

**Milroy, Shannon**

---

**From:** noreply@civicplus.com  
**Sent:** Thursday, June 29, 2023 2:32 PM  
**To:** ATax Communications  
**Subject:** Online Form Submittal: Accommodations Tax Grand 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 Grand 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	6/29/2023
Full Legal Organization Name	COASTAL CONSERVATION ASSOCIATION
Project Name	CELEBRATING CONSERVATION WEEKEND IN BLUFFTON
Total Project Costs	\$79,650.00
Total ATAX Funds Requested	\$10,000.00
Percent of Total Budget	13%
Address	3021 MCNAUGHTON DRIVE, SUITE 10
Street Address Line 2	<i>Field not completed.</i>
City	COLUMBIA

State	SC
Zip Code	29223
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="#">IRS - Determination Letter.pdf</a>
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	<a href="#">BL License Report.rpt_29-06-2023_10-09-47.pdf</a>

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

#### Organization Primary Point of Contact

First Name	ERIK
Last Name	DELONG
Title	CHAIRMAN
Phone Number	843-540-6241
E-mail Address	<a href="mailto:apdkings@hotmail.com">apdkings@hotmail.com</a>

(Section Break)

#### Organization Secondary Point of Contact

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

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

Project Description:	Coastal Conservation Association (CCA) is an organization of strong state chapters comprised of avid recreational fishermen who have banded together to address conservation issues nationally and within their respective states. Our local Bluffton
----------------------	---

chapter was formed in 2015 and continues to grow each year with strong emphasis on conservation efforts. Our local waterways and their marine life are of utmost importance to us and our very lifestyle. Our conservation efforts include building 3 oyster reefs in the Bluffton area with our 4th coming up in July. Other conservation milestones we have supported in the Bluffton area: the Annual kids fishing tournament during the HBASF which has grown each year since its inception; we have added 2 boats to the near shore reef Betsy Ross and a barge to the Beaufort 45 all within the last 3-4 years. We have made countless donations to Waddell Mariculture Center, research grants and back in 2018-2019 purchased thousands of paper straws which were donated to local restaurants. "We work to protect not only the health, habitat and sustainability of our marine resources, but also the interests of recreational anglers and their access to the resources they cherish." Since Ecotourism is a driving force in today's world and is an area of tourism that has been growing steadily, we have decided to expand into that realm. Ecotourism often involves travel to destinations where natural resources and cultural heritage are the primary attractions and focuses on local culture, volunteering, personal growth, and learning new ways to live on the planet. Ecotourism can motivate individuals to lead more environmentally conscious lives by giving tourists the chance to learn about and interact with the natural world. This can help to raise awareness about environmental issues and promote sustainable practices more broadly. In conclusion, the role of ecotourism is to promote and preserve the natural environment and both large scale and small scale attractions play an important role in the economy of the surrounding area and of course our area readily fits the bill for successful ecotourism events.

We are proposing an advertising campaign that will increase tourism in Bluffton by touting the CCA banquet as the perfect addition to a Lowcountry ECO Weekend! And that will be our exact message to our out-of-town visitors: Celebrate Conservation on Saturday night at the CCA Banquet & Auction in a beautiful setting right in the heart of the Bluffton Historic District and plan a weekend getaway around it - enjoy our fine restaurants; take a boat excursion on the May River to see dolphins or beautiful sunsets or take one of the ECO tours offered in our town and learn the importance of conservation; book a fishing charter and gain the bounty of our local waters; visit the Heyward House to glean our history and how the early life here revolved around our waterways; shop our interesting boutiques and galleries; stay in our unique inns or guest rentals and experience all that Bluffton has to offer. Our additional funding for advertising and especially out of town advertising

will help not only create more conservation awareness but also will increase ticket sales this year at the CCA Banquet & Auction and hook our newest members on making Bluffton an ECO friendly destination for now and in the future.

---

**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:

THIS REQUEST IS FOR THE FUNDING OF THE PROMOTION/ADVERTISING BUDGET FOR THE CCA BLUFFTON CHAPTER'S "CELEBRATING CONSERVATION WEEKEND IN BLUFFTON". THE ACTIVITIES SUGGESTED FOR THE GUESTS THROUGHOUT THE WEEKEND OFFER SOMETHING FOR EVERYONE AND SHOWCASE OUR RICH NATURAL RESOURCES, OUR IMPORTANT WATERWAYS, OUR LOCALLY HARVESTED SEAFOOD, DELICIOUS LOW COUNTRY CUISINE, RICH CULTURE AND HISTORY OF OUR AREA WHILE STRESSING THE IMPORTANCE OF CONSERVATION.

