



Consideration of Approval of Resolution for the FY2025 Budget and Marketing Plan Presented by the Hilton Head Island-Bluffton Chamber of Commerce in Accordance with Contract 2022-35 as the Town of Bluffton Designated Marketing Organization

Presentation to Town Council

Natalie Majorkiewicz, Department of Finance & Administration

June 11, 2024



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 21, 2024
- FY2025 proposed Town of Bluffton budget does not have any Local Accommodations Tax funds set aside for DMO purposes.
- FY2024 will be year three of contract 2022-35 that began on July 1, 2022.



Background (Continued)

Bluffton Marketing Strategies and Programs	FY2024 Budget	FY2025 Budget	% Increase/ (Decrease)
Research & Planning	\$ 10,400	\$ 9,800	(6%)
Website Maintenance	15,600	14,700	(5%)
Website Hosting	936	1,176	26%
Social Marketing & Content Strategy	15,600	14,700	(6%)
Paid Social	50,000	35,280	(29%)
Digital Promotions/SEM	37,032	21,303	(42%)
SEO	9,360	9,800	5%
Bluffton Insiders (enews)	10,400	9,800	(6%)
Bluffton Blog	7,072	-	(100%)
Bluffton Vacation Planner/Fulfillment	61,360	61,250	0%
Regional Vacation Planner/Fulfillment	18,200	21,560	18%
Media Partnerships	26,000	12,250	(53%)
Group Tour	1,040	-	(100%)
Photography/Videography	20,800	4,900	(76%)
Contingency	5,200	2,231	(57%)
Operations & Management	136,000	131,250	(3%)
Total:	\$ 425,000	\$ 350,000	(18%)



Recommendation & Next Steps

- Town Staff recommends Town Council approve the Resolution
- Upon approval, Town Manager will authorize the Resolution for FY2025



Summary

The resolution will be for one year beginning on July 1, 2024 through June 30, 2025 and in accordance with contract 2022-35.



Questions & Discussion



Recommended Motion

*“I make a motion to approve a Resolution
for the FY2025 Budget and Marketing Plan presented by the
Hilton Head Island-Bluffton Chamber of Commerce
in accordance with contract 2022-35
as the Town of Bluffton’s Designated Marketing Organization.”*