

Milroy, Shannon

From: noreply@civicplus.com
Sent: Friday, June 28, 2024 2:31 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

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Accommodations Tax Grant Application Instructions [Accommodations Tax Grant Application Instructions](#)

Accommodations Tax Grant Application Instructions I have read and acknowledged the Town of Bluffton, SC Accommodations Tax Grant Application Instructions.

(Section Break)

Application Date	6/28/2024
Full Legal Organization Name	Historic Bluffton Foundation
Project Name	Luke Peepples Celebration Concert
Total Project Costs	13050
Total ATAX Funds Requested	5000
Percent of Total Budget	<i>Field not completed.</i>
Address	70 Boundary Street

Street Address Line 2	<i>Field not completed.</i>
City	Bluffton
State	South Carolina
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.	HBF-IRS (2).pdf
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	Report Permit53301_638499793001377180.pdf

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Organization Primary Point of Contact	
First Name	Robert
Last Name	Jones
Title	Executive Director
Phone Number	8437576293 ext. 3
E-mail Address	robert@historicbluffton.org

(Section Break)

Organization Secondary Point of Contact	
First Name	Nicki
Last Name	Graziani
Title	Administrator
Phone Number	8437576293 ext. 2

E-mail Address nicki@historicbluffton.org

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description: As guardians of Bluffton's treasured legacy, we embark on a journey to honor the remarkable life and musical contributions of Luke Peeples, a beloved figure deeply rooted in our town's history. Born in Bluffton in 1906, Luke's existence transcended mere artistic expression; it embodied a profound connection to his Gullah heritage and a steadfast devotion to his faith. Luke Peeples, alongside his large family, exemplified unwavering religious faith, a cornerstone of their lives that shaped their values and permeated their endeavors. This steadfast commitment to their spiritual beliefs not only guided their actions but also served as a source of inspiration for Luke's artistic creations, infusing them with depth and resonance. Throughout his six-decade career, Luke Peeples utilized his poetry and music as potent mediums to celebrate the essence of Bluffton and the enduring spirit of its people. His compositions, imbued with the soulful rhythms and traditions of Gullah culture, resonated deeply with audiences, becoming a testament to the resilience and richness of our community. On October 25, 2024, we extend a heartfelt invitation to join us for a special concert at the historic Campbell AME Church, where the captivating melodies of Luke Peeples' music will grace our ears. This concert serves not only as a tribute to Luke's musical legacy but also as a celebration of the vibrant Gullah culture that inspired his artistry. During the concert, we will delve into the life and legacy of Luke Peeples through his poetry, memoirs, and remembrances that illuminate his impact on our community and the relevance of his artistry. Afterwards, we will reconvene at the Heyward House for a festive reception, where we can raise our glasses in honor of Luke Peeples' enduring legacy and express gratitude to the early supporters who have

made this endeavor possible.

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:

For this event, we are putting together 3 choirs from Bluffton, Beaufort and Savannah to embody Luke's beliefs in community and partnership. This event will be open to the public and we are expecting a great turn out, especially from outside of Bluffton. Campbell AME seats 225 people. Our marketing range will cover Greater Bluffton, Beaufort, and Savannah areas. Because of our blended choir from 3 areas, Mrs. Cokers' involvement with the Telfair Museum, and Mrs. Smalls commanding presence in Beaufort and the surrounding areas, we are expecting at least 2/3rds of our attendees to be a "tourist". The concert and reception are happening later in the evening, so we are sure that some people coming from out of town will need to seek overnight accommodations, as well as going out for meals, shopping and other leisure activities. Furthermore, all of our marketing and printed materials will be branded with the Bluffton logo. These include keepsake programs, post card invitations for family members and HBF members, posters and online promotion that will go out to the areas mentioned, and also nationwide. We also may be able to get video equipment to be able to create a video about Bluffton and Luke Peeples. The event was intentionally scheduled later in the evening with the intention that travelers would stay overnight. During the reception, only light appetizers will be served so our guests will need to go to our local restaurants.

