

**Milroy, Shannon**

**From:** noreply@civicplus.com  
**Sent:** Wednesday, June 28, 2023 4:10 PM  
**To:** ATax Communications  
**Subject:** Online Form Submittal: Accommodations Tax Grant Application

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## 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.

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Application Date	6/28/2023
Full Legal Organization Name	HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL INC.
Project Name	HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL
Total Project Costs	\$204, 650.00
Total ATAX Funds Requested	\$80,000.00
Percent of Total Budget	39%
Address	32 Spartina Crescent
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. Please include a copy of your organization's non-profit status, such as your IRS Designation Letter.	<a href="#">nonprofit designation.pdf</a>
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	<a href="#">business license.pdf</a>

### **TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION**

#### Organization Primary Point of Contact

First Name	MARY
Last Name	O'Neill
Title	President
Phone Number	8438152474
E-mail Address	<a href="mailto:maryaoneill6@aol.com">maryaoneill6@aol.com</a>

(Section Break)

#### Organization Secondary Point of Contact

First Name	John
Last Name	Anderson
Title	Treasurer
Phone Number	843-4228780
E-mail Address	<a href="mailto:janderson@coastalstatesbank.com">janderson@coastalstatesbank.com</a>

### **TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION**

Project Description:	THE HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL WAS CREATED TO HELP FURTHER A SENSE OF COMMUNITY AND TO BENEFIT THE CITIZENS, THE LOCAL AREA MERCHANTS AND ARTISTS THROUGH TOURISM.
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THE WEEKLONG ACTIVITIES CREATE A GREAT DESTINATION VENUE FOR VISITORS AND WAS RECOGNIZED JUST AS THAT BY THE SOUTHEAST TOURISM SOCIETY AS ONE OF THE TOP 20 EVENTS IN THE SOUTHEAST. IT IS TOUTED AS AND TRULY IS THE CELEBRATION “WHERE FINE ART AND THE BOUNTY OF THE SEA COME TOGETHER”!  
(SEE ATTACHED EXHIBIT 1).

THIS REQUEST IS FOR THE PARTIAL FUNDING OF THE PROMOTION/ADVERTISING/ SECURITY/SHUTTLES/RENTALS, FIREWORKS DISPLAY BUDGET FOR THE WEEK LONG HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL. THE ACTIVITIES SCHEDULED THROUGHOUT THE WEEK OFFER SOMETHING FOR EVERYONE AND SHOWCASE THE LOCALLY HARVESTED SEAFOOD, DELICIOUS LOW COUNTRY CUISINE, RICH CULTURE AND HISTORY, GREAT ART AND SOUTHERN HOSPITALITY FOUND ONLY IN BLUFFTON. IT IS THE EPITAMY OF THE PREFERRED TYPE OF EVENT THAT IS WORTHY OF BLUFFTON'S NEWEST DESIGNATION – A STATE RECOGNIZED CULTURAL DISTRICT (SEE ATTACHED COMPLETE SCHEDULE EXHIBIT 2).

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**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.**

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Impact on or Benefit to Tourism:

THE WHOLE PROJECT IS DESIGNED TO INCREASE TOURISM TO BLUFFTON THROUGH THE WEEK LONG FESTIVAL WHICH IS PROMOTED TO OUT OF TOWNERS THROUGH VARIOUS VENUES INCLUDING BUT NOT LIMITED TO PRINT AND DIGITAL ADVERTISING, RADIO, TV SPOTS, CHAMBER VACATION PLANNER, WEB SITE, E-BLAST, CHAMBER NEWSLETTER, AND OTHER SPECIFIC OUT OF TOWN TARGETED MARKET PIECES ( DIRECT MAILING, SUNSHINE ARTIST, SOUTH CAROLINA LIVING, SOUTHERN LIVING, ETC.)

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**“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.**

