

Milroy, Shannon

**From:** noreply@civicplus.com  
**Sent:** Sunday, March 31, 2024 3:42 PM  
**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	<a href="#">Accommodations Tax Grant Application Instructions</a>
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Accommodations Tax Grant Application Instructions	I have read and acknowledged the Town of Bluffton, SC Accommodations Tax Grant Application Instructions.
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(Section Break)

Application Date	3/30/2024
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Full Legal Organization Name	The Bluffton MLK Observance Committee
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Project Name	9th Annual Bluffton Juneteenth Festival Weekend
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Total Project Costs	48,500
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Total ATAX Funds Requested	20,000
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Percent of Total Budget	42
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Address	PO BOX 1158
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Street Address Line 2	<i>Field not completed.</i>
City	BLUFFTON
State	South Carolina
Zip Code	29910
Applicant must be designated as a non-profit entity to receive ATAX funds. Please include a copy of your organization's non-profit status, such as your IRS Designation Letter.	<a href="#">IRS Exempt.jpg</a>
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	<a href="#">IRS Exempt 1.jpg</a>

### **TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION**

Organization Primary Point of Contact	
First Name	Jacquelyn
Last Name	Brown
Title	Festival Chair/Board Member
Phone Number	8432270485
E-mail Address	<a href="mailto:blufftonmlk@yahoo.com">blufftonmlk@yahoo.com</a>

(Section Break)

Organization Secondary Point of Contact	
First Name	Benisha
Last Name	Brown
Title	Treasurer
Phone Number	8434942408

E-mail Address [blufftonmlk@yahoo.com](mailto:blufftonmlk@yahoo.com)

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**TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION**

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**Project Description:**

The Bluffton Juneteenth Festival is a weekend celebration that recognizes the national abolishment of all enslaved Africans in the United States. Juneteenth has become a nationally recognized holiday that honors the abolishment of slavery and highlights the liberation of the enslaved who through the greatest of adversities triumph and impacted the fabric of America greatly.

The Bluffton community will celebrate a tradition commemorating the emancipation of enslaved Africans in America during the annual Bluffton Juneteenth Festival, June 14– 16. The goal of this three-day event is to educate and honor the strength and prosperity surrounding the Black experience. This is a community event for all noting that all history is American History.

The Bluffton Juneteenth Festival will kick-off with the 3rd Annual Black Food Truck Friday Festival Event Friday, June 14, 5 – 10 p.m. at Buckwalter Commerce Park, 25 Buckwalter Place Blvd. This event will host an array of Black-owned food trucks and vendors, featuring menus ranging from Gullah inspired to Caribbean flared. While there, guests will be thrilled by live entertainment from Smooth -N- Groove, The Soulmate and a dj. There will be a dedicated Kids Zone play area with games, water slides and bounce houses. This family-inclusive event is free and open to the public.

The fun resumes on Saturday, with the 9th Annual Bluffton Juneteenth Festival, June 15 at the Burnt Church Distillery, 120 Bluffton Rd., 4 – 10 p.m. with live entertainment, performing artists, food and artisan vendors, a kid's zone, drum circle, and much more! This free event will feature the Sea Ports hottest DJ; CJ the DJ, in addition to performances by John Simmons, Energy Evolution, MAJ Drum Circle, gospel shout hour, Gullah/Africana Historian Dr. Toure, along with readings by Town Council Member Fred Hamilton and other elected officials. Shuttles will be provided to and from this event beginning at 3:30 p.m. from Red Cedar Elementary School, 10 Box Elder St., where ample, free parking is available. Personal lawn chairs are welcomed and encouraged.

The series of events will conclude on Sunday, June 16 at Burnt Church Distillery with the 4th annual Jazz Brunch, 11 a.m. – 2

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p.m. This ticketed event will include a catered buffet from Melly Mel's, along with mimosa and dessert bars.

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**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.**

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Impact on or Benefit to Tourism:

8th Annual Bluffton Juneteenth Festival was a 3-day weekend full of events that attracted tourists from other states, countries and drew a crowd over 3 days of 5,000+ and brought in thousands in revenue to the town of Bluffton as visitors stayed in the area to enjoy the entire weekend, and also patronized other restaurants and stores during their stay.. Friday June 16th was the 2nd Black Food Truck Friday Festival event that showcased eight food trucks and eight non-food truck vendors. The crowd count that day averaged an attendance count of 1,000+ with 70% being tourists. Saturday June 17th was the 8th annual Juneteenth Festival that showcased art, entertainment, culture, food, history, etc. The crowd count throughout the day was over 5,000 attendees with over 70% being tourists. Sunday June 18th was the 3rd Annual Juneteenth Father's Day Brunch. The event was capped at 150 guests, with over 50% being tourists. Areas they traveled from included Savannah, Hilton Head, Beaufort, Jacksonville, Charleston, Charlotte, Brunswick, Columbia, Atlanta, Panama City, Baltimore, West Palm Beach, Tulsa, Los Angeles, New York and many other places.

