

Milroy, Shannon

From: noreply@civicplus.com
Sent: Thursday, September 26, 2024 11:40 AM
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.

(Section Break)

Application Date 9/26/2024

Project Name Farmers Market of Bluffton

Project/Event Location Farmers Market of Bluffton

Is this a new project or event? No

Project/Event Start Date: 1/9/2025

Project/Event End Date 12/18/2025

Multi-Year Project/Event? Yes

Total Project Costs	147200
Total ATAX Funds Requested	55300
Percent of Total Budget	38
Date the funds are needed:	1/1/2025
Full Legal Organization Name	Farmers Market of Bluffton
Address	Po Box 447
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. Is your entity a non-profit organization?	Yes

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Organization Primary Point of Contact

First Name	Kim
Last Name	Viljac
Title	Executive Director
Phone Number	8433043041
E-mail Address	manager@farmersmarketbluffton.org

(Section Break)

Organization Secondary Point of Contact

First Name	<i>Field not completed.</i>
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Last Name	<i>Field not completed.</i>
Title	<i>Field not completed.</i>
Phone Number	<i>Field not completed.</i>
E-mail Address	<i>Field not completed.</i>

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	<p>Outdoor Community Farmers Market offering a wide array of local produce, meats, dairy, prepared foods, plants, and featuring other non-profit, service oriented organizations,. We also assist with local food shortages, Backpack Buddies, Educational activities including Master Gardeners, and much more.</p> <p>Open every Thursday except Thanksgiving. September through May 12-4pm and June, July, August 10-2pm</p>
List any required permits, if applicable. If none, type "N/A":	N/A
Describe all planned advertising and marketing for this project/event:	<p>We send out weekly newsletters and text alerts. We host a very interactive website. We also have a strong presence on most Social Media platforms. We sell merchandise to enhance our brand and promote Bluffton. We also advertise in the outlets below. We continuously are reaching new and better ways to promote Bluffton and its wonderful farmers market.</p>
Please list all media outlets you intend to utilize for your project/event (i.e. names of magazines, TV and radio stations, etc.):	<p>We advertise monthly in Local Life, CH2/CB2, Bluffton/Hilton Head/Sun City Sun, Hilton Head/Bluffton Chamber of Commerce Vacation Planner publication and online. We will include rack cards located at the Interstate Welcome Centers and Airports. We have a presence in the Discovery Map of the Carolinas. We have been researching renting billboards and kiosks at the HHI and Savannah airports.</p>

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:	<p>We are a regular stop for visitors coming/going from Hilton Head, Savannah, and the Beaufort areas. Our relationships</p>
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have grown over the years with yearly/timeshare visitors stating that, "Thursdays are always the day they visit Bluffton not only for the market but for all of the other offerings as well". Of course we have many folks driving in from surrounding areas just to shop at their favorite farmers markets, stating "It's definitely worth the drive".

“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.

Additional Comments: *Field not completed.*

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

FINANCIAL INFORMATION

To download the Town’s required Line-Item Budget Form, click here:
<https://www.townofbluffton.sc.gov/DocumentCenter/View/4295/ATAX-Grant-Application-Line-Item-Budget-Form>

Download and save the form and hit "Back" in your web browser to return to the application. Once the form is completed, attach it on the following line.

Town’s required Line-Item Budget Form:	2025 Budget.xlsx
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Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	Statement of Activity.pdf
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Financial Guarantee	2024 Budget Review Meeting Minutes.pdf
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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.

Please attach Budget vs. [2023 Financials .pdf](#)
Actual statements for
prior two years events.

Please attach Budget vs. [2023 Financials 1.pdf](#)
Actual statements for
prior two years events.

(Section Break)

Have you requested,
received, or been
awarded ATAX funding
from other state or local
entities for this
project/event? No

Have you received or
been awarded ATAX
funding from other state
or local entities for any
other project/event? No

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.

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 Farmers Market Bluffton

Year Awarded 2024

Amount Awarded 55300

Was a final report submitted?	No
If no please explain why and indicate when the final report will be submitted.	The final report will be submitted at the end of 2024.
What was the event's total attendance	approx 69,000 by years end
What was the total number of tourists?	approx 51,750
What was the percentage of tourists?	approx 75%
(Section Break)	
Please attach a copy of your organization's IRS Designation Letter showing your non-profit status .	Nonprofit status proof.pdf
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	Report Permit53407 638592490302645117.pdf
Additional Application Documents	<i>Field not completed.</i>
Additional Application Documents	<i>Field not completed.</i>
Additional Application Documents	<i>Field not completed.</i>
Additional Application Documents	<i>Field not completed.</i>
Additional Comments	<i>Field not completed.</i>

