

# ACCOMMODATIONS TAX ADVISORY COMMITTEE

## STAFF REPORT

### Department of Finance & Administration



MEETING DATE: November 18, 2025  
 SUBJECT: Congregation Beth Yam: 2025 Hanukkah Celebration  
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Manager

Summarized below is the application from Congregation Beth Yam for Accommodations Tax grant dollars in support of the 2025 Hanukkah Celebration.

**Total Budget, per application:** \$10,770.25

**Requested Amount:** \$7,770.25

**Percentage of Request^:** 72.14%

^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)	Budget per Category (based on Budget Form), corrected as needed
Advertising & Promotion of Tourism or Arts and Cultural Events	\$3,670.25	\$3,670.25
Facilities for Civic and Cultural Events	3,200	3,200
Public Facilities		*
Municipality and County Services	900	* 900
Tourist Transportation		*
Other/Ineligible Project Expenses	3,000	3,000
<b>Total</b>	<b>\$10,770.25</b>	<b>\$10,770.25</b>

\*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: \$3,670.25

- Local newspaper and magazine ads, social media, posters/signage

##### Facilities for Civic and Cultural Events:

Total Budget: \$3,200

- Rentals for tables, chairs, tents, audio equipment

##### Municipal and County Services:

Total Budget: \$900

- Security to be provided by Bluffton Police Department

##### Other/Ineligible Project Expenses:

Total Budget: \$3,000

- Musicians, refreshments, paper products

**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
\$7,770.25	6	4	5	2	3	2	22	

Advertising: Approximately 47% of the requested funds will be spent on advertising the Hanukkah Celebration; ads will run locally in The Bluffton and Hilton Head Sun newspapers as well as Local Life Magazine. Posts and paid ads on social media, flyers being handed out locally and posted on the parks' community boards are also planned.

Festival/Event: This year's celebration will take place on the evening of December 21, 2025.

Bluffton Event: The event will be held at Martin Family Park.

Tourism Draw %: For the 2024 event, the number of reported tourists was 26, which accounts for a tourism percentage of about 38%

Benefit to Tourism: Because Judaism is not prevalent in the area, people are drawn to this event from many areas outside of Bluffton.

Self-Sufficiency % (Financial Need): Requesting approximately 72% of the total budget. Donations, in-kind contributions via volunteer hours and support from the Town of Bluffton Events & Venue's Civic Events budget are the other anticipated revenue sources for the event.

Previous Funding Amounts							
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Lapsed	Comments
2025	\$2,980	44.3%	\$2,830	\$2,830	\$1,000	\$1,830	Final Report Submitted
2024	\$6,000	96%	Up to \$6,000	Up to \$6,000	\$1,995	\$4,005	Final Report Submitted

Accommodations Tax Committee Recommendations and Comments:

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The Committee recommends funding \$7,770.25 for the 2025 Hanukkah Celebration in Bluffton.

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: Congregation Beth Yam

Project: 2025 Hanukkah Celebration

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		