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***“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.**

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Project/Event Start & End Date: 6/14/2024 - 6/16/2024

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Multi-Year Project/Event? No

Permits Required, if any: Special Events Permit, ABL

Additional Comments: *Field not completed.*

## TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

### FINANCIAL INFORMATION

Project/Event Line Item Budget [Juneteenth Budget 2024.xlsx - Juneteenth Events.pdf](#)

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement [MLK 2023 Financial Statement - Sheet1.pdf](#)

Financial Guarantee [MLK Meeting Minutes January 2024 Minutes.docx.pdf](#)

*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.*

(Section Break)

**Please list all contributions made to the project/event by the sponsoring organization. This shall include both monetary and in-kind goods and/or services, as applicable.**

Contribution Burnt Church Distillery (1/2 in kind)

Amount/Value 20,000

Contribution Bluffton MLK Observance Committee

Amount/Value 10,000

(Section Break)

Have you requested, received or been awarded funding from Yes

other sources or organizations (including additional ATAX funds from other local entities) for this project/event?

If yes, please list all sources and amounts:

Funding Source	Mikkelson Law Firm
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Amount	500.00
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Funding Source	Ward Edwards Engineering
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Amount	500.00
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Funding Source	South Atlantic Bank
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Amount	2,500.00
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Funding Source	Shoreline Construction
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Amount	500.00
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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. Only the information for the most recent round of funding is required.

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
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Project/Event Name	Bluffton Juneteenth Festival Weekend
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Year	2023
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Amount Awarded	20,000
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Was project completed?	Yes
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How were the funds used?	Funds were used to have shuttle services for guests, restroom rental, stage rental equipment, tent and chair rental, marketing for print, radio and digital ads, festival banner, flyers.
What impact did this project/event have on the community or benefit tourism? Describe how the tourism data was measured.	The event brought great recognition to the town drawing in tourists from neighboring cities, states and the country. Visitors stayed in with our lodging partners, and brought additional traffic and revenue to area businesses. Tourism data was measured by capturing zip codes through online ticket purchases, by having guests complete a survey through a qr code scan and also with the help of USCB who attended the festival Friday and Saturday and greeted guests and surveyed them to capture data.
(Section Break)	
Please provide the project/event budgets for the previous two (2) years.	<a href="#">Juneteenth Budget -2022.xlsx - Saturday Event.pdf</a>
Additional Comments	<i>Field not completed.</i>

## 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.**

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**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.**

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Signature	Jacquelyn Brown
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Signatory's Title or Position	Festival Chair
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BLUFFTON MLK OBSERVANCE COMMITTEE  
C/O BRIDGETTE FRAZIER  
PO BOX 3737  
BLUFFTON, SC 29910-0000

Date:  
03/02/2021  
Employer ID number:  
85-4095993  
Person to contact:  
Name: Customer Service  
ID number: 31954  
Telephone: (877) 829-5500  
Accounting period ending:  
December 31  
Public charity status:  
170(b)(1)(A)(vi)  
Form 990 / 990-EZ / 990-N required:  
Yes  
Effective date of exemption:  
November 4, 2020  
Contribution deductibility:  
Yes  
Addendum applies:  
No  
DLN:  
26053738003050

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

*Stephen A. Martin*

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements



<b>Income</b>		
	<b>Account</b>	<b>2024 Budget</b>
	Burnt Church Distillery (in-kind)	(\$10,000)
	Burnt Church Distillery (sponsorship)	\$20,000
	Cash Sponsorships*	
	Juneteenth Brunch Ticket Sales	
	Town of Bluffton*	
	ATAX Funds*	
	<b>Total Receivables</b>	<b>\$10,000</b>
	<i>*Requested</i>	
<b>Expenses</b>		
<b>Logistics</b>		
	Venue	*10000
	Rentals (Stage, Production, Tents, Chairs, etc.)	\$8,000
	Sanitation	\$2,500
	Police/Security	\$5,000
	Shuttles/Trolleys	\$3,000
	Brunch Catering	\$3,500
	Bouncee House/Kids Play Rentals	\$2,500
	Entertainment	\$7,500
	Misc fees (Insurance, permits, printing, catering, dec	\$1,000
<b>Marketing</b>		
	Design & Promo (website, banners, signs, posters, flyers)	\$2,500
	Event Photography/Videography	\$3,000
	Print, Radio, and Digital Ads/Marketing	\$10,000
<b>Total Expenses</b>		<b>\$48,500</b>

