ACCOMMODATIONS TAX ADVISORY COMMITTEE
STAFF REPORT
Department of Finance & Administration

MEETING DATE:	August 18, 2026
SUBJECT:	Coastal Conservation Association: Celebrating Conservation Weekend in Bluffton
PROJECT MANAGER:	Jeremy Bullock, Grants Administrator

Summarized below is the application from the Coastal Conservation Association for Accommodations Tax grant dollars in support of advertising and facilities for the 2026 Celebrating Conservation Weekend in Bluffton event.

Budget numbers provided herein are based on information conveyed on the required Line-Item Budget Form within the applicant's submission.

Total Budget: **$138,580**
Requested Amount: **$10,000**
Percentage of Request^: **7.2%**
^Includes up to 100% for Advertising & Promotion plus up to 50% of remaining expenses

Eligible Tourism-Related Expense Categories (per SC Code of Laws)	Budget per Category (based on Budget Form), corrected as needed	
Advertising & Promotion of Tourism or Arts and Cultural Events	$11,090	
Facilities for Civic and Cultural Events	$23,495	
Public Facilities	-	*
Municipality and County Services	$500	*
Tourist Transportation	-	*
Other/Ineligible Project Expenses	$103,495	
Total	**$138,580**	

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

Budgeted Expenses Summary:

Advertising & Promotion:
Total budget $11,090
- Design of ads, local and regional radio, social media, e-mail, posters/signage, and tv spots.

Facilities for Civic and Cultural Events:
Total budget $23,495
- Includes venue, tent, tables, and chairs rentals. .

Municipal and County Services:
Total budget $500
- Security provided by Bluffton PD.

Other/Ineligible Project Expenses:
Total budget $103,495
- Auctioneer, servers, band, catering, sponsor printing, auction items, gifts

Table Rating (Scores 0-5 with 5 satisfying the qualifications best, exception Advertising 0-15)

Amount Requested	Advertising (15)	Festival / Event (5)	Bluffton Event (5)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Total of 40 possible	Comments
$10,000	12	5	5	2	4	4	32	

Advertising: Of the requested funds, 100% is anticipated to be spent on marketing the event, including radio (106.9 and 107.9), print and digital ads in The Bluffton Sun and The Island Packet, direct mailers to CCA database of 900 members, e-blasts/e-newsletter by SC Living, TV spots on WTOC and social media ads on Facebook.

Festival/Event: The banquet is scheduled to take place the weekend of 9/11/2026 – 9/13/2026.

Tourism Draw %: Approximately 29% of attendees were from out of town during the 2025 event.

Benefit to Tourism: The Saturday evening banquet will be promoted as an opportunity to plan a weekend getaway in Bluffton where visitors can patron local restaurants, shops, and galleries and take advantage of activities such as May River boat excursions or one of the ECO tours.

Self-Sufficiency % (Financial Need): Amount requested is approximately 7.2% of the total budget. Other anticipated revenue streams include sponsorships and proceeds from raffles, as well as live and silent auction items.

Previous Funding Amounts							
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Lapsed	Comments
2026	$10,000	11%	$10,000	$10,000	$10,000	$0	Final Report Submitted
2025	$10,000	13%	$10,000	$10,000	$9,259.13	$740.87	Final Report Submitted
2024	$10,000	13%	$10,000	$10,000	$8,971.75	$1,028.25	Final Report Submitted

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding $10,000 for the Coastal Conservation Weekend in Bluffton event.

Bullock, Jeremy

From: noreply@civicplus.com
Sent: Wednesday, June 17, 2026 2:37 PM
To: ATax Communications
Subject: Online Form Submittal: Accommodations Tax Grant Application

Accommodations Tax Grant Application

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Accommodations Tax Grant Application Instructions	Accommodations Tax Grant Application Instructions
Accommodations Tax Grant Application Instructions	I have read and acknowledged the Town of Bluffton, SC Accommodations Tax Grant Application Instructions.
(Section Break)	
Application Date	6/19/2026
Project Name	CELEBRATING CONSERVATION WEEKEND IN BLUFTON
Project/Event Location	Bluffton
Is this a new project or event?	No
Project/Event Start Date:	9/11/2026
Project/Event End Date	9/13/2026
Multi-Year Project/Event?	No

Total Project Costs	$138,580.00
Total ATAX Funds Requested	$10,000
Percent of Total Budget	7%
Date the funds are needed:	8/31/2026
Full Legal Organization Name	COASTAL CONSERVATION ASSOCIATION
Address	3021 MCNAUGHTON DRIVE, SUITE 10
Street Address Line 2	*Field not completed.*
City	COLUMBIA
State	South Carolina
Zip Code	29223
Applicant must be designated as a non-profit entity to receive ATAX funds. Is your entity a non-profit organization?	Yes

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Organization Primary Point of Contact

First Name	ERIK
Last Name	DELONG
Title	CHAIRMAN
Phone Number	843-540-6241
E-mail Address	apdkings@hotmail.com

(Section Break)

Organization Secondary Point of Contact

First Name	MARY

Last Name	O'NEILL
Title	MARKETING CHAIR
Phone Number	843-815-2472
E-mail Address	maryaoneill6@aol.com

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	Coastal Conservation Association (CCA) is an organization of strong state chapters comprised of avid recreational fishermen who have banded together to address conservation issues nationally and within their respective states. Our local Bluffton chapter was formed in 2015 and continues to grow each year with strong emphasis on conservation efforts. Our local waterways and their marine life are of utmost importance to us and our very lifestyle. Our conservation efforts include building 3 oyster reefs in the Bluffton area with our 4th coming up in August. Other conservation milestones we have supported in the Bluffton area: the Annual kids fishing tournament during the HBASF which has grown each year since its inception; we have added 2 boats to the near shore reef Betsy Ross and a barge to the Beaufort 45 all within the last 3-4 years. We have made countless donations to Waddell Mariculture Center, research grants and back in 2018-2019 purchased thousands of paper straws which were donated to local restaurants. “We work to protect not only the health, habitat and sustainability of our marine resources, but also the interests of recreational anglers and their access to the resources they cherish.” Since Ecotourism is a driving force in today’s world and is an area of tourism that has been growing steadily, we have decided to expand into that realm. Ecotourism often involves travel to destinations where natural resources and cultural heritage are the primary attractions and focuses on local culture, volunteering, personal growth, and learning new ways to live on the planet. Ecotourism can motivate individuals to lead more environmentally conscious lives by giving tourists the chance to learn about and interact with the natural world. This can help to raise awareness about environmental issues and promote sustainable practices more broadly. In conclusion, the role of ecotourism is to promote and preserve the natural environment and both large scale and small scale attractions play an important role in the economy of the surrounding area and of course our area readily fits the bill for successful ecotourism events. We are proposing an advertising campaign that will increase tourism in Bluffton by touting the CCA banquet as the perfect addition to a Lowcountry ECO Weekend! And that will be our

