



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



# Background

- 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



## Background (Continued)

Bluffton Marketing Strategies and Programs	FY2025 Budget	FY2026 Budget	% Increase/ (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	-	(100%)
Photography/Videography	4,900	6,498	33%
Contingency	2,231	-	(100%)
Operations & Management	131,250	142,350	8%
<b>Total:</b>	<b>\$ 350,000</b>	<b>\$ 365,004</b>	<b>4%</b>



## 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.”