

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: May 19, 2026
 SUBJECT: Beaufort Water Search and Rescue: Replacement of Boat
 PROJECT MANAGER: Jeremy Bullock, Grants Administrator

Summarized below is the application from the Beaufort Water Search and Rescue for Accommodations Tax grant dollars in support of the purchase of a replacement boat in order to conduct continued support of rescue and recovery in the boating community.

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

Total Budget: \$43,750
Requested Amount: \$21,875
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	\$-	
Facilities for Civic and Cultural Events	43,750	
Public Facilities	-	*
Municipality and County Services	-	*
Tourist Transportation	-	*
Other/Ineligible Project Expenses	-	
Total	\$43,750	

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

Budgeted Expenses Summary:

Facilities for Civic and Cultural Events:

Total Budget: \$43,750

- Purchase of replacement boat, upfitting and delivery

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

Amount Requested	Tourist Facilities (15)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Miscellaneous (10)	Total of 40 possible	Comments
\$21,875	2	0	2	1	1	6	

Tourist Facilities: Funds would allow for the purchase of a boat to replace existing boat dedicated to the Bluffton area that would be used to conduct search and recovery in Bluffton waterways under the direction of Beaufort County Emergency Management in conjunction with federal, state and local response.

Tourism Draw %: The boat would be used to support recreational boating, existing waterway tours and special events.

Benefit to Tourism: BWSAR is an all-volunteer water search and rescue organization whose primary mission is to support and assist local, state and federal emergency response in times of need. BWSAR is on duty at local events/celebrations and responds to water safety incidents throughout the year.

Self-Sufficiency %: Requesting 50% of the budget for a full replacement; community donations, prior grant carryover and BWSAR reserves will be leveraged as matching funds.

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 replacement/purchase of this boat does not fit the criteria of accommodations tax funds.

The Committee recommends funding \$ 0 for the purchase of a replacement boat and equipment.

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

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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 recommends funding \$ _____ for _____.

Bullock, Jeremy

From: noreply@civicplus.com
Sent: Monday, March 30, 2026 4:02 PM
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 3/30/2026

Project Name Water Rescue Services & Water Related Event Patrols

Project/Event Location Bluffton district

Is this a new project or event? Yes

If yes, did you or a team member discuss your application with town staff prior to applying? Yes

Project/Event Start Date: 1/1/2026

Project/Event End Date	12/31/2026
Multi-Year Project/Event?	No
Total Project Costs	21,875
Total ATAX Funds Requested	21,875
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
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: The requested \$21,875 (50% of the \$43,750 total project cost) will fund the acquisition of a replacement 23-foot center console boat (hull, motor, and trailer) for Beaufort Water Search and Rescue (BWSAR), our all-volunteer nonprofit organization. This vessel will maintain reliable, dedicated on-water search, rescue, recovery, and safety patrol capabilities focused on Bluffton’s key tourism waterways, including the May River, Calibogue Sound, and associated marshes and boat ramps.

The current vessel has reached the end of its service life due to age and wear. Replacing it ensures uninterrupted 24/7 emergency response and safety support for recreational boaters, kayakers, and visitors enjoying Bluffton’s waterways. This directly supports tourism by providing essential safety infrastructure that enhances visitor confidence and enables safe participation in water-based recreation and local events. This request complies with SC Code §6-4-10(4)(b) as a tourism-related expenditure under:

Construction, maintenance, and operation of facilities for civic and cultural activities (the boat serves as mobile safety support for events and public access to waterways).

Additional municipal services that promote tourism and enlarge its economic benefits by enhancing the Town’s ability to attract and provide for tourists through improved waterway safety and emergency preparedness.

List any required permits, if applicable. If none, type “N/A”:	N/A
--	-----

Describe all planned advertising and marketing for this project/event:	N/A
--	-----

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

N/A

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:

Bluffton attracts thousands of tourists annually who engage in boating, kayaking, fishing, paddle sports, and waterfront activities along the May River and Calibogue Sound. Reliable water rescue and safety patrols directly enhance the visitor experience by reducing risks during peak recreational periods and supporting safe access to Bluffton’s natural and cultural amenities.

By maintaining this critical asset, BWSAR helps sustain Bluffton’s appeal as a safe, family-friendly destination for water-based tourism. This encourages longer stays, repeat visitation, and positive word-of-mouth, which in turn supports overnight accommodations, local dining, and retail spending within town limits. The boat also enables safety coverage for events and public use of Bluffton-area waterways, contributing to the overall economic benefits of tourism in the Town.

“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 founded in 1975 with over 50 years of experience providing professional on-water search, rescue, and recovery services. We operate with no paid staff and maintain strict fiscal accountability through dedicated grant accounts, transparent budgeting, and timely

reporting.

In the past 12 months, our volunteers contributed over 2,200 man-hours across approximately 97 missions, (nearly 40% of this is attributable to Bluffton specifically), many involving recreational boaters and visitors in the Lowcountry. We work under the direction of Beaufort County Emergency Management and maintain strong operational partnerships with the U.S. Coast Guard, SC DNR Marine Patrol, Bluffton Town Police, and local fire/rescue agencies.

