

Milroy, Shannon

From: noreply@civicplus.com
Sent: Tuesday, September 30, 2025 9:30 AM
To: ATax Communications
Subject: Online Form Submittal: Accommodations Tax Grant Application

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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 9/29/2025

Project Name Farmers Market of Bluffton

Project/Event Location Martin Family Park

Is this a new project or event? No

Project/Event Start Date: 1/8/2026

Project/Event End Date 12/17/2026

Multi-Year Project/Event? Yes

Total Project Costs	172775
Total ATAX Funds Requested	66500
Percent of Total Budget	38
Date the funds are needed:	1/1/2026
Full Legal Organization Name	Farmers Market of Bluffton
Address	Post Office Box 447
Street Address Line 2	<i>Field not completed.</i>
City	Bluffton
State	SC
Zip Code	29910
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	Kimber
Last Name	Viljac
Title	Executive Director
Phone Number	8434152447
E-mail Address	manager@farmersmarketbluffton.org

(Section Break)

Organization Secondary Point of Contact

First Name	Kara
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Last Name	Artman
Title	President of the Board of Directors
Phone Number	8158224552
E-mail Address	kara.artman@gmail.com

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	<p>The Farmers Market of Bluffton is a nonprofit organization committed to advancing local agriculture, entrepreneurship, and community engagement. Established as a central gathering place in the Town of Bluffton, the market provides a consistent and accessible outlet for farmers, food producers, and agricultural artisans to showcase and sell their goods. Each week, the market offers a wide variety of fresh local produce, specialty foods, prepared meals, and agricultural products, reflecting both the cultural heritage and contemporary spirit of the Lowcountry.</p> <p>The market attracts a diverse audience that includes regional visitors, international tourists seeking an authentic local experience as well as locals. By providing a platform for small businesses and independent producers, the Farmers Market of Bluffton strengthens the local economy, supports sustainable food systems, and enhances Bluffton's reputation as a one of the TOP DESTINATIONS for culinary and cultural experiences.</p> <p>In addition to serving as an economic driver, the market partners with other nonprofit organizations to expand their reach and provide opportunities for public education, outreach, and support services. Through these collaborations, the Farmers Market of Bluffton fosters social connection, promotes healthy living, and builds a stronger, more resilient community making it one of the most loved travel destinations in the country.</p>
List any required permits, if applicable. If none, type "N/A":	Special Events Permit, Business License
Describe all planned advertising and marketing for this project/event:	We plan to use social media outlets, send text alerts and email blasts to subscribers, advertise in various publications as well as utilize a marketing management service to help steer our advertising efforts in the most cost-effective and result-driven direction..
Please list all media outlets you intend to	We plan to use all social media outlets to include but not limited to Facebook, Instagram, etc.. We also send text alerts and

utilize for your project/event (i.e. names of magazines, TV and radio stations, etc.):

email blasts to subscribers. We plan to advertise in publications including but not limited to Celebrate HH/Bluffton, HHI/Bluffton, Sun City Sun, Local Life. (We are exploring some new ones for next year too.) We also advertise in the HHI/Bluffton Vacation Planner. In 2026, we will utilize a marketing management service to aid in the most effective and results-driven advertising to make the most out of every dollar spent.

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:

The Farmers Market of Bluffton has become a signature attraction for visitors, drawing tourists from across the region, the nation, and around the world. Market Day, held each Thursday, is a highlight for many travelers who plan their Bluffton visit around the experience. Visitors not only shop for fresh groceries, prepared foods, and specialty items at the market but also explore Bluffton's local shops, restaurants, and historic charm. By providing an authentic taste of the Lowcountry—through its cuisine, culture, and community—the market enhances Bluffton's appeal as a travel destination and contributes directly to the local tourism economy.

“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:	Budget Town Line Item.pdf
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Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	2025 Stmt of Activity Jan - August.pdf
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Financial Guarantee	FM Board Minutes 9.23.25.pdf
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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.	2023 Budget to Actual.pdf
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Please attach Budget vs. Actual statements for prior two years events.	<i>Field not completed.</i>
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(Section Break)

Have you requested, received, or been awarded ATAX funding from other state or local entities for this project/event?	No
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Have you received or been awarded ATAX funding from other state or local entities for any other project/event?	No
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TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

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

Farmers Market of Bluffton

Year Awarded

2025

Amount Awarded

55300

Was a final report submitted?