THE WHOLE PROJECT IS DESIGNED TO INCREASE TOURISM TO BLUFFTON THROUGH THE WEEKEND CELEBRATION WHICH WILL BE PROMOTED TO OUT OF TOWNERS THROUGH VARIOUS VENUES INCLUDING BUT NOT LIMITED TO PRINT AND DIGITAL ADVERTISING, RADIO, TV SPOTS, WEB SITE, E-BLASTS AND SOCIAL MEDIA. THIS WEEKEND SHOULD NOT ONLY ATTRACT TOURISTS THAT ARE INTERESTED IN CONSERVATION AND RECREATIONAL FISHING BUT BECAUSE OF THE LOCATION SO MUCH MORE, SUCH AS HISTORY, CULTURE, SHOPPING, LOW COUNTRY LIFESTYLE AND CUISINE. THEREFORE, THIS EVENT SHOULD BENEFIT LOCAL BUSINESSES AS WELL AS TEMPT THE TOURIST TO CONSIDER RETURNING OR EVEN RELOCATING.

---

**"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.**

---

(Section Break)

---

Project/Event Start & End Date: 9/15/2023 - 9/17/2023

Multi-Year Project/Event? No

Permits Required, if any: YES

Additional Comments: *Field not completed.*

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

### **FINANCIAL INFORMATION**

Project/Event Line Item Budget [2023 Budget.pdf](#)

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement [PROFIT AND LOSS 2022.pdf](#)

Financial Guarantee [Minutes from CCA Bluffton Meeting May 25, 2023.doc](#)

*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)

---

**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 Auctions, raffle, tickets

Amount/Value \$118,000.00

Contribution Sponsorships

Amount/Value \$40,000.00

(Section Break)

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? No

(Section Break)

**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.**

**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.

---

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.

---

Signature MARY A O'NEILL

---

Signatory's Title or Position Committee member marketing

---

Email not displaying correctly? [View it in your browser.](#)

Internal Revenue Service

Department of the Treasury

P. O. Box 2508  
Cincinnati, OH 45201

Date: November 20, 2000

Coastal Conservation Association  
4801 Woodway, Suite 220W  
Houston, TX 77056-1805

Person to Contact:  
Carol Kraft - #31-01135  
Customer Service Specialist  
Toll Free Telephone Number:  
8:00 a.m. to 9:30 p.m. EST  
877-829-5500  
Fax Number:  
513-263-3756  
Federal Identification Number:  
74-1984482

Dear Sir:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in August 1978 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

# TOWN OF BLUFFTON

June 29, 2023

DATE ISSUED

April 30, 2024

EXPIRES

LIC-06-23-051147

LICENSE NUMBER

019608-2023

BUSINESS ID

**Coastal Conservation Association South Carolina**

COMPANY NAME

**Coastal Conservation Association South Carolina**

DBA NAME

**Other Business Support Services**

BUSINESS TYPE

**Fundraiser**

DESCRIPTION/CONDITIONS

3021 McNaughton DR 10  
Columbia SC 29223

BUSINESS LOCATION

3021 McNaughton DR 10  
Columbia SC 29223

MAILING LOCATION

ALL BUSINESSES LOCATED IN THE TOWN OF BLUFFTON MUST POST THE BUSINESS LICENSE IN A VISIBLE LOCATION WITHIN THE BUSINESS LOCATION AS REFERENCED ABOVE AND IS VALID FOR THIS LOCATION ONLY. ALL BUSINESSES LOCATED OUTSIDE THE TOWN OF BLUFFTON MUST KEEP A CURRENT COPY WHILE CONDUCTING BUSINESS INSIDE THE TOWN OF BLUFFTON. CHANGE IN LOCATION OR OWNERSHIP REQUIRES A NEW LICENSE. IF THE BUSINESS IS CLOSED, CONTACT OUR OFFICE AT 843-706-4501 TO UPDATE ACCOUNT.

### **Section 6-21 Purpose and Duration of Business License**

The business license levied by this ordinance is for the purpose of providing such regulation as may be required for the business subject thereto and for the purpose of raising revenue for the general fund through a privilege tax. Each license shall be issued for one (1) calendar year ending December 31. The provisions of this ordinance and the rates herein shall remain in effect from year to year as amended by Town Council.

### **Renewal Process**

Renewal notices are mailed in January of each year to all active businesses.

### **Section 6-22-A License Tax**

The required license tax shall be paid for each business subject hereto according to the applicable rate classification on or before the thirtieth (30th) day of April in each year.

Coastal Conservation Association South Carolina  
3021 McNaughton DR 10  
Columbia SC 29223

Construction within the Town of Bluffton shall only occur during the hours of 7:00am - 7:00pm Monday thru Saturday and 12:00pm - 7:00pm on Sunday.

