

# ACCOMMODATIONS TAX ADVISORY COMMITTEE

## STAFF REPORT

### Department of Finance & Administration



MEETING DATE: May 21, 2024  
 SUBJECT: Historic Bluffton Foundation: Luke Peeples Music Celebration  
 PROJECT MANAGER: Shannon Milroy, Budget, Grants & Procurement Administrator

Summarized below is the application from the Historic Bluffton Foundation for Accommodations Tax grant dollars to support marketing and facilities costs for the Luke Peeples Music Celebration.

**Total Budget: \$13,200**

**Requested Amount: \$5,000**

**Percentage of Request^: 37%**

^Includes up to 100% for Advertising & Promotion plus up to 50% of remaining expenses

Eligible Tourism-Related Expense Categories (per SC Code of Laws)	Total Budget for Category	Recommended ATAX Funds
Advertising & Promotion of Tourism or Arts and Cultural Events	\$2,000	
Facilities for Civic and Cultural Events	1,200	
Public Facilities		
Municipality and County Services		*
Tourist Transportation		*
Other/Ineligible Project Expenses	10,000	
<b>Total</b>	<b>\$13,200</b>	<b>Tabled</b>

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

#### Budgeted Expenses:

##### Advertising & Promotion:

Total budget \$2,000

- Includes poster design and printing, invitation postcards and keepsake programs

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

Total budget \$1,200

- Audio-Visual Support

##### Other/Ineligible Project Expenses:

Total budget \$10,000

- Entertainment, artist accommodations, printed music and corsages for singers, reception costs and miscellaneous expenses

**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
\$5,000								Tabled

Advertising: Of the requested funds, 40% is anticipated to be spent on marketing the event. Where advertising will take place is not identified in the application.

Festival/Event: The concert will be held on one day towards the end of October with a reception to follow the same day.

Bluffton Event: The venue for the concert is unclear in the application, but a post-show reception will be held at the Heyward House.

Tourism Draw %: This is an inaugural event and therefore, no tourism statistics exist.

Benefit to Tourism: The concert has the potential to impact local businesses by attracting visitors to an event that contributes to Bluffton's unique cultural heritage.

Self-Sufficiency % (Financial Need): The request is approximately 37% of the Historic Bluffton Foundation's projected event budget. Other revenue sources include sponsorships, donations (cash and in-kind) and sales of tickets and posters.

Previous Funding Amounts						
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
n/a						

Accommodations Tax Committee Recommendations and Comments:

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The Committee recommends tabling the application and reapplying for quarter ending June 30, 2024.