	exact message to our out-of-town visitors: Celebrate Conservation on Saturday night at the CCA Banquet & Auction in a beautiful setting right in the heart of the Bluffton Historic District and plan a weekend getaway around it - enjoy our fine restaurants; take a boat excursion on the May River to see dolphins or beautiful sunsets or take one of the ECO tours offered in our town and learn the importance of conservation; book a fishing charter and gain the bounty of our local waters; visit the Heyward House to glean our history and how the early life here revolved around our waterways; shop our interesting boutiques and galleries; stay in our unique inns or guest rentals and experience all that Bluffton has to offer. Our additional funding for advertising and especially out of town advertising will help not only create more conservation awareness but also will increase ticket sales this year at the CCA Banquet & Auction and hook our newest members on making Bluffton an ECO friendly destination for now and in the future.
List any required permits, if applicable. If none, type "N/A":	ABL AND TENT PERMIT
Describe all planned advertising and marketing for this project/event:	RADIO ADS ON 106.9 AND 107.9; WTOC TV COMMERCIAL AND DIGITAL ADS; SOUTH CAROLINA LIVING MAGAZINE DIGITAL AD NEWSLETTER AND E-BLAST; POSTCARD MAILINGS TO CCA STATE DATA LIST OF 900; POSTERS; NEWSPAPER ADS AND DIGITAL (CITY SUN AND POST & COURIER); E-BLAST HHI-BLUFFTON CHAMBER
Please list all media outlets you intend to utilize for your project/event (i.e. names of magazines, TV and radio stations, etc.):	SEE ABOVE

All advertising/marketing paid for with Town of Bluffton Accommodations Tax dollars must incorporate the branding shown here: Town of Bluffton Brand Standards. The use of the Town's logo must meet the design standards outlined at the aforementioned link and be approved by the Town. Designs may be submitted electronically using this link. Please allow five (5) business days for approval.

Impact on or Benefit to Tourism:	THIS REQUEST IS FOR THE FUNDING OF THE PROMOTION/ADVERTISING/RENTALS BUDGET FOR THE CCA BLUFFTON CHAPTER'S "CELEBRATNG

CONSERVATION WEEKEND IN BLUFFTON". THE ACTIVITIES SUGGESTED FOR THE GUESTS THROUGHOUT THE WEEKEND OFFER SOMETHING FOR EVERYONE AND SHOWCASE OUR RICH NATURAL RESOURCES, OUR IMPORTANT WATERWAYS, OUR LOCALLY HARVESTED SEAFOOD, DELICIOUS LOW COUNTRY CUISINE, RICH CULTURE AND HISTORY OF OUR AREA WHILE STRESSING THE IMPORTANCE OF CONSERVATION.
THE WHOLE PROJECT IS DESIGNED TO INCREASE TOURISM TO BLUFFTON THROUGH THE WEEKEND CELEBRATION WHICH WILL BE PROMOTED TO OUT OF TOWNERS THROUGH VARIOUS VENUES INCLUDING BUT NOT LIMITED TO PRINT AND DIGITAL ADVERTISING, RADIO, TV SPOTS, WEB SITE, E-BLASTS AND SOCIAL MEDIA. THIS WEEKEND SHOULD NOT ONLY ATTRACT TOURISTS THAT ARE INTERESTED IN CONSERVATION AND RECREATIONAL FISHING BUT BECAUSE OF THE LOCATION SO MUCH MORE, SUCH AS HISTORY, CULTURE, SHOPPING, LOW COUNTRY LIFESTYLE AND CUISINE. THEREFORE, THIS EVENT SHOULD BENEFIT LOCAL BUSINESSES AS WELL AS TEMPT THE TOURIST TO CONSIDER RETURNING OR EVEN RELOCATING.

***"Tourist"* means a person who does not reside within the corporate limits of the Town or within a Town zip code that takes a trip into the corporate limits of the Town for any purpose, except daily commuting to and from work.**

***"Travel"* and *"Tourism"* mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.**

Additional Comments: *Field not completed.*

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

FINANCIAL INFORMATION

To download the Town's required Line-Item Budget Form, click here:

https://www.townofbluffton.sc.gov/DocumentCenter/View/4295/ATAX-Grant-Application-Line-Item-Budget-Form

Download and save the form and hit "Back" in your web browser to return to the application. Once the form is completed, attach it on the following line.

Town's required Line-Item Budget Form:	2026.02.24 - ATAX Grant Application Line-Item Budget Form_202603101247168067.pdf
Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	CCA financials 2025.pdf
Financial Guarantee	CCA minutes 2026.pdf

Applicant must provide a copy of official minutes wherein the sponsoring organization approves the project and commits the organization to financial responsibility for carrying it out to the stage of completion.

Please attach Budget vs. Actual statements for prior two years events.	Budgets and actuals 2024 and 2025 CCA.pdf
Please attach Budget vs. Actual statements for prior two years events.	Budgets and actuals 2024 and 2025 CCA_1.pdf
(Section Break)	
Have you requested, received, or been awarded ATAX funding from other state or local entities for this project/event?	No
Have you received or been awarded ATAX funding from other state or local entities for any other project/event?	No

PRIOR RECIPIENT'S REPORT

If your organization has received ATAX funding from the Town of Bluffton in previous years, you must complete the below information.

If you have not received ATAX funding from the Town of Bluffton, please answer "No" and skip this section, and sign and submit your application.

Has your organization previously received ATAX funds from the Town of Bluffton?	Yes
Project/Event Name	Celebrating Conservation Weekend in Bluffton
Year Awarded	2025
Amount Awarded	10000
Was a final report submitted?	Yes
What was the total number of tourists?	89
What was the percentage of tourists?	29%
(Section Break)	
Please attach a copy of your organization's IRS Designation Letter showing your non-profit status .	non profit CCA.pdf
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	CCA business license.pdf
Additional Application Documents	CCA SC Pitch 7.22.25.pdf
Additional Application Documents	*Field not completed.*

Additional Application Documents	*Field not completed.*
Additional Application Documents	*Field not completed.*
Additional Comments	*Field not completed.*

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

All applicants will be required to come before the Accommodations Tax Advisory Committee (ATAC) and answer any and all questions when scheduled to do so.