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Project/Event Start & End Date:	10/14/2023 - 10/22/2023
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Multi-Year Project/Event?	Yes
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Permits Required, if any:	yes
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Additional Comments:	<p>OUR ADVERTISING PROGRAMS HAVE BEEN VERY SUCCESSFUL IN BRINGING NEW VISITORS TO OUR AREA. WE STRIVE TO BRING TOURISTS TO BLUFFTON FOR THE FESTIVAL AND STAY IN BLUFFTON HOTELS. WE OFFER LOCAL HOTEL PACKAGES ON OUR WEB SITE TO ENCOURAGE JUST THAT ALONG WITH LOCAL RESTAURANT DEALS. WE BELIEVE THAT BROADENING OUR MARKET WITH ADVERTISING WILL ENCOURAGE VISITORS TO MAKE BLUFFTON A DESTINATION PLACE AND THAT LOCAL HOTELS AND RESTAURANTS WILL THEREFORE PROFIT DURING THE FESTIVAL WEEK. IN FACT THAT WAS THE VERY RATIONALE BEHIND EXPANDING THE FESTIVAL FROM A ONE DAY EVENT IN 2005 TO A WEEKEND IN 2006 AND THEN TO THE WEEK LONG EVENT STARTING IN 2007. OUR GOAL IS TO FILL BEDS AND HAVE LOCAL BUSINESSES PROSPER AS WE HIGHLIGHT THE “GEMS OF BLUFFTON” (NATURAL BEAUTY OF THE RIVER COMMUNITY; ITS RICH HISTORY; THE PRISTINE MAY RIVER; THE BOUNTY OF THE LOCAL WATERWAYS; AND THE CULTURAL AND ARTISTIC ASPECT OF THE COMMUNITY). SINCE USCB HOSPITALITY STUDENTS CAN NO LONGER CONDUCT THE IPAD SURVEYS, FOUR YEARS AGO WE ADDED ZIPCODE COLLECTION ON THE SHUTTLES AND WE WILL CONTINUE THIS PRACTICE THIS YEAR. THIS METHOD IS MUCH MORE EFFICIENT SINCE MANY GUESTS DO NOT WANT TO COMPLETE THE LONGER IPAD SURVEY. BLUFFTON SELF HELP VOLUNTEERS FOR THIS COLLECTION.</p>
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**TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION**

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## FINANCIAL INFORMATION

Project/Event Line Item Budget	<a href="#">Exh 3 - 2023 HBASF Budget.pdf</a>
Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	<a href="#">ProfitandLoss (6)-3.pdf Exhibit 4.pdf</a>
Financial Guarantee	<a href="#">Exh 5 - Minutes from HBASF Board of Directors Mtg 6-26-23.pdf</a>

*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.*

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**Please list all contributions made to the project/event by the sponsoring organization. This shall include both monetary and in-kind goods and/or services, as applicable.**

Contribution	Sponsorship and beginning reserve from 2022
Amount/Value	\$42,000.00
Contribution	Vendor fees, merchandise sales, admissions, race
Amount/Value	\$88,000.00

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Have you requested, received or been awarded funding from other sources or organizations (including additional ATAX funds from other local entities) for this project/event?

No

If yes, please list all sources and amounts:

**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. Only the information for the most recent round of funding is required.

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	Historic Bluffton Arts & Seafood Festival
Year	2022
Amount Awarded	80,000.00
Was project completed?	Yes
How were the funds used?	WE USED THESE FUNDS TO PAY FOR OUT OF TOWN ADVERTISING BOTH PRINT AND DIGITAL (POSTCARDS FOR OUT OF TOWN ARTISTS; SUNSHINE ARTIST MAGAZINE AD, CHAMBER VACATION PLANNER, OUT OF TOWN NEWSPAPER AND MAGAZINE ADS INCLUDING SOUTH CAROLINA LIVING, RACK CARDS FOR WELCOME CENTERS, POLICE, SHUTTLES AND FIREWORKS DISPLAY.
What impact did this project/event have on the community or benefit tourism? Describe how the tourism data was measured.	THE IMPACT ON THE COMMUNITY WAS AND IS GREAT. MERCHANTS EXPERIENCE A MARKED INCREASE IN TOURIST TRAFFIC THROUGHOUT THEIR STORES/RESTAURANTS EACH YEAR DURING THE FESTIVAL. TOURISTS ON HILTON HEAD NOTICE OUR LOCAL ADS AND COME TO BLUFFTON FOR THE FESTIVAL ACTIVITIES. OUT OF TOWNERS SEE OUR ADS AND PLAN MINI VACATIONS TO THE AREA FILLING BEDS AND SPENDING MONEY AT OUR LOCAL BUSINESSES. THE EXPANSION TO A WEEK LONG EVENT IN 2007 MADE IT A MORE DESIRABLE VACATION OPTION. WE CONTINUE TO ATTRACT VISITORS FROM OUT OF TOWN AND OUT OF STATE. SURVEY ATTENDANCE RESULTS PER PREVIOUS YEARS REFLECT THIS: 2005 – 10% VISITORS; 2006 – 24% VISITORS; 2007 – 30% VISITORS; 2008 – 32%; 2009 – 30% VISITORS; 2010 – 31% VISITORS; 2011 – 31% VISITORS; 2012 - 33% VISITORS; 2013 – 34% VISITORS; 2014 – 36%; 2015 – 37% VISITORS;

2016 – 29.4%; 31.5% VISITORS 2017; 34% VISITORS 2018; 37% VISITORS 2019; 39% VISITORS 2021; 42% VISITORS 2022.