***“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: 3/1/2024 - 10/25/2024

Multi-Year Project/Event? No

Permits Required, if any: Special events permit - acquired but not filled out

Additional Comments: Planning has been going on since March. Event is October 25, 2024

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

FINANCIAL INFORMATION

Project/Event Line Item Budget [2024-03-31-budget-Luke-Peebles-celebration.pdf](#)

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement [Historic Bluffton Foundation April 2024 YTD Profit and Loss.pdf](#)

Financial Guarantee [2024-05-20-HBF-directors-report.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 Heyward House Grounds and Staff

Amount/Value \$700

Contribution Artist contract and printed music and corsages for 35 singers

Amount/Value \$4600

(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

Welcome Center

Year

2024

Amount Awarded

150,000

Was project completed?

Yes

How were the funds used?

Welcome center and Garvin Garvey Expense

What impact did this project/event have on the community or benefit tourism? Describe how the tourism data was measured.

The Heyward House Museum and Welcome Center plays a pivotal role in driving tourism and benefiting the local community of Bluffton. As the town's primary historical attraction, the Heyward House Museum and Welcome Center serves as a beacon for cultural enthusiasts and history aficionados, drawing visitors from near and far to explore the rich heritage of the region. In addition to offering informative tours and exhibits, the Heyward House actively promotes local

businesses, restaurants, and events, thereby contributing to the economic vitality of Bluffton.

By showcasing the town's unique charm and historical significance, the Heyward House enhances the overall visitor experience, encouraging tourists to explore beyond commercial shops and engage with the authentic culture of the community. Furthermore, as a small house museum, the Heyward House

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holds significant cultural value for Bluffton, providing a sense of identity and pride for residents. In a town where commercial establishments dominate the landscape, the Heyward House stands as a symbol of heritage and tradition, offering a place for locals to connect with their history and preserve their collective memory. The Heyward House's impact on tourism extends beyond mere numbers; it fosters a sense of place and belonging for both visitors and residents alike.

Referring to the 2017 Museums as Economic Engines report, U.S. museums emerge as substantial contributors to the economy, bolstering over 726,000 jobs and fostering additional employment opportunities. Notably, for each job within a museum, two more positions arise elsewhere in the economy, showcasing a significant ripple effect. Furthermore, every dollar of museum revenue spurs \$2.20 in other sectors, culminating in a substantial \$50 billion contribution to the American gross domestic product. Adding to this, recent research underscores the economic impact of small house museums on local communities. The study, 'Economic Impact of Small House Museums on Local Communities,' conducted by Clemson University, accentuates their pivotal role in igniting economic growth, job creation, and support for local businesses. Investment in preservation and promotional endeavors safeguards our local heritage, fosters a sense of place, and fortifies the economic well-being of our community. The Foundation is acutely aware of its pivotal role in advancing these crucial objectives.

Despite economic challenges, museums like ours have demonstrated resilience, with a little over 17,000 visitors over the past 12 months, surpassing the previous year's numbers in what is a challenging economy. This underscores the enduring appeal and economic relevance of museums, even in challenging times.

(Section Break)

Please provide the
project/event budgets

[05 - HBF Heyward House - Annual Support Q1.pdf](#)

for the previous two (2)
years.

