

# ACCOMMODATIONS TAX ADVISORY COMMITTEE

## STAFF REPORT

### Department of Finance & Administration



MEETING DATE: August 15, 2023  
 SUBJECT: BlacQuity SC: 2023 Roots & Rivers Festival  
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the supplemental application from BlacQuity SC for the 2023 "Roots & Rivers Festival" for Accommodations Tax grant dollars to promote the September event and facility support.

**Requested Amount: \$10,836**

BlacQuity SC	Total Budget	Requested ATAX Grant (approx. 57% of event budget)
Advertising & Promotion	\$24,970	\$8,720
Facilities for Civic & Cultural Events	3,216	2,116
Project Expenses	10,000	0
<b>Total</b>	<b>\$38,186</b>	<b>\$10,836</b>

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

##### Advertising & Promotion of Tourism:

##### **Total Budget: \$24,970**

- Print, radio, digital and social media marketing (including influencers and blogging/vlogging), design and printing of banners, signs, posters and flyers, merchandise (t-shirts, cinch bags and koozies) as well as public relations and event photography
- Request is \$8,720 of total advertising budget as \$11,000 was previously awarded during the quarter ending March 31, 2023.

##### Facilities for Civic & Cultural Events:

##### **Total Budget: \$3,216**

- Rentals of the venue, barricades, stage and tents as well as costs related to trash (dumpster and hauling)

##### Project Expenses:

##### **Total Budget: \$10,000**

- Entertainment, administrative fees related to ticket sales and wrist bands, and insurance and permits

Festival/Event: This event is scheduled to take place on the evening of September 9, 2023 to spread awareness about BlacQuity's cause and share the excitement of graduates from the Black Equity University program.

Bluffton Event: Oyster Factory Park will be the location of this year's festival.

Tourism Draw %: This is a first-year event so tourism statistics are unavailable.

Benefit to Tourism: The benefit to tourism is not yet measurable but the anticipation is that the event will attract families looking for a place to stay overnight.

Self-Sufficiency % (Financial Need): Eligible amount requested is 57% of the total budget. Sponsorships and ticket sales will provide the remaining revenue needed for the event.

**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
\$10,836	10	4	4	3	4	3	28	

**Previous Funding Amounts - BlacQuity SC**

Fiscal Year	Amount Requested	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2023	28,135	41%	\$11,000	\$11,000	\$0	Awarded during June 2023 Council Meeting

Accommodations Tax Committee Recommendations and Comments:

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The Committee recommends funding \$10,836 for additional funding for advertising and promotion of tourism and facilities for civic and cultural events expenses.