No

If no please explain why and indicate when the final report will be submitted.

The year is not over yet.

What was the event's total attendance

1,500 weekly on average

What was the total number of tourists?

1125 weekly on average

What was the percentage of tourists?

75%

(Section Break)

Please attach a copy of your organization's IRS Designation Letter showing your non-profit status .

[Nonprofit status proof.pdf](#)

Please upload a copy of your current Town of

[Business License.pdf](#)

Bluffton Business License, which is required of all applicants.

Additional Application Documents	<i>Field not completed.</i>
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Additional Application Documents	<i>Field not completed.</i>
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Additional Application Documents	<i>Field not completed.</i>
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Additional Application Documents	<i>Field not completed.</i>
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Additional Comments	<i>Field not completed.</i>
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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

Kimber Lee Viljac

Signatory's Title or
Position

Executive Director

Email not displaying correctly? [View it in your browser.](#)

INTERNAL REVENUE SERVICE
 BOX 2508
 CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Exhibit B

Date: FEB 12, 2013
 FARMERS MARKET OF BLUFFTON INC
 PO BOX 447
 BLUFFTON, SC 29910

Employer Identification Number:
 26-2645371
 DLN:
 17053093357002
 Contact Person:
 ANDREA SPECK ID# 95044
 Contact Telephone Number:
 (877) 829-5500
 Accounting Period Ending:
 December 31
 Public Charity Status:
 170(b)(1)(A)(vi)
 Form 990 Required:
 Yes
 Effective Date of Exemption:
 May 21, 2008
 Contribution Deductibility:
 Yes
 Addendum Applies:
 No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2026

License No. 25-05-0553

Business Name: Farmers Market of Bluffton

Date Issued: 05/20/2025

NAICS Title: Fruit and Vegetable Retailers

Business DBA Name: Farmers Market of Bluffton

Business Type:

FARMERS MARKET - NON PROFIT

Physical Address:

68 BOUNDARY ST UNIT 1
BLUFFTON SC
29910

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.

Kim Viljac
Farmers Market of Bluffton
P.O. Box 447
Bluffton, SC 29910

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET
REVENUES

Revenues - Cash

Sponsorships	\$	12875
Donations	\$	
ATAX Grants/Funding from Other Entities*	\$	
<i>* Do NOT include anticipated award funds requested in this application</i>		
Other Grants (please name):AgSouth	\$	5000
Vendor Fees	\$	49450
Registration Fees	\$	
Other Fees (please name):Tent and Table Rentals	\$	1000
Other Fees (please name):	\$	
Mercandise Sales	\$	7000
Other Sales (please name):	\$	
Other Sales (please name):	\$	
Other Revenue (please name):	\$	
Other Revenue (please name):	\$	
Revenues - In-Kind Contributions		
Volunteer Hours	\$	
Donated Items	\$	
Donated Services	\$	
Other (please name):Entertainment, Equipment Storage, Office Space, Martin Family Park	\$	30950
Other (please name):	\$	
Other (please name):	\$	
Total All Revenue Sources:	\$	106275

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET

EXPENSES

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

Amount

Advertising & Promotion of Tourism or Arts and Cultural Events

Local Newspaper/Digital Advertising	\$
Regional Newspaper/Digital Advertising	\$
National Newspaper/Digital Advertising	\$
Local Magazine/Digital Advertising	\$ 18000
Regional Magazine/Digital Advertising	\$ 5000
National Magazine/Digital Advertising	\$
Local Radio Advertising	\$
Regional Radio Advertising	\$
National Radio Advertising	\$
Local Television Advertising	\$
Regional Television Advertising	\$
National Television Advertising	\$
Billboards	\$ 2500
Social Media Advertising	\$ 1132
E-mail and/or Text Blasts	\$ 4700
Postcards/Mailers	\$
Posters/Banners/Signage	\$ 3000
Graphic Design of Marketing/Writing or Press Releases	\$ 18000
Web Hosting for Event (not organization)	\$ 1668
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$