THE LAST COUPLE YEARS OUR LOCAL HOTELS HAD POSITIVE RESULTS FROM THE PACKAGES THEY OFFERED FOR THE FESTIVAL – THEY WERE SOLD OUT. ALSO, AGAIN THIS YEAR WE HAVE OVER 100 ARTISTS FROM 10 DIFFERENT STATES EXHIBITING OR 75% OUT OF TOWN ARTISTS; 40% OF OUR RUNNERS IN 2022 WERE FROM OUT OF STATE ALONG WITH OUT OF TOWN MUSICIANS GUARANTEEING BEDS FILLED. DATA WAS COLLECTED THROUGH ZIPCODE COLLECTION ON THE SHUTTLES AS PREVIOUSLY DESCRIBED.

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Please provide the project/event budgets for the previous two (2) years.

[Exh 7 - 2021 HBASF Budget.pdf](#)

Additional Comments

*Field not completed.*

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## **TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION**

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**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.

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**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.**

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Signature	MARY A O'NEILL
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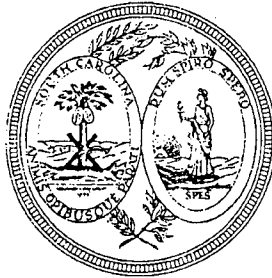
Signatory's Title or Position	PRESIDENT
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# *The State of South Carolina*



*Office of Secretary of State Mark Hammond*

## **Certificate of Incorporation, Nonprofit Corporation**

I, Mark Hammond, Secretary of State of South Carolina Hereby certify that:

HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL, INC.,  
a nonprofit corporation duly organized under the laws of the State of South Carolina on February 26th, 2007, and having a perpetual duration unless otherwise indicated below, has as of the date hereof filed a Declaration and Petition for Incorporation of a nonprofit corporation for Religious, Educational, Social, Fraternal, Charitable, or other eleemosynary purpose.

Now, therefore, I Mark Hammond, Secretary of State, by virtue of the authority in me vested by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto, do hereby declare the organization to be a body politic and corporate, with all the rights, powers, privileges and immunities, and subject to all the limitations and liabilities, conferred by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto.

Given under my Hand and the Great  
Seal of the State of South Carolina this  
28th day of February, 2007.

A handwritten signature in cursive script that reads 'Mark Hammond'.

Mark Hammond, Secretary of State



# TOWN OF BLUFFTON NEW BUSINESS LICENSE APPLICATION

Attachment 7

Business License  
PO Box 386

20 Bridge Street Bluffton, SC 29910

Phone (843)706-4501

Email: [businesslicense@townofbluffton.com](mailto:businesslicense@townofbluffton.com)

## COMPANY INFORMATION

Company Name: \_\_\_\_\_

DBA (Doing Business As, if different than Company Name): \_\_\_\_\_

HISTORIC BLUFFTON ARTS & SEAFOOD

Business Activity Description: \_\_\_\_\_

FESTIVAL, INC.

NON-PROFIT

Date the business opened in Town of  
Bluffton or work began in the Town of  
Bluffton: 2005

Estimated Annual Gross Income: \_\_\_\_\_

## PHONE/ADDRESS INFORMATION

Business Phone: 843-757-2583

Company Website: bluffton arts and seafood  
festival.org

Company Email: NA

ATA 32 Spartina Crescent SC 29910

Physical Address Street/Suite Number

City

State

Zip

PO BOX 2648

BLUFFTON

SC

29910

Mailing Address Street/Suite Number

City

State

Zip

Are you a Home Occupation located in the Town? YES\* ☐ NO ☒

\*If yes, a home occupation application must be submitted.

## APPLICATION FEES\* (if starting after 11/1 fees are half cost)

INTOWN \$50.00

OUT OF TOWN \$100.00

\* See: <https://www.townofbluffton.sc.gov/pdfs/neighborhoods.pdf> to verify business address (in town vs. out of town)

## OWNERSHIP INFORMATION

Name(s) of Owner(s), Partnership(s), and/or Principal(s): \_\_\_\_\_

(Please Check One) Corporation ☐ Partnership ☐ LLC ☐ Non-Profit ☒ Sole Proprietorship ☐ Other ☐

(Please Complete One) Federal Tax ID# 20-8453153 (OR) Social Security# \_\_\_\_\_

Contact Person: MARY O'NEILL Phone: 843-815-2472 Email: MARYAONEILL@AOL.COM

## IF APPLICABLE TO YOUR BUSINESS:

I. SC DEPARTMENT OF LABOR, LICENSING AND REGULATION # \_\_\_\_\_  
(General Contractor, Home Builders, Specialty, Real Estate, Cosmetology, Physicians, Fire/Alarm, etc.)

<https://www.llr.sc.gov/>

II. SC RETAIL # \_\_\_\_\_

<https://www.dor.sc.gov/>

- A copy of your SC Retail License is required if applicable to business type.