Any organization awarded funds for advertising/marketing must incorporate the Bluffton Heart of the Lowcountry brand logo in all promotional materials and advertising.

The South Carolina Freedom of Information Act (FOIA) defines a "public body" as any organization or corporation supported in whole or in part by public funds or expending public funds. If awarded, your organization's acceptance of public funds from the Town of Bluffton may cause your organization to come within the meaning of "public body" as defined by the Freedom of Information Act. S.C. Code Ann. §30-4-10, et seq. (Supp. 2002). Accordingly, this is to advise that by accepting public funds, your organization may be subject to the South Carolina Freedom of Information Act.

By submitting this application, the organization certifies that it has read and understands the paragraphs above. The organization additionally certifies that it does not discriminate in any manner on the basis of race, color, national origin, age, sex, disability, religion, or language and that all funds that may be received by the applicant organization from the Town of Bluffton, South Carolina will be solely used for the purposes set forth in this application and will comply with all laws and statutes, including the South Carolina Code of Laws regarding Allocations of Accommodations Tax Revenues.

By typing your name below, you are signing this application electronically. You agree that your electronic signature is the legal equivalent of your manual signature on this application.

Signature	MARY A O'NEILL

Signatory's Title or Position	MARKETING CHAIR

Email not displaying correctly? View it in your browser.

ATTACHMENT 2

rnal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: November 20, 2000

Coastal Conservation Association
4801 Woodway, Suite 220W
Houston, TX 77056-1805

Person to Contact:
Carol Kraft - #31-01135
Customer Service Specialist
Toll Free Telephone Number:
8:00 a.m. to 9:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
74-1984482

Dear Sir:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in August 1978 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of $20 a day, up to a maximum of $10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Coastal Conservation Association
74-1984482

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

John E. Ricketts

John E. Ricketts, Director, TE/GE
Customer Account Services

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2027

License No. 26-04-5292

Date Issued: 04/10/2026

NAICS Title: All Other Business Support Services

Business Name: Coastal Conservation Association South Carolina

Business DBA Name: Coastal Conservation Association South Carolina

Business Type:

Fundraiser

Physical Address:

3021 McNaughton DR
Columbia, SC
29223

NON-TRANSFERABLE | TO BE PLACED IN A CONSPICUOUS PLACE

Section 6-21 Purpose and Duration of Business License

ALL BUSINESSES LOCATED IN THE TOWN OF BLUFFTON MUST POST THE BUSINESS LICENSE IN A VISIBLE LOCATION WITHIN THE BUSINESS LOCATION AS REFERENCED ABOVE AND IS VALID FOR THIS LOCATION ONLY. ALL BUSINESSES LOCATED OUTSIDE THE TOWN OF BLUFFTON MUST KEEP A CURRENT COPY WHILE CONDUCTING BUSINESS INSIDE THE TOWN OF BLUFFTON. CHANGE IN LOCATION OR OWNERSHIP REQUIRES A NEW LICENSE. IF THE BUSINESS IS CLOSED, CONTACT OUR OFFICE AT 843-706-4501 TO UPDATE ACCOUNT.

John Anderson
Rotary Club of Bluffton
PO BOX 142
BLUFFTON, SC 29910

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM

Round all numbers to the nearest whole dollar; do not use commas between numbers or ".00" at the end of a figure

REVENUES

Revenues - Cash

Sponsorships	$ 60,000
Donations	$
ATAX Grants/Funding from Other Entities*	$

** Do **NOT** include anticipated award funds requested in this application*

Other Grants (please name):	$
Other Grants (please name):	$
Other Grants (please name):	$
Vendor Fees	$
Registration Fees	$
Other Fees (please name):	$
Other Fees (please name):	$
Mercandise Sales	$
Other Sales (please name):	$
Other Sales (please name):	$
Other Revenue (please name): LIVE AUCTION AND SILENT AUCTION	$ 108,400
Other Revenue (please name): RAFFLE	$ 45,000

Revenues - In-Kind Contributions

Volunteer Hours	$ 720
Donated Items	$ 5,300
Donated Services	$
Other (please name):	$
Other (please name):	$
Other (please name):	$
Total All Revenue Sources:	**$** 219,420

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM
EXPENSES

Round all numbers to the nearest whole dollar; do not use commas between numbers or ".00" at the end of a figure

Eligible Tourism-Related Expense Categories (per SC Code of Laws)

	Amount
Advertising & Promotion of Tourism or Arts and Cultural Events	
Local Newspaper/Digital Advertising	$ 1,000
Regional Newspaper/Digital Advertising	$ 2,000
National Newspaper/Digital Advertising	$
Local Magazine/Digital Advertising	$
Regional Magazine/Digital Advertising	$
National Magazine/Digital Advertising	$
Local Radio Advertising	$
Regional Radio Advertising	$ 1,500
National Radio Advertising	$
Local Television Advertising	$
Regional Television Advertising	$ 3,000
National Television Advertising	$
Billboards	$
Social Media Advertising	$ 300
E-mail and/or Text Blasts	$ 2,675
Postcards/Mailers	$ 315
Posters/Banners/Signage	$ 100
Graphic Design of Marketing/Writing or Press Releases	$ 200
Web Hosting for **Event** (not organization)	$
Other (please name):	$
Other (please name):	$
Other (please name):	$
Other (please name):	$
Other (please name):	$
Total Advertising/Promotion Budget:	$ 11,090
Facilities for Civic and Cultural Events	
Rentals: Venue(s)	$ 500
Rentals: Parking Lots	$
Rentals: Tables, Chairs, Stages, Tents	$ 22,995
Rental: Sound, Audio Equipment	$
Construction/Renovations/Repairs of Buildings/Facilities	$
Other (please name):	$
Other (please name):	$
Other (please name):	$
Total Facilities Budget:	$ 23,495

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM
EXPENSES

Round all numbers to the nearest whole dollar; do not use commas between numbers or ".00" at the end of a figure

Eligible Tourism-Related Expense Categories (per SC Code of Laws)