Facilities for Civic and Cultural Events

Rentals: Tables, Chairs, Stages, Tents	\$
Rental: Sound, Audio Equipment	\$
Construction	\$
Repairs to Facilities	\$
Maintenance of Facilities	\$
Other (please name): Heyward House	\$ 7500
Other (please name):	\$
Other (please name):	\$

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - December 2024

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Revenue			
Income			\$0.00
Grants			\$0.00
ATAX Grant			\$0.00
ATAX - Advertising	21,507.53		\$21,507.53
ATAX - Usage/Rent	7,200.00		\$7,200.00
Total ATAX Grant	28,707.53		\$28,707.53
Total Grants	28,707.53		\$28,707.53
Merchandise		7,125.01	\$7,125.01
Sponsorship			\$0.00
Daily Sponsorship		1,370.00	\$1,370.00
Total Sponsorship		1,370.00	\$1,370.00
Tent/Table Revenue		655.00	\$655.00
Vendor Revenue			\$0.00
Farmer Vendor		12,300.00	\$12,300.00
Food Vendor		25,160.00	\$25,160.00
Total Vendor Revenue		37,460.00	\$37,460.00
Total Income	28,707.53	46,610.01	\$75,317.54
Rev Released from Restrictions	-28,707.53	28,707.53	\$0.00
Total Revenue	\$0.00	\$75,317.54	\$75,317.54
GROSS PROFIT	\$0.00	\$75,317.54	\$75,317.54
Expenditures			
Marketing and Promotions			\$0.00
Banners/Signage		420.37	\$420.37
Constant Contact Newsletter		1,747.41	\$1,747.41
Print Advertisements		17,572.38	\$17,572.38
Social Media		2,424.76	\$2,424.76
Web Design and Maintenance		1,668.00	\$1,668.00
Total Marketing and Promotions		23,832.92	\$23,832.92
Operations Expense			\$0.00
Bank Charges		90.00	\$90.00
Contract Labor			\$0.00
Accounting Services		1,800.00	\$1,800.00
Casual Labor		6,060.00	\$6,060.00
Market Manager		37,106.72	\$37,106.72
Total Contract Labor		44,966.72	\$44,966.72
Depreciation Expense		570.00	\$570.00
Entertainment		500.00	\$500.00
Facility Support		-133.00	\$ -133.00
Market Equipment Expense		1,116.90	\$1,116.90
Property Usage/Rent		5,400.00	\$5,400.00
Total Facility Support		6,383.90	\$6,383.90

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - December 2024

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Insurance		1,060.00	\$1,060.00
Licenses/Permits		1,030.00	\$1,030.00
Market Merchandise			\$0.00
Market Merchandise to be Sold		2,917.02	\$2,917.02
Total Market Merchandise		2,917.02	\$2,917.02
Market Supplies		397.97	\$397.97
Membership Dues		1,150.00	\$1,150.00
Office Equipment/Software		819.86	\$819.86
Office Expense		199.82	\$199.82
Office Supplies		267.18	\$267.18
Phone		2,585.23	\$2,585.23
Postage		5.80	\$5.80
Total Operations Expense		62,943.50	\$62,943.50
Total Expenditures	\$0.00	\$86,776.42	\$86,776.42
NET OPERATING REVENUE	\$0.00	\$ -11,458.88	\$ -11,458.88
Other Revenue			
License Fee Income		645.00	\$645.00
Total Other Revenue	\$0.00	\$645.00	\$645.00
Other Expenditures			
Reconciliation Discrepancies-1		-4.00	\$ -4.00
Total Other Expenditures	\$0.00	\$ -4.00	\$ -4.00
NET OTHER REVENUE	\$0.00	\$649.00	\$649.00
NET REVENUE	\$0.00	\$ -10,809.88	\$ -10,809.88

Farmer's Market of Bluffton, Inc.