## ADDITIONAL INFORMATION

Will you sell prepared meals, food, or beverages? Yes\* ☒ No ☐ \*if yes, business is subject to Hospitality Tax (2%) remitted monthly. -  
Please include completed supplemental application and copies of DHEC, Retail License, ABL (if applicable)

Will you rent Accommodations (90 days or less)? Yes\* ☒ No ☐ \*if yes, business is subject to Accommodations Tax (3%) remitted on a monthly basis -  
Please visit: [https://dor.sc.gov/resources-site/publications/Publications/AccommodationsTax\\_Handout.pdf](https://dor.sc.gov/resources-site/publications/Publications/AccommodationsTax_Handout.pdf) to see if accommodations and/or retail license is required.

(Please reverse to complete)

**EXHIBIT 1**

**NINETEENTH ANNUAL HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL  
OCTOBER 14 – 22, 2023**

The award-winning Nineteenth Annual Historic Bluffton Arts and Seafood Festival will be held in the charming and eclectic historic district of Bluffton, well known for its quirky art community and natural river beauty. The festival is a weeklong event offering a myriad of activities, showcasing the locally harvested seafood, delicious Low Country cuisine, rich history, great art and Southern hospitality found only in Bluffton. There is truly something for everyone!



**HISTORY AND MISSION**

The Historic Bluffton Arts & Seafood Festival was created in 2005 to help further a sense of community and to benefit the citizens, the local area merchants and artists through tourism. The citizens of the Town of Bluffton had and continue to express the need to protect and maintain the pristine quality of the May River and the historic Bluffton Oyster Company, as they are both instrumental to the very essence of the community. As Bluffton continues to grow, it is paramount that we continue to introduce our citizens, old and new, to these precious Bluffton gems. Festivals are like magnets, they attract the young and old, rich and poor, locals and visitors, all to celebrate their community, said Dan Wood, Festival Founder.

What began as a single day event in 2005 and expanded to a weekend celebration in 2006 has since 2007 been a weeklong celebration highlighting the gems of Bluffton: the natural beauty of this river community; its rich history; the pristine quality of the May River; the bounty of the local waterways; and the cultural and artistic aspect of the community itself. It is touted as and truly is the celebration where fine art and the bounty of the sea come together.

It is our purpose with each festival to help raise awareness that fosters protection of the May River and the rich culture and history of our area for the enjoyment of generations to come.



## **EXHIBIT 2**

### **Schedule of Events HBASF 2023**

**FOLLOW THE OYSTER to the 19th Annual Historic Bluffton Arts and Seafood Festival**

**October 14 - 22, 2023**

**Where Fine Art & The Bounty of the Sea Come Together**

**Saturday, October 14, 2023**

**ART & CHALK - Chalk the Walk Art Competition                      9:30am – 11:30am**

**Presented by Bluffton Rotary Club**

Field of Dreams Pavilion, Oscar Frazier Park

Chalk Art Competition for children 13 and under.

Registration 9:30; Chalk Art Competition for children- 10:15

Judging & Prizes- 11:15

**BLUFFTON STATE OF MIND SUPPER SOIRÉE    6:00 PM – 9:00 PM**

Eat in the street 4 Course Dinner with music, wine, ...served in the center of Historic Calhoun Street highlighting some of our local chefs.

Come enjoy a night under the stars!

\$150 per person; limited to 120 attendees.

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**Sunday, October 15, 2023**

**ART ON THE STREET            11:00AM - 4:00PM**

Stroll Old Town Bluffton and see our state designated cultural district come alive!

POP UP ART on gallery lawns on gallery porches and in Martin Family Park - temporary art displays join the many galleries to highlight the artistic and cultural side of Bluffton.

A celebration of exceptional handmade, original local art including oil and acrylic paintings, pottery and much, much more.

11:00AM - 4:00PM

Art Exhibits, Music and More in Old Town.

**BOAT PARADE ON THE MAY   BLESSING OF THE FLEET**

GOSPEL MUSIC WRIGHT PARK            4:00PM

Bring your lawn chair, view the Boat Parade and enjoy Gospel music by Lavon Stevens on the bluff in Wright Park or join the parade in your own boat. Make plans now to gather at the sandbar before 3:00 PM and process to the Public Dock in Wright Park following our Admiral of the Fleet.

**OYSTER FEST, 5:00 - 8:00PM, Bluffton Oyster Factory Park**

First Oyster Roast of the Season (\$20 for a bucket of oysters), Shrimp Boil & BBQ, Live Music.

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**Monday, October 16, 2023**

**MAY RIVER BOAT TOURS WITH MAY RIVER EXCURSIONS, MONDAY - SUNDAY**

Join Capt. Chris and his crew for a one hour guided "Skiff" cruise on the May searching for local wildlife, discussing history and soaking up the tidal estuary air.

