

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: May 19, 2026
 SUBJECT: The Bluffton MLK Observance Committee: 11th Annual Bluffton Juneteenth Festival
 PROJECT MANAGER: Jeremy Bullock, Grants Administrator

Summarized below is the application from the Bluffton MLK Observance Committee for Accommodations Tax grant dollars in support of advertising, facilities, security and tourist transportation for the 11th Annual Bluffton Juneteenth Festival.

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

Total Budget: \$41,000
Requested Amount: \$20,000
Percentage of Request^: 48.8%

^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	\$12,600**	
Facilities for Civic and Cultural Events	11,500	
Public Facilities	3,250	*
Municipality and County Services	2,100	*
Tourist Transportation	400	*
Other/Ineligible Project Expenses	21,500**	
Total	\$51,350	

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

Budgeted Expenses Summary:

Advertising & Promotion:

Total budget \$12,600**

- Design of ads, local and national radio, social media, posters/signage, and website
- Influencer Marketing moved to "Other/Ineligible Project Expenses" category

Facilities for Civic and Cultural Events:

Total budget \$11,500

- Rentals of tent, stage, chairs, sound and audio equipment

Public Facilities:

Total budget \$3,250

- Temporary restrooms and sanitation expenses

Municipality and County Services:

Total budget \$2,100

- Event Security

Tourist Transportation:

Total budget \$400

- For Shuttles/Trolleys via Bluffton Breeze

Other/Ineligible Project Expenses:

Total budget \$21,500**

- Expenses related to catering, entertainment, photography and influencer marketing

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
\$20,000	10	5	5	3	4	3	29	

Advertising: Of the requested funds, approximately 63% is related to advertising and promotion. Advertising will run on WSAV, WTOG, WHHI, iHeart Radio, 94.1 Da Beat FM, E93 Jamz, 104.1, and the Black Food Fridays and Cocktail Bandits social media accounts.

Festival/Event: June 19th-June 21st at Ma Daisy’s Porch celebrating Bluffton’s rich cultural heritage. The Friday and Saturday events will be family-friendly and feature food trucks, vendors, entertainment, and a play area. Saturday will feature Gullah storytelling. Sunday will be adults only and be kicked off with a Gullah brunch.

Bluffton Event: The entire event will be held at Ma Daisy’s Porch.

Tourism Draw %: The event has grown from less than 100 attendees at the inaugural event in 2015 to 10,000+ in 2025 with over 40% being tourists. Tourists come from Savannah, Charleston, Charlotte, South Florida, California, Baltimore and the Canary Islands.

Benefit to Tourism: Because this festival spans a weekend, local hotels are booked while Bluffton shops and restaurants are patroned resulting in increased revenues across the town.

Self-Sufficiency % (Financial Need): The request is 38.9% of the total projected festival budget of \$51,350. Other sources of income include sponsorships, donations, vendor and registration fees as well as in-kind contributions.

Previous Funding Amounts

Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Lapsed	Comments
2025	\$23,000	46%	\$23,000	\$23,000	\$17,167	\$5,833	Final Report Submitted
2024	\$20,000	41%	\$20,000	\$20,000	\$16,908	\$3,092	Final Report Submitted
2023	\$20,000	40%	\$20,000	\$20,000	\$13,571	\$6,429	Final Report Submitted

Accommodations Tax Committee Recommendations and Comments:
none

The Committee recommends funding \$ 20,000 for the 11th Annual Juneteenth Celebration.

Bullock, Jeremy

From: noreply@civicplus.com
Sent: Tuesday, March 31, 2026 4:37 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 [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 11th Bluffton Juneteenth Festival

Project/Event Location May River Rd/Bluffton

Is this a new project or event? No

Project/Event Start Date: 6/19/2026

Project/Event End Date 6/21/2026

Multi-Year Project/Event? No

Total Project Costs	41,000
Total ATAX Funds Requested	20,000
Percent of Total Budget	50
Date the funds are needed:	6/22/2026
Full Legal Organization Name	BLUFFTON MLK OBSERVANCE COMMITTEE
Address	236 BUCK ISLAND RD
Street Address Line 2	<i>Field not completed.</i>
City	BLUFFTON
State	South Carolina
Zip Code	29910-5938
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	Jacquelyn
Last Name	Brown
Title	Secretary
Phone Number	843-220-0485
E-mail Address	jiebrown@yahoo.com