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 Nicole E Graziani

Signatory's Title or
Position Administrator

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

**Internal Revenue Service
District Director**

Department of the Treasury

Date: **DEC 15 1983**

**The Bluffton Historical Preservation
Society, Inc.
PO Box 742
Bluffton, SC 29910**

**Our Letter Dated:
February 24, 1982**

**Person to Contact:
William Anderson/jdf**

**Contact Telephone Number:
(404) 221-4516**

**Employer Identification Number:
57-0724129**

**File Folder Number:
580015849**

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

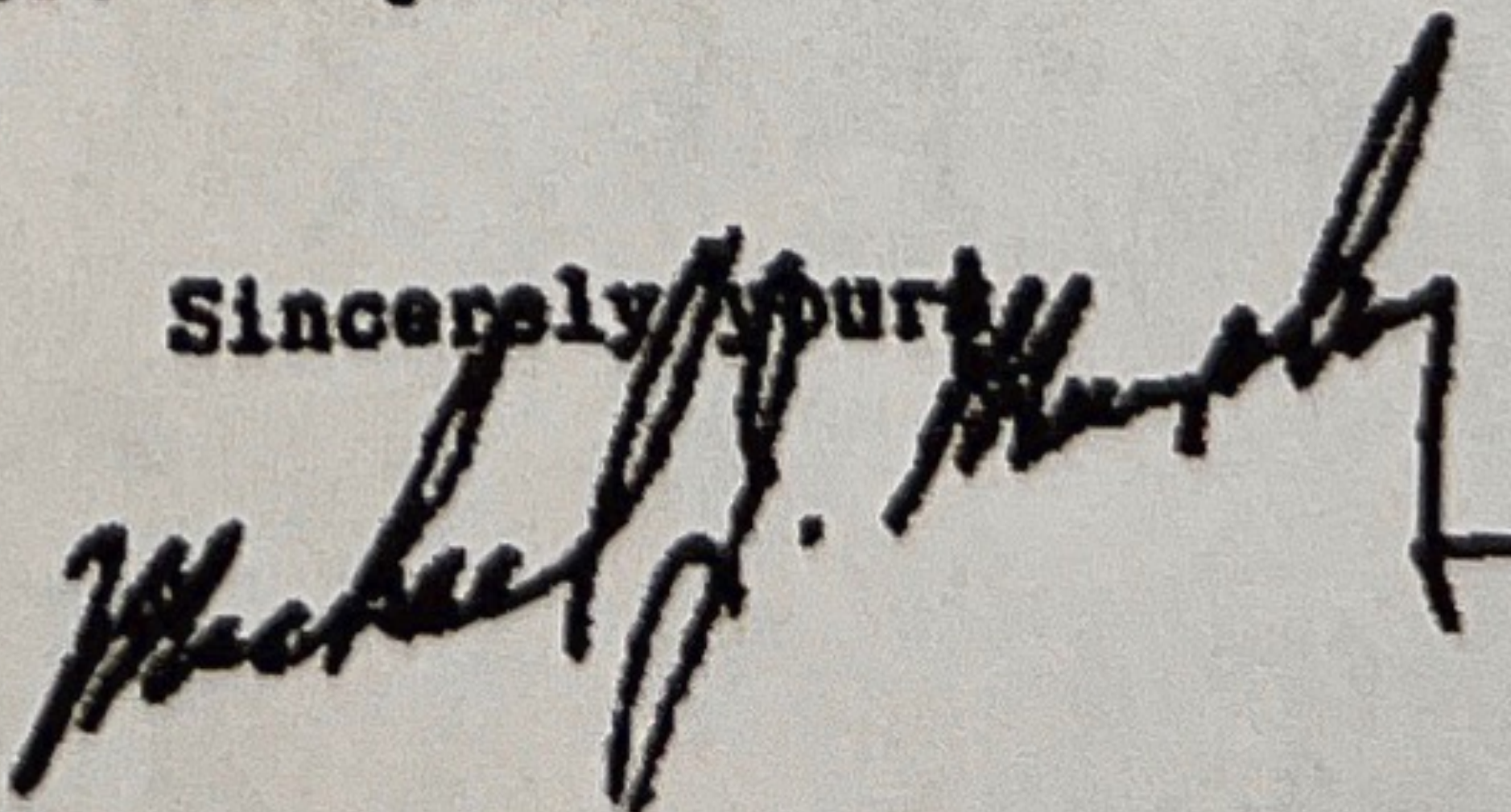
Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section _____. Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section _____ status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section _____ organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director

* 170(b)(1)(A)(vi) & 509(a)(1)