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	Kimber L. Viljac
Signatory's Title or Position	Executive Director

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

INTERNAL REVENUE SERVICE
BOX 2508
CINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Exhibit B

Date: FEB 12, 2013
FARMERS MARKET OF BLUFFTON INC
PO BOX 447
BLUFFTON, SC 29910

Employer Identification Number:
26-2645371
DLN:
17053093357002
Contact Person:
ANDREA SPECK ID# 95044
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
May 21, 2008
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2025

License No. 24-08-4325

Business Name: Farmers Market of Bluffton

Date Issued: 08/14/2024

NAICS Title: Fruit and Vegetable Retailers

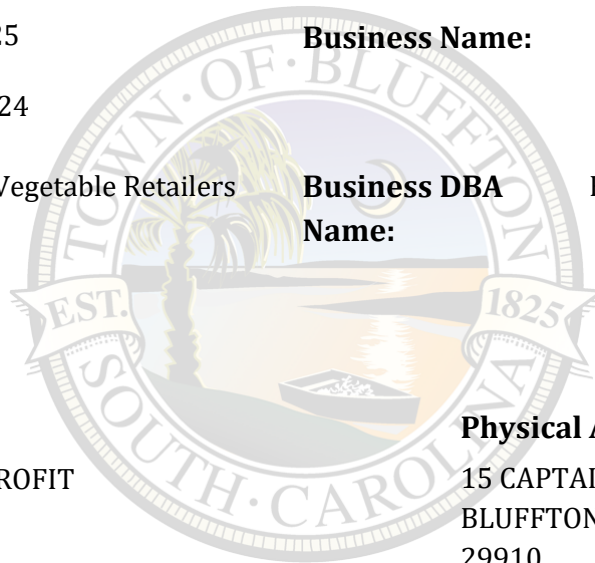
Business DBA Name: Farmers Market of Bluffton

Business Type:

FARMERS MARKET - NON PROFIT

Physical Address:

15 CAPTAINS CV
BLUFFTON SC
29910



NON-TRANSFERABLE | TO BE PLACED IN A CONSPICUOUS PLACE

Section 6-21 Purpose and Duration of Business License

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.

Kim Viljac
Farmers Market of Bluffton
P.O. Box 447
Bluffton, SC 29910

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET
REVENUES

Revenues - Cash

Sponsorships	\$	10250
Donations	\$	
ATAX Grants/Funding from Other Entities*	\$	
<i>* Do NOT include anticipated award funds requested in this application</i>		
Other Grants (please name):	\$	
Vendor Fees	\$	49450
Registration Fees	\$	
Other Fees (please name):Tent and table rentals	\$	1000
Other Fees (please name):	\$	
Mercandise Sales	\$	7000
Other Sales (please name):	\$	
Other Sales (please name):	\$	
Other Revenue (please name):	\$	
Other Revenue (please name):	\$	
Revenues - In-Kind Contributions		
Volunteer Hours	\$	
Donated Items	\$	
Donated Services	\$	
Other (please name):Entertainment	\$	12500
Other (please name):Equipment Storage/Office Expense	\$	4200
Other (please name):Martin Family Park Property	\$	7500
Total All Revenue Sources:	\$	91900

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET

EXPENSES

Eligible Tourism-Related Expense Categories (per SC Code of Laws)

Amount

Advertising & Promotion of Tourism or Arts and Cultural Events

Local Newspaper/Digital Advertising	\$	
Regional Newspaper/Digital Advertising	\$	
National Newspaper/Digital Advertising	\$	
Local Magazine/Digital Advertising	\$	
Regional Magazine/Digital Advertising	\$	20400
National Magazine/Digital Advertising	\$	2400
Local Radio Advertising	\$	
Regional Radio Advertising	\$	
National Radio Advertising	\$	
Local Television Advertising	\$	
Regional Television Advertising	\$	
National Television Advertising	\$	
Billboards	\$	3600
Social Media Advertising	\$	1800
E-mail and/or Text Blasts	\$	6000
Postcards/Mailers	\$	
Posters/Banners/Signage	\$	5000
Graphic Design of Marketing/Writing or Press Releases	\$	1000
Web Hosting for Event (not organization)	\$	3000
Other (please name):	\$	
Other (please name):	\$	
Other (please name):	\$	
Other (please name):	\$	
Other (please name):	\$	

Facilities for Civic and Cultural Events

Rentals: Tables, Chairs, Stages, Tents	\$	5000
Rental: Sound, Audio Equipment	\$	
Construction	\$	
Repairs to Facilities	\$	
Maintenance of Facilities	\$	
Other (please name):Heyward House Rental/Martin Family Park	\$	15000
Other (please name):Entertainment	\$	12500
Other (please name):Equipment Storage/Office Expense	\$	4200

