

# ACCOMMODATIONS TAX ADVISORY COMMITTEE

## STAFF REPORT

### Department of Finance & Administration



MEETING DATE: November 19, 2024  
 SUBJECT: Congregation Beth Yam: 2024 Hanukkah Celebration  
 PROJECT MANAGER: Shannon Milroy, Budget, Grants & Procurement Administrator

Summarized below is the application from Congregation Beth Yam for Accommodations Tax grant dollars in support of the annual Hanukkah Celebration in Bluffton.

**Total Budget: \$6,730**

**Requested Amount: \$2,980**

**Percentage of Request^: 44.3%**

^Includes up to 100% for Advertising & Promotion plus up to 50% of remaining expenses

Eligible Tourism-Related Expense Categories (per SC Code of Laws)	Total Budget for Category		ATAC Recommended
Advertising & Promotion of Tourism or Arts and Cultural Events	\$800		\$800
Facilities for Civic and Cultural Events	2,030		2,030
Public Facilities	-		
Municipality and County Services	900	*	
Tourist Transportation	-	*	
Other/Ineligible Project Expenses	3,000		
<b>Total</b>	<b>\$6,730</b>		<b>\$2,830</b>

\*Reimbursement will be based on the estimated percentage of tourists provided for

#### Budgeted Expenses Summary:

##### Advertising & Promotion:

Total budget: \$800

- Local newspaper advertising in The Bluffton Sun and The Hilton Head Sun as well as social media posts.

##### Facilities for Civic and Cultural Events:

Total Budget: \$2,030

- Rentals of tables, chairs, stages, tents, and sound/audio equipment as needed for the event

##### Municipality and County Services

Total Budget: \$900

- Security provided by the Bluffton Police Department, which will be covered by Local ATAX funds if a State ATAX grant is awarded

##### Other/Ineligible Project Expenses:

Total Budget: \$3,000

- Expenses related to musicians, Hannukah foods, other refreshments and paper supplies

**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
\$2,980	5	4	4	2	3	3	21	

Advertising: Approximately 27% of the requested funds will be spent on advertising the Hanukkah Celebration; ads will run locally in The Bluffton and Hilton Head Sun newspapers with social media posts and flyers being handed out locally and posted on the parks' community boards.

Festival/Event: This year's celebration will take place on the evening of December 29, 2024.

Bluffton Event: The event will be held at Martin Family Park

Tourism Draw %: During the inaugural event in 2023, the number of reported tourists was 73, which accounts for a tourism percentage of 31%

Benefit to Tourism: Because Judaism is not prevalent in the area, people are drawn to this event from many areas outside of Bluffton.

Self-Sufficiency % (Financial Need): Requesting approximately 44% of the total budget. Donations and support from the Town of Bluffton Civic Events budget are the other anticipated revenue sources for the event.

Previous Funding Amounts						
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2024	\$6,000	96%	Up to \$6,000	Up to \$6,000	\$1,995.35	Final Report Submitted

Accommodations Tax Committee Recommendations and Comments:

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The Committee recommends funding \$2,830 for eligible expenses.