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires: 04/30/2025

License No. 24-04-2445
04/29/2024

NAICS Title: Museums

Business Type:

BLUFFTON WELCOME CENTER

Business Name: Bluffton Historic
Preservation Society,
Inc

**Business DBA
Name:** Heyward House
Museum and
Welcome Center

Physical Address:

70 BOUNDARY ST
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.

Ann Londeau
Ann Londeau
1321 May River Rd
Bluffton, SC 29910

HBF Celebration of the Music of Luke Peeples

Expenses	
Artist contract Marlena Smalls	\$4000.00
Accommodation	\$700.00
Printed music and corsages for 35 singers	\$600.00
Keepsake Programs	\$1000.00
Publicity (poster design and printing, invitation postcards)	\$1000.00
Audio-Visual Support	\$1200.00
Misc.	\$2000.00
Reception	\$2700.00
Total	\$13200.00
Income	
Sponsorships/Donations	\$5500.00
In-kind donations	\$700.00
ATAX	\$5000.00
Ticket sales/poster sales	\$2000.00
Total	\$13200.00

Historic Bluffton Foundation

Profit and Loss

July 2023 - April 2024

	TOTAL
Income	
ATAX Town of Bluffton	90,622.77
Donations	
Society Donation	29,725.88
Total Donations	29,725.88
Gift Shop Income	12,736.69
Grant Income Private Foundation	22,000.00
Interest Income, MM Account	828.27
Interest Income, PTR Grant	17,558.14
Membership	12,725.00
Rental Income	21,655.61
Special Events	9,638.96
Specified Donation Account	2,649.03
Tours/Program Income	
Heyward House Admissions	16,495.06
Total Tours/Program Income	16,495.06
Total Income	\$236,635.41
Expenses	
Archives expenses	1,121.34
Bank Service Charges	2,928.25
Bank Service Charges - PSB TOWN	-30.00
Capital Projects Expense	8,600.00
Cleaning	2,400.00
Computer Software/Upgrades	2,075.26
Dues and Subscriptions	487.79
Gift Shop Expense	12,464.43
Insurance	21,332.94
Landscape Expense	17,724.75
Marketing - Operational Exp.	20,760.60
Office Supplies	5,980.59
Operating Supplies	
Licenses and Permits	51.85
Total Operating Supplies	51.85
Payroll Tax Expense	9,477.12
Pest Control	632.98
Postage and Delivery	361.56
Professional Fees	18,757.80
Accounting	12,318.75
Total Professional Fees	31,076.55
Program Expense Misc.	4,614.52
Property Tax Expense	491.99

Historic Bluffton Foundation

Profit and Loss

July 2023 - April 2024

	TOTAL
Repairs and Maintenance	35,028.35
Building Repairs	750.60
Computer Repairs	140.00
Equipment Repairs	1,118.25
Total Repairs and Maintenance	37,037.20
Salaries & Wages	
Payroll Expenses	10,178.50
Salary - Administration	76,485.78
Wages - Staff	36,263.00
Total Salaries & Wages	122,927.28
Special Events Expenses	11,637.39
Utilities	3,999.33
Gas and Electric	7,038.11
Security	1,176.50
Telephone	2,768.47
Water	512.50
Total Utilities	15,494.91
Website Expense	657.04
Total Expenses	\$330,306.34
NET OPERATING INCOME	\$ -93,670.93
NET INCOME	\$ -93,670.93