Statement of Financial Position

As of December 31, 2024

	TOTAL	
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Checking at Wells Fargo	4,144.13	9,965.82
Savings at Wells Fargo	168.25	168.25
Total Bank Accounts	\$4,312.38	\$10,134.07
Other Current Assets		
Town of Bluffton A-TAX Rec 2023	0.00	15,124.12
Town of Bluffton A-TAX Rec 2024	4,499.08	
Total Other Current Assets	\$4,499.08	\$15,124.12
Total Current Assets	\$8,811.46	\$25,258.19
Fixed Assets		
Office Equipment	1,499.31	1,499.31
Trailer	2,850.00	2,850.00
zAccumulated Depreciation	-2,354.00	-1,784.00
Total Fixed Assets	\$1,995.31	\$2,565.31
TOTAL ASSETS	\$10,806.77	\$27,823.50
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities		
Other Current Liabilities		
EIDL Loan	4,000.00	6,800.00
Loan Payable - Kim	2,950.00	2,850.00
Total Other Current Liabilities	\$6,950.00	\$9,650.00
Total Current Liabilities	\$6,950.00	\$9,650.00
Total Liabilities	\$6,950.00	\$9,650.00
Net Assets		
Net Assets With Restrictions	0.00	7,964.37
Net Assets Without Restrictions	14,666.65	-4,272.80
Net Revenue	-10,809.88	14,481.93
Total Net Assets	\$3,856.77	\$18,173.50
TOTAL LIABILITIES AND NET ASSETS	\$10,806.77	\$27,823.50

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - August, 2025

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Revenue			
Income			\$0.00
Grants			\$0.00
ATAX Grant			\$0.00
ATAX - Advertising	15,801.51		\$15,801.51
ATAX - Facility Support	219.98		\$219.98
ATAX - Usage/Rent	4,950.00		\$4,950.00
Total ATAX Grant	20,971.49		\$20,971.49
Total Grants	20,971.49		\$20,971.49
Merchandise		4,743.85	\$4,743.85
Sponsorship			\$0.00
Contracted Sponsors		5,000.00	\$5,000.00
Daily Sponsorship		5,075.00	\$5,075.00
Total Sponsorship		10,075.00	\$10,075.00
Tent/Table Revenue		515.00	\$515.00
Vendor Revenue			\$0.00
Farmer Vendor		10,660.00	\$10,660.00
Food Vendor		24,770.00	\$24,770.00
Total Vendor Revenue		35,430.00	\$35,430.00
Total Income	20,971.49	50,763.85	\$71,735.34
Rev Released from Restrictions	-18,371.33	18,371.33	\$0.00
Total Revenue	\$2,600.16	\$69,135.18	\$71,735.34
GROSS PROFIT	\$2,600.16	\$69,135.18	\$71,735.34
Expenditures			
Marketing and Promotions			\$0.00
Constant Contact Newsletter		1,322.17	\$1,322.17
Print Advertisements		13,010.50	\$13,010.50
Social Media		1,772.09	\$1,772.09
Web Design and Maintenance		1,112.00	\$1,112.00
Total Marketing and Promotions		17,216.76	\$17,216.76
Operations Expense			\$0.00
Bank Charges		10.00	\$10.00
Contract Labor			\$0.00
Accounting Services		1,200.00	\$1,200.00
Casual Labor		4,657.00	\$4,657.00
Market Manager		28,776.64	\$28,776.64
Total Contract Labor		34,633.64	\$34,633.64
Depreciation Expense		380.00	\$380.00

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - August, 2025

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Facility Support			\$0.00
Market Equipment Expense		636.67	\$636.67
Property Usage/Rent		7,800.00	\$7,800.00
Total Facility Support		8,436.67	\$8,436.67
Insurance		310.00	\$310.00
Licenses/Permits		1,020.00	\$1,020.00
Market Merchandise			\$0.00
Market Merchandise to be Sold		2,026.39	\$2,026.39
Total Market Merchandise		2,026.39	\$2,026.39
Market Supplies		57.47	\$57.47
Membership Dues		490.00	\$490.00
Office Equipment/Software		519.92	\$519.92
Office Supplies		323.11	\$323.11
Phone		1,179.34	\$1,179.34
Postage		264.74	\$264.74
Total Operations Expense		49,651.28	\$49,651.28
Over/Short		45.00	\$45.00
Total Expenditures	\$0.00	\$66,913.04	\$66,913.04
NET OPERATING REVENUE	\$2,600.16	\$2,222.14	\$4,822.30
Other Revenue			
Other Income		520.00	\$520.00
Total Other Revenue	\$0.00	\$520.00	\$520.00
NET OTHER REVENUE	\$0.00	\$520.00	\$520.00
NET REVENUE	\$2,600.16	\$2,742.14	\$5,342.30



