

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: May 19, 2026
 SUBJECT: Farmer's Market of Bluffton: 2026 Facilities Supplemental
 PROJECT MANAGER: Jeremy Bullock, Grants Administrator

Summarized below is the application from the Farmer's Market of Bluffton for Accommodations Tax grant dollars to supplement their previous 2026 Market Season award. This request is to assist with increased facility fees.

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

Total Budget: \$182,150

Requested Amount: \$9,375

Percentage of Request^: 5.1%

^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	\$54,000	
Facilities for Civic and Cultural Events	21,875**	
Public Facilities	-	*
Municipality and County Services	-	*
Tourist Transportation	-	*
Other/Ineligible Project Expenses	106,275	
Total	\$182,150	

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

Budgeted Expenses Summary:

Advertising & Promotion:

Total Budget: \$54,000

- Previously awarded during December 2025 Town Council meeting

Facilities for Civic and Cultural Events:

Total Budget: \$21,875**

- Of this total, \$9,375 is being requested as supplemental funding to their 2026 Market Season Award to cover increased facility rental fees.

Public Facilities

Total Budget: \$0

- Funds budgeted for Facility Support is moved to "Facilities for Civic and Cultural Events" on the chart above; previously awarded during December 2025 Town Council meeting.

Other/Ineligible Project Expenses:

Total Budget:

- N/A; part of application originally considered during December 2025 Town Council meeting

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
\$9,375	7	5	4	4	4	4	28	

Advertising: N/A; part of application originally considered during December 2025 Town Council meeting

Festival/Event: Weekly event held every Thursday to attract and provide for tourists; in 2026, will be held from January 8th to December 17th

Bluffton Event: Held in Old Town Bluffton at Martin Family Park with overflow space provided at the Heyward House Common Grounds.

Tourism Draw %: Approximately 75%; data is collected informally by taking sample verbal zip code surveys at different times and different seasons when volunteers are available.

Benefit to Tourism: Market Day, held each Thursday, brings tourists from across the region who also explore local shops, restaurants and Bluffton’s historic charm.

Self-Sufficiency % (Financial Need): N/A; part of application originally considered during December 2025 Town Council meeting

Previous Funding Amounts

Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Lapsed	Comments
2025	\$55,300	38%	\$55,300	\$55,300	\$35,017	\$20,283	Final Report Submitted
2024	\$55,300	38%	\$55,300	\$55,300	\$32,360	\$22,940	Final Report Submitted
2023	\$50,500	40%	\$50,500	\$50,500	\$34,360	\$16,140	Final Report Submitted

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$ 9,375 for supplemental facilities support during the 2026 Market Season.

Bullock, Jeremy

From: noreply@civicplus.com
Sent: Wednesday, March 11, 2026 10:19 AM
To: ATax Communications
Subject: Online Form Submittal: Accommodations Tax Grant Application

WARNING!

This email originated from outside of the Town of Bluffton's email system. DO NOT click any links or open any attachments unless you recognize the sender and know the content is safe.

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 3/11/2026

Project Name Farmers Market of Bluffton

Project/Event Location Martin Family Park

Is this a new project or event? No

Project/Event Start Date: 1/1/2026

Project/Event End Date 12/31/2026

Multi-Year Project/Event? Yes

Total Project Costs	additional 9,375
Total ATAX Funds Requested	additional 9,375
Percent of Total Budget	additional 9,375
Date the funds are needed:	1/1/2026
Full Legal Organization Name	Farmers Market Bluffton
Address	PO Box 447
Street Address Line 2	<i>Field not completed.</i>
City	Bluffton
State	SC
Zip Code	29910
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	Klm
Last Name	Viljac
Title	Executive Director
Phone Number	8434152447
E-mail Address	manager@farmersmarketbluffton.org

(Section Break)

Organization Secondary Point of Contact	
First Name	<i>Field not completed.</i>

Last Name *Field not completed.*

Title *Field not completed.*

Phone Number *Field not completed.*

E-mail Address *Field not completed.*

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description: Martin Family Park rental fees