**Historic Bluffton Foundation
Heyward House Museum & Welcome Center
May 20, 2024 Executive Directors' Report**

Board – Staff – Volunteers

- The Foundation currently has 10 active volunteer docents/interpreters and 2 in the archives. With a heavy heart, I am sad to announce the passing of Marilyn Oesterling, one of our long time docents passed two weekends ago. We have purchased several trees in her name and her memorial service will be held on June 14 at 2:00 PM at New Bluffton Worship on Persimmon St.
- Our current board members are: Jen Sommerville (President), Susan Wetmore (Vice President), John Sulka (Treasurer), Katie Epps (Secretary), Paul Tollefson, Bruce Trimbur, Sylvia Coker, Joanie Heyward, David Pratt, and Roberts Vaux. Melanie Marks has resigned from her board seat as she and her husband are moving to Florida.
- Historic Bluffton Foundation currently has 3 full-time employees including: Robert Jones ED, and Victoria LaBar- Gift Shop/Tour Coordinator, and new administrator, Nicki Graziani. We currently have 5 part-time employees, 2 who works both at the Heyward House and the Garvin Garvey House. Sunny Rogers and Ross fill in for Victoria at the Heyward House and are trained to operate the Garvin Garvey house as well.
 - Ross Patterson - Interpreter/Garvin Garvey lead /fills in for Victoria at the Heyward House/paid walking tours.

- Barry Kaufman: Garvin Garvey, interpreter. Barry used to be a central cog at Bluffton Today and is now a writer for local magazines.

Executive Summary

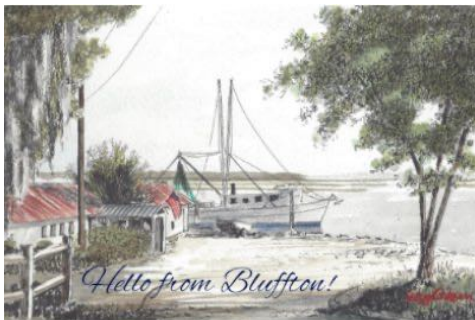
This is a big week for us with all that is happening: The following is a run down of what's going on:

- Monday - Board mtg. 4:30 PM
- Tuesday - Clay will give his performance at 5:00 PM at the Methodist Church. ATAX meeting at 5:30 too that Nicki will be at.
- Wednesday - Clay will be doing afternoon cuttings.
- Thursday - Historic Preservation Symposium is at 5:30 which will be a meet and greet (I'll have member brochures out) and then lecture by Glen about the post offices at 6:00 and then there will be hors d'oeuvres at the Heyward House by Chef Danny Hieronymous immediately after unless it rains (\$2,300). If it rains, Joanie's house is the location. We still haven't received any sponsorship monies for the food. Burnt Church Distillery has donated wine.
- Saturday - Victoria is getting married at the Heyward House.

1. Finance/Grants/Compliance

- Purchased Quickbooks Online the second week of May and will hopefully be able to sit down with Ann this or next week to migrate the data over to the online version.
- SC PRT grant: I haven't been able to meet with Ann to get a full tabulation of what has been spent this quarter but will do so and send you all a separate update with that info.

- ATAX: I am working on April's spreadsheet to help speed things up and am putting together the various reports that are required with each submittal now.
- 67/8 Chevy farm truck- The deal I had with Joe Green fell through but was able to sell it for \$200 to our carpenter.
- I was asked to quickly put together a request for funding through Bill's office in Columbia a couple of weeks ago. Evidently we will receive some funding through this legislative grant initiative. I've asked for funds to be used for an education initiative, the repair work on the Heyward House and cultural programming.
- Bricks on Boundary is starting up again with the release of the Spring newsletter. I raised brick prices slightly for individuals and businesses.
- Postcard and Notecard Project: Doug Corkern granted the Foundation exclusive



rights to use the scanned artwork he provided several years ago. I am currently developing this artwork into a notecard series and a postcard series. These items will be available for sale in our gift shop and on our website. Additionally, we can offer them

wholesale to local businesses interested in carrying our products. Like the maps, these could be good sources of income.

2. Colcock-Teel House:

The Teel House is doing okay but needs landscaping again and I'm working on getting this handled for around \$400 with the landscaper who did it previous.