\$35/ per person...subject to availability. All trips leave on the hour every hour from the public dock at the end of Calhoun Street in Wright Park. Please call Capt. Chris for reservations and more information. 843-304-2878

**DINNER & LEARN CHERISH OUR WATERWAYS**

**TOUR OF WADDELL MARICULTURE CENTER**

Tours available at 4:00PM, 4:30PM, 5:00PM, 5:30PM and 6:00PM, 21 Sawmill Creek Road, Bluffton. Only closed toe shoes.

Reservations required. \$45/per person. Proceeds to Waddell Mariculture Center. To make your reservation:  
[blufftonartsandseafoodfestival.org](http://blufftonartsandseafoodfestival.org)

Tour the Waddell Mariculture Center, view the updated facilities, and learn from Director Erin Levesque how important this research facility is to our area and our resources. The tours will be given at five times, 4:00PM, 4:30PM, 5:00PM, 5:30PM and 6:00PM followed by dinner at Toomers Bluffton Seafood Restaurant, 27 Mellichamp Drive, Historic Downtown Bluffton. The dinner buffet includes Gumbo 2 Ways (chicken and seafood), Caesar salad, cornbread, cookies and tea. Beer, wine and cocktails will be available for purchase. During dinner a presentation will be given concerning preservation of our natural resources by Al Stokes, former director of Waddell Mariculture Center and Kim Jones, TOB.

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**Tuesday, October 17, 2023**

**MAY RIVER BOAT TOURS WITH MAY RIVER EXCURSIONS, MONDAY - SUNDAY**

**\*Daily\* See October 16, 2023 for details**

**MAY RIVER OYSTER FARM TOUR WITH MAY RIVER EXCURSIONS 10:00am – Noon**

Come enjoy a rare opportunity for an up-close-and-personal experience with May River Oyster Company's pioneering oyster farm in collaboration with the Bluffton Seafood Festival and May River Excursions. This 2 hour in-depth tour brings you out to a working oyster farm where the farmers demonstrate the techniques and methods used to produce some of the best oysters in the world. Afterward enjoy lunch at Bluffton Seafood House in Historic Downtown Bluffton. Limited availability. Call 843-304-2878 for reservations. \$105.00 per person (includes lunch at Toomers Family Seafood Restaurant).

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**Wednesday, October 18, 2023**

**MAY RIVER BOAT TOURS WITH MAY RIVER EXCURSIONS, MONDAY - SUNDAY**

**\*Daily\* See October 16, 2023 for details**

**AUTHOR NIGHT 5:30pm CHERISHING BLUFFTON'S PAST**

Complimentary hors d'oeuvres and beverages provided by Southern Spice Catering and Events; 6:00PM Showtime with a panel of local Historians, at the Rotary Community Center at Oscar Frazier Park (11 Recreation Court Bluffton SC 29910). Cost: \$15.00; additional donations accepted; proceeds to the Waddell Mariculture Center.

Reservations required: [blufftonartsandseafoodfestival.org](http://blufftonartsandseafoodfestival.org)

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**Thursday, October 19, 2023**

**MAY RIVER BOAT TOURS WITH MAY RIVER EXCURSIONS, MONDAY - SUNDAY**

**\*Daily\* See October 16, 2023 for details**

**MAY RIVER OYSTER FARM TOUR WITH MAY RIVER EXCURSIONS 10:00am – Noon**

Come enjoy a rare opportunity for an up-close-and-personal experience with May River Oyster Company's pioneering oyster farm in collaboration with the Bluffton Seafood Festival and May River Excursions. This 2 hour in-depth tour brings you out to a working oyster farm where the farmers demonstrate the techniques and methods used to produce some of the best oysters in the world. Afterward enjoy lunch at Bluffton Seafood House in Historic Downtown Bluffton. Limited availability. Call 843-304-2878 for reservations. \$105.00 per person (includes lunch at Toomers Family Seafood Restaurant).

**SYMPHONY IN THE PARK     MARTIN PARK**

Hilton Head Symphony Orchestra Outdoor Pops in the Park                      7:30 pm (Rain or Shine)

Free Admission

Martin Family Park, 68 Boundary Street, Bluffton, SC

Enjoy the sweet sounds of your own Hilton Head Symphony Orchestra. This Outdoor Pops concert “under the stars” is FREE for one and all. Bring a blanket or folding chair, a picnic dinner and enjoy your HHSO al fresco. General lawn seating with free admission.