(Section Break)

Organization Secondary Point of Contact

First Name	<i>Field not completed.</i>
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Last Name	<i>Field not completed.</i>
Title	<i>Field not completed.</i>
Phone Number	<i>Field not completed.</i>
E-mail Address	<i>Field not completed.</i>

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	<p>The Juneteenth events, scheduled for June 19th-June 21st at Ma Daisy's Porch will celebrate Bluffton's rich, cultural heritage while spotlighting some of the amazing, local talent from our black community.</p> <p>The Friday event will be family-friendly and free of charge to the public, and will attract locals and tourists alike. Locally and regionally Black-owned food truck vendors will setup to sell and array of culture cuisine favorites. Guests will be invited to purchase food and goods from participating vendors. Kids can enjoy a play area and all can enjoy the live entertainment provided by some of the area's hottest entertainers and djs. Other sources of event revenue will include sponsorships, booth rentals, reserved event seating, and retail sales.</p> <p>The Saturday event will also be family-friendly and free of charge to the public, and the event will attract locals and tourists alike. An outlined program will include a proclamation from the Mayor, a drum circle, Gullah storytelling, and much, much more. Guests will be invited to purchase food and goods from participating vendors. Kids can enjoy a play area and all can enjoy the live entertainment provided by some of the area's hottest entertainers and djs. Other sources of event revenue will include sponsorships, booth rentals, reserved event seating, and retail sales.</p> <p>The Sunday event will be an adults-only ticketed event serving a Gullah brunch prepared by local chefs, complete with mimosas, bloody mary's, and sweet, iced tea. Guests will enjoy music by jazz saxophonist Nate Myers IV, Atlanta, GA.</p>
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List any required permits, if applicable. If none, type "N/A":	ABL Permit, Special Events, Road Closure
Describe all planned advertising and marketing for this project/event:	Advertising for the event will be promoted through social media influencers, via radio promotions, digital ads, flyers displayed at local businesses, and through

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

WHHI, WSAV, WTOG, Facebook, Instagram, TikTok, Charleston Black Professionals, IHeart Radio, 94.1 Da Beat, E93 Jamz, 104.1, Black Food Fridays (socials), Cocktail Bandits (socials)

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:

The Bluffton Juneteenth Event has seen an enormous growth of attendees and tourists. In 2015 when first established the event drew less than 100 attendees as of last year the weekend drew 10,000+ tourists with over 40% being tourists. We attract tourist that travel as close as Savannah, Charleston, Charlotte, and other regional locations and as far as South Florida, California, Baltimore, The Canary Islands, and other destinations.

With our expanded plans for advertising, we plan to continue to promote Bluffton's Juneteenth Celebration as a 3-day weekend event and will include accommodations information on all advertising.

“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: *Field not completed.*

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:	26ATAX Grant Application Line-Item Budget 202410070635418371.pdf
<hr/>	
Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	MLK 2025 Financial Statement - Sheet1.pdf
<hr/>	
Financial Guarantee	MLK Meeting Minutes November 2025 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.

Please attach Budget vs. Actual statements for prior two years events.	2025 ATAC Itemized Expenses - Reimbursement Request.xlsx - Sheet1.pdf
<hr/>	
Please attach Budget vs. Actual statements for prior two years events.	2024 ATAC Itemized Expenses - Reimbursement Request.xlsx

(Section Break)

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

funding from other
state or local entities
for any other
project/event?

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?

Yes

Project/Event Name

Bluffton Juneteenth

Year Awarded

2025

Amount Awarded

17,800

Was a final report submitted?

Yes

What was the total number of tourists?

6,000

What was the percentage of tourists?

40

(Section Break)

Please attach a copy of your organization's IRS Designation Letter showing your non-profit status .

[Bluffton MLK 501\(c\)3 \(1\).jpg](#)

Please upload a copy of your current Town of Bluffton Business License, which is

[Report Permit60503_638833308579658084_260331_163235.pdf](#)

required of all applicants.