List any required permits, if applicable. If none, type "N/A": see original application

Describe all planned advertising and marketing for this project/event: see original application

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

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: see original application

"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:	Budget Town Line Item.pdf
--	---

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	2025 Stmt of Activity Jan - August.pdf
--	--

Financial Guarantee	FM Board Minutes 9.23.25.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.	2024 Statement of Financial Position.pdf
--	--

Please attach Budget vs. Actual statements for prior two years events.	<i>Field not completed.</i>
--	-----------------------------

(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? No

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 Farmers Market of Bluffton

Year Awarded 2025

Amount Awarded 2025

Was a final report submitted? Yes

What was the total number of tourists? see original application

What was the percentage of tourists? see original application

(Section Break)

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

Please upload a copy of [Business License.pdf](#)
 your current Town of
 Bluffton Business
 License, which is
 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	Kim Viljac
Signatory's Title or Position	Executive Director

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



FEDERAL REVENUE SERVICE
 BOX 2508
 CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Exhibit B

Date: FEB 12, 2013
 FEB 12, 2013
 FARMERS MARKET OF BLUFFTON INC
 PO BOX 447
 BLUFFTON, SC 29910

Employer Identification Number:
 26-2645371
 DLN:
 17053093357002
 Contact Person:
 ANDREA SPECK ID# 95044
 Contact Telephone Number:
 (877) 829-5500
 Accounting Period Ending:
 December 31
 Public Charity Status:
 170(b)(1)(A)(vi)
 Form 990 Required:
 Yes
 Effective Date of Exemption:
 May 21, 2008
 Contribution Deductibility:
 Yes
 Addendum Applies:
 No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.


Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

License Search

Select Type

Business Name 

Name of Business

Farmers Market of Blu

Search

1 license listed. [Export to Excel](#)

License No 25-05-0553

Farmers Market of Bluffton

Issued

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2026

License No. 25-05-0553

Business Name: Farmers Market of Bluffton

Date Issued: 05/20/2025

NAICS Title: Fruit and Vegetable Retailers

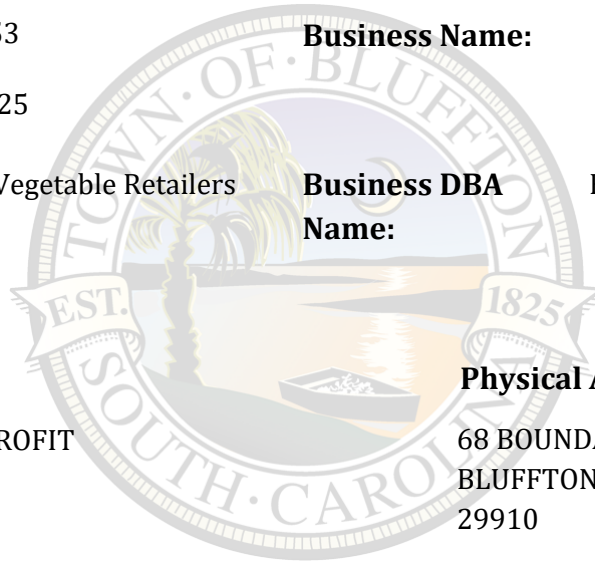
Business DBA Name: Farmers Market of Bluffton

Business Type:

FARMERS MARKET - NON PROFIT

Physical Address:

68 BOUNDARY ST UNIT 1
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.

Kim Viljac
Farmers Market of Bluffton
P.O. Box 447
Bluffton, SC 29910

**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	\$	12,875
	Donations	\$	
	ATAX Grants/Funding from Other Entities*	\$	66,500
<i>* Do NOT include anticipated award funds requested in this application</i>			
Other Grants (please name): AgSouth		\$	5,000
Other Grants (please name):		\$	
Other Grants (please name):		\$	
	Vendor Fees	\$	
	Registration Fees	\$	
Other Fees (please name): Tent and Table Rentals		\$	1,000
Other Fees (please name):		\$	
	Mercandise Sales	\$	7,000
Other Sales (please name):		\$	
Other Sales (please name):		\$	
Other Revenue (please name):		\$	
Other Revenue (please name):		\$	
Revenues - In-Kind Contributions			
	Volunteer Hours	\$	
	Donated Items	\$	
	Donated Services	\$	
Other (please name): Entertainment, Equipment Storage, Office Space		\$	30,950
Other (please name):		\$	
Other (please name):		\$	
Total All Revenue Sources:		\$	123,325

**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	\$ _____
Regional Newspaper/Digital Advertising	\$ _____
National Newspaper/Digital Advertising	\$ _____
Local Magazine/Digital Advertising	\$ 18,000
Regional Magazine/Digital Advertising	\$ 5,000
National Magazine/Digital Advertising	\$ _____
Local Radio Advertising	\$ _____
Regional Radio Advertising	\$ _____
National Radio Advertising	\$ _____
Local Television Advertising	\$ _____
Regional Television Advertising	\$ _____
National Television Advertising	\$ _____
Billboards	\$ 2,500
Social Media Advertising	\$ 1,132
E-mail and/or Text Blasts	\$ 4,700
Postcards/Mailers	\$ _____
Posters/Banners/Signage	\$ 3,000
Graphic Design of Marketing/Writing or Press Releases	\$ 18,000
Web Hosting for Event (not organization)	\$ 1,668
Other (please name):	\$ _____
Other (please name):	\$ _____
Other (please name):	\$ _____
Other (please name):	\$ _____
Other (please name):	\$ _____
Total Advertising/Promotion Budget:	\$ 54,000
Facilities for Civic and Cultural Events	
Rentals: Venue(s)	\$ _____
Rentals: Parking Lots	\$ _____
Rentals: Tables, Chairs, Stages, Tents	\$ _____
Rental: Sound, Audio Equipment	\$ _____
Construction/Renovations/Repairs of Buildings/Facilities	\$ _____
Other (please name): Heyward House	\$ 7,500
Other (please name): Martin Family Park	\$ 9,375
Other (please name):	\$ _____
Total Facilities Budget:	\$ 16,875

**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: _____	\$ _____
Company Name: _____	\$ _____
Total Transportation Budget:	\$ _____ 0
Public Facilities	
Temporary/Portable Restrooms	\$ _____
Dumpster Rental/Trash Hauling	\$ _____
Construction of Permanent Restrooms	\$ _____
Construction of Parks	\$ _____
Construction of Parking Lots	\$ _____
Other (please name): Facility Support (tents, table, cones, safety signage)	\$ _____ 5,000
Other (please name): _____	\$ _____
Total Public Facilities Budget:	\$ _____ 5,000
Municipality and County Services	
Security Provided by Bluffton Police Department	\$ _____
Security NOT Provided by Bluffton Police Department	\$ _____
Total Municipality/County Services Budget:	\$ _____ 0
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:	\$ _____ 75,875

Farmer's Market of Bluffton, Inc.

Statement of Financial Position

As of December 31, 2024

	TOTAL	
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Checking at Wells Fargo	4,144.13	9,965.82
Savings at Wells Fargo	168.25	168.25
Total Bank Accounts	\$4,312.38	\$10,134.07
Other Current Assets		
Town of Bluffton A-TAX Rec 2023	0.00	15,124.12
Town of Bluffton A-TAX Rec 2024	4,499.08	
Total Other Current Assets	\$4,499.08	\$15,124.12
Total Current Assets	\$8,811.46	\$25,258.19
Fixed Assets		
Office Equipment	1,499.31	1,499.31
Trailer	2,850.00	2,850.00
zAccumulated Depreciation	-2,354.00	-1,784.00
Total Fixed Assets	\$1,995.31	\$2,565.31
TOTAL ASSETS	\$10,806.77	\$27,823.50
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities		
Other Current Liabilities		
EIDL Loan	4,000.00	6,800.00
Loan Payable - Kim	2,950.00	2,850.00
Total Other Current Liabilities	\$6,950.00	\$9,650.00
Total Current Liabilities	\$6,950.00	\$9,650.00
Total Liabilities	\$6,950.00	\$9,650.00
Net Assets		
Net Assets With Restrictions	0.00	7,964.37
Net Assets Without Restrictions	14,666.65	-4,272.80
Net Revenue	-10,809.88	14,481.93
Total Net Assets	\$3,856.77	\$18,173.50
TOTAL LIABILITIES AND NET ASSETS	\$10,806.77	\$27,823.50