	Amount
Tourist Transportation	
Company Name:	$
Company Name:	$
Total Transportation Budget:	$ 0
Public Facilities	
Temporary/Portable Restrooms	$
Dumpster Rental/Trash Hauling	$
Construction of Permanent Restrooms	$
Construction of Parks	$
Construction of Parking Lots	$
Other (please name):	$
Other (please name):	$
Total Public Facilities Budget:	$ 0
Municipality and County Services	
Security Provided by Bluffton Police Department	$ 500
Security **NOT** Provided by Bluffton Police Department	$
Total Municipality/County Services Budget:	$ 500
Operations *(only applicable to Visitor Centers and/or Cultural Centers/Museums)*	
Marketing/Advertising	$
Utilities *(electric, gas, water, phone service, internet, etc.)*	$
Subscriptions *(not related to marketing/advertising services)*	$
Supplies *(office, janitorial, etc.)*	$
Facility Maintenance *(i.e. cleaning, pest control, landscaping, etc.)*	$
Minor Repairs	$
Other (please name):	$
Other (please name):	$
Other (please name):	$
Other (please name):	$
Total Operations Budget:	$ 0
Total ALL ATAX Eligible Expenses:	**$** 35,085

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM
EXPENSES

Round all numbers to the nearest whole dollar; do not use commas between numbers or ".00" at the end of a figure

Other/Ineligible Expenses

Applicants should list all other project/event expenses that are not eligible for ATAX funds and not listed above.

Item	Amount
AUCTIONEER/RAFFLE GIRLS/BARTENDER/WAITRESSES	$ 10,000
BAND	$ 1,000
BEVERAGES	$ 2,600
CATERING	$ 20,000
RAFFLE REGISTRATION	$ 50
SPONSOR PRINTING	$ 2,700
LIQUOR LICENSE	$ 45
LIVE AUCTION ITEMS	$ 40,000
PROGRAMS/TRIP BOARDS/SPONSOR BOARDS/COMMITEE SHIRTS	$ 2,900
RAFFLE ITEMS	$ 18,000
SPONSOR GIFTS	$ 3,300
SILENT AUCTION ITEMS	$ 2,900
Total of Other/Ineligible Expenses:	$ 103,495

Total Project/Event Budget *(all eligible ATAX categories + Ineligible Expenses)* **:** $ 138,580

Total Project/Event Profit or Loss *(Total Revenue minus Total Project/Event Budget)* **:** $ 80,840

P/L 2025 ATTACHMENT 2

ANNUAL BANQUET/EVENT BUDGET WORKSHEET

Bluffton	Bluffton	20-Sep-25
(Chapter Name)	(Name of Banquet/Event)	(Date of Event)

A. Revenue

1	Grant Received in 2026	10,000.00	
2	Games (Beer for a Year)		
3	Live Auction	121,350.00	
4	Raffle	50,340.00	
5	Silent Auction	8,140.00	
6	Sponsorships	67,600.00	
7	Life Memberships		
8	Other Revenue	4,776.50	
9	**Total Revenue**		$ 262,206.50 (sum A1 thru A7d)

B. Expenses

1.	Auctioneer	800.00	
2.	Bartender/Waitresses	3,905.00	
3.	Beverages	2,503.02	
4	CCA Store		
5	Change	400.00	
6	Advertising	7,235.87	
7	Food/Caterer	17,100.00	
8	Raffle Registration	50.00	
9	Invitations - Letters		
10	Sponsor Printing	2,622.06	
11	Liquor License	45.00	
12	Live auction items	43,571.04	
13	Postage		
14	Programs/Trip Boards/Sponsor Board	1,654.96	
15	Raffle items	18,239.72	
16	Rentals other than facility	21,165.89	
17	Sales people (raffle girls)	5,174.00	$ 5034 + mileage $140
18	Security/Clean UP	540.00	
19	Signs/Posters		
20	Silent Auction Items	3,363.13	
21	Other (specify) (a.)	1204.27	Committee Shirts
	(b.)	3,281.08	Sponsor Gifts
	(c.)	1,000.00	Band
	(d.)	350.00	Contract Labor for banquet
22	**Total Expenses**		134,205.04 **(sum B1 thru B20d)**

C. Results incl Membership — 128,001.46 (A8 less B21)

D. Membership incl in Revenue

1.	New/renewal - 223	7,805.00	
2	Associate- 73	1,460.00	
3	Youth - 3	30.00	
4	Life - 1	1,000.00	
5	Star-		
	Total Membership		10,295.00 **(D1 thru D2)**

E. Results net of Membership — **117,706.46** (C less D3)

Minutes from CCA Bluffton Meeting
May 27, 2026

Present: CHAIRMAN Erik DeLong; TREASURER John Anderson; members: Mary O'Neill, Austin Branch , Tom Bulcock, Adam Walker, Steve Schlter, Yvonne Crum, Zach Hundertmark, Tony Parker

Absent: Chip Chase, Jason Alderson, Joe Cerracchio, Aaron Nelson

Call to Order

Erik DeLong, Chairman called the meeting to order at 6:15 pm.

Treasurer's Report

John Anderson presented financial report including 2025 P&L along with the 2026 proposed budget for ATAX Grant.

Board approved budget.

Discussion

Current estimate is roughly 50 tables needed for Banquet; tent, etc
Auction items and raffle items suggested and reviewed.
Sponsorships reviewed; more are still needed.

Meeting adjourned at 8:00 pm.

ATTACHMENT 2

Budget 2025

ANNUAL BANQUET/EVENT BUDGET WORKSHEET

(Chapter Name)	(Name of Banquet/Event)	(Date of Event)
Bluffton	Bluffton	20-Sep-25

A. Revenue

1	CCA Store		
2	Games (Beer for a Year)		
3	Live Auction	60,000.00	
4	Raffle	30,000.00	
5	Silent Auction	7,500.00	
6	Sponsorships	55,000.00	
7	Life Memberships		
8	Tickets Sold at The Door		
9	**Total Revenue**		$ 152,500.00 (sum A1 thru A7d)

B. Expenses

1.	Auctioneer	800.00	
2.	Bartender/Waitresses	3,200.00	
3.	Beverages	2,000.00	
4	CCA Store		
5	Change		
6	Facilities rental		
7	Food/Caterer	15,000.00	
8	Raffle Registration	50.00	
9	Invitations - Letters		
10	Sponsor Printing		
11	Liquor License	45.00	
12	Live auction items	25,000.00	
13	Postage		
14	Programs/Trip Boards/Sponsor Board		
15	Raffle items	14,000.00	
16	Rentals other than facility	20,000.00	
17	Sales people (raffle girls)		
18	Security/Clean UP		
19	Broadcast Media/Advertising		
20	Silent Auction Items		
21	Other (specify)	(a.) 10000.00	Advertising
		(b.)	
		(c.)	
		(d.)	
22	**Total Expenses**		90,095.00 **(sum B1 thru B20d)**