Additional Application Documents *Field not completed.*

Additional Application Documents *Field not completed.*

Additional Application Documents *Field not completed.*

Additional Application Documents *Field not completed.*

Additional Comments *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 Jacquelyn Brown

Signatory's Title or Secretary
Position

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





Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

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. 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

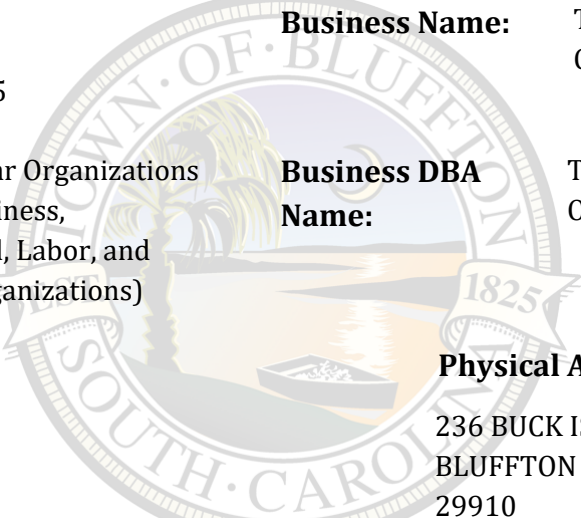
Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2026

License No.	25-05-0534	Business Name:	The Bluffton MLK Observance Committee
Date Issued:	05/20/2025		
NAICS Title:	Other Similar Organizations (except Business, Professional, Labor, and Political Organizations)	Business DBA Name:	The Bluffton MLK Observance Committee
Business Type:	Civic/Social Non-Profit	Physical Address:	236 BUCK ISLAND RD BLUFFTON SC 29910



NON-TRANSFERABLE | TO BE PLACED IN A CONSPICUOUS PLACE

Section 6-21 Purpose and Duration of Business License

ALL BUSINESSES LOCATED IN THE TOWN OF BLUFFTON MUST POST THE BUSINESS LICENSE IN A VISIBLE LOCATION WITHIN THE BUSINESS LOCATION AS REFERENCED ABOVE AND IS VALID FOR THIS LOCATION ONLY. ALL BUSINESSES LOCATED OUTSIDE THE TOWN OF BLUFFTON MUST KEEP A CURRENT COPY WHILE CONDUCTING BUSINESS INSIDE THE TOWN OF BLUFFTON. CHANGE IN LOCATION OR OWNERSHIP REQUIRES A NEW LICENSE. IF THE BUSINESS IS CLOSED, CONTACT OUR OFFICE AT 843-706-4501 TO UPDATE ACCOUNT.

Bridgette Frazier
The Bluffton MLK Observance Committee
PO Box 3737
Bluffton, SC 29910

**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	\$ 1,500
Regional Newspaper/Digital Advertising	\$ 1,000
National Newspaper/Digital Advertising	\$
Local Magazine/Digital Advertising	\$
Regional Magazine/Digital Advertising	\$
National Magazine/Digital Advertising	\$
Local Radio Advertising	\$ 1,000
Regional Radio Advertising	\$
National Radio Advertising	\$ 5,300
Local Television Advertising	\$
Regional Television Advertising	\$
National Television Advertising	\$
Billboards	\$
Social Media Advertising	\$ 2,000
E-mail and/or Text Blasts	\$
Postcards/Mailers	\$
Posters/Banners/Signage	\$ 800
Graphic Design of Marketing/Writing or Press Releases	\$ 500
Web Hosting for Event (not organization)	\$ 500
Other (please name): Influencer Marketing	\$ 3,000
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$
Total Advertising/Promotion Budget:	\$ 15,600
Facilities for Civic and Cultural Events	
Rentals: Venue(s)	\$
Rentals: Parking Lots	\$
Rentals: Tables, Chairs, Stages, Tents	\$ 6,500
Rental: Sound, Audio Equipment	\$ 5,000
Construction/Renovations/Repairs of Buildings/Facilities	\$
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$
Total Facilities Budget:	\$ 11,500