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - August, 2025

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Revenue			
Income			\$0.00
Grants			\$0.00
ATAX Grant			\$0.00
ATAX - Advertising	15,801.51		\$15,801.51
ATAX - Facility Support	219.98		\$219.98
ATAX - Usage/Rent	4,950.00		\$4,950.00
Total ATAX Grant	20,971.49		\$20,971.49
Total Grants	20,971.49		\$20,971.49
Merchandise		4,743.85	\$4,743.85
Sponsorship			\$0.00
Contracted Sponsors		5,000.00	\$5,000.00
Daily Sponsorship		5,075.00	\$5,075.00
Total Sponsorship		10,075.00	\$10,075.00
Tent/Table Revenue		515.00	\$515.00
Vendor Revenue			\$0.00
Farmer Vendor		10,660.00	\$10,660.00
Food Vendor		24,770.00	\$24,770.00
Total Vendor Revenue		35,430.00	\$35,430.00
Total Income	20,971.49	50,763.85	\$71,735.34
Rev Released from Restrictions	-18,371.33	18,371.33	\$0.00
Total Revenue	\$2,600.16	\$69,135.18	\$71,735.34
GROSS PROFIT	\$2,600.16	\$69,135.18	\$71,735.34
Expenditures			
Marketing and Promotions			\$0.00
Constant Contact Newsletter		1,322.17	\$1,322.17
Print Advertisements		13,010.50	\$13,010.50
Social Media		1,772.09	\$1,772.09
Web Design and Maintenance		1,112.00	\$1,112.00
Total Marketing and Promotions		17,216.76	\$17,216.76
Operations Expense			\$0.00
Bank Charges		10.00	\$10.00
Contract Labor			\$0.00
Accounting Services		1,200.00	\$1,200.00
Casual Labor		4,657.00	\$4,657.00
Market Manager		28,776.64	\$28,776.64
Total Contract Labor		34,633.64	\$34,633.64
Depreciation Expense		380.00	\$380.00

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - August, 2025

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Facility Support			\$0.00
Market Equipment Expense		636.67	\$636.67
Property Usage/Rent		7,800.00	\$7,800.00
Total Facility Support		8,436.67	\$8,436.67
Insurance		310.00	\$310.00
Licenses/Permits		1,020.00	\$1,020.00
Market Merchandise			\$0.00
Market Merchandise to be Sold		2,026.39	\$2,026.39
Total Market Merchandise		2,026.39	\$2,026.39
Market Supplies		57.47	\$57.47
Membership Dues		490.00	\$490.00
Office Equipment/Software		519.92	\$519.92
Office Supplies		323.11	\$323.11
Phone		1,179.34	\$1,179.34
Postage		264.74	\$264.74
Total Operations Expense		49,651.28	\$49,651.28
Over/Short		45.00	\$45.00
Total Expenditures	\$0.00	\$66,913.04	\$66,913.04
NET OPERATING REVENUE	\$2,600.16	\$2,222.14	\$4,822.30
Other Revenue			
Other Income		520.00	\$520.00
Total Other Revenue	\$0.00	\$520.00	\$520.00
NET OTHER REVENUE	\$0.00	\$520.00	\$520.00
NET REVENUE	\$2,600.16	\$2,742.14	\$5,342.30