C. Results incl Membership — 62,405.00 (A8 less B21)

D. Membership incl in Revenue

1.	New/renewal - 219	
2	Associate -79	
3	Youth - 2	
4	Life -	
5	Star-	
	Total Membership	0.00 **(D1 thru D2)**

E. Results net of Membership — **62,405.00** (C less D3)

P/L 2025

ATTACHMENT 2

ANNUAL BANQUET/EVENT
BUDGET WORKSHEET

Bluffton	Bluffton	20-Sep-25
(Chapter Name)	**(Name of Banquet/Event)**	**(Date of Event)**

A. Revenue

1	Grant Received in 2026	10,000.00	
2	Games (Beer for a Year)		
3	Live Auction	121,350.00	
4	Raffle	50,340.00	
5	Silent Auction	8,140.00	
6	Sponsorships	67,600.00	
7	Life Memberships		
8	Other Revenue	4,776.50	
9	**Total Revenue**		$ 262,206.50 **(sum A1 thru A7d)**

B. Expenses

1.	Auctioneer		800.00	
2.	Bartender/Waitresses		3,905.00	
3.	Beverages		2,503.02	
4	CCA Store			
5	Change		400.00	
6	Advertising		7,235.87	
7	Food/Caterer		17,100.00	
8	Raffle Registration		50.00	
9	Invitations - Letters			
10	Sponsor Printing		2,622.06	
11	Liquor License		45.00	
12	Live auction items		43,571.04	
13	Postage			
14	Programs/Trip Boards/Sponsor Board		1,654.96	
15	Raffle items		18,239.72	
16	Rentals other than facility		21,165.89	
17	Sales people (raffle girls)		5,174.00	$ 5034 + mileage $140
18	Security/Clean UP		540.00	
19	Signs/Posters			
20	Silent Auction Items		3,363.13	
21	Other (specify)	(a.)	1204.27	Committee Shirts
		(b.)	3,281.08	Sponsor Gifts
		(c.)	1,000.00	Band
		(d.)	350.00	Contract Labor for banquet

22	**Total Expenses**	134,205.04 **(sum B1 thru B20d)**
C.	**Results incl Membership**	128,001.46 **(A8 less B21)**

D. Membership incl in Revenue

1.	New/renewal - 223	7,805.00	
2	Associate- 73	1,460.00	
3	Youth - 3	30.00	
4	Life - 1	1,000.00	
5	Star-		
	Total Membership		10,295.00 **(D1 thru D2)**

E.	**Results net of Membership**	**117,706.46** **(C less D3)**

BUDGET 2024

ATTACHMENT 2

ANNUAL BANQUET/EVENT BUDGET WORKSHEET

Bluffton		21-Sep-24
(Chapter Name)	(Name of Banquet/Event)	(Date of Event)

A. Revenue

1	CCA Store		
2	Games (Beer for a Year)		
3	Live Auction	60,000.00	
4	Raffle	30,000.00	
5	Silent Auction	7,500.00	
6	Sponsorships	45,000.00	
7	Tickets Sold at The Door		
8	**Total Revenue**		$ 142,500.00 (sum A1 thru A7d)

B. Expenses

1.	Auctioneer	800.00	
2.	Bartender/Waitresses	3,000.00	
3.	Beverages	2,000.00	
4	CCA Store		
5	Change		
6	Facilities rental		
7	Food/Caterer	14,000.00	
8	Raffle Registration	50.00	
9.	Invitations - Letters		
10	Liquor License	45.00	
11	Live auction items	22,000.00	
12	Postage		
13	Programs/Trip Boards/Sponsor Board		
14	Raffle items	8,000.00	
15	Rentals other than facility	18,000.00	
16	Sales people (raffle girls)		
17	Security/Clean UP		
18	Signs/Posters		
19	Silent Auction Items		
20	Other (specify)	(a.) 10,000 (Advertising)	
		(b.)	
		(c.)	
		(d.)	
22	**Total Expenses**		77,895.00 **(sum B1 thru B20d)**

C. Results incl Membership — 64,605.00 (A8 less B21)

D. Membership incl in Revenue

1.	New/renewal - 49		
2.	Associate - 18		
3.	Youth -		
	Total Membership		0.00 **(D1 thru D2)**

E. Results net of Membership — **64,605.00** (C less D3)

PJL 2024 ATTACHMENT 2

ANNUAL BANQUET/EVENT
BUDGET WORKSHEET

Bluffton	Bluffton	21-Sep-24
(Chapter Name)	(Name of Banquet/Event)	(Date of Event)

A. Revenue

1	CCA Store			
2	Games (Beer for a Year)			
3	Live Auction	79,225.00		
4	Raffle	37,780.00		
5	Silent Auction	9,910.00		
6	Sponsorships	61,650 00		
7	Life Memberships			
8	Tickets Sold at The Door	8,098.52		
9	**Total Revenue**		$	196,663.52 (sum A1 thru A7d)

B. Expenses

1.	Auctioneer		800.00	
2.	Bartender/Waitresses		3,440.00	
3.	Beverages		2,454.39	
4	CCA Store			
5	Change		400.00	
6	Facilities rental			
7	Food/Caterer		15,670.14	
8	Raffle Registration		50.00	
9	Invitations - Letters			
10	Sponsor Printing		666.36	
11	Liquor License		45.00	
12	Live auction items		29,039.14	
13	Postage		61.71	
14	Programs/Trip Boards/Sponsor Board		3,224.35	
15	Raffle items		14,729.38	
16	Rentals other than facility		20,380.65	
17	Sales people (raffle girls)		4,132.00	$2000 raffle + $132 mileage
18	Security/Clean UP		480.00	
19	Broadcast Media/Advertising		9,409.13	
20	Silent Auction Items		4,927.87	
21	Other (specify)	(a.)	2339.26	sponsor gifts
		(b.)	600.00	committee shirts
		(c.)	1,000.00	cash to band
		(d.)		
22	**Total Expenses**			113,849.38 (sum B1 thru B20d)