Farmers Market of Bluffton, Board of Directors Meeting

9.23.25 Minutes

In attendance: Sarah Clemmons - Vice President, Kate Creech - Secretary, Meg James - Treasurer/Finance Chair, Bill Beltz - Immediate Past President, Kim Viljac - Director of Farmers Market

Meeting called to order at 6:20pm by Kate. Sarah seconds

August meeting minutes approved

Next meeting: October 21st (TBD Manor or Kate's house)

Adjournment at 7:30pm - Kate motions - Meg seconds

Board unanimously votes to approve and the responsibility of 2026 budget

I. Board Members

- A. Rebekah has resigned. Discussion of hiring her as marketing employee (atax)

II. Market Updates

- A. Vendors (in general - maxed out on baked goods vendors)
 - 1. Southern Peel is back at the Heyward House property. With event season they will not be able to attend every market
 - 2. Two Birds (greek food), Daniel (macarons), Earth Fed (plant based cheese), Sweets Obsessed, Sour Loaf, Jack's Vanilla Beans - All are doing great and have received a wonderful response from market shoppers
 - 3. Discussion of adjusting hours for market days during Fall/Winter as some shoppers are arriving at 11am when vendors are still setting up. This is mostly due to these shoppers being used to the summer hours of 10am-2pm.
 - a) Marketing idea on social media to express how the market typically slows down after 2:30pm so parking is much easier. The goal of this is to bring in more traffic for vendors between 3pm-4pm during fall winter hours

B. Events/PR/Merch

1. Pops in the Park - Kim has contacted Mary O'Neill. Market will close at 3pm for event
2. Halloween trick or treating scheduled for October 23rd
3. Thanksgiving - will have market Wednesday before thanksgiving
4. Christmas - last market will be December 18th. Will reopen on January 8th
 - a) Mention of costumes during Christmas market and possibly entering the Christmas parade - vendors could supply some of their goods so we could hand out during parade
5. Ordering beanies from John - jewel tones with Farmers Market applique
6. Discussion of ordering magnets with seasonal market hours and QR code
7. Suggestion of using Facebook Business Suite to schedule social media posts including weather related updates
8. Amiri rendering poster that can be used for a variety of market signage, announcements, etc.

III. Website - working on updating vendor bios

IV. Sponsors - huge success! Two for the previous market!

V. Funding

- A. AG South Grant - will know in November. \$5k non-restricted
 1. Desired use if for kids programs
- B. Donation of \$1k from Bill

VI. Budget

- A. Approval for Nikki raise
- B. Board unanimously votes to approve and the responsibility of 2026 budget

Tasks for next meeting:

- Everyone to review bylaws and Rebekah's marketing proposal for discussion at next meeting
- By law updated verbiage to include description and use of AI for notes
- Kim contacting Tabor to be attorney for updated by laws

Farmers Market of Bluffton, Inc.
Budget
For Year 2023

Attachment 8

INCOME

Grants		
ATAX Grant-Town of Bluffton		
ATAX - Advertising	38,000.00	
ATAX - Facility Support	5,000.00	
ATAX - Heyward House	<u>7,500.00</u>	
Total ATAX Bluffton Grant		50,500.00
Donations In Kind**		
Entertainment	12,500.00	
Equipment Storage	2,400.00	
Martin Family Park Property	7,500.00	
Office Expense	<u>1,800.00</u>	
Total Donations In Kind		24,200.00
Sponsorship		
Contracted Sponsors	5,000.00	
Daily Sponsorship	<u>5,250.00</u>	
Total Sponsorship		10,250.00
Tent/Table Revenue		1,000.00
Vendor Revenue		
Farm Vendor	14,000.00	
Food Vendor	<u>20,500.00</u>	
Total Vendor Revenue		34,500.00
Sales of Merchandise		<u>6,000.00</u>