Farmers Market of Bluffton, Board of Directors Meeting

9.23.25 Minutes

In attendance: Sarah Clemmons - Vice President, Kate Creech - Secretary, Meg James - Treasurer/Finance Chair, Bill Beltz - Immediate Past President, Kim Viljac - Director of Farmers Market

Meeting called to order at 6:20pm by Kate. Sarah seconds

August meeting minutes approved

Next meeting: October 21st (TBD Manor or Kate's house)

Adjournment at 7:30pm - Kate motions - Meg seconds

Board unanimously votes to approve and the responsibility of 2026 budget

I. Board Members

- A. Rebekah has resigned. Discussion of hiring her as marketing employee (atax)

II. Market Updates

- A. Vendors (in general - maxed out on baked goods vendors)
 1. Southern Peel is back at the Heyward House property. With event season they will not be able to attend every market
 2. Two Birds (greek food), Daniel (macarons), Earth Fed (plant based cheese), Sweets Obsessed, Sour Loaf, Jack's Vanilla Beans - All are doing great and have received a wonderful response from market shoppers
 3. Discussion of adjusting hours for market days during Fall/Winter as some shoppers are arriving at 11am when vendors are still setting up. This is mostly due to these shoppers being used to the summer hours of 10am-2pm.
 - a) Marketing idea on social media to express how the market typically slows down after 2:30pm so parking is much easier. The goal of this is to bring in more traffic for vendors between 3pm-4pm during fall winter hours

B. Events/PR/Merch

1. Pops in the Park - Kim has contacted Mary O'neill. Market will close at 3pm for event
2. Halloween trick or treating scheduled for October 23rd
3. Thanksgiving - will have market Wednesday before thanksgiving
4. Christmas - last market will be December 18th. Will reopen on January 8th
 - a) Mention of costumes during Christmas market and possibly entering the Christmas parade - vendors could supply some of their goods so we could hand out during parade
5. Ordering beanies from John - jewel tones with Farmers Market applique
6. Discussion of ordering magnets with seasonal market hours and QR code
7. Suggestion of using Facebook Business Suite to schedule social media posts including weather related updates
8. Amiri rendering poster that can be used for a variety of market signage, announcements, etc.

III. Website - working on updating vendor bios

IV. Sponsors - huge success! Two for the previous market!

V. Funding

- A. AG South Grant - will know in November. \$5k non-restricted
 1. Desired use if for kids programs
- B. Donation of \$1k from Bill

VI. Budget

- A. Approval for Nikki raise
- B. Board unanimously votes to approve and the responsibility of 2026 budget

Tasks for next meeting:

- Everyone to review bylaws and Rebekah's marketing proposal for discussion at next meeting
- By law updated verbiage to include description and use of AI for notes
- Kim contacting Tabor to be attorney for updated by laws

Farmers Market of Bluffton, Inc.
Budget
For Year 2023

ATTACHMENT 02

INCOME

Grants			
ATAX Grant-Town of Bluffton			
ATAX - Advertising	38,000.00		
ATAX - Facility Support	5,000.00		
ATAX - Heyward House	<u>7,500.00</u>		
Total ATAX Bluffton Grant		50,500.00	
Donations In Kind**			
Entertainment	12,500.00		
Equipment Storage	2,400.00		
Martin Family Park Property	7,500.00		
Office Expense	<u>1,800.00</u>		
Total Donations In Kind		24,200.00	
Sponsorship			
Contracted Sponsors	5,000.00		
Daily Sponsorship	<u>5,250.00</u>		
Total Sponsorship		10,250.00	
Tent/Table Revenue		1,000.00	
Vendor Revenue			
Farm Vendor	14,000.00		
Food Vendor	<u>20,500.00</u>		
Total Vendor Revenue		34,500.00	
Sales of Merchandise		<u>6,000.00</u>	
TOTAL INCOME			<u><u>126,450.00</u></u>

