

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: May 19, 2026
 SUBJECT: Beaufort Water Search and Rescue: Marketing/Advertising
 PROJECT MANAGER: Jeremy Bullock, Grants Administrator

Summarized below is the application from Beaufort Water Search and Rescue for Accommodations Tax grant dollars in support of a targeted FY26 Tourism Safety Awareness and Marketing Campaign.

Budget numbers provided herein are based on information conveyed on the required Line-Item Budget Form within the applicant's submission.

Total Budget: \$15,000
Requested Amount: \$7,500
Percentage of Request^: 50%

^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), corrected as needed	
Advertising & Promotion of Tourism or Arts and Cultural Events	\$8,270	
Facilities for Civic and Cultural Events	-	
Public Facilities	-	*
Municipality and County Services	-	*
Tourist Transportation	-	*
Other/Ineligible Project Expenses	\$6,730	
Total	\$15,000	

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

Budgeted Expenses Summary:

Advertising & Promotion:

Total budget \$8,270

- Social media, e-mail, texts, postcards, graphic design and posters/banners/signage

Other/Ineligible Project Expenses:

Total Budget: \$6,730

- Photography and video, website improvements beyond tourism, project coordination and oversight, contingency

Table Rating (Scores 0-5 with 5 satisfying the qualifications best, exceptions Advertising 0-15 & Misc. 0-10)

Amount Requested	Advertising (15)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Miscellaneous (10)	Total of 40 possible	Comments
\$7,500	4	0	1	2	1	9	

Advertising: Comprises 100% of the funds requested. The campaign will increase public visibility of BWSAR as the primary on-water emergency response. Advertising includes geo-targeted digital advertising, production of print materials including rack cards, boater safety cards, event banners, and QR-code signs for public boat ramps and marinas.

Tourism Draw %: Visitor confidence of Bluffton’s waterways will be improved by reassuring tourists that professional, 24/7 on-water emergency support is readily available.

Benefit to Tourism: The campaign will directly benefit tourism in Bluffton by increasing visitor confidence in the safety of the Town’s waterways. This project supports the Town’s tourism economy by promoting safe access to its natural attractions and helps sustain the high volume of tourism events and activities that rely on reliable waterway safety.

Self-Sufficiency % (Financial Need): Eligible amount requested is 50% of total expenses budget. Revenues of \$7,500 (not including an ATAX award) are anticipated from donations, fundraising and reserves.

Previous Funding Amounts							
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Lapsed	Comments
N/A							

Accommodations Tax Committee Recommendations and Comments:
The committee feels this initiative does not attract tourists to the area and therefore, does not fit the intent of the accommodations tax grant program.

The Committee recommends funding \$ 0 for a marketing campaign targeting boater safety.

Bullock, Jeremy

From: noreply@civicplus.com
Sent: Tuesday, March 31, 2026 10:46 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 3/31/2026

Project Name BWSAR Marketing/Advertising

Project/Event Location Bluffton District

Is this a new project or event? No

Project/Event Start Date: 7/1/2026

Project/Event End Date 6/30/2027

Multi-Year Project/Event? No

Total Project Costs	\$15000
Total ATAX Funds Requested	\$7500
Percent of Total Budget	50
Date the funds are needed:	7/1/2026
Full Legal Organization Name	Beaufort Water Search And Rescue
Address	817 Paris Ave.
Street Address Line 2	<i>Field not completed.</i>
City	Port Royal
State	SC
Zip Code	29935
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	Patrick
Last Name	Canning
Title	Board Member
Phone Number	484-764-5570
E-mail Address	patrick.canning@bwsar.org

(Section Break)

Organization Secondary Point of Contact

First Name	Clay
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Last Name	Emminger
Title	Chief
Phone Number	843-525-1969
E-mail Address	clay.emminger@bwsar.org