**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
Tourist Transportation	
Company Name: Bluffton Breeze	\$ 400
Company Name:	\$
Total Transportation Budget:	\$ 400
Public Facilities	
Temporary/Portable Restrooms	\$ 1,900
Dumpster Rental/Trash Hauling	\$ 500
Construction of Permanent Restrooms	\$
Construction of Parks	\$
Construction of Parking Lots	\$
Other (please name): sanitation workers, cleaning companies (picking up trash :	\$ 850
Other (please name):	\$
Total Public Facilities Budget:	\$ 3,250
Municipality and County Services	
Security Provided by Bluffton Police Department	\$
Security NOT Provided by Bluffton Police Department	\$ 2,100
Total Municipality/County Services Budget:	\$ 2,100
Operations <i>(only applicable to Visitor Centers and/or Cultural Centers/Museums)</i>	
Marketing/Advertising	\$
Utilities <i>(electric, gas, water, phone service, internet, etc.)</i>	\$
Subscriptions <i>(not related to marketing/advertising services)</i>	\$
Supplies <i>(office, janitorial, etc.)</i>	\$
Facility Maintenance <i>(i.e. cleaning, pest control, landscaping, etc.)</i>	\$
Minor Repairs	\$
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$
Other (please name):	\$
Total Operations Budget:	\$ 0
Total ALL ATAX Eligible Expenses:	\$ 32,850

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
DJ (June 13th)	\$ 850
DJ (June 19th)	\$ 500
DJ (June 20th)	\$ 900
Live Band June 19th	\$ 600
Live Band June 20th	\$ 1,200
Live Band June 21st	\$ 1,100
Sound System (June 19th)	\$ 1,800
Stage & Sound System (June 20th)	\$ 5,000
Event Photography	\$ 1,500
Bouncee Inflatables	\$ 1,550
Brunch Catering	\$ 3,500
	\$
Total of Other/Ineligible Expenses:	\$ 18,500
Total Project/Event Budget <small>(all eligible ATAX categories + Ineligible Expenses) :</small>	\$ 51,350
Total Project/Event Profit or Loss <small>(Total Revenue minus Total Project/Event Budget) :</small>	\$ (14,250)

2025 Financial Statement					
INDIVIDUAL CONTRIBUTIONS				Total	
	Grants	\$31,000			
	Net Assets	\$3,876			
	Donations	\$500			
	Total Support & Revenue	\$35,376			
EVENTS/FUNDRAISERS		EXPENSE	REVENUE		
	Juneteenth	\$27,643	\$0		
	MLK Weekend Celebration	\$250	\$300		
	Total Expense & Revenue	\$27,893	\$300		
PROGRAMS					
		EXPENSE	REVENUE		
	HBCU SC College Tour	\$5,800	\$6,000		
	Senior Citizen Meal Progam	\$600	\$0		
	MLK Soup Kitchen	\$500	0		
EXPENSE	Personnel	\$0			
	Program Related Materials	\$0			
	Marketing	\$500			
Change In Net Assets		\$35,293	\$6,300	\$7,483	Balance Forward



MLK Meeting Minutes

11/12/25 Meeting commenced at 6:00pm

Present: Jacquelyn Brown, Benisha Brown, Aaron Jenkins, Wanda Johnson, Selena Chisolm, Marcia Frazier

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

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

Old Business

- I. 2025 MLK Weekend Celebration
 - a. Memorial Celebration/Peace Walk/Community Picnic
 - i. Correspondence to local churches has been sent and awaiting participation confirmation. Monday youth participants will include area churches and youth groups. Bluffton JROTC will act as parade marshals again this year. Community picnic needs confirmation from participating restaurants and caterers to donate food to offer hot lunches to the community. Aaron will spearhead youth participants, Selena will coordinate picnic participants.

New Business

1. 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. Ma Daisy's Porch 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; Beth Inabinett & For the Funk of It will headline Friday's event, CJ The DJ will headline Saturday's event and

The Nate Myers IV will headline Sunday's event. Lineup for the remainder of the weekend will be confirmed later.