TOTAL INCOME 126,450.00

EXPENSES

Advertising	38,000.00
Facility Support	5,000.00
Heyward House Rental	7,500.00
Entertainment	12,500.00
Equipment Storage	2,400.00
Martin Family Park Property	7,500.00
Office Expense	1,800.00
Bank Charges	160.00
Contract Labor: Accounting Services	1,500.00
Casual Labor	6,000.00
Market Manager	36,750.00
Cost of Merchandise	1,850.00
Insurance	1,000.00
Market Supplies	650.00
Membership Dues	440.00
Office Equipment/Software Expense	750.00
Office Supplies	650.00
Phone	1,800.00
Postage	200.00

TOTAL EXPENSES 126,450.00

ATAX BUDGET	
Item:	
Facility Support	5,000.00
Property Usage	<u>7,500.00</u>
	12,500.00
Advertising per month	<u>3,166.67</u>
	38,000.00
TOTAL ATAX	<u>50,500.00</u>

MARKET FUNDING SNAPSHOT	
ATAX-Bluffton	50,500.00
Donations in Kind	24,200.00
Sponsors	10,250.00
Market Revenues	<u>41,500.00</u>
Total	<u>126,450.00</u>
ATAX Funding	40%

501C3 GUIDELINE:	
Total Donations	84,950.00
Total Funding	126,450.00
Donation %	69%

**These are expected donated services based on prior years

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY23_P&L_1 - FY23 P&L

January - December 2023

	TOTAL	
	ACTUAL	BUDGET
Revenue		
Income		
Donations In Kind		
Entertainment	12,500.00	12,500.00
Equipment Storage	2,400.00	2,400.00
Office Expense	1,800.00	1,800.00
Property Usage	7,500.00	7,500.00
Total Donations In Kind	24,200.00	24,200.00
Grants		
ATAX Grant		
ATAX - Advertising	33,043.99	38,000.00
ATAX - Facility Support	4,135.82	5,000.00
ATAX - Usage/Rent	10,500.00	7,500.00
Total ATAX Grant	47,679.81	50,500.00
Total Grants	47,679.81	50,500.00
Interest Income	0.20	
Merchandise	7,833.00	6,000.00
Sponsorship		
Contracted Sponsors	5,000.00	5,000.00
Daily Sponsorship	2,100.00	5,250.00
Total Sponsorship	7,100.00	10,250.00
Tent/Table Revenue	795.00	1,000.00
Vendor Revenue		
Farmer Vendor	12,975.00	14,000.00
Food Vendor	28,615.00	20,500.00
Total Vendor Revenue	41,590.00	34,500.00
Total Income	129,198.01	126,450.00
Rev Released from Restrictions		
Restrictions Satisfied by Payme	0.00	
Total Rev Released from Restrictions	0.00	
Uncategorized Income	930.00	
Total Revenue	\$130,128.01	\$126,450.00
GROSS PROFIT	\$130,128.01	\$126,450.00
Expenditures		
Credit Card Fees	-235.36	
Gift Certificate	25.00	
Marketing and Promotions		38,000.00
Constant Contact Newsletter	548.50	
Print Advertisements	22,540.78	
Social Media	3,336.08	
Web Design and Maintenance	1,668.00	