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**Friday, October 20, 2023**

**MAY RIVER BOAT TOURS WITH MAY RIVER EXCURSIONS, MONDAY - SUNDAY**

\*Daily\* See October 16, 2023 for details

**RED APRON SIPS AND SEAFOOD PRELUDE PARTY IN THE PROMENADE**

**6:00PM - 8:00PM**

Presented by Bluffton Self Help

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**Saturday, October 21, 2023**

**MAY RIVER BOAT TOURS WITH MAY RIVER EXCURSIONS, MONDAY - SUNDAY**

\*Daily\* See October 16, 2023 for details

**OLD TOWN OYSTER 10K ROAD RACE & 5K RUN 8:00AM – 10:30AM**

**Presented by Beaufort Memorial**

Bluffton Oyster Factory Park. Join us for a run through Old Town Bluffton with scenic river and marsh views. Compete in a fast-paced 10K or complete the 5K with the entire family! Both events will be professionally timed. Awards presentation and After-Party immediately follows. Music, Mimosas, Cold Beer, Oysters and much, much more!

**TAKE A KID FISHING TOURNAMENT, Wright Family Park. 10:00AM –12:30PM**

Take a Kid Fishing Tournament sponsored by Bluffton Marine Sports and Supplies, Boat Floats, Coldwell Banker Platinum Partners, Spartina Marine Education Charters and managed by the Bluffton Chapter of Coastal Conservation Association and honoring the late, Frank Atkins.

Register between 9:30-10:30AM at Wright Park. Weigh-In at 12:30PM at Wright Park. Children 13 and under welcome with parents. There is no fee. Prizes will be awarded. Bring your own fishing equipment if possible; limited equipment will be available on a first come first serve basis. To pre-register call Tom at 912-210-1222.

**ART & SEAFOOD STREET FEST 10:00AM - 5:00PM**

**HISTORIC DISTRICT BLUFFTON FUN FOR THE ENTIRE FAMILY**

Enjoy our juried art show featuring over 100 local and regional artists from 10 different states, displaying an array of fine art: oils, pastels, acrylics, photography, pottery, ceramics, water color and much, much more. Local seafood and low country cuisine served by area restaurants.

Enjoy the delicious seafood and view the outstanding art on the street. Take a break at the Tailgate area and catch up on your favorite team's game while enjoying craft beer, premium wine and music.

**MUSIC & ENTERTAINMENT**

Favorite bands will entertain on two stages throughout the day.

**ART IN THE PARK 11:00AM – 4:00PM DuBois Park on Boundary Street**

Children's art activities conducted under the pavilion. Visit the stations around the pavilion and create your very own masterpiece. Prizes, games, fun and much, much more for the budding artists of all ages.

**ROCKIN' ON THE DOCK 6:00PM - DUSK BLUFFTON OYSTER CO.**

Seafood Extravaganza Tasting

Live music with The Chiggers

Fireworks at Dusk

End the full day of activities with a grand finale.

Eat great local seafood and watch the fireworks for a night to remember!

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**Sunday, October 22, 2023**

**MAY RIVER BOAT TOURS WITH MAY RIVER EXCURSIONS, MONDAY - SUNDAY**

See October 16, 2023 for details

**ART & SEAFOOD STREET FEST 10:00AM – 4:00PM**

**HISTORIC DISTRICT BLUFFTON FUN FOR THE ENTIRE FAMILY**

Enjoy our juried art show featuring over 100 local and regional artists from 10 different states, displaying an array of fine art: oils, pastels, acrylics, photography, pottery, ceramics, watercolor and much, much more. Local seafood and low country cuisine served by area restaurants.

Enjoy the delicious seafood and view the outstanding art on the street. Take a break at the Tailgate area and catch up on your favorite team's game while enjoying craft beer, premium wine and music.

**MUSIC AND ENTERTAINMENT**

Favorite bands will entertain on two stages throughout the day.



**ART IN THE PARK 11:00AM – 4:00PM DuBois Park on Boundary Street**

Children's art activities conducted under the pavilion. Prizes, games, fun and much, much more for the budding artists of all ages.

**No Parking in Downtown Bluffton on Saturday, the 21st, and Sunday, the 22nd.**

**Free Shuttles provided by our sponsor, Old Town Trolley Tours, from Red Cedar Elementary (Bluffton Parkway to Red Cedar Street). Saturday, 10/21: 10:00AM - 9:00PM; Sunday, 10/22: 10:00AM – 5:00PM; for more information 843-757-BLUF (2583).**

**EXHIBIT 3****Historic Bluffton Arts & Seafood Festival 2023 BUDGET****INCOME**

<b>SPONSORSHIP</b>	<b>\$ 22,000.00</b>
<b>FUNDING GRANTS</b> (HOSPITALITY TAX, ACCOMMODATIONS TAX, ETC.)	<b>\$ 80,000.00</b>
<b>VENDOR FEES</b>	<b>\$ 52,000.00</b>
FOOD VENDORS \$12,000	
ARTISTS \$40,000	
<b>MERCHANDISE SALES</b>	<b>\$ 9,000.00</b>
<b>5K/10K RUN/HEALTH WALK</b>	<b>\$ 6,000.00</b>
RACE REGISTRANT (150 AT \$40.00)	
<b>SOIREE DINNER</b>	<b>\$18,000.00</b>
(120 ATTENDEES @ \$150PP)	
<b>WADDELL MARICULTURE TOUR &amp; AUTHOR NIGHT</b>	<b>\$3,000.00</b>
<b>TOTAL INCOME</b>	<b>\$ 190,000.00</b>