<b>2023 Financial Statement</b>					
<b>INDIVIDUAL CONTRIBUTIONS</b>				<b>Total</b>	
	<b>Grants</b>	<b>\$31,870</b>			
	<b>Net Assets</b>	<b>\$3,380</b>			
	<b>Donations</b>	<b>\$7,500</b>			
	<b>Total Support &amp; Revenue</b>	<b>\$42,750</b>			
<b>EVENTS/FUNDRAISERS</b>		<b>EXPENSE</b>	<b>REVENUE</b>		
	<b>Gullah Market</b>	<b>\$0</b>	<b>\$0</b>		
	<b>Black Excellence Ball</b>	<b>\$4,000</b>	<b>\$3,000</b>		
	<b>Juneteenth</b>	<b>\$38,000</b>	<b>\$34,370</b>		
	<b>MLK Weekend Celebration</b>	<b>\$250</b>	<b>\$300</b>		
	<b>A Night In Harlem</b>	<b>\$500</b>	<b>\$750</b>		
	<b>Total Expense &amp; Revenue</b>	<b>\$42,750</b>	<b>\$38,420</b>		
<b>PROGRAMS</b>					
		<b>EXPENSE</b>	<b>REVENUE</b>		
	<b>HBCU Atlanta College Tour</b>	<b>\$9,800</b>	<b>\$13,000</b>		
	<b>Senior Citizen Meal Progam</b>	<b>\$600</b>	<b>\$0</b>		
	<b>MLK Soup Kitchen</b>	<b>\$250</b>	<b>0</b>		
<b>EXPENSE</b>	<b>Personnel</b>	<b>\$0</b>			
	<b>Program Related Materials</b>	<b>\$0</b>			
	<b>Marketing</b>	<b>\$500</b>			
<b>Change In Net Assets</b>		<b>\$53,400</b>	<b>\$51,420</b>	<b>\$1,400</b>	Balance Forward



## MLK Meeting Minutes

1/23/24 Meeting commenced at 6:00pm

Present: Jacquelyn Brown, Benisha Brown, Aaron Jenkins, & Bridgette Frazier

Motion to adopt the agenda was made by Aaron Jenkins and second by Benisha Brown, vote was placed on the floor and unanimous consensus to approve the agenda was recorded.

Motion to approve the minutes from December's meeting was made by Benisha Brown and second by Aaron Jenkins, vote was placed on the floor and unanimous consensus to approve the agenda was recorded.

## Old Business

- I. 2023 MLK Weekend Celebration
  - a. The Black Excellence Ball was a huge success, takeaways for 2024 BEB will be to change the award presentation to a brunch and have the Ball a fundraiser event solely focused on entertainment, fundraising, and food. Venue will be changed to remain in Bluffton.
  - b. Memorial Celebration/Peace Walk/Community Picnic
    - i. Another successful event. Monday youth participants did a phenomenal job. Bluffton JROTC were great parade marshals and showed out in great attendance. Participation and the community picnic wasn't as well attended as previous years; weather conditions could have been a factor. 2024 will be a focus on returning to partnering with local restaurants and caterers to donate food to offer hot lunches to the community.

## New Business

### 1. Bluffton Gullah Market

- a. Gullah Markets will resume in April, and venue will continue to be at Martin Family Park with the exception of Juneteenth & Geechella,
- b. An effort to add more variety to the market will focus on a stronger presence of Black farmers, and artisans.

### 2. Juneteenth

- a. An ATAC application will be submitted to the Town by the March 31st deadline. The application request will be made to procure funds needed to advertise regionally and nationally in various mediums, funds will also help cover costs of shuttles, restrooms, security and stage needs.
- b. Sponsorship package for community partners and corporate sponsors will be ready to disseminate by the month's end and Bridgette will chair sponsorship.

- i. Burnt Church Distillery has confirmed an in-kind donation already for use of the venue for both Saturday and Sunday's event.
- ii. A meeting will be had with Lyndee from the town of Bluffton to confirm collaboration to host and sponsor the kids zone for Friday's event.
  - 1. Bluffton MLK Observance Committee along with additional sponsors who come on board will cover all remaining costs for the event to ensure its complete success.
- c. Entertainment has been confirmed; True Nu Sound will headline Friday's event, CJ The DJ will headline Saturday's event and The ZD Experience will headline Sunday's event. Lineup for the remainder of the weekend will be confirmed later.

The meeting was adjourned at 7:40pm

<b>Income</b>		
	<b>Account</b>	<b>2022 Budget</b>
	Cash Sponsorships*	\$7,500
	Town of Bluffton	\$500
	ATAX Funds*	*
	<b>Total Receivables</b>	<b>\$8,000</b>
	<i>*Requested</i>	
<b>Expenses</b>		
<b>Logistics</b>		
	Venue	\$10,000
	Rentals (Stage, Production, Tents, etc.)	\$5,395
	Sanitation	\$1,379
	Police/Security	\$3,000
	Shuttles/Trolleys	\$3,450
	Entertainment	\$5,100
	Misc fees (Insurance, permits, printing)	\$2,267
<b>Marketing</b>		
	Design & Promo (website, banners, signs, posters, flyers)	\$5,351
	Event Photography	\$600
	Print and Web Media Ads	\$10,555
<b>Total Expenses</b>		<b>\$47,097</b>