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	<p>The purpose of the \$7,500 requested from the Town of Bluffton ATAX is to fund a targeted FY 2026 Tourism Safety Awareness & Marketing Campaign for Beaufort Water Search and Rescue (BWSAR). This campaign will significantly increase public visibility of BWSAR as the primary on-water emergency response organization serving Bluffton’s waterways. Funds will support three key components:</p> <p>Development of professional brand standards, photography, and a new visitor-friendly WordPress website; Geo-targeted digital advertising on Facebook, Instagram, and Nextdoor; Production of print materials including rack cards, boater safety cards, event banners, and QR-code signs for public boat ramps and marinas.</p> <p>All materials will prominently feature the required “Heart of the Lowcountry” branding and hashtags. The campaign focuses on promoting safe enjoyment of Bluffton’s May River and Calibogue Sound while educating tourists and boaters about BWSAR’s 24/7 availability for search, rescue, and recovery. This project complies with SC Code §6-4-10(4)(b)(i) as advertising and promotion of tourism by enhancing visitor confidence on local waterways — a major driver of tourism in Bluffton.</p>
List any required permits, if applicable. If none, type “N/A”:	N/A
Describe all planned advertising and marketing for this project/event:	<p>The FY 2026 campaign consists of three integrated components designed to build awareness and promote safe waterway tourism in Bluffton:</p> <p>Brand and Web Foundation: Update brand standards, professional photography/video, and launch a new mobile-friendly WordPress website (replacing the current Google Sites page) with clear safety information, donation tools, and visitor resources.</p>

Local Awareness Advertising: Geo-targeted digital ads on Facebook, Instagram, and Nextdoor reaching residents and repeat visitors in the Bluffton/Beaufort area. This includes evergreen safety messaging plus three two-week intensive campaign pushes timed to BWSAR’s annual fundraising events.

Print and Community Presence: Production of rack cards, dual-purpose boater safety cards, event banners, vehicle/vessel decals, and QR-code dock signs for placement at public boat ramps, marinas, bait shops, and community gathering points in and around Bluffton. These materials will circulate indefinitely.

All advertising and promotional materials will incorporate the official Town of Bluffton “Heart of the Lowcountry” logo and required hashtags (#LoveBlufftonSC, #HeartoftheLowcountry, #TownofBluffton). Budget allocation is as follows:

- Graphic Design & Photography: \$3,300
- Digital Advertising: \$3,050
- Print Materials & Signage: \$2,720
- Website Development & Hosting: \$2,100
- Contingency: \$1,830 (covered by matching funds)

Please list all media outlets you intend to utilize for your project/event (i.e. names of magazines, TV and radio stations, etc.):

Facebook, Instagram, Nextdoor, Email blasts, and print materials (rack cards, boater safety cards, banners, and QR signs) distributed at Bluffton boat ramps and marinas. All materials will use required Town of Bluffton branding and hashtags.

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:

This campaign will directly benefit tourism in Bluffton by increasing visitor confidence in the safety of the Town’s waterways. Bluffton attracts thousands of tourists each year for boating, kayaking, fishing, paddle sports, and waterfront activities along the May River and Calibogue Sound. By making BWSAR more visible and recognizable, the campaign reassures tourists that professional, 24/7 on-water emergency support is readily available. This enhanced perception of safety encourages greater participation in water-based recreation, longer visitor stays, and repeat visitation —

all of which increase overnight accommodations, dining, and local spending within Bluffton town limits.

The project supports the Town's tourism economy by promoting safe access to its natural attractions and helping sustain the high volume of tourism events and activities that rely on reliable waterway safety. In 2023, water-related activities generated over \$241 million in direct tourism spending county-wide. Strengthening public awareness of BWSAR helps protect and grow this important economic driver for Bluffton.

***“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: BWSAR is a 100% all-volunteer organization with over 50 years of service to the Lowcountry. In the past year, our 40 members responded to 97 water emergencies (a 65% increase) while providing safety patrols at more than 16 tourism-related events. Despite this critical role, the organization remains largely unknown to the visiting public. This modest investment in basic visibility will improve our ability to serve tourists and boaters, recruit volunteers, and build the sustained community support needed to continue operations. All expenditures will be properly documented, and we will provide the Town with copies of all advertising materials and performance metrics (impressions, website traffic, and engagement) upon project completion.