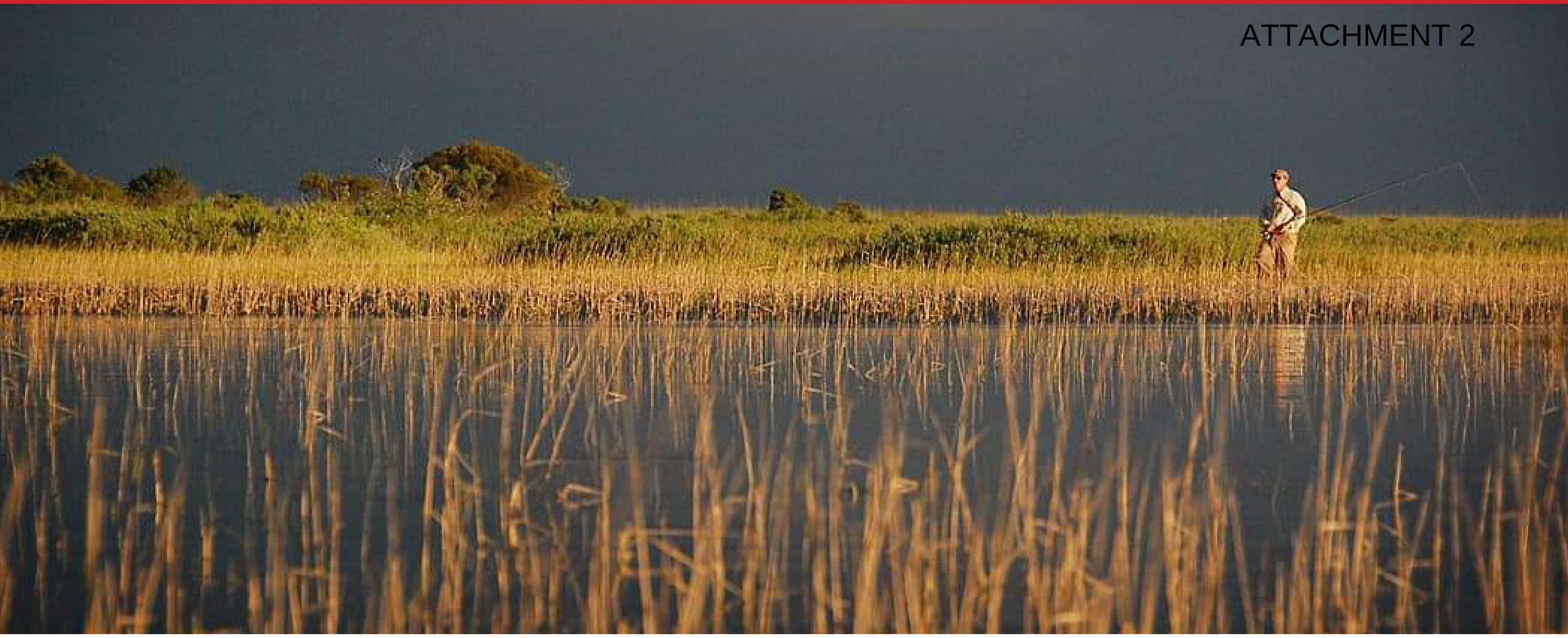
C.	**Results incl Membership**	82,814.14 (A8 less B21)

D. Membership incl in Revenue

1.	New/renewal - 219	7,665.00	
2	Associate -79	1,580.00	
3	Youth - 2	20.00	
4	Life -		
5	Star-		
	Total Membership		9,265.00 (D1 thru D2)

E.	**Results net of Membership**	**73,549.14** (C less D3)

ATTACHMENT 2



FOUR KEY OBJECTIVES

THROUGH ITS HABITAT AND MARINE SCIENCE INITIATIVES,
CCA SOUTH CAROLINA STRIVES TO SUPPORT CONSERVATION AND RESTORATION
PROJECTS THAT ACHIEVE ONE OR MORE OF THE FOLLOWING KEY OBJECTIVES:

R.E.E.L.

1 RESTORATION

2 EDUCATION

3 ENHANCMENTS

4 LEGISLATION

COASTAL CONSERVATION ASSOCIATION
SOUTH CAROLINA

YOUR CCA SC SINCE 2010

OYSTER HABITAT & RECYCLING

$300,000+

in oyster recycling equipment donated to SCDNR

- 80 RESTAURANT RECYCLING BINS
- 14 DUMP TRAILERS
- 7 NEW PUBLIC OYSTER DROP OFF SITES
- 3 OYSTER BARGES
- 2 DUMP TRUCKS
- 2 TRAILERS WITH SWING LIFTS

192,103

Bushels of oysters recycled

102

Oyster reef sites created

ARTIFICAL REEFS

$1,500,000

invested by CCA South Carolina and conservation partners in nearshore/ offshore reefs since 2010

22

Artificial reef deployments

ADVOCACY

Nov 2010 Constitutional Amendment protects South Carolinians right to hunt and fish
June 2012 Spotted Seatrout management measures changing
June 2012 Sheepshead conservation measures for state waters
July 2012 Cobia becomes South Carolina's newest gamefish
July 2013 Conservation measures implemented for South Carolina Tarpon
June 2013 South Carolina puts state size and creel limits in place for Black Sea Bass
June 2014 Conservation measures in place for Spot/ Whiting/ Croaker
June 2018 Management changes enacted for South Carolina's Red Drum
June 2020 Advocated for open access to public boat ramps during Covid 19 pandemic
June 2021 Flounder stocking program to begin in South Carolina
June 2021 South Carolina implements conservation measures for Southern Flounder
June 2021 Coalition submits formal recommendations on 30 by 30
May 2022 South Carolina takes steps towards state management of red snapper
Sept 2022 South Atlantic Rejects Bottom Closures
June 2023 Rec Fishing and Boating Community oppose Vessel Speed Reduction
June 2023 Conservation community calls for task force on shark depredation
Sept 2023 Sportfishing community reacts to NOAA's recreational data collection correction
June 2024 Angling groups object to NOAA longline plan