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET
EXPENSES

Eligible Tourism-Related Expense Categories (per SC Code of Laws)

Amount

Tourist Transportation

Company Name:	\$
Company Name:	\$

Public Facilities

Temporary/Portable Restrooms	\$
Permanent Restrooms	\$
Parks	\$
Parking Lots	\$
Other (please name):	\$
Other (please name):	\$

Municipality and County Services

Dumpster Rental/Trash Hauling	\$
Security Provided by Bluffton Police Department	\$
Security NOT Provided by Bluffton Police Department	\$
Total of ATAX Eligible Expenses:	\$ 79900

Other/Ineligible Expenses

Applicants should list all other project/event expenses that are not eligible for ATAX funds and not listed above.

Item	Amount
bank charges	\$ 160
Accounting Services	\$ 2100
Market Manager/Casual Labor	\$ 50684
Merchandise	\$ 5000
Insurance	\$ 1000
Market Supplies	\$ 1300
Membership dues	\$ 440
Office Equipment/Software	\$ 3000
Office Supplies	\$ 2000
Phone	\$ 1816
Postage	\$ 200
	\$
Total of Other/Ineligible Expenses:	\$ 67700
Total Project/Event Budget:	\$ 147200
Total Project/Event Profit or Loss	\$ -55300

Farmers Market of Bluffton, Inc
Proposed Budget
Year 2025

INCOME

Grants		
ATAX Grant-Town of Bluffton		
ATAX - Advertising	42,800.00	
ATAX - Facility Support	5,000.00	
ATAX - Heyward House	7,500.00	
Total ATAX Bluffton Grant		55,300.00
Donations in Kind**		
Entertainment	12,500.00	
Equipment Storage	2,400.00	
Martin Family Park Property	7,500.00	
Office Expense	1,800.00	
Total Donations in Kind		24,200.00
Sponsorship		
Contracted Sponsors	5,000.00	
Daily Sponsorship	5,250.00	
		10,250.00
Tent/Table Revenue		1,000.00
Vendor Revenue		
Farm Vendor	17,250.00	
Food Vendor	32,200.00	
Total Vendor Revenue		49,450.00
Sales of Merchandise		7,000.00
TOTAL INCOME		147,200.00

EXPENSES

Advertising	42,800.00
Facility Support	5,000.00
Heyward House Rental	7,500.00
Entertainment	12,500.00
Equipment Storage	2,400.00
Martin Family Park Property	7,500.00
Office Expense	1,800.00
Bank Charges	160.00
Contract Labor: Accounting Services	2,100.00
Casual Labor	8,740.00
Market Manager	41,944.00
Cost of Merchandise	5,000.00
Insurance	1,000.00
Market Supplies	1,300.00
Membership Dues	440.00
Office Equipment/Software Expense	3,000.00
Office Supplies	2,000.00
Phone	1,816.00
Postage	200.00
TOTAL EXPENSES	147,200.00

ATAX BUDGET

Item:		
Facility Support	5,000.00	
Property Usage	7,500.00	
		12,500.00
Advertising per month	3,566.67	
		42,800.00
TOTAL ATAX		55,300.00

MARKET FUNDING SNAPSHOT

ATAX-Bluffton	55,300.00
Donations in Kind	24,200.00
Sponsors	10,250.00
Market Revenues	57,450.00
TOTAL	147,200.00

ATAX Funding 41%

501C3 GUIDELINE:

Total Donations	89,750.00
Total Funding	147,200.00
	0
Donation %	66%

**These are expected donated services based on prior years.

Farmer's Market of Bluffton, Inc.

Statement of Financial Position

As of December 31, 2023

	TOTAL	
	AS OF DEC 31, 2023	AS OF DEC 31, 2022 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Checking at Wells Fargo	9,965.82	6,877.77
Savings at Wells Fargo	168.25	168.05
Total Bank Accounts	\$10,134.07	\$7,045.82
Other Current Assets		
Town of Bluffton A-TAX Rec 2022	0.00	7,151.44
Town of Bluffton A-TAX Rec 2023	15,124.12	
Total Other Current Assets	\$15,124.12	\$7,151.44
Total Current Assets	\$25,258.19	\$14,197.26
Fixed Assets		
Office Equipment	1,499.31	1,499.31
Trailer	2,850.00	
zAccumulated Depreciation	-1,784.00	-1,350.00
Total Fixed Assets	\$2,565.31	\$149.31
TOTAL ASSETS	\$27,823.50	\$14,346.57
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities		
Other Current Liabilities		
EIDL Loan	6,800.00	9,000.00
Loan Payable - Kim	2,850.00	1,655.00
Total Other Current Liabilities	\$9,650.00	\$10,655.00
Total Current Liabilities	\$9,650.00	\$10,655.00
Total Liabilities	\$9,650.00	\$10,655.00
Net Assets		
Net Assets With Restrictions	7,964.37	6,941.72
Net Assets Without Restrictions	-4,272.80	-7,388.87
Net Revenue	14,481.93	4,138.72
Total Net Assets	\$18,173.50	\$3,691.57
TOTAL LIABILITIES AND NET ASSETS	\$27,823.50	\$14,346.57

