

Accommodation Tax Advisory Committee Workshop

**Theodore D. Washington Municipal Building, Henry “Emmett” McCracken Jr. Council Chambers, 20
Bridge Street, Bluffton, SC**

July 30, 2024

I. CALL TO ORDER

Chairperson Parker called the meeting to order at 5:44 p.m.

II. ROLL CALL

PRESENT

Chairperson Christy Parker

Nate Pringle

Ellen Shumaker

Jean Wilson

ABSENT

Vice Chair Sam Britt

Scott Thrasher

III. WORKSHOP AGENDA ITEMS

1. Application Updates

Application instructions will now include the following clarifications: the applicant project or event must not start or be held until after the date of Town Council approval of funding and all projects/events must take place within town limits/Bluffton Proper. Additionally, first time applicants and/or first-time events will now be required to have a pre-application meeting with Town staff. The application will also include a mandatory budget template.

2. Updates to Advertising Requirements

All radio and television advertisements will be required to use a tagline recognizing the Town's support through accommodations tax funds in order to receive reimbursement for those costs. Social Media posts may have to begin incorporating Town approved hashtags to seek reimbursement.

3. Allowable Expenses

Clarified that certain expenses related to marketing will not be eligible for reimbursement through ATAX. Operating expenses for facilities such as museums and cultural centers may be eligible, but at a cap of the Town's annual ATAX allocations. Applicant entities may be required to submit requests during a certain quarter each year; further discussion will take place.

4. Scoring Sheet Updates

Updates to the current scoring matrix are being considered to make the document more functional as it relates to funding recommendations. Ideas and further discussion will be ongoing.

IV. ADJOURNMENT

Motion to adjourn made by Pringle, Seconded by Chairperson Parker.

Voting Yea: Chairperson Parker, Pringle, Shumaker, Wilson

Meeting adjourned at 6:49 p.m.