

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: August 20, 2024
 SUBJECT: Historic Bluffton Foundation: Luke Peeples Music Celebration
 PROJECT MANAGER: Shannon Milroy, Budget, Grants & Procurement Administrator

Summarized below is the application from the Historic Bluffton Foundation for Accommodations Tax grant dollars to support marketing and facilities costs for the Luke Peeples Music Celebration.

Total Budget: \$13,200

Requested Amount: \$5,000

Percentage of Request^: 37%

^Includes up to 100% for Advertising & Promotion plus up to 50% of remaining expenses

Eligible Tourism-Related Expense Categories (per SC Code of Laws)	Total Budget for Category	Recommended ATAX Funds
Advertising & Promotion of Tourism or Arts and Cultural Events	\$2,000	\$ 2,000
Facilities for Civic and Cultural Events	1,200	1,200
Public Facilities		
Municipality and County Services		*
Tourist Transportation		*
Other/Ineligible Project Expenses	10,000	
Total	\$13,200	\$ 3,200

*Reimbursement will be based on the estimated percentage of tourists provided for

Budgeted Expenses:

Advertising & Promotion:

Total budget \$2,000

- Includes poster design and printing, invitation postcards and keepsake programs

Facilities for Civic and Cultural Events:

Total budget \$1,200

- Audio-Visual Support

Other/Ineligible Project Expenses:

Total budget \$10,000

- Entertainment, artist accommodations, printed music and corsages for singers, reception costs and miscellaneous expenses

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
\$3,200	8	4	5	2	4	4	27	

Advertising: Of the requested funds, about 15% is anticipated to be spent on marketing and promotional items for the event. Advertising vehicles that will be used are not indicated but Greater Bluffton, Beaufort and Savannah will be targeted with marketing efforts.

Festival/Event: The one-day concert and reception event will be held on October 25, 2024.

Bluffton Event: The concert will take place at the historic Campbell AME Church with a post-show reception held at the Heyward House.

Tourism Draw %: This is an inaugural event and therefore, no tourism statistics exist.

Benefit to Tourism: The event was scheduled for evening to create the need for tourists to spend the night in Bluffton; only light appetizers will be served at the reception so that attendees will be enticed to have dinner at local restaurants.

Self-Sufficiency % (Financial Need): The request is approximately 37% of the Historic Bluffton Foundation's projected event budget. Other revenue sources include sponsorships, donations (cash and in-kind) and sales of tickets and posters.

Previous Funding Amounts						
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
n/a						

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$3,200 for advertising and promotion and facilities expenses.