

RESOLUTION

A RESOLUTION OF THE TOWN OF BLUFFTON APPROVING THE HILTON HEAD ISLAND – BLUFFTON CHAMBER OF COMMERCE TO MANAGE AND DIRECT THE EXPENDITURE OF THE SPECIAL FUND OF THE TOWN OF BLUFFTON CONSISTING OF THIRTY PERCENT (30%) OF THE BALANCE OF STATE ACCOMMODATIONS TAX REVENUE TO BE USED ONLY FOR ADVERTISING AND PROMOTION OF TOURISM TO DEVELOP AND INCREASE TOURIST ATTENDANCE THROUGH THE GENERATION OF PUBLICITY AS OUTLINED IN THE FY2026 BUDGET AND MARKETING PLAN AND IN ACCORDANCE WITH CONTRACT 2022-35 AMENDMENT # 1.

WHEREAS, S.C. Code § 6-4-10 provides, in part, that the funds received by a municipality collecting more than fifty thousand dollars (\$50,000) from the local accommodations tax must allocate thirty percent (30%) of the balance received as defined in said code section to a special fund to be used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity; and

WHEREAS, S.C. Code § 6-4-10 provides, in part, that the Town of Bluffton shall designate one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program to manage and direct the expenditure of these tourism promotion funds;

WHEREAS, the Town of Bluffton awarded contract 2022-35 to the Hilton Head Island-Bluffton Chamber of Commerce as the Town of Bluffton's Designated Marketing Organization that began on July 1, 2022 and shall continue for a period of three (3) years; and

WHEREAS, the Town of Bluffton exercises the option to renew contract 2022-35 for the two-year renewal term through Amendment 1.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF BLUFFTON, SOUTH CAROLINA, AS FOLLOWS:

- The Hilton Head Island – Bluffton Chamber of Commerce continue as the Designated Marketing Organization (DMO) to manage and direct the expenditures of the special fund for FY2026
- In accordance with South Carolina state law, the DMO has submitted for approval an annual budget of planned expenditures by April 1st for FY2026
- For FY 2026, Thirty percent (30%) of the balance of state accommodation tax as designated by Section 6-4-10(3) of the South Carolina Code of Laws, 1976 as amended be allocated to the special fund
- Immediately upon receipt to the special fund on a quarterly basis, the Town shall distribute the tourism promotion funds to the DMO
- The DMO shall render to the Town an accounting of all FY2026 expenditures by no later than November 1, 2026.

THIS RESOLUTION SHALL TAKE FULL FORCE AND EFFECT ON JULY 1, 2025.

SIGNED, SEALED AND DELIVERED AS OF THIS 10th DAY OF JUNE 2025.

Larry Toomer, Mayor
Town of Bluffton, South Carolina

ATTEST:

Marcia Hunter, Town Clerk
Town of Bluffton, South Carolina