**BRATING CONSERVATION WEEKEND IN BLUFFTON BUDGET**  
**BUDGET WORKSHEET**

Bluffton (Chapter Name)	Bluffton (Name of Banquet/Event)	16-Sep-23 (Date of Event)
<b>A. Revenue</b>		
1 CCA Store		
2 ATAX GRANT	10,000.00	
3 Live Auction	75,000.00	
4 Raffle	16,000.00	
5 Silent Auction	7,000.00	
6 Sponsorships	40,000.00	
7 Life Memberships		
8 NON SPONSOR Tickets	20,000.00	
9 <b>Total Revenue</b>		<b>\$ 168,000.00</b> (sum A1 thru A7d)
<b>B. Expenses</b>		
1. Auctioneer	800.00	
2. Bartender/Waitresses	1,400.00	
3. Beverages	1,700.00	
4 CCA Store		
5 Change	400.00	
6 Facilities rental		
7 Food/Caterer	9,000.00	
8 Raffle Registration	50.00	
9 Invitations - Letters		
10 Sponsor Printing	1,100.00	
11 Liquor License	45.00	
12 Live auction items	27,000.00	
13 Postage	included w/ invitations	
14 Programs/Trip Boards/Sponsor Board	2,000.00	
15 Raffle items	6,000.00	
16 Rentals other than facility	15,000.00	
17 Sales people (raffle girls)	1,800.00	\$1610 + \$143.mileage
18 Security/Clean UP		
19 Advertising	10,000.00	
20 Silent Auction Items	870.00	
21 Other (specify)	(a.) 1,600.00	sponsor gifts
	(b.) 1,200.00	committee shirts
	(c.)	
	(d.)	
22 <b>Total Expenses</b>		<b>79,965.00</b> (sum B1 thru B20d)
<b>C. Results incl Membership</b>		
		<b>88,035.00</b> (A8 less B21)
<b>D. Membership incl in Revenue</b>		
1. New/renewal - 129	4,515.00	
2 Associate - 61	1,220.00	
3 Youth - 16	160.00	
4 Life-5	5,000.00	
5 Star- 16	560.00	
<b>Total Membership</b>		<b>11,455.00</b> (D1 thru D2)
<b>E. Results net of Membership</b>		
		<b>76,580.00</b> (C less D3)

P&amp;L 2022

**ANNUAL BANQUET/EVENT  
BUDGET WORKSHEET**

	Bluffton <small>(Chapter Name)</small>	Bluffton <small>(Name of Banquet/Event)</small>	10-Sep-22 <small>(Date of Event)</small>
<b>A. Revenue</b>			
1	CCA Store		
2	Games (Beer for a Year)		
3	Live Auction	74,175.00	
4	Raffle	16,110.00	
5	Silent Auction	5,588.00	
6	Sponsorships	38,500.00	
7	Life Memberships		
8	Tickets Sold at The Door	7,353.00	
9	<b>Total Revenue</b>		<b>\$ 141,726.00</b>
			<small>(sum A1 thru A7d)</small>
<b>B. Expenses</b>			
1.	Auctioneer	800.00	
2.	Bartender/Waitresses	1,430.00	
3.	Beverages	1,673.25	
4	CCA Store		
5	Change	400.00	
6	Facilities rental		
7	Food/Caterer	7,528.40	
8	Raffle Registration	50.00	
9	Invitations - Letters		
10	Sponsor Printing	1,082.33	
11	Liquor License	45.00	
12	Live auction items	26,910.41	
13	Postage	included w/ invitations	
14	Programs/Trip Boards/Sponsor Board	1,196.89	
15	Raffle items	5,974.77	
16	Rentals other than facility	11,845.09	
17	Sales people (raffle girls)	1,753.00	<small>\$1610 + \$143.mileage</small>
18	Security/Clean UP		
19	Signs/Posters/		
20	Silent Auction Items	869.57	
21	Other (specify)	(a.) 1,563.50	<small>sponsor gifts</small>
		(b.) 1,159.10	<small>committee shirts</small>
		(c.)	
		(d.)	
22	<b>Total Expenses</b>		<b>64,281.31</b>
			<b>(sum B1 thru B20d)</b>
<b>C. Results incl Membership</b>			
			77,444.69
			<small>(A8 less B21)</small>
<b>D. Membership incl in Revenue</b>			
1.	New/renewal - 129	4,515.00	
2	Associate - 61	1,220.00	
3	Youth - 16	160.00	
4	Life-5	5,000.00	
5	Star- 16	560.00	
	<b>Total Membership</b>		<b>11,455.00</b>
			<b>(D1 thru D2)</b>
<b>E. Results net of Membership</b>			
			<b>65,989.69</b>
			<small>(C less D3)</small>

Minutes from CCA Bluffton Meeting  
May 25, 2023

Present: CHAIRMAN Erik DeLong; TREASURER John Anderson; members: Mary O'Neill, Chip Chase, Jason Alderson, Joe Cerracchio, Parker

Absent: Austin Branch, Jim Evans, Aaron Nelson

Call to Order

Erik DeLong, Chairman called the meeting to order at 6:15 pm.

Treasurer's Report

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

Board approved budget.

Discussion

Current estimate is roughly 40 tables needed for Banquet; tent, etc

Chris Jones is confirmed/booked to play from 6pm to 8pm

Kyndel is working on new banners, flags, etc. to promote CCA in the downtown area around the banquet tents.

Meeting adjourned at 8:00 pm.