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - December 2023

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Revenue			
Income			\$0.00
Grants			\$0.00
ATAX Grant			\$0.00
ATAX - Advertising	33,043.99		\$33,043.99
ATAX - Facility Support	4,135.82		\$4,135.82
ATAX - Usage/Rent	10,500.00		\$10,500.00
Total ATAX Grant	47,679.81		\$47,679.81
Total Grants	47,679.81		\$47,679.81
Interest Income		0.20	\$0.20
Merchandise		7,833.00	\$7,833.00
Sponsorship			\$0.00
Contracted Sponsors		5,000.00	\$5,000.00
Daily Sponsorship		2,100.00	\$2,100.00
Total Sponsorship		7,100.00	\$7,100.00
Tent/Table Revenue		795.00	\$795.00
Vendor Revenue			\$0.00
Farmer Vendor		12,975.00	\$12,975.00
Food Vendor		28,615.00	\$28,615.00
Total Vendor Revenue		41,590.00	\$41,590.00
Total Income	47,679.81	57,318.20	\$104,998.01
Rev Released from Restrictions			\$0.00
Restrictions Satisfied by Payme	-39,715.44	39,715.44	\$0.00
Total Rev Released from Restrictions	-39,715.44	39,715.44	\$0.00
Uncategorized Income		930.00	\$930.00
Total Revenue	\$7,964.37	\$97,963.64	\$105,928.01
GROSS PROFIT	\$7,964.37	\$97,963.64	\$105,928.01
Expenditures			
Credit Card Fees		-235.36	\$ -235.36
Gift Certificate		25.00	\$25.00
Marketing and Promotions			\$0.00
Constant Contact Newsletter		548.50	\$548.50
Print Advertisements		22,540.78	\$22,540.78
Social Media		3,336.08	\$3,336.08
Web Design and Maintenance		1,668.00	\$1,668.00
Total Marketing and Promotions		28,093.36	\$28,093.36
Operations Expense			\$0.00
Bank Charges		45.00	\$45.00

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - December 2023

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Contract Labor			\$0.00
Accounting Services		1,800.00	\$1,800.00
Casual Labor		6,510.00	\$6,510.00
Market Manager		37,443.52	\$37,443.52
Total Contract Labor		45,753.52	\$45,753.52
Depreciation Expense		434.00	\$434.00
Facility Support			\$0.00
Market Equipment Expense		1,782.69	\$1,782.69
Property Usage/Rent		7,800.00	\$7,800.00
Total Facility Support		9,582.69	\$9,582.69
Insurance		310.00	\$310.00
Licenses/Permits		420.00	\$420.00
Market Merchandise			\$0.00
Market Merchandise to be Sold		2,818.93	\$2,818.93
Total Market Merchandise		2,818.93	\$2,818.93
Market Supplies		509.82	\$509.82
Membership Dues		180.00	\$180.00
Office Equipment/Software		597.37	\$597.37
Office Supplies		428.76	\$428.76
Phone		2,237.62	\$2,237.62
Postage		242.37	\$242.37
Total Operations Expense		63,560.08	\$63,560.08
Over/Short		3.00	\$3.00
Total Expenditures	\$0.00	\$91,446.08	\$91,446.08
NET OPERATING REVENUE	\$7,964.37	\$6,517.56	\$14,481.93
NET REVENUE	\$7,964.37	\$6,517.56	\$14,481.93

Farmer's Market of Bluffton, Inc.