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: [ATAX-Grant-Application-Line-Item-Budget-Form.pdf](#)

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement [Profit and Loss worksheet.pdf](#)

Financial Guarantee [2026.3.3 Meeting Minutes \(Board\).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.

Please attach Budget vs. Actual statements for prior two years events. [Budget- Actual FY2025 ATAC award.pdf](#)

Please attach Budget vs. Actual statements for prior two years events. [Budget- Actual FY2025 ATAC award 1.pdf](#)

(Section Break)

Have you requested, received, or been awarded ATAX funding from other state or local entities for this project/event? No

Have you received or been awarded ATAX funding from other state or local entities for any other project/event? Yes

Awarding Agency Beaufort City ATAC

Amount	\$17,500
Project/Event	Assest replacement R-9, (Buffton District)
Year of Award	2026
Awarding Agency	Beaufort City ATAC
Amount	\$20,000
Project/Event	Asset replacement R-4, (county wide services)
Year of Award	2025

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? No

(Section Break)

Please attach a copy of your organization's IRS Designation Letter showing your non-profit status . [IRS Letter 947.pdf](#)

Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants. [exemption.pdf](#)

Additional Application Documents *Field not completed.*

Additional Application Documents *Field not completed.*

Additional Application Documents *Field not completed.*

Additional Application Documents *Field not completed.*

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

Patrick Canning

Signatory's Title or
Position

Board Member

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



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

Date: **NOV 27 2017**

BEAUFORT WATER SEARCH RESCUE
817 PARIS AVENUE
PORT ROYAL, SC 29935-0000

Employer Identification Number:
57-1126299
DLN:
26053706001137
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(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:
May 15, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

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.

Based on the information you submitted in your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

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. Enter "4221-PC" in the search bar

Beaufort Water Search And Rescue responds at the direction of the Beaufort County Emergency Management office in the event of a water emergency.

We are not a business nor non-profit that charges for services or collects sales taxes, therefore we do not believe we have the need for a business license.

**TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM**

Round all numbers to the nearest whole dollar; do not use commas between numbers or ".00" at the end of a figure

REVENUES

Revenues - Cash

	Sponsorships	\$ _____
	Donations	\$ _____ 3,000
	ATAX Grants/Funding from Other Entities*	\$ _____ 0
	<i>* Do NOT include anticipated award funds requested in this application</i>	
Other Grants (please name):		\$ _____ 0
Other Grants (please name):		\$ _____ 0
Other Grants (please name):		\$ _____ 0
	Vendor Fees	\$ _____ 0
	Registration Fees	\$ _____ 0
Other Fees (please name):		\$ _____ 0
Other Fees (please name):		\$ _____ 0
	Mercandise Sales	\$ _____ 0
Other Sales (please name):		\$ _____ 0
Other Sales (please name):		\$ _____ 0
Other Revenue (please name):BWSAR reserves & fundraising		\$ _____ 4,500
Other Revenue (please name):		\$ _____
Revenues - In-Kind Contributions		
	Volunteer Hours	\$ _____ 0
	Donated Items	\$ _____
	Donated Services	\$ _____
Other (please name):		\$ _____
Other (please name):		\$ _____
Other (please name):		\$ _____
	Total All Revenue Sources:	\$ _____ 7,500

**TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM**

EXPENSES

Round all numbers to the nearest whole dollar; do not use commas between numbers or ".00" at the end of a figure

