Consideration of Approval of Resolution for the FY2026 Budget and Marketing Plan Presented by the Hilton Head Island-Bluffton Chamber of Commerce and renew contract for a two-year term in Accordance with Contract 2022-35 as the Town of Bluffton's Designated Marketing Organization

Presentation to Town Council

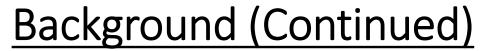
Natalie Majorkiewicz, Department of Finance & Administration

June 10, 2025





- S.C. Code of Laws Sec. 64-10-(3)
 - Requires 30% of the balance of State Accommodations Tax funds to be managed by a selected organization to advertise and promote tourism
 - The selected organization submit a budget prior to each fiscal year
- Accommodations Tax Advisory Committee (ATAC) meeting May 20, 2025
- Contract 2022-35 allows for a two-year renewal effective July 1, 2025





	FY2025	FY2026	% Increase/
Bluffton Marketing Strategies and Programs	Budget	Budget	(Decrease)
Research & Planning	\$ 9,800	\$ 12,996	33%
Website Maintenance	14,700	19,494	33%
Website Hosting	1,176	1,170	(1%)
Social Marketing & Content Strategy	14,700	19,494	33%
Paid Social	35,280	27,844	(21%)
Digital Promotions/SEM	21,303	25,992	22%
SEO	9,800	11,696	19%
Bluffton Insiders (enews)	9,800	-	(100%)
Bluffton Vacation Planner/Fulfillment	61,250	81,225	33%
Regional Vacation Planner/Fulfillment	21,560	16,245	(25%)
Media Partnerships	12,250	1	(100%)
Photography/Videography	4,900	6,498	33%
Contingency	2,231	-	(100%)
Operations & Management	131,250	142,350	8%
Total:	\$ 350,000	\$ 365,004	4%



Recommendation & Next Steps

- Town Staff recommends Town Council approve the Resolution to renew Contract 2022-35 for a two-year term
- ATAC recommends Town Council approve the FY2026 Marketing Plan
- Upon approval, Town Manager will authorize the Resolution for FY2026



Questions

&

Discussion



Recommended Motion

"I make a motion to approve a Resolution for the FY2026 Budget and Marketing Plan and renew Contract 2022-35 for the two-year renewal term for the Hilton Head Island-Bluffton Chamber of Commerce to continue to serve as the Town of Bluffton's Designated Marketing Organization."