EXPENSES

Advertising	38,000.00
Facility Support	5,000.00
Heyward House Rental	7,500.00
Entertainment	12,500.00
Equipment Storage	2,400.00
Martin Family Park Property	7,500.00
Office Expense	1,800.00
Bank Charges	160.00
Contract Labor: Accounting Services	1,500.00
Casual Labor	6,000.00
Market Manager	36,750.00
Cost of Merchandise	1,850.00
Insurance	1,000.00
Market Supplies	650.00
Membership Dues	440.00
Office Equipment/Software Expense	750.00
Office Supplies	650.00
Phone	1,800.00
Postage	200.00

TOTAL EXPENSES 126,450.00

ATAX BUDGET	
Item:	
Facility Support	5,000.00
Property Usage	<u>7,500.00</u>
	12,500.00
Advertising per month	<u>3,166.67</u>
	38,000.00
TOTAL ATAX	<u><u>50,500.00</u></u>

MARKET FUNDING SNAPSHOT	
ATAX-Bluffton	50,500.00
Donations in Kind	24,200.00
Sponsors	10,250.00
Market Revenues	<u>41,500.00</u>
Total	<u>126,450.00</u>
ATAX Funding	40%

501C3 GUIDELINE:	
Total Donations	84,950.00
Total Funding	126,450.00
Donation %	69%

**These are expected donated services based on prior years

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY23_P&L_1 - FY23 P&L

January - December 2023

	TOTAL	
	ACTUAL	BUDGET
Revenue		
Income		
Donations In Kind		
Entertainment	12,500.00	12,500.00
Equipment Storage	2,400.00	2,400.00
Office Expense	1,800.00	1,800.00
Property Usage	7,500.00	7,500.00
Total Donations In Kind	24,200.00	24,200.00
Grants		
ATAX Grant		
ATAX - Advertising	33,043.99	38,000.00
ATAX - Facility Support	4,135.82	5,000.00
ATAX - Usage/Rent	10,500.00	7,500.00
Total ATAX Grant	47,679.81	50,500.00
Total Grants	47,679.81	50,500.00
Interest Income	0.20	
Merchandise	7,833.00	6,000.00
Sponsorship		
Contracted Sponsors	5,000.00	5,000.00
Daily Sponsorship	2,100.00	5,250.00
Total Sponsorship	7,100.00	10,250.00
Tent/Table Revenue	795.00	1,000.00
Vendor Revenue		
Farmer Vendor	12,975.00	14,000.00
Food Vendor	28,615.00	20,500.00
Total Vendor Revenue	41,590.00	34,500.00
Total Income	129,198.01	126,450.00
Rev Released from Restrictions		
Restrictions Satisfied by Payme	0.00	
Total Rev Released from Restrictions	0.00	
Uncategorized Income	930.00	
Total Revenue	\$130,128.01	\$126,450.00
GROSS PROFIT	\$130,128.01	\$126,450.00
Expenditures		
Credit Card Fees	-235.36	
Gift Certificate	25.00	
Marketing and Promotions		38,000.00
Constant Contact Newsletter	548.50	
Print Advertisements	22,540.78	
Social Media	3,336.08	
Web Design and Maintenance	1,668.00	