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

	Amount
Advertising & Promotion of Tourism or Arts and Cultural Events	
Local Newspaper/Digital Advertising	\$ 0
Regional Newspaper/Digital Advertising	\$ 0
National Newspaper/Digital Advertising	\$ 0
Local Magazine/Digital Advertising	\$ 0
Regional Magazine/Digital Advertising	\$ 0
National Magazine/Digital Advertising	\$ 0
Local Radio Advertising	\$ 0
Regional Radio Advertising	\$ 0
National Radio Advertising	\$ 0
Local Television Advertising	\$ 0
Regional Television Advertising	\$ 0
National Television Advertising	\$ 0
Billboards	\$ 0
Social Media Advertising	\$ 2,550
E-mail and/or Text Blasts	\$ 500
Postcards/Mailers	\$ 1,800
Posters/Banners/Signage	\$ 920
Graphic Design of Marketing/Writing or Press Releases	\$ 2,200
Web Hosting for Event (not organization)	\$ 300
Other (please name):	\$ 0
Other (please name):	\$ 0
Other (please name):	\$ 0
Other (please name):	\$ 0
Other (please name):	\$ 0
Total Advertising/Promotion Budget:	\$ 8,270
Facilities for Civic and Cultural Events	
Rentals: Venue(s)	\$ 0
Rentals: Parking Lots	\$ 0
Rentals: Tables, Chairs, Stages, Tents	\$ 0
Rental: Sound, Audio Equipment	\$ 0
Construction/Renovations/Repairs of Buildings/Facilities	\$ 0
Other (please name):	\$ 0
Other (please name):	\$ 0
Other (please name):	\$ 0
Total Facilities Budget:	\$ 0

**TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM**

EXPENSES

*Round all numbers to the nearest whole dollar; do **not** use commas between numbers or ".00" at the end of a figure*

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

	Amount
Tourist Transportation	
Company Name: _____	\$ 0
Company Name: _____	\$ 0
Total Transportation Budget:	\$ 0
Public Facilities	
Temporary/Portable Restrooms	\$ 0
Dumpster Rental/Trash Hauling	\$ 0
Construction of Permanent Restrooms	\$ 0
Construction of Parks	\$ 0
Construction of Parking Lots	\$ 0
Other (please name): _____	\$ 0
Other (please name): _____	\$ 0
Total Public Facilities Budget:	\$ 0
Municipality and County Services	
Security Provided by Bluffton Police Department	\$ 0
Security NOT Provided by Bluffton Police Department	\$ 0
Total Municipality/County Services Budget:	\$ 0
Operations <i>(only applicable to Visitor Centers and/or Cultural Centers/Museums)</i>	
Marketing/Advertising	\$ 0
Utilities <i>(electric, gas, water, phone service, internet, etc.)</i>	\$ 0
Subscriptions <i>(not related to marketing/advertising services)</i>	\$ 0
Supplies <i>(office, janitorial, etc.)</i>	\$ 0
Facility Maintenance <i>(i.e. cleaning, pest control, landscaping, etc.)</i>	\$ 0
Minor Repairs	\$ 0
Other (please name): _____	\$ 0
Other (please name): _____	\$ 0
Other (please name): _____	\$ 0
Other (please name): _____	\$ 0
Total Operations Budget:	\$ 0
Total ALL ATAX Eligible Expenses:	\$ 8,270

**TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET FORM**

EXPENSES

Round all numbers to the nearest whole dollar; do not use commas between numbers or ".00" at the end of a figure

Other/Ineligible Expenses

Applicants should list all other project/event expenses that are not eligible for ATAX funds and not listed above.