**EXPENSES****ADVERTISING****\$ 60,000.00*****PRINT*****Ads****- Newspaper**Local -The Island Packet/Beaufort Gazette/Savannah Morning News,  
City Sun**- Magazines**Local  
Out of Town**Artist Recruiting****Posters****Vacation Planner (Chamber)*****DIGITAL******RADIO******SOCIAL MEDIA******TV*****DONATIONS****\$16,000.00****INTERNET/WEBSITE****\$ 1500.00****PHOTOGRAPHY****\$ 500.00****ENTERTAINMENT****\$ 48,500.00*****MUSIC \$28,000******OTHER***

Fireworks \$20,000

Magician \$500

**5K RUN/HEALTH WALK****\$ 3,000.00****INSURANCE****\$ 6,000.00****KIDS FISHING TOURNAMENT****\$ 500.00**

<b>LABOR</b>	<b>\$15,000.00</b>
Security & Fire	
<b>MERCHANDISE</b>	<b>\$ 5,000.00</b>
(Hats, T-shirts, Commemorative Posters)	
<b>MISC. SUPPLIES</b>	<b>\$ 2,500.00</b>
<b>PHONE</b>	<b>\$ 950.00</b>
<b>POSTAGE, MAILING SERVICE</b>	<b>\$ 200.00</b>
<b>PRINTING</b>	<b>\$2,500.00</b>
<b>RENTAL</b>	<b>\$30,000.00</b>
EQUIPMENT(TENTS, STAGES, TABLES, CHAIRS, ETC)	
PORTABLE TOILETS & DUMPSTERS	
BARGES FOR FIREWORKS	
<b>SOIREE DINNER MISC</b>	<b>\$1,000.00</b>
<b>SIGNAGE/BANNERS</b>	<b>\$ 4,000.00</b>
<b>TRANSPORTATION</b>	<b>\$ 5,000.00</b>
(LRTA Shuttles)	
<b>WADDELL EXPENSE</b>	<b>\$1,500.00</b>
<b>BANK CHARGES</b>	<b>\$ 400.00</b>
<b>BUSINESS FEES</b>	<b>\$ 600.00</b>
<b>TOTAL EXPENSES</b>	<b>\$ 204,650.00</b>
<b>TOTAL INCOME</b>	<b>\$ 190,000.00</b>
<b>HBASF RESERVE BALANCE 2022</b>	<b>\$ 20,000.00</b>
<b>BALANCE</b>	<b>\$ 5,350.00</b>

**EXHIBIT 8****HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL MARKETING PLAN 2023****ADVERTISING BUDGET 2023****\$60,000.00****OUT OF TOWN**

- **Southern Living Magazine (September ad)      \$14, 726.00**

1/3 Vertical      Carolina Region

South Carolina/North Carolina Circulation: 385,400

1/3 Vertical      Southeast Region

Georgia/Florida      Circulation: 485,200

1/3 Vertical      Mid-Atlantic Region

DC, DE, MD, NJ, NY, PA, VA      Circulation: 354,600

TOTAL Circulation: 1,225,000

Added Value: Listing on Travel Planner page, Listing on BRC card that accompanies the Travel Planner Page, Listing on SouthernLiving.com/Travel Planner. Leads transmitted weekly for 12 months from insertion.

From the ads we placed in 2022, we received over 4400 requests for additional information. With the September issue of Southern Living beginning to roll out the second week in August and on the newsstands on 8/24 it is perfect timing to boost the awareness and ticket sales for this year's festival in October!

Our Smore newsletter advertising the festival will be sent to the email leads from all previous and current Southern Living ads as well as the leads from the South Carolina Living Magazine ad.

- **The Vacation Planner**, designed and mailed by the Hilton Head Island- Bluffton Chamber, is mailed out to over 140,000 people. **\$4395.00**

**Hilton Head Island Chamber Newsletter E-Blasts to 140,000 people.**

- Our additional Digital Out of Town Advertising is targeted to Atlanta, Asheville, Augusta, Charleston, Charlotte, Columbia and Jacksonville.