Statement of Financial Position

As of December 31, 2024

	TOTAL	
	AS OF DEC 31, 2024	AS OF DEC 31, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Checking at Wells Fargo	4,950.40	9,965.82
Savings at Wells Fargo	168.25	168.25
Total Bank Accounts	\$5,118.65	\$10,134.07
Other Current Assets		
Town of Bluffton A-TAX Rec 2023	7,159.75	15,124.12
Town of Bluffton A-TAX Rec 2024	674.05	
Total Other Current Assets	\$7,833.80	\$15,124.12
Total Current Assets	\$12,952.45	\$25,258.19
Fixed Assets		
Office Equipment	1,499.31	1,499.31
Trailer	2,850.00	2,850.00
zAccumulated Depreciation	-1,784.00	-1,784.00
Total Fixed Assets	\$2,565.31	\$2,565.31
TOTAL ASSETS	\$15,517.76	\$27,823.50
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities		
Other Current Liabilities		
EIDL Loan	4,600.00	6,800.00
Loan Payable - Kim	5,350.00	2,850.00
Total Other Current Liabilities	\$9,950.00	\$9,650.00
Total Current Liabilities	\$9,950.00	\$9,650.00
Total Liabilities	\$9,950.00	\$9,650.00
Net Assets		
Net Assets With Restrictions	674.05	7,964.37
Net Assets Without Restrictions	17,499.45	-4,272.80
Net Revenue	-12,605.74	14,481.93
Total Net Assets	\$5,567.76	\$18,173.50
TOTAL LIABILITIES AND NET ASSETS	\$15,517.76	\$27,823.50

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - December 2024

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Revenue			\$0.00
Income			\$0.00
Grants			\$0.00
ATAX Grant			\$15,983.25
ATAX - Advertising	15,983.25		\$3,750.00
ATAX - Usage/Rent	3,750.00		\$19,733.25
Total ATAX Grant	19,733.25		\$19,733.25
Total Grants	19,733.25		
Merchandise		5,506.24	\$5,506.24
Sponsorship		320.00	\$320.00
Daily Sponsorship		320.00	\$320.00
Total Sponsorship		475.00	\$475.00
Tent/Table Revenue			\$0.00
Vendor Revenue		9,860.00	\$9,860.00
Farmer Vendor		19,830.00	\$19,830.00
Food Vendor		29,690.00	\$29,690.00
Total Vendor Revenue		35,991.24	\$55,724.49
Total Income	19,733.25		
Rev Released from Restrictions	-19,059.20	19,059.20	\$0.00
Total Revenue	\$674.05	\$55,050.44	\$55,724.49
GROSS PROFIT	\$674.05	\$55,050.44	\$55,724.49
Expenditures			\$0.00
Marketing and Promotions		306.99	\$306.99
Constant Contact Newsletter		14,569.40	\$14,569.40
Print Advertisements		1,808.08	\$1,808.08
Social Media		1,251.00	\$1,251.00
Web Design and Maintenance		17,935.47	\$17,935.47
Total Marketing and Promotions			\$0.00
Operations Expense		55.00	\$55.00
Bank Charges			\$0.00
Contract Labor		1,350.00	\$1,350.00
Accounting Services		4,590.00	\$4,590.00
Casual Labor		29,662.08	\$29,662.08
Market Manager		35,602.08	\$35,602.08
Total Contract Labor		400.00	\$400.00
Entertainment			\$0.00
Facility Support		1,116.90	\$1,116.90
Market Equipment Expense		5,400.00	\$5,400.00
Property Usage/Rent		6,516.90	\$6,516.90
Total Facility Support		1,060.00	\$1,060.00
Insurance		1,030.00	\$1,030.00
Licenses/Permits			\$0.00
Market Merchandise		1,789.40	\$1,789.40
Market Merchandise to be Sold			

Farmer's Market of Bluffton, Inc.

Statement of Activity

January - December 2024

	NET ASSETS WITH RESTRICTIONS	NET ASSETS WITHOUT RESTRICTIONS	TOTAL
Total Market Merchandise		1,789.40	\$1,789.40
Market Supplies		220.78	\$220.78
Membership Dues		660.00	\$660.00
Office Equipment/Software		539.91	\$539.91
Office Expense		43.78	\$43.78
Office Supplies		307.17	\$307.17
Phone		1,908.94	\$1,908.94
Postage		5.80	\$5.80
Total Operations Expense		50,139.76	\$50,139.76
Over/Short		255.00	\$255.00
Total Expenditures	\$0.00	\$68,330.23	\$68,330.23
NET OPERATING REVENUE	\$674.05	\$-13,279.79	\$-12,605.74
NET REVENUE	\$674.05	\$-13,279.79	\$-12,605.74



Farmers Market of Bluffton, Board of Directors 2025 Budget Review

Thursday, September 26

Motion to approve the 2025 budget by Sarah Clemmons, seconded by Rebekah Welch. With approval by a majority of the Board of Directors, the 2024 Bluffton Farmers Market Board votes to approve and take responsibility for the 2025 Bluffton Farmers Market Annual Budget.

