

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: August 20, 2024
 SUBJECT: Boys & Girls Club of the Lowcountry: Bike Bluffton
 PROJECT MANAGER: Shannon Milroy, Budget, Grants & Procurement Administrator

Summarized below is the application from the Boys and Girls Club of the Lowcountry for Accommodations Tax grant dollars to support the 2024 Bike Bluffton event.

Total Budget: \$29,800

Requested Amount: \$23,500

Percentage of Request^: 78.9%

^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	\$24,641	\$23,500
Facilities for Civic and Cultural Events		
Public Facilities		*
Municipality and County Services		*
Tourist Transportation		*
Other/Ineligible Project Expenses	5,155	
Total	\$29,800	\$23,500

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

Budgeted Expenses:

Advertising & Promotion:

Total budget \$24,641

- Marketing fees, Social Media, Event Website, Direct Advertising, Text Marketing, Print Advertising and Signage: \$18,736
- T-shirts, cycling jerseys, route signs and wristbands: \$5,905

Other/Ineligible Project Expenses:

Total budget \$5,155

- Entertainment, décor, and refreshments

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
\$23,500	11	4	4	3	3	2	27	

Advertising: Of the requested funds, 100% is anticipated to be spent on marketing the event. Where advertising will take place is not identified in the application.

Festival/Event: The event will be held on Sunday, November 3, 2024.

Bluffton Event: This year's event will again have rides of differing lengths including 2, 10, 30 and 62 miles with each starting at the Boys & Girls Club of Bluffton location. A 20 mile ride is also being added for 2024. The various routes will include rides through Palmetto Bluff, Sun City and Hampton Lake.

Tourism Draw %: In 2023, riders were from the Atlanta, Greenville, and Charleston markets.

Benefit to Tourism: With an 8 a.m. start time, most out-of-towners make a weekend visit to Bluffton and stay in local hotels, eat at local restaurants and patron local shops and businesses.

Self-Sufficiency % (Financial Need): Amount requested is almost 79% of the total budget with the entire request being for marketing and advertising expenses. Sponsorships, donations and participation fees are expected to provide the remaining revenue. The 2023 event netted a profit of \$77,850 for the Boys & Girls Club; the 2024 event is anticipating a net fundraising effort of \$90,000.

Previous Funding Amounts						
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2024	\$21,650	73%	\$21,650	\$21,650	\$19,855	Final Report Submitted
2023	\$10,000	49%	\$10,000	\$10,000	\$5,000	

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$23,500 for advertising and promotion expenses.