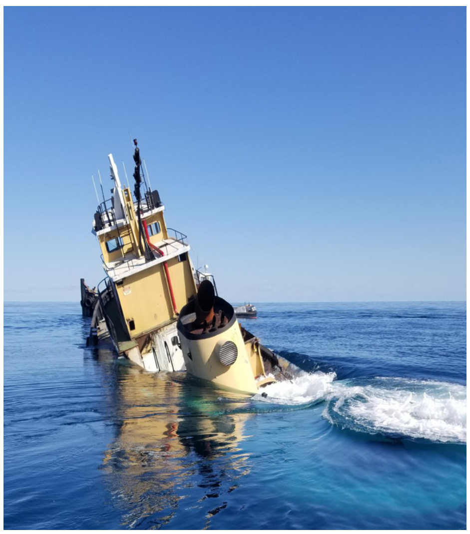
SCIENCE

$200,000

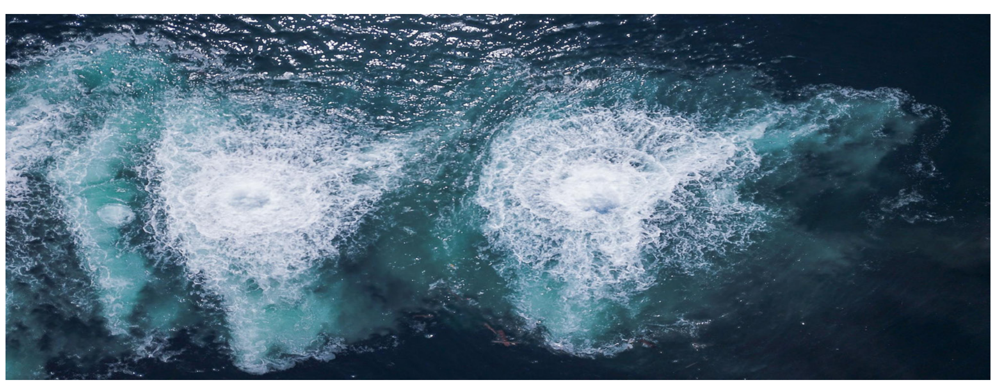
Funded in fisheries research on red drum, cobia and flounder

ARTIFICIAL REEFS

The marine environment often needs only a helping hand to create flourishing ecosystems that both increase biomass and provide recreational opportunities for anglers. In an offshore environment, a seemingly barren plain of mud can be transformed in a matter of weeks through the introduction of a variety of reefing materials, including concrete reef pyramids and obsolete ships. In a surprisingly short period of time, new structure can become the focal point of an ecosystem that provides the essential elements for the various life cycles of an array of popular gamefish and forage fish.



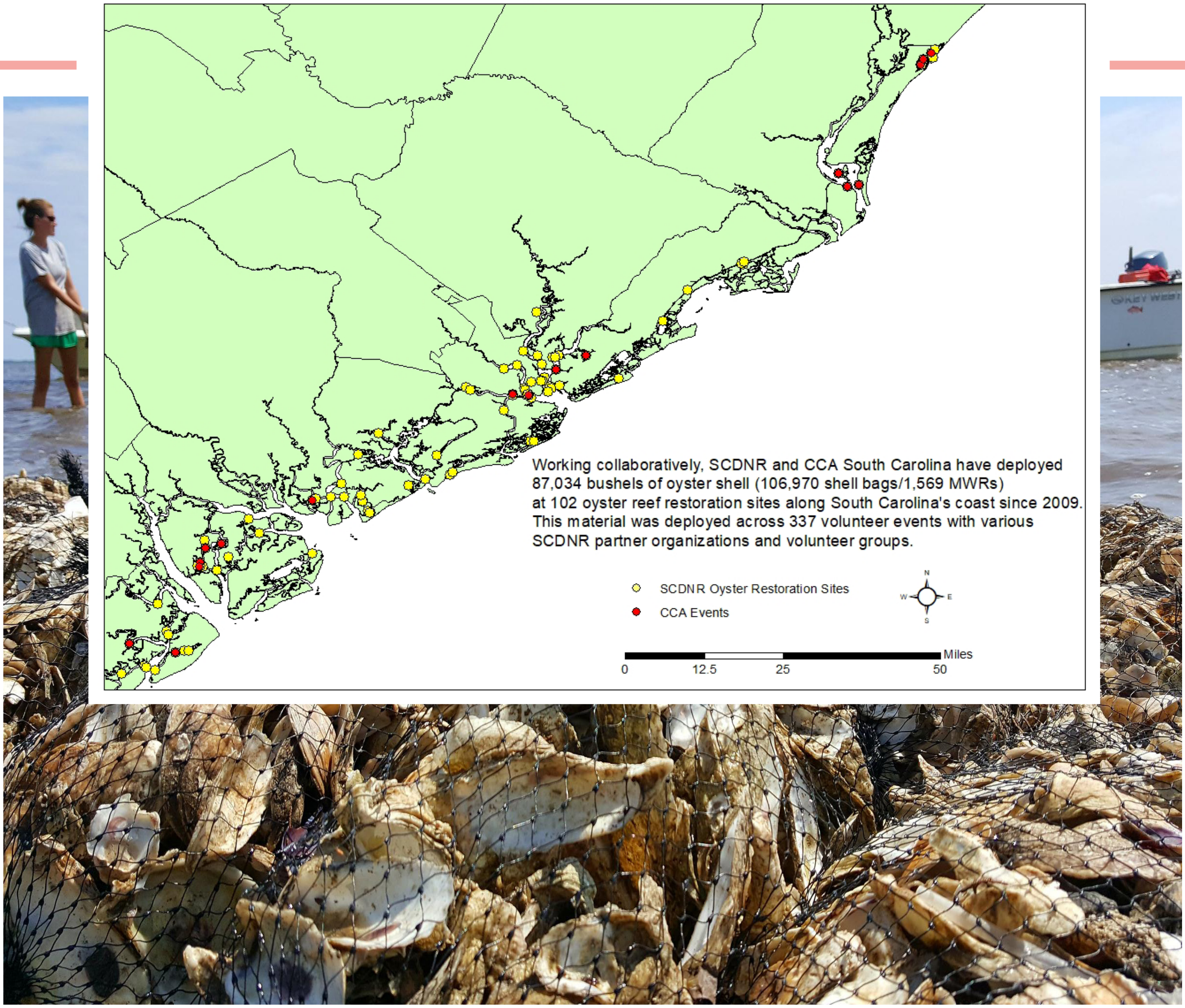
The marine ecosystem off South Carolina has gotten a boost in recent years with the placement of several tugboats and other vessels at various locations all along the state's coast. Offshore artificial reef projects such as these bring together a diverse array of partners to clean up the vessels and turn them into thriving new reefs within easy reach of anglers and divers in anywhere from 50 to 100 feet of water. Reefs of this nature will benefit species ranging from the snapper-grouper complex to highly migratory species, providing a wide abundance of fish and marine life and making it a true destination for recreational anglers and diving enthusiasts.



OYSTER REEFS

Closer to shore, CCA South Carolina is fully engaged in projects to enhance oyster populations which provide a host of ecosystem services. The reefs formed by healthy populations of this keystone species serve as habitat for all kinds of marine life and as breakwaters protecting against wave erosion and storm surge, all while filtering bay waters which can enhance sea grass and marsh growth. CCA South Carolina seeks to reverse oyster population declines and is committed to expanding the state of knowledge on best practices to more efficiently restore oyster populations. CCA South Carolina volunteers have placed thousands of bags of recycled oyster shells on more than a dozen sites in recent years, enhancing existing reefs or creating brand new ones.