Farmers Market of Bluffton, Inc.
Budget
For Year 2022

INCOME**Grants**

ATAX Grant-Town of Bluffton	
ATAX - Advertising	28,000.00
ATAX - Facility Support	5,000.00
ATAX-Property Usage	4,900.00
Total ATAX Bluffton Grant	37,900.00

Donations In Kind**

Entertainment	9,600.00
Equipment Storage	1,200.00
Office Expense	1,800.00
Total Donations In Kind	12,600.00

Sales of Merchandise	6,000.00
Sponsorsh Contracted Sponsors	5,000.00
Daily Sponsorship	5,100.00
Total Sponsorship	10,100.00
	1,000.00

Tent/Table Revenue	
Vendor Re Farm Vendor	14,000.00
Food Vendor	19,000.00
Total Vendor Revenue	33,000.00

TOTAL INCOME**100,600.00****EXPENSE**

Advertising, Marketing and Promotions	28,000.00
Operations Expense	160.00
Bank Charges	
Contract Labor Accounting Services	1,500.00
Casual Labor	6,000.00
Market Manager	34,765.00
Total Contract Labor	42,265.00

	1,950.00
Cost of Merchandise	9,600.00
Entertainment	1,200.00
Equipment Storage	5,000.00
Facility Support	1,000.00
Insurance	300.00
Market Supplies	150.00
Membership Dues	650.00
Office Equipment/Software Expense	1,800.00
Office Expense	200.00
Office Supplies	1,800.00
Phone	125.00
Postage	4,900.00
Usage/Rent	1,500.00
Waste/Trash Removal	100,600.00

Total Operations Expense**100,600.00****TOTAL EXPENSES****0.00****ATAX BUDGET**

Item:	
Facility Support	5,000.00
Property Usage	4,900.00
	9,900.00
Advertising per month	2,333.33
	28,000.00
TOTAL ATAX	37,900.00

MARKET FUNDING SNAPSHOT

ATAX-Bluffton	37,900.00
Donations in Kind	12,600.00
Market Revenues	40,000.00
Sponsors	10,100.00
Total	100,600.00
ATAX Funding	38%

501C3 GUIDELINE:

Total Donations	60,600.00
Total Funding	100,600.00
Donation %	60%

**These are expected donated services based on prior years.

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY22_P&L - FY22 P&L

January - December 2022

	TOTAL	
	ACTUAL	BUDGET
Revenue		
Income		
Donations In Kind		
Entertainment		9,600.00
Equipment Storage	-	1,200.00
Office Expense	1,200.00	1,800.00
Property Usage	1,800.00	1,800.00
Total Donations In Kind	9,600.00	12,600.00
Grants		
AgSouth Grant	500.00	
ATAX Grant		
ATAX - Advertising	31,769.60	28,000.00
ATAX - Facility Support	4,772.75	5,000.00
ATAX - Usage/Rent	2,100.00	4,900.00
Total ATAX Grant	38,642.35	37,900.00
USDA Grant	5,150.00	
Total Grants	44,292.35	37,900.00
Interest Income	0.01	
Merchandise	4,874.79	6,000.00
Sponsorship		
Contracted Sponsors	5,000.00	5,000.00
Daily Sponsorship	1,650.00	5,100.00
Total Sponsorship	6,650.00	10,100.00
Tent/Table Revenue	485.00	1,000.00
Vendor Revenue		
Farmer Vendor	12,360.00	14,000.00
Food Vendor	23,000.00	19,000.00
Total Vendor Revenue	35,360.00	33,000.00
Total Income	104,262.15	100,600.00
Rev Released from Restrictions		
Restrictions Satisfied by Payme	0.00	
Total Rev Released from Restrictions	0.00	
Total Revenue	\$104,262.15	\$100,600.00
GROSS PROFIT	\$104,262.15	\$100,600.00
Expenditures		
Gift Certificate	25.00	
Marketing and Promotions		28,000.00
Print Advertisements	26,741.06	
Social Media	2,734.93	
Web Design and Maintenance	1,668.00	
Total Marketing and Promotions	31,143.99	28,000.00