For this project, we will provide a 50% match (\$21,875) through BWSAR reserves, community donations, and prior grant carryover. All expenditures will occur in compliance with Town of Bluffton ATAX guidelines, with primary benefit focused on Bluffton town limits and surrounding waterways used by Town visitors. We have successfully managed previous ATAX-funded equipment and patrol support with full documentation and reimbursement compliance.

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:	Detailed Project Budget.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.

(Section Break)

Have you requested, received, or been awarded ATAX funding from other state or local entities for this project/event?

Yes

If yes, please list all sources and amounts:
Awarding Agency

Beaufort County ATAX (FY2026)

Amount

21,875

Awarding Agency

Field not completed.

Amount

Field not completed.

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

Yes

Awarding Agency

Beaufort City ATAX

Amount

17,500

Project/Event

Bluffton district

Year of Award

2026

Awarding Agency

Beaufort City ATAX

Amount

20,000

Project/Event

Beaufort district

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.

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*	\$	7,000
<small>* Do NOT include anticipated award funds requested in this application</small>			
Other Grants (please name):		\$	
Other Grants (please name):		\$	
Other Grants (please name):		\$	
	Vendor Fees	\$	
	Registration Fees	\$	
Other Fees (please name):		\$	
Other Fees (please name):		\$	
	Mercandise Sales	\$	
Other Sales (please name):		\$	
Other Sales (please name):		\$	
Other Revenue (please name): reserves		\$	11,875
Other Revenue (please name):		\$	
 Revenues - In-Kind Contributions			
	Volunteer Hours	\$	
	Donated Items	\$	
	Donated Services	\$	
Other (please name):		\$	
Other (please name):		\$	
Other (please name):		\$	
Total All Revenue Sources:		\$	21,875

**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
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	\$ _____
Regional Magazine/Digital Advertising	\$ _____
National Magazine/Digital Advertising	\$ _____
Local Radio Advertising	\$ _____
Regional Radio Advertising	\$ _____
National Radio Advertising	\$ _____
Local Television Advertising	\$ _____
Regional Television Advertising	\$ _____
National Television Advertising	\$ _____
Billboards	\$ _____
Social Media Advertising	\$ _____
E-mail and/or Text Blasts	\$ _____
Postcards/Mailers	\$ _____
Posters/Banners/Signage	\$ _____
Graphic Design of Marketing/Writing or Press Releases	\$ _____
Web Hosting for Event (not organization)	\$ _____
Other (please name): _____	\$ _____
Other (please name): _____	\$ _____
Other (please name): _____	\$ _____
Other (please name): _____	\$ _____
Other (please name): _____	\$ _____
Total Advertising/Promotion Budget:	\$ _____ 0
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): Purchase R8 (replacement) Bluffton	\$ _____ 43,750
Other (please name): _____	\$ _____
Other (please name): _____	\$ _____
Total Facilities Budget:	\$ _____ 43,750

**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): _____	\$ _____
Other (please name): _____	\$ _____
Total Public Facilities Budget:	\$ _____ 0
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:	\$ _____ 43,750

Category / Line Item	Description	Amount (\$)	% of Total	Funding Source	Notes / Justification
Boat Acquisition (Hull + Motor + Trailer)	Purchase of 23 ft Carolina Skiff LS (or equivalent DLV-style) center console with outboard motor (min 115 HP, up to 200 HP recommended for load/performance) and tandem trailer. Includes essential factory/standard features (e.g., console, seating, bilge, navigation lights).	40,000	91.43%	- Grant: \$20,000 - Matching: \$20,000	Core item; versatile hull for Bluffton district ops (shallow 7" draft, stable tri-hybrid design for sounds/rivers/events). Vendor quotes attached (target 115–175 HP for balance of power/economy/fuel). Directly enables tourism event patrols (Water Festival 10 days, Blue Angels river closures, 4th July fireworks, kayak races, etc.) and visitor safety on waterways.
Outfitting / Rescue- Specific Upgrades	Essential add-ons for SAR: navigation/GPS/chartplotter, VHF radio upgrade, rescue lighting (spotlight/strobe), tow post, first-aid/rescue, enhancements.	2,500	5.71%	- Grant: \$1,250 - Matching: \$1,250	Required for operational readiness in search/rescue/recovery; ties to emergency preparedness for tourists/visitors.
Delivery, Registration , Taxes	Dealer delivery/prep, SC registration/title, sales tax	1,250	2.86%	- Grant: \$625 - Matching: \$625	One-time costs; ensures immediate deployment post-purchase.
Total Project Cost		43,750	100%		

Category / Line Item	Description	Amount (\$)	% of Total	Funding Source	Notes / Justification
Grant Request (Matching Funds)	50% of total	21,875	50%	Bluffton City ATAX Grant	Requested amount; complies with tourism- related categories (e.g., Facilities for Civic/Cultural Events maintenance, emergency services attendant to tourism waterways/access).
Matching / Other Sources	Breakdown: • BWSAR reserves: \$11,875 • Community/individual donations: \$3,000 • Other sources (prior grants carryover): \$7,000	21,875	50%	BWSAR funds, donations, events	Proof (bank statements, donation logs, board commitment) attached; all-volunteer structure maximizes impact (no salaries).

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

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **Beaufort Water Search and Rescue**

Project: **Purchase of Boat**

Project Type: **Facilities**

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		