Item		Amount
Photography Video for ads	\$	1,100
Website improvements beyond basic tourism (SEO donation form full content)	\$	1,800
Project coordination, oversight (ineligible management/creative direction)	\$	1,830
Additional Marketing Materials & Contingency	\$	2,000
_____	\$	0
_____	\$	0
_____	\$	0
_____	\$	0
_____	\$	0
_____	\$	0
_____	\$	0
_____	\$	0
_____	\$	0
Total of Other/Ineligible Expenses:	\$	6,730
Total Project/Event Budget <small>(all eligible ATAX categories + Ineligible Expenses) :</small>	\$	15,000
Total Project/Event Profit or Loss <small>(Total Revenue minus Total Project/Event Budget) :</small>	\$	(7,500)

Statement Of Accounts (2025 fiscal year)

July 1, 2024 thru June 30. 2025

Revenues

Individual Donations	\$3,000.00
fiscal 2024 carry forward	\$22,937.60
Beaufort County Grant	\$40,000.00
Beaufort City Grant	\$20,000.00
County Stipend (\$2,500 quarterly)	\$10,000.00
Asset Sales	\$14,200.00
Fundraising	\$40,562.00
Total	\$150,699.60

Expenses

General Administrative Expense	\$7,691.43
Maintenance	\$11,871.00
Equipment Purchases	\$14,333.30
Fuel Expense	\$1,364.16
Insurance	\$6,074.21
Utilities	\$8,607.86
Purchase of R4	\$35,670.00
Purchase of Rigid Inflatable	\$15,516.00
Total	\$101,127.96

Net	\$49,571.64
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Statement Of Accounts (2026 fiscal year)

July 1, 2025 thru June 30. 2026

Revenues

Individual Donations	\$3,000.00
fiscal 2024 carry forward	\$49,571.64
County Stipend	\$50,000.00
Asset Sales (anticipated)	\$22,000.00
Fundraising	\$26,000.00
Total	\$150,571.64

Expenses

General Administrative Expense	\$2,500.00
Maintenance	\$7,250.00
Equipment Purchases	\$12,000.00
taxes	\$4,250.00
Fuel Expense	\$3,000.00
Insurance	\$6,250.00
Utilities	\$6,650.00
Fundraising expense	\$5,000.00
Marketing/Promotional	\$15,000.00
(BWSAR funds)	\$7,500.00
Bluffton City (ATAX funds)	\$7,500.00
Equipment Purchase R9 (replacement) Bluffton	\$37,010.00
(BWSAR funds)	\$17,500.00
City of Beaufort (ATAX funds)	\$17,500.00
Purchase R8 (replacement) Bluffton	\$43,750.00
(BWSAR funds)	\$21,875.00
Bluffton City (ATAX funds)	\$21,875.00
Total	\$142,660.00



Beaufort Water Search & Rescue
Board Meeting Minutes
Date: 03 March 2026
Chief: Clay Emminger

I. Call to order at 1800 hours by board chair Ben Whitmore

II. Roll Call

Present:

- Ben Whitmore
- Will Gill
- Ben Burnett
- Patrick Canning
- Justin Owen

III. New Business

- Discussion over replacement of Bluffton Unit R-8 not to exceed \$43,750.00
- Discussion over Marketing/Advertising BWSAR in order to raise public awareness of our organization regarding safety infrastructure, build visitor confidence in the boating community and tourism development, not to exceed \$15,000.00
- Proceed with ATAX funding applications in the first quarter of the new year.

IV. Old Business;

- Replacement asset located for purchase R-9 replacement boat asking price \$39,000, schedule inspection and evaluate.

V. Adjournment at 1900 hours;

- Motion approved: B. Whitmore
- Second B. Burnett

Category	Budgeted Amount	Actual Amount	Variance Notes	
Boat Purchase (including motor & trailer)	\$45,000	\$45,683	+\$683	Minor variance due to final negotiated price and taxes/fees
ATAX Grant Funds Used	\$20,000	\$20,000	\$0	Fully expended as awarded
Total Project Cost	\$45,000	\$45,683	+\$683	Project completed successfully

Beaufort City ATAC award FY2025 for Asset replacement R-4, (Beaufort county service district) in the amount of \$20,000 for the purchase of a 2005 Grady White 203 in the amount of \$45,683, with a budget of \$45,000

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **Beaufort Water Search and Rescue**

Project: **FY2026 BWSAR Marketing/Advertising**

Project Type: **Advertising**

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 SUFFICIENCY	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		