

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: November 15, 2023
 SUBJECT: Gullah Traveling Theater, Inc.: Gullah Kinfolk Come to Bluffton
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from the Gullah Traveling Theater, Inc. for Accommodations Tax grant dollars in support of advertising and promotion, and facilities costs for the Gullah Kinfolk Come to Bluffton performances.

Total Budget: \$66,041

Requested Amount: \$18,791

Percentage of Request^: 28.5%

^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		Requested ATAF Funds
Advertising & Promotion of Tourism or Arts and Cultural Events	\$15,000		\$15,000
Facilities for Civic and Cultural Events	6,000		3,791
Public Facilities	-		-
Municipality and County Services	-	*	-
Tourist Transportation	-	*	-
Other/Ineligible Project Expenses	45,041		-
Total	\$66,041		\$18,791

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

Budgeted Eligible Expenses:

Advertising & Promotion:

Total budget \$15,000

- The types of marketing that will be employed is not indicated in the grant application.

Facilities for Civic and Cultural Events:

Total Budget: \$6,000

- Venue Rental; includes an audio engineer for the performances

Project Expenses:

Total Budget: \$45,041

- Administrative costs, staff salaries, updating web site, cast meals, set/props, and sales commissions

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
\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

Advertising: Comprises approximately 80% of the grant request. Specific markets, publications or other vehicles of promotion were not indicated in the application.

Festival/Event: Performance dates are not yet set but will take place sometime between January 12 - December 14, 2024 and complement local festivals like Juneteenth, Mayfest and the Arts and Seafood Festival.

Bluffton Event: Performance locations are also not reserved, but it is intended to work with the Town's Special Events Manager to identify suitable local venues such as the Buckwalter Amphitheater, the May River Theater or a local high school auditorium.

Tourism Draw %: These performances have not taken place in Bluffton before so statistics are unknown.

Benefit to Tourism: Performing in Bluffton will draw the Gullah Traveling Theater's devoted following to the area, leading to overnight stays and a bolster to local restaurants and shops.

Self-Sufficiency % (Financial Need): The request is around 28% of the total budget. The remaining expenses will be paid for from proceeds from ticket and ad sales in the performance playbills.

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:
Recommends the Gullah Traveling Theater, Inc. reapply when a schedule is set with dates and locations.

The Committee recommends funding \$0 for the project.