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY22_P&L - FY22 P&L

January - December 2022

	TOTAL	
	ACTUAL	BUDGET
Operations Expense		
Bank Charges		160.00
Contract Labor		
Accounting Services	1,800.00	1,500.00
Casual Labor	5,540.00	6,000.00
Market Manager	36,695.61	34,765.00
Total Contract Labor	44,035.61	42,265.00
Depreciation Expense	300.00	
Facility Support		5,000.00
Market Equipment Expense	1,407.38	
Property Usage/Rent	3,400.00	4,900.00
Total Facility Support	4,807.38	9,900.00
Insurance	300.00	
Licenses/Permits	204.40	
Market Merchandise		
Market Merchandise to be Sold	2,959.23	1,950.00
Total Market Merchandise	2,959.23	1,950.00
Market Supplies	853.40	300.00
Membership Dues	150.00	150.00
Office Equipment/Software	751.87	650.00
Office Supplies	335.35	200.00
Phone	1,459.20	1,800.00
Postage	198.00	125.00
Waste Mgmt/Trash Removal		1,500.00
Total Operations Expense	56,354.44	59,000.00
Other		1,000.00
Total Expenditures	\$87,523.43	\$88,000.00
NET OPERATING REVENUE	\$16,738.72	\$12,600.00
Other Expenditures		
Donation Usage		
Entertainment		9,600.00
Equipment Storage	1,200.00	1,200.00
Office Expense	1,800.00	1,800.00
Property Use	9,600.00	
Total Donation Usage	12,600.00	12,600.00
Total Other Expenditures	\$12,600.00	\$12,600.00
NET OTHER REVENUE	\$-12,600.00	\$-12,600.00
NET REVENUE	\$4,138.72	\$0.00

Farmers Market of Bluffton, Inc.
Budget
For Year 2023

Attachment 3

INCOME

Grants		
ATAX Grant-Town of Bluffton		
ATAX - Advertising	38,000.00	
ATAX - Facility Support	5,000.00	
ATAX - Heyward House	<u>7,500.00</u>	
Total ATAX Bluffton Grant		50,500.00
Donations In Kind**		
Entertainment	12,500.00	
Equipment Storage	2,400.00	
Martin Family Park Property	7,500.00	
Office Expense	<u>1,800.00</u>	
Total Donations In Kind		24,200.00
Sponsorship		
Contracted Sponsors	5,000.00	
Daily Sponsorship	<u>5,250.00</u>	
Total Sponsorship		10,250.00
Tent/Table Revenue		1,000.00
Vendor Revenue		
Farm Vendor	14,000.00	
Food Vendor	<u>20,500.00</u>	
Total Vendor Revenue		34,500.00
Sales of Merchandise		<u>6,000.00</u>

TOTAL INCOME 126,450.00

EXPENSES

Advertising	38,000.00
Facility Support	5,000.00
Heyward House Rental	7,500.00
Entertainment	12,500.00
Equipment Storage	2,400.00
Martin Family Park Property	7,500.00
Office Expense	1,800.00
Bank Charges	160.00
Contract Labor: Accounting Services	1,500.00
Casual Labor	6,000.00
Market Manager	36,750.00
Cost of Merchandise	1,850.00
Insurance	1,000.00
Market Supplies	650.00
Membership Dues	440.00
Office Equipment/Software Expense	750.00
Office Supplies	650.00
Phone	1,800.00
Postage	200.00

TOTAL EXPENSES 126,450.00

ATAX BUDGET	
Item:	
Facility Support	5,000.00
Property Usage	<u>7,500.00</u>
	12,500.00
Advertising per month	<u>3,166.67</u>
	38,000.00
TOTAL ATAX	<u>50,500.00</u>

MARKET FUNDING SNAPSHOT	
ATAX-Bluffton	50,500.00
Donations in Kind	24,200.00
Sponsors	10,250.00
Market Revenues	<u>41,500.00</u>
Total	<u>126,450.00</u>
ATAX Funding	40%

501C3 GUIDELINE:	
Total Donations	84,950.00
Total Funding	126,450.00
Donation %	69%

**These are expected donated services based on prior years

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY23_P&L_1 - FY23 P&L

January - December 2023

	TOTAL	
	ACTUAL	BUDGET
Revenue		
Income		
Donations In Kind		
Entertainment	12,500.00	12,500.00
Equipment Storage	2,400.00	2,400.00
Office Expense	1,800.00	1,800.00
Property Usage	7,500.00	7,500.00
Total Donations In Kind	24,200.00	24,200.00
Grants		
ATAX Grant		
ATAX - Advertising	33,043.99	38,000.00
ATAX - Facility Support	4,135.82	5,000.00
ATAX - Usage/Rent	10,500.00	7,500.00
Total ATAX Grant	47,679.81	50,500.00
Total Grants	47,679.81	50,500.00
Interest Income	0.20	
Merchandise	7,833.00	6,000.00
Sponsorship		
Contracted Sponsors	5,000.00	5,000.00
Daily Sponsorship	2,100.00	5,250.00
Total Sponsorship	7,100.00	10,250.00
Tent/Table Revenue	795.00	1,000.00
Vendor Revenue		
Farmer Vendor	12,975.00	14,000.00
Food Vendor	28,615.00	20,500.00
Total Vendor Revenue	41,590.00	34,500.00
Total Income	129,198.01	126,450.00
Rev Released from Restrictions		
Restrictions Satisfied by Payme	0.00	
Total Rev Released from Restrictions	0.00	
Uncategorized Income	930.00	
Total Revenue	\$130,128.01	\$126,450.00
GROSS PROFIT	\$130,128.01	\$126,450.00
Expenditures		
Credit Card Fees	-235.36	
Gift Certificate	25.00	
Marketing and Promotions		38,000.00
Constant Contact Newsletter	548.50	
Print Advertisements	22,540.78	
Social Media	3,336.08	
Web Design and Maintenance	1,668.00	

Farmer's Market of Bluffton, Inc.