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY23_P&L_1 - FY23 P&L

January - December 2023

	TOTAL	
	ACTUAL	BUDGET
Total Marketing and Promotions	28,093.36	38,000.00
Operations Expense		
Bank Charges	45.00	160.00
Contract Labor		
Accounting Services	1,800.00	1,500.00
Casual Labor	6,510.00	6,000.00
Market Manager	37,443.52	36,750.00
Total Contract Labor	45,753.52	44,250.00
Depreciation Expense	434.00	
Facility Support		5,000.00
Market Equipment Expense	1,782.69	
Property Usage/Rent	7,800.00	7,500.00
Total Facility Support	9,582.69	12,500.00
Insurance	310.00	1,000.00
Licenses/Permits	420.00	
Market Merchandise		
Market Merchandise to be Sold	2,818.93	1,850.00
Total Market Merchandise	2,818.93	1,850.00
Market Supplies	509.82	650.00
Membership Dues	180.00	440.00
Office Equipment/Software	597.37	750.00
Office Supplies	428.76	650.00
Phone	2,237.62	1,800.00
Postage	242.37	200.00
Total Operations Expense	63,560.08	64,250.00
Over/Short	3.00	
Total Expenditures	\$91,446.08	\$102,250.00
NET OPERATING REVENUE	\$38,681.93	\$24,200.00
Other Expenditures		
Donation Usage		
Entertainment	12,500.00	12,500.00
Equipment Storage	2,400.00	2,400.00
Office Expense	1,800.00	1,800.00
Property Use	7,500.00	7,500.00
Total Donation Usage	24,200.00	24,200.00
Total Other Expenditures	\$24,200.00	\$24,200.00
NET OTHER REVENUE	\$ -24,200.00	\$ -24,200.00
NET REVENUE	\$14,481.93	\$0.00

Farmers Market of Bluffton, Inc
Budget to Actual
For Year 2024

INCOME	Budget	Actual	Difference
Grants			
ATAX Grant-Town of Bluffton			
ATAX - Advertising	42,800.00	21,507.53	
ATAX - Facility Support	5,000.00	7,200.00	
ATAX - Heyward House	7,500.00	-	
Total ATAX Bluffton Grant	55,300.00	28,707.53	26,592.47
Donations in Kind**			
Entertainment	12,500.00	-	
Equipment Storage	2,400.00	-	
Martin Family Park Property	7,500.00	-	
Office Expense	1,800.00	-	
Total Donations in Kind	24,200.00	-	24,200.00
Sponsorship			
Contracted Sponsors	5,000.00		
Daily Sponsorship	5,250.00	1,370.00	
	10,250.00	1,370.00	8,880.00
Tent/Table Revenue	1,000.00	655.00	345.00
Vendor Revenue			
Farm Vendor	14,000.00	12,300.00	
Food Vendor	25,100.00	25,160.00	
Total Vendor Revenue	39,100.00	37,460.00	1,640.00
Sales of Merchandise	7,000.00	7,125.01	(125.01)
TOTAL INCOME	136,850.00	75,317.54	61,532.46
EXPENSES			
Advertising	42,800.00	23,832.92	
Facility Support	5,000.00	6,383.90	
Heyward House Rental	7,500.00	-	
Entertainment	12,500.00	500.00	
Equipment Storage	2,400.00	-	
Martin Family Park Property	7,500.00	-	
Office Expense	1,800.00	584.82	
Bank Charges	160.00	90.00	
Contract Labor: Accounting Services	2,100.00	1,800.00	
Casual Labor	6,000.00	6,060.00	
Market Manager	39,947.00	37,106.72	
Cost of Merchandise	3,000.00	2,917.02	
Insurance	1,000.00	1,060.00	
Market Supplies	1,303.00	397.97	
Membership Dues	440.00	1,150.00	
Office Equipment/Software Expense	750.00	819.86	
Office Supplies	650.00	267.18	
Phone	1,800.00	2,585.23	
Postage	200.00	5.80	
TOTAL EXPENSES	136,850.00	85,561.42	51,288.58

ATAX BUDGET		
Item:		
Facility Support	5,000.00	
Property Usage	7,500.00	
		12,500.00
Advertising per month	3,566.67	
		42,800.00
TOTAL ATAX		55,300.00

MARKET FUNDING SNAPSHOT	
ATAX-Bluffton	55,300.00
Donations in Kind	24,200.00
Sponsors	10,250.00
Market Revenues	47,100.00
TOTAL	136,850.00
ATAX Funding	41%

501C3 GUIDELINE:	
Total Donations	89,750.00
Total Funding	136,850.00
	0
Donation %	66%

**These are expected donated services based on prior years.