- **Carolina Arts      \$520**
- **Sunshine Artist      \$900**
- **Online Festival Listings      \$600**
- **South Carolina Living Magazine      \$5000**

- South Magazine \$8000
- Savannah Magazine \$2000
- Digital Campaign \$7000

**Out of Town Total: \$43,141.00**

#### **LOCAL**

- **Celebrate Magazine's** monthly circulation helps us reach tourists staying in Hilton Head Island vacation spots **\$750.00**

17,000 included in Visitor Check In Packages to Hotels, Short term rentals and Timeshare companies; 15,000 in Magazine Stands located in high traffic areas

- **Island Packet/Beaufort Gazette** **\$3000.00 (\$1000 in kind – sponsor)**
- **Bluffton Today/Savannah Morning News** **NC Sponsor**
- **City Sun** (23,000 Households) **\$3000**
- **Radio** **\$750.00 (\$750 in kind – Sponsor)**
- **WHHI** **NC Sponsor**
- **WTOC** **\$2000.00**
- **Posters** **\$265**
- **Festival Guide** **NC Sponsor**

**Local Total: \$9765.00**

#### **SOCIAL MEDIA**

**\$1000.00**

**Total advertising: \$53,906.00; \$6094.00 TBD**

#### **Website Update**

**\$1500.00**

# Historic Bluffton Arts and Seafood Festival

## Profit and Loss May 2022 - April 2023

	TOTAL
Income	
4000 Sponsorships	23,750.00
Kids Fishing Sponsorship	500.00
<b>Total 4000 Sponsorships</b>	<b>24,250.00</b>
4020 Vendor fees	
4030 Food vendors	12,825.00
4040 Artist fees	39,521.15
<b>Total 4020 Vendor fees</b>	<b>52,346.15</b>
4050 Merchandise sales	9,394.12
4080 5K Run/Health Walk	124.51
4081 Race registrations	6,263.35
<b>Total 4080 5K Run/Health Walk</b>	<b>6,387.86</b>
4095 Author Night Donations	1,365.90
4100 Waddell Fundraiser	
4110 ' Waddell Admission	2,342.02
<b>Total 4100 Waddell Fundraiser</b>	<b>2,342.02</b>
43400 Direct Public Support	80,890.24
Soiree Dinner (Income)	14,623.35
<b>Total Income</b>	<b>\$191,599.64</b>
GROSS PROFIT	<b>\$191,599.64</b>
Expenses	
5001 Donations	7,000.00
Historic Marker Dedication	1,878.32
<b>Total 5001 Donations</b>	<b>8,878.32</b>
5010 Advertising	50,899.36
5015 Bank Charges	19.95
5030 Entertainment	24,200.00
5035 Festival Supplies	526.89
Volunteer Tee-Shirts	757.90
<b>Total 5035 Festival Supplies</b>	<b>1,284.79</b>
5036 Waddell Expense	1,320.00
5040 5K Run/Health Walk expenses	2,333.50
5080 Insurance	4,826.00
5085 Sanitation	4,313.58
5090 Security	4,105.50
5100 Merchandise	7,486.90
5105 Surveys Expense	2,000.00
5120 Printing	2,533.40
5130 Rentals	9,988.17
5140 Transportation	4,451.20

# Historic Bluffton Arts and Seafood Festival

## Profit and Loss

May 2022 - April 2023

	TOTAL
5150 Telephone	835.21
5155 Web Site	581.09
60900 Business Expenses	
60920 Business Registration Fees	205.40
Artist Recruiting	828.05
Special Event Participation Fee	1,190.00
<b>Total 60900 Business Expenses</b>	<b>2,223.45</b>
62100 Contract Services	
62110 Accounting Fees	572.40
<b>Total 62100 Contract Services</b>	<b>572.40</b>
62800 Facilities and Equipment	211.98
65000 Operations	
65020 Postage, Mailing Service	198.00
Penalties - IRS	424.05
<b>Total 65000 Operations</b>	<b>622.05</b>
65100 Other Types of Expenses	
65120 Insurance - Liability, D and O	698.00
<b>Total 65100 Other Types of Expenses</b>	<b>698.00</b>
Hotel Expense	1,318.59
Kids Fishing Tournament	522.68
Photography	450.00
Soiree Dinner	400.00
Soiree Dinner (Expense) - Donations	10,000.00
Square Fees	32.76
<b>Total Expenses</b>	<b>\$147,108.88</b>
NET OPERATING INCOME	<b>\$44,490.76</b>
NET INCOME	<b>\$44,490.76</b>



**EXHIBIT 5**

Minutes from Historic Bluffton Arts & Seafood Festival Board of Directors Meeting  
June 26, 2023

Present: PRESIDENT Mary O'Neill; VICE PRESIDENT Larry Toomer; SECRETARY Mary Miller; TREASURER John Anderson; DIRECTOR Tina Toomer; DIRECTOR John Kirkland.

Absent: DIRECTOR Chris Shoemaker and DIRECTOR Gary Jeger

Call to Order

Mary O'Neill, President, called the meeting to order.

Treasurer's Report

John Anderson presented financial report including 2022 P&L along with the 2023 proposed budget for ATAX Grant.

Board approved.

Discussion

Festival Schedule of Events was reviewed and discussed.

Meeting adjourned at 8:00 pm.