3. Heyward House CIP Projects:

- Craig Bennett Engineering: Craig has been out of town but we will get moving with him after Memorial Day holiday.
- Summer kitchen roof repair: A final report was submitted to the County two weeks ago. This report shows that we received \$31,044 and spent \$20,774.46. The remainder is \$10,269.54. I haven't heard yet whether they will be wanting the remainder back.
- Partition/Curtain Wall, bathroom project, built-in-display case, little library project:, The wall is complete and requires painting. The bathroom drawings are apparently with an engineer right now waiting being signed off on. After the holiday Chad will be working on the rest of the projects such as finishing the service yard, installing little library, and building the display case. (Our old display case is being donated to

4. Education Outreach preservation projects/initiatives:

- Historic Churches and Congregation Map of Bluffton- Ongoing - I've started working on the design and verbiage for this new map.
- Contributing Structures Signage Project- Ongoing
- Lecture Series: Clay Rice event will be this Tuesday and Wednesday. I am working on a Fall one right now and have already recruited a couple of speakers.
- Shades of Secession: Ongoing -set for mid November 2024. Collaboration with SCAR.
- Luke Peeple's Celebration of Music and Life: ongoing- Staff is working with Sylvia on this project

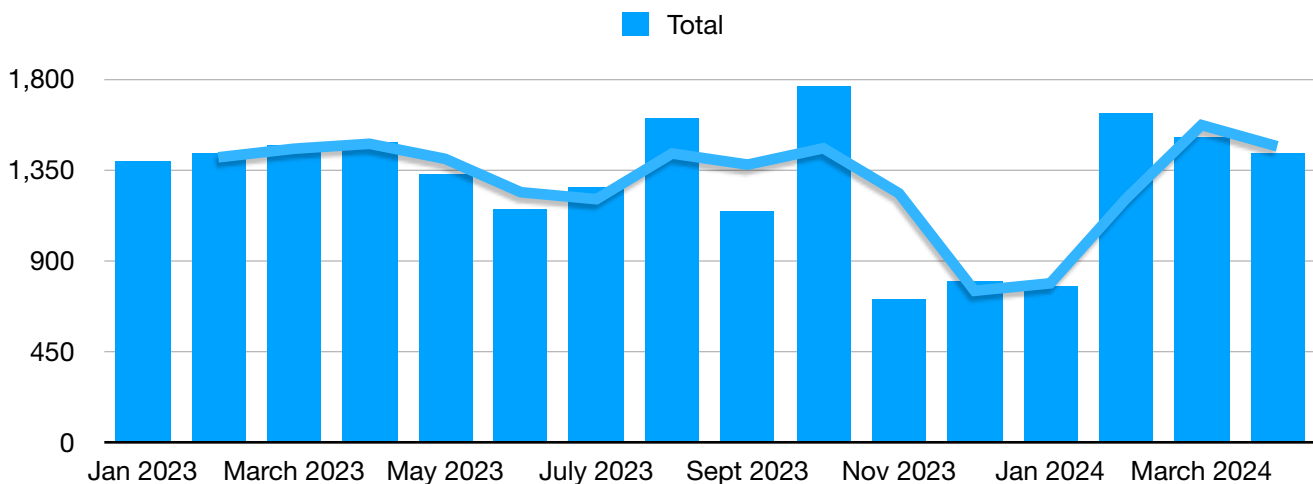
5. General Maintenance at Heyward House

- A soft wash was accomplished in the last week.

- The shutters and doors on the summer kitchen need to be painted. A preventative treatment was applied to its roof as well as to the roof of the slave cabin.