S.C.O.R.E. Sites Constructed Utilizing CCA South Carolina Topwater Action Campaign Equipment



OYSTER RECYCLING

Engaging local communities to raise awareness of the importance of marine habitats is a priority for CCA South Carolina. The oyster recycling program was created to provide support for grassroots-driven projects that inspire the public to become more active stewards of the marine environment. CCA South Carolina has undertaken a multi-pronged approach to ensure the public is aware of the role they can play in restoring oyster reefs, and that state managers have the tools to grow these efforts. CCA South Carolina strives to involve local partners and provide opportunities for the public to "get their feet wet and hands dirty" with hands-on projects that teach everyone how they can be a steward of the marine environment.

Oyster Shell Fleet and drop off sites

CCA South Carolina has helped launch an oyster shell recycling program to educate the public on the need to keep their shells out of landfills. Properly collected, stored, cured and bagged, oyster shells are the best substrate to grow new oyster reefs in areas where this vital shellfish has been depleted. Since the organization's involvement, oyster shell recycling has increased approximately 30 percent each year. The recycling effort has informed thousands of people on the critical role they can play in the restoration of this keystone ecosystem species. In an effort to support the expansion of this program, CCA South Carolina has donated 16 dump trailers, two dump trucks, three oyster barges to the Department of Natural Resources: over $300,000 in equipment alone. To support the continued expansion of oyster shell recycling across the state, CCA SC has also committed to fund the construction of dozens of new and renovation of existing oyster drop-off sites .

MARINE SCIENCE

Science is the core of a successful marine habitat program and CCA South Carolina partners with leading marine science institutes to evaluate projects and establish best practices as well as methods to design projects that can benefit different stages of the life cycle for various species. To be successful, CCA South Carolina must also educate a multitude of audiences on the value of marine habitat, including anglers, elected officials, corporate citizens and, perhaps most importantly, the next generation. We provide constant coverage of marine habitat challenges and successes, and highlight the critical support our partners give to these ongoing efforts. Through a commitment to education and communication, CCA South Carolina works to improve the marine environment while capturing the interest and imagination of current and future conservationists.

Waddell Mariculture Center

After a record cold weather set in across the Southeast causing a noticeable fish kill along the entire Palmetto State coast, CCA South Carolina helped create Project ReSpeck; an initiative to provide $25,000 in funding to establish the ability to spawn, grow, and release spotted seatrout into South Carolina's estuaries.

Cobia

The South Carolina Department of Natural Resources is a leader in cobia research and has been tracking the movement of cobia throughout the southeast using acoustic telemetry. In collaboration with long-time habitat partner Sea Hunt Boat Company, CCA South Carolina donated 20 acoustic transmitters and four receivers to SCDNR allowing biologists to increase the number of fish tagged and expand their receiver coverage to new areas off the South Carolina coast. The receiver stations, dubbed the "CCA Triangle" occur on three artificial reefs along the central coast where cobia are commonly encountered.

Red Drum Research

Red drum are South Carolina's most iconic recreational fishing species. The wise stewardship and sustainable management of this species plays a vital role in maintaining a healthy, viable stock. CCA South Carolina has embarked on a multiyear collaborative scientific research project with the South Carolina Department of Natural Resources to unravel several aspects of the Red Dum life cycle that despite its popularity remains unknown. This research will allow fisheries managers, lawmakers, and decision makers the ability to incorporate current information into management principles relative to maintaining healthy stocks and sustainable regulations.

ATTACHMENT 2

COASTAL
CONSERVATION
ASSOCIATION

SOUTH CAROLINA

con·ser·va·tion

kän(t)-sər-vā-shən

noun

1: a careful preservation and protection of something; *especially* : planned management of a natural resource to prevent exploitation, destruction, or neglect

2: the preservation of a physical quantity during transformations or reactions

August 18, 2026 ATTACHMENT 2

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **Coastal Conservation Association** Project: **2026 Conservation Weekend in Bluffton** Project Type: **Event/Festival**

Scoring Category	Points Possible	Points Awarded
ADVERTISING	**15**	
Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising.		
0% of funds go toward advertising	**0 points**	
1% - 20% of funds go toward advertising	**1 point**	
21% - 40% of funds go toward advertising	**2 points**	
41% - 60% of funds go toward advertising	**3 points**	
61% - 80% of funds go toward advertising	**4 points**	
81% - 100% of funds go toward advertising	**5 points**	
Part 2: Ten (10) points possible. Based on where the advertising is placed.		
None of the funds go toward advertising	**0 points**	
Local newspapers/periodicals and electronic advertising (ex. Island Packet, The Bluffton Sun)	**2 points**	
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days	**4 points**	
Larger regional publications and electronic marketing within 100 miles (ex. Charleston or Savannah news outlets)	**6 points**	
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away (ex. Atlanta, Charlotte, Washington, D.C., Chicago)	**8 points**	
Nationally distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Magazine)	**10 points**	
TOURIST FACILITIES	**15**	
Higher point value given based on anticipated ratio of tourists to locals		
FESTIVAL/EVENT	**5**	
Higher point value given to requests for festivals or events		
Length of event/festival should be considered. Is it an all-day event versus a two-hour event? Multi-day event?		
BLUFFTON EVENT	**5**	
Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations		
TOURISM DRAW	**5**	
0% of attendees are tourists based on historical or projected information	**0 points**	
1% - 20% of attendees are tourists based on historical or projected info	**1 point**	
21% - 40% of attendees are tourists based on historical or projected info	**2 points**	
41% - 60% of attendees are tourists based on historical or projected info	**3 points**	
61% - 80% of attendees are tourists based on historical or projected info	**4 points**	
81% - 100% of attendees are tourists based on historical or projected info	**5 points**	
BENEFIT TO TOURISM (LOCAL ECONOMY)	**5**	
Higher point value given to events that encourage overnight stays and/or have local business participation		
SELF SUFFIECIENCY	**5**	
100% of budget from ATAX request	**0 points**	
80% - 99% of budget from ATAX request	**1 point**	
60% - 79% of budget from ATAX request	**2 points**	
40% - 59% of budget from ATAX request	**3 points**	
20% - 39% of budget from ATAX request	**4 points**	
1% - 19% of budget from ATAX request	**5 points**	
MISCELLANEOUS	**10**	
Only use if applicant does not qualify as a festival/event		
Group Average Point Total (out of a possible 40 points)		0
Group Average Percentage		