALTH WALK**\$ 4,000.00**

| | |
|---|-----------------------|
| INSURANCE | \$ 6,000.00 |
| LABOR | \$25,000.00 |
| Security & Fire | |
| MERCHANDISE | \$ 4,000.00 |
| (Hats, T-shirts, Commemorative Posters) | |
| MISC. SUPPLIES | \$ 2,500.00 |
| PHONE | \$ 950.00 |
| POSTAGE, MAILING SERVICE | \$ 100.00 |
| PRINTING | \$2,500.00 |
| RENTAL | \$15,000.00 |
| EQUIPMENT(TENTS, STAGES, TABLES, CHAIRS, ETC) | |
| PORTABLE TOILETS & DUMPSTERS | |
| BARGE FOR FIREWORKS | |
| SOIREE DINNER MISC | \$1,000.00 |
| SIGNAGE/BANNERS | \$ 4,000.00 |
| TRANSPORTATION | \$ 5,000.00 |
| (LRTA Shuttles) | |
| USCB (FESTIVAL SURVEYS & SPIFFS) | \$ 1,500.00 |
| WADDELL EXPENSE | \$1,000.00 |
| BANK CHARGES | \$ 400.00 |
| BUSINESS FEES | \$ 500.00 |
| TOTAL EXPENSES | \$ 166, 950.00 |
| TOTAL INCOME | \$ 169,700.00 |
| TOTAL EXPENSES | \$ 166,950.00 |
| BALANCE | \$ 2,750.00 |

EXHIBIT 7**Historic Bluffton Arts & Seafood Festival 2023 BUDGET****INCOME**

| | |
|--|----------------------|
| SPONSORSHIP | \$ 22,000.00 |
| FUNDING GRANTS (HOSPITALITY TAX, ACCOMMODATIONS TAX, ETC.) | \$ 80,000.00 |
| VENDOR FEES | \$ 52,000.00 |
| FOOD VENDORS \$12,000 | |
| ARTISTS \$40,000 | |
| MERCHANDISE SALES | \$ 9,000.00 |
| 5K/10K RUN/HEALTH WALK | \$ 6,000.00 |
| RACE REGISTRANT (150 AT \$40.00) | |
| SOIREE DINNER | \$18,000.00 |
| (120 ATTENDEES @ \$150PP) | |
| WADDELL MARICULTURE TOUR & AUTHOR NIGHT | \$3,000.00 |
| TOTAL INCOME | \$ 190,000.00 |

EXPENSES**ADVERTISING****\$ 60,000.00*****PRINT*****Ads****- Newspaper**Local -The Island Packet/Beaufort Gazette/Savannah Morning News,
City Sun**- Magazines**Local
Out of Town**Artist Recruiting****Posters****Vacation Planner (Chamber)*****DIGITAL******RADIO******SOCIAL MEDIA******TV*****DONATIONS****\$16,000.00****INTERNET/WEBSITE****\$ 1500.00****PHOTOGRAPHY****\$ 500.00****ENTERTAINMENT****\$ 48,500.00***MUSIC \$28,000**OTHER*

Fireworks \$20,000

Magician \$500

5K RUN/HEALTH WALK**\$ 3,000.00****INSURANCE****\$ 6,000.00****KIDS FISHING TOURNAMENT****\$ 500.00**

| | |
|---|----------------------|
| LABOR | \$15,000.00 |
| Security & Fire | |
| MERCHANDISE | \$ 5,000.00 |
| (Hats, T-shirts, Commemorative Posters) | |
| MISC. SUPPLIES | \$ 2,500.00 |
| PHONE | \$ 950.00 |
| POSTAGE, MAILING SERVICE | \$ 200.00 |
| PRINTING | \$2,500.00 |
| RENTAL | \$30,000.00 |
| EQUIPMENT(TENTS, STAGES, TABLES, CHAIRS, ETC) | |
| PORTABLE TOILETS & DUMPSTERS | |
| BARGES FOR FIREWORKS | |
| SOIREE DINNER MISC | \$1,000.00 |
| SIGNAGE/BANNERS | \$ 4,000.00 |
| TRANSPORTATION | \$ 5,000.00 |
| (LRTA Shuttles) | |
| WADDELL EXPENSE | \$1,500.00 |
| BANK CHARGES | \$ 400.00 |
| BUSINESS FEES | \$ 600.00 |
| TOTAL EXPENSES | \$ 204,650.00 |
| TOTAL INCOME | \$ 190,000.00 |
| HBASF RESERVE BALANCE 2022 | \$ 20,000.00 |
| BALANCE | \$ 5,350.00 |