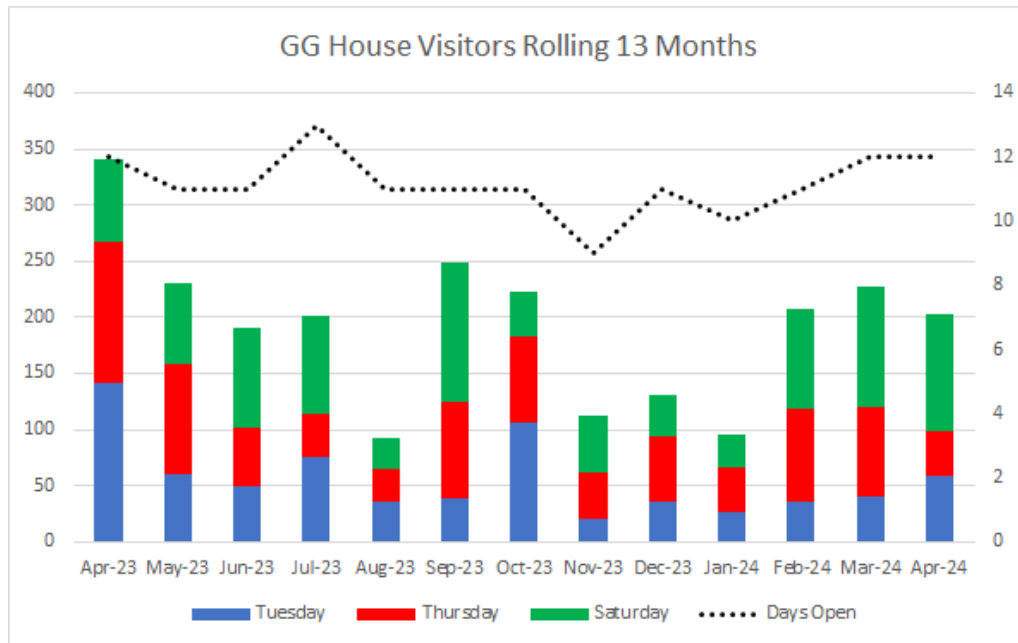
6. Heyward House /Garvin Garvey Visitor Recon

- **Heyward House Visitors:** Number slightly decreased in April to 1425 total visitors
The breakdown is 271 in tours, 654 for info, and 500 for events . Visitation is down at many area sites which is apparent in a museum forum I am on.
- A Docent luncheon was held on May 5 at Truffles in their honor. It was a good opportunity to get all the docents together at the same time and get to know them.
- **Garvin Garvey Visitors:** (See chart below) Maintenance concerns have been turned over to Glen at the Town.



8. **Caldwell Archives progress:** Nothing of consequence to report at this time.

Heyward House Museum and Welcome Center Stats:



STORIES & SONG WITH CLAY RICE

May 21st 5pm - 7pm - Bluffton United Methodist Church

Clay is a world renowned artist, songwriter and author of children's books. His lecture will be based on storytelling with music (he will have his guitar). Clay says he "wants it to feel like he is sitting in one's living room."

Free to attend

9TH ANNUAL

HISTORIC PRESERVATION SYMPOSIUM

Hosted by the Town of Bluffton

**“THE OLD POST OFFICE:
REHABILITATING AN ICONIC
BLUFFTON LANDMARK”**

MAY 23, 2024

HENRY "EMMETT" MCCracken JR. COUNCIL CHAMBERS
LOCATED AT TOWN HALL
(20 BRIDGE STREET)

<u>MEET AND GREET</u>	<u>SYMPOSIUM</u>
5:30PM	6 PM - 7 PM
LOCAL HISTORIC PRESERVATION ORGANIZATIONS	PRESENTATION BY GLEN UMBERGER, HISTORIC PRESERVATIONIST, TOWN OF BLUFFTON, AND INTERVIEW WITH DEBBIE WUNDER, OWNER OF 41 BRIDGE STREET.

RECEPTION TO FOLLOW

The Heyward House Museum & Welcome Center
70 Boundary Street

The event is free and open to the public.

CONTACT: Glen Umberger (phone: 843-706-4500)





Robert Jones <robert@historicbluffton.org>

Luke Peeple's event budget

Jen Sommerville <jen@dhabney.com>

Mon, Apr 1 at 4:37 PM

To: Robert Jones <robert@historicbluffton.org>

Robert,

I have received a majority vote from board members to approve the Luke Peeple's event budget. Please include this budget in our application.

Thank you,

Jen Sommerville
Board Chair

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