



ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration

MEETING DATE: August 15, 2023
 SUBJECT: Congregation Beth Yam: TOB Hanukkah Celebration
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from Congregation Beth Yam for expenses related to the 2023 Town of Bluffton Hanukkah Celebration for Accommodations Tax grant dollars.

Requested Amount: \$6,000

Congregation Beth Yam	Total Budget	Requested ATAX Grant (approx. 96% of event budget)
Advertising & Promotion	\$450	\$450
Facilities for Civic & Cultural Events	578	578
Project Expenses	5,200	4,972
Total	\$6,228	\$6,000

Eligible "Tourism-Related Expenditures" per South Carolina Code of Laws:

Advertising & Promotion of Tourism:

Total Budget: \$450

- Social Media and advertising in The Bluffton Sun

Facilities for Civic & Cultural Events:

Total Budget: \$578

- Rental of tables and chairs

Project Expenses:

Total Budget: \$5,200

- Entertainment, decorations, refreshments, prizes and miscellaneous expenses for the purchase of dreidels and chocolate coins.
 - If the prizes, dreidels and chocolate coins have the Bluffton "Heart of the Lowcountry" logo printed on them, there is opportunity for these expenses to be covered by ATAX. Total cost is estimated to be \$400.

Festival/Event: This event is scheduled to take place on the evening of December 9, 2023 to celebrate the Hanukkah holiday.

Bluffton Event: Martin Family Park will be the location of this year's celebration.

Tourism Draw %: This is a first-time applicant so tourism statistics are unavailable.

Benefit to Tourism: The benefit to tourism is not yet measurable but because Judaism is not as prevalent here, events such as these draw high attendance rates and the same is expected for this event.

Self-Sufficiency % (Financial Need): Amount requested is 96% of the total budget. Sponsorships and the donation of food are expected to provide some of the revenue needed for the event with the Town of Bluffton also contributing funds.

Table Rating (Scores 0-5 with 5 satisfying the qualifications best, exception Advertising 0-15)

Amount Recommended	Advertising (15)	Festival / Event (5)	Bluffton Event (5)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Total of 40 possible	Comments
Up to \$6,000 in eligible expenses	10	5	4	1	1	1	22	

Previous Funding Amounts - Congregation Beth Yam

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

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding up to \$6,000 for eligible tourism-related expenses.