ACCOMMODATIONS TAX ADVISORY COMMITTEE STAFF REPORT

Department of Finance & Administration

MEETING DATE: November 18, 2025

SUBJECT: Farmer's Market of Bluffton: 2026 Market Season PROJECT MANAGER: Shannon Milroy, Budget & Procurement Manager

Summarized below is the application from the Farmer's Market of Bluffton for Accommodations Tax grant dollars in support of their 2026 Market Season.

Total Budget, per application: \$172,775 Requested Amount: \$66,500 Percentage of Request^: 38%

^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 (<u>based on</u> Budget Form)		Budget per Category (<u>based on</u> Budget Form), corrected as needed
Advertising & Promotion of Tourism or Arts and Cultural Events	\$54,000		\$54,000
Facilities for Civic and Cultural Events	7,500		12,500 <mark>**</mark>
Public Facilities	5,000	*	-
Municipality and County Services		*	
Tourist Transportation		*	
Other/Ineligible Project Expenses	106,275		106,275
Total	\$172,775		\$172,775

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

Budgeted Expenses Summary, based on submitted Line-Item Budget Form:

Advertising & Promotion:

Total Budget: \$54,000

• Local and regional magazine ads, billboards, social media, email/text blasts, posters/signage, graphic design and web hosting.

Facilities for Civic and Cultural Events:

Total Budget: \$7,500**

- Heyward House/Martin Family Park rental for market overflow is \$15,000 annually but half that total is donated in-kind for a net expense of \$7,500 per year
- The remaining \$5,000 is for support with rental of tents, tables, chairs, cones, etc.

Public Facilities

Total Budget: \$5,000

 Funds budgeted for Facility Support is moved to "Facilities for Civic and Cultural Events" on the chart above.



Other/Ineligible Project Expenses:

Total Budget: \$106,275

 Salaries and labor, accounting services, merchandise, insurance, administrative costs, as well as entertainment, equipment storage, and office space, which is donated in-kind.

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

Amount Requested	Advertising (15)	Festival / Event (5)	Blufton Event (5)	Tourism Draw % (5)	Benefit to Tourism (5)	Self- Sufficiency % (5)	Total of 40 possible	Comments
\$66,500	9	5	5	4	5	4	32	

<u>Advertising:</u> Approximately 81% of requested funds will be spent on advertising, which will include ads in CB2/CH2, The HHI/Bluffton Sun, Sun City Sun, and Local Life. An ad will also run in the HHI/Bluffton Vacation Planner.

<u>Festival/Event</u>: Weekly event held every Thursday to attract and provide for tourists; in 2026, will be held from January 8th to December 17th

<u>Bluffton Event</u>: Held in Old Town Bluffton at Martin Family Park with overflow space provided at the Hayward House Common Grounds.

<u>Tourism Draw %</u>: Approximately 75%; data is collected informally by taking sample verbal zip code surveys at different times and different seasons when volunteers are available.

<u>Benefit to Tourism</u>: Market Day, held each Thursday, brings tourists from across the region who also explore local shops, restaurants and Bluffton's historic charm.

<u>Self-Sufficiency % (Financial Need)</u>: Requesting approximately 38% of the total budget. Additional revenue streams include in-kind services and donations, contracted and daily sponsorships, vendor fees, table/tent rentals, merchandise sales and an AgSouth grant.

	Previous Funding Amounts						
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Lapsed	Comments
2025	\$55,300	38%	\$55,300	\$55,300	\$20,971	n/a	2025 Market Season not yet complete; expenses thru August
2024	\$55,300	38%	\$55,300	\$55,300	\$32,360	\$22,940	Final Report Submitted
2023	\$50,500	40%	\$50,500	\$50,500	\$34,360	\$16,140	Final Report Submitted

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$66,500 for the 2026 Market Season.

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: Farmer's Market of Bluffton Project: 2026 Market Season Project Type: Event/Festival

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