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY23_P&L_1 - FY23 P&L

January - December 2023

	TOTAL	
	ACTUAL	BUDGET
Total Marketing and Promotions	28,093.36	38,000.00
Operations Expense		
Bank Charges	45.00	160.00
Contract Labor		
Accounting Services	1,800.00	1,500.00
Casual Labor	6,510.00	6,000.00
Market Manager	37,443.52	36,750.00
Total Contract Labor	45,753.52	44,250.00
Depreciation Expense	434.00	
Facility Support		5,000.00
Market Equipment Expense	1,782.69	
Property Usage/Rent	7,800.00	7,500.00
Total Facility Support	9,582.69	12,500.00
Insurance	310.00	1,000.00
Licenses/Permits	420.00	
Market Merchandise		
Market Merchandise to be Sold	2,818.93	1,850.00
Total Market Merchandise	2,818.93	1,850.00
Market Supplies	509.82	650.00
Membership Dues	180.00	440.00
Office Equipment/Software	597.37	750.00
Office Supplies	428.76	650.00
Phone	2,237.62	1,800.00
Postage	242.37	200.00
Total Operations Expense	63,560.08	64,250.00
Over/Short	3.00	
Total Expenditures	\$91,446.08	\$102,250.00
NET OPERATING REVENUE	\$38,681.93	\$24,200.00
Other Expenditures		
Donation Usage		
Entertainment	12,500.00	12,500.00
Equipment Storage	2,400.00	2,400.00
Office Expense	1,800.00	1,800.00
Property Use	7,500.00	7,500.00
Total Donation Usage	24,200.00	24,200.00
Total Other Expenditures	\$24,200.00	\$24,200.00
NET OTHER REVENUE	\$ -24,200.00	\$ -24,200.00
NET REVENUE	\$14,481.93	\$0.00

**Farmers Market of Bluffton, Inc
Budget to Actual
For Year 2024**

INCOME	Budget	Actual	Difference	
Grants				
ATAX Grant-Town of Bluffton				
ATAX - Advertising	42,800.00	21,507.53		
ATAX - Facility Support	5,000.00	7,200.00		
ATAX - Heyward House	7,500.00	-		
Total ATAX Bluffton Grant	55,300.00	28,707.53	26,592.47	
Donations in Kind**				
Entertainment	12,500.00	-		
Equipment Storage	2,400.00	-		
Martin Family Park Property	7,500.00	-		
Office Expense	1,800.00	-		
Total Donations in Kind	24,200.00	-	24,200.00	
Sponsorship				
Contracted Sponsors	5,000.00			
Daily Sponsorship	5,250.00	1,370.00		
	10,250.00	1,370.00	8,880.00	
Tent/Table Revenue		1,000.00	655.00	345.00
Vendor Revenue				
Farm Vendor	14,000.00	12,300.00		
Food Vendor	25,100.00	25,160.00		
Total Vendor Revenue	39,100.00	37,460.00	1,640.00	
Sales of Merchandise	7,000.00	7,125.01	(125.01)	
TOTAL INCOME	136,850.00	75,317.54	61,532.46	
EXPENSES				
Advertising	42,800.00	23,832.92		
Facility Support	5,000.00	6,383.90		
Heyward House Rental	7,500.00	-		
Entertainment	12,500.00	500.00		
Equipment Storage	2,400.00	-		
Martin Family Park Property	7,500.00	-		
Office Expense	1,800.00	584.82		
Bank Charges	160.00	90.00		
Contract Labor: Accounting Services	2,100.00	1,800.00		
Casual Labor	6,000.00	6,060.00		
Market Manager	39,947.00	37,106.72		
Cost of Merchandise	3,000.00	2,917.02		
Insurance	1,000.00	1,060.00		
Market Supplies	1,303.00	397.97		
Membership Dues	440.00	1,150.00		
Office Equipment/Software Expense	750.00	819.86		
Office Supplies	650.00	267.18		
Phone	1,800.00	2,585.23		
Postage	200.00	5.80		
TOTAL EXPENSES	136,850.00	85,561.42	51,288.58	

ATAX BUDGET	
Item:	
Facility Support	5,000.00
Property Usage	7,500.00
	12,500.00
Advertising per month	3,566.67
	42,800.00
TOTAL ATAX	55,300.00

MARKET FUNDING SNAPSHOT	
ATAX-Bluffton	55,300.00
Donations in Kind	24,200.00
Sponsors	10,250.00
Market Revenues	47,100.00
TOTAL	136,850.00
ATAX Funding 41%	

501C3 GUIDELINE:	
Total Donations	89,750.00
Total Funding	136,850.00
	0
Donation % 66%	

**These are expected donated services based on prior years.

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **The Farmer's Market of Bluffton**

Project: **2026 Market Season Supplemental**

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		