



# ACCOMMODATIONS TAX ADVISORY COMMITTEE STAFF REPORT Department of Finance & Administration

MEETING DATE: August 15, 2023  
SUBJECT: Boys & Girls Club of the Lowcountry: Bike Bluffton  
PROJECT MANAGER: Shannon Milroy, Budget & Procurement Analyst

Summarized below is the application from the Boys & Girls Club of the Lowcountry for expenses related to the November 2023 Bike Bluffton event for Accommodations Tax grant dollars.

**Requested Amount: \$21,650**

Boys & Girls Club of the Lowcountry	Total Budget	Requested ATAX Grant (approx. 73% of event budget)
Advertising & Promotion	\$23,150	\$21,650
Project Expenses	6,500	0
<b>Total</b>	<b>\$29,650</b>	<b>\$21,650</b>

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

### Advertising & Promotion of Tourism:

**Total Budget: \$23,150**

- Expenses include event t-shirts, jerseys, sponsors flags, a marketing professional and advertising in print, on social media, and email blasts.

### Project Expenses:

**Total Budget: \$6,500**

- Food and beverage as well as "other" expenses

Festival/Event: This event is scheduled to take place on Sunday, November 5, 2023.

Bluffton Event: This year, the event will have rides of differing lengths including 2, 10, 30 and 62 miles with each starting at the Boys & Girls Club of Bluffton location. The various routes will include rides through Palmetto Bluff and Sun City.

Tourism Draw %: The inaugural event in 2022 saw 310 riders with 125 of those registered coming from outside of Beaufort County. This equates to approximately 40% in tourism participation.

Benefit to Tourism: With an 8 a.m. start time on Sunday morning, most out-of-towners made a weekend visit to Bluffton and stayed in local hotels, ate at local restaurants and patroned local shops and businesses.

Self-Sufficiency % (Financial Need): Amount requested is 73% of the total budget with the entire request being for marketing and advertising expenses. Sponsorships, donations and participation fees are expected to provide the remaining revenue. The 2022 event netted a profit of \$54,701 for the Boys & Girls Club; the 2023 event is anticipating a net fundraising effort of \$78,450.

**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
\$21,650	12	4	4	3	3	2	28	

**Previous Funding Amounts - Boys & Girls Club of the Lowcountry**

Fiscal Year	Amount Requested	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2023	\$10,000	49%	\$10,000	\$10,000	\$10,000	Award Fully Expended

Accommodations Tax Committee Recommendations and Comments:

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The Committee recommends funding \$21,650 for advertising and promotion of tourism expenses.