The meeting was adjourned at 8:10pm

	<u>Memo</u>	<u>Debit</u>	<u>Vendor</u>	<u>ATAC Reimbursement Amt</u>
EVENT HOSTING				
COGS - Customer Events				
	Juneteenth restroom rental	1,906.84	Royal Restrooms	1,906.84
	Juneteenth transportation	1,000.00	Bluffton Breeze	1,000.00
	advertising - Juneteenth	5,785.00	iHeart Radio	8,047
	Entertainment, Stage and Production - Juneteenth Fest Saturday	5,500.00	Swampfire Records LLC	\$5,500
	Stage and sound for Juneteenth Rodeo Event	1,500.00		
	Stage and sound for Black Food Truck Friday Event	1,400.00	Scrap Entertainment	\$1,400.00
	Rentals for Juneteenth Black Food Truck Friday Event	1,405.80	Beatriz Event Rentals	\$1,405.80
	Ad & mktg- Juneteenth	926.73	Facebook/Instagram	703.88
	Dumpster Trailer	350.00	Proactive Security Professionals	3,780.00
	Bouncee Houses Saturday	950.00	Cleven Entertainment	1500
	Brunch Balloon Arch	750.00		25,243.88
	Event Decor	2,500.00		
	Brunch Dessert/Champagne Bar	800.00		
	Catering Brunch	3,550.00		
	Jazz Saxophonist Brunch Event	800.00		
	Black Food Fridays DJ	1,100.00		
	Juneteenth Rodeo DJ Cleve	2,500.00		
	Juneteenth Rodeo Entertainment (TNT Steppaz, Q)	2,100.00		
	Juneteenth Rodeo Stage & Sound Set-up	2,500.00		
	ABL Permit	25.00		
	Retail License	50.00		
	Beer & Wine Purchase Black Food Friday	650.00		
	Juneteenth Festival CJ the DJ	750.00		
	Juneenth Band "Be The Light"	525.00		
	Juneteenth Drum Circle	400.00		
	Juneteenth Gospel Performance	400.00		
	Photography	3,025.00		
	Nate Myers	800.00		
	Musical Performance Anthem	140.00		
	Videography	1,500.00		
	360 Photo Booth	1,150.00		
	Event Staff	450.00		

Volunteer Shirts	125.00	
Misceallneous (Stakes, caution tape, wristbands, markers, lights)	<u>600.00</u>	
Total - Customer Events	<u>47,914.37</u>	
Total - EVENT HOSTING	<u>47,914.37</u>	
	<u>47,914.37</u>	50,487.76

Category

Sanitation

Transportation

Advertising

Event Production

Event Production

Event Production

Advertising

Security

Stage/Sound

2024 ATAC Itemized Expenses - Reimbursement Request

MEMO	DEBIT	VENDOR	ATAC REIMBURSEMENT AMT	CATEGORY
EVENT HOSTING				
COGS - Customer Events				
Juneteenth restroom rental	1,867.15	Royal Sanitation	1,867.15	Sanitation
Juneteenth transportation	480.00	Bluffton Breeze	480.00	Transportation
advertising - Juneteenth	5,785.00	iHeart Radio	5,785	Advertising
Entertainment, Stage and Production - Juneteenth Fest Saturday	5,000.00	Swampfire Records LLC	\$5,000	Event Production
Stage and sound for Black Food Truck Friday Event	1,400.00	Scrap Entertainment	\$1,400.00	Event Production
Rentals for Juneteenth Black Food Truck Friday Event	1,405.80	Beatriz Event Rentals	\$1,405.80	Event Production
Ad & mktg- Juneteenth	926.73	Facebook/Instagram	926.73	Advertising
Dumpster Trailer	350.00	Evans Construction LLC	350.00	Sanitation
Bouncee Houses Saturday	950.00	Proactive Security Professionals	1,072.50	Security
Brunch Balloon Arch	750.00			
Event Decor	2,500.00			
Brunch Dessert/Champagne Bar	800.00			
Catering Brunch	3,550.00			
Gospel Band Juneteenth Festival	1,200.00			
Black Food Fridays DJ	1,100.00			
ABL Permit	25.00			
Retail License	50.00			
Beer & Wine Purchase Black Food Friday	650.00			
Juneteenth Festival CJ the DJ	750.00			
Photography	3,025.00			
Luv Soundz	2,500.00			
Musical Performance Anthem	50.00			
Videography	1,500.00			
360 Photo Booth	900.00			
Event Staff	450.00			
Volunteer Shirts	125.00			
Misceallneous (Stakes, caution tape, wristbands, markers, lights)	600.00			
Total - Customer Events	<u>38,689.68</u>			
Total - EVENT HOSTING	<u>38,689.68</u>			
	<u>38,689.68</u>		18,287.18	

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **Bluffton MLK Observance Committee**

Project: **11th Annual Juneteenth 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 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		