Budget vs. Actuals: Budget_FY23_P&L_1 - FY23 P&L

January - December 2023

	TOTAL	
	ACTUAL	BUDGET
Total Marketing and Promotions	28,093.36	38,000.00
Operations Expense		
Bank Charges	45.00	160.00
Contract Labor		
Accounting Services	1,800.00	1,500.00
Casual Labor	6,510.00	6,000.00
Market Manager	37,443.52	36,750.00
Total Contract Labor	45,753.52	44,250.00
Depreciation Expense	434.00	
Facility Support		5,000.00
Market Equipment Expense	1,782.69	
Property Usage/Rent	7,800.00	7,500.00
Total Facility Support	9,582.69	12,500.00
Insurance	310.00	1,000.00
Licenses/Permits	420.00	
Market Merchandise		
Market Merchandise to be Sold	2,818.93	1,850.00
Total Market Merchandise	2,818.93	1,850.00
Market Supplies	509.82	650.00
Membership Dues	180.00	440.00
Office Equipment/Software	597.37	750.00
Office Supplies	428.76	650.00
Phone	2,237.62	1,800.00
Postage	242.37	200.00
Total Operations Expense	63,560.08	64,250.00
Over/Short	3.00	
Total Expenditures	\$91,446.08	\$102,250.00
NET OPERATING REVENUE	\$38,681.93	\$24,200.00
Other Expenditures		
Donation Usage		
Entertainment	12,500.00	12,500.00
Equipment Storage	2,400.00	2,400.00
Office Expense	1,800.00	1,800.00
Property Use	7,500.00	7,500.00
Total Donation Usage	24,200.00	24,200.00
Total Other Expenditures	\$24,200.00	\$24,200.00
NET OTHER REVENUE	\$ -24,200.00	\$ -24,200.00
NET REVENUE	\$14,481.93	\$0.00

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **Farmer's Market of Bluffton**Project: **2025 Expenses**Project Type: **Event/Festival**

Scoring Category	Points Possible	Points Awarded
ADVERTISING	15	
Part 1: Five (5) points possible. Based on how much of the requested funds go toward advertising.		
0% of funds go toward advertising	0 points	
1% - 20% of funds go toward advertising	1 point	
21% - 40% of funds go toward advertising	2 points	
41% - 60% of funds go toward advertising	3 points	
61% - 80% of funds go toward advertising	4 points	
81% - 100% of funds go toward advertising	5 points	
Part 2: Ten (10) points possible. Based on <u>where</u> the advertising is placed.		
None of the funds go toward advertising	0 points	
Local newspapers/periodicals and electronic advertising (ex. Island Packet, The Bluffton Sun)	2 points	
Local guides/periodicals specifically geared toward tourists with a shelf life of more than 30 days	4 points	
Larger regional publications and electronic marketing within 100 miles (ex. Charleston or Savannah news outlets)	6 points	
Newspapers/periodicals/electronic marketing to large, metropolitan areas outside of 100 miles away (ex. Atlanta, Charlotte, Washington, D.C., Chicago)	8 points	
Nationally distributed newspapers/periodicals/electronic marketing (ex. USA Today, NY Times, Southern Living Magazine)	10 points	
TOURIST FACILITIES	15	
Higher point value given based on anticipated ratio of tourists to locals		
FESTIVAL/EVENT	5	10250
Higher point value given to requests for festivals or events		
Length of event/festival should be considered. Is it an all-day event versus a two-hour event? Multi-day event?		
BLUFFTON EVENT	5	
Higher point value given to events held within the town limits of Bluffton and/or spanning multiple locations		
TOURISM DRAW	5	
0% of attendees are tourists based on historical or projected information	0 points	
1% - 20% of attendees are tourists based on historical or projected info	1 point	
21% - 40% of attendees are tourists based on historical or projected info	2 points	
41% - 60% of attendees are tourists based on historical or projected info	3 points	
61% - 80% of attendees are tourists based on historical or projected info	4 points	
81% - 100% of attendees are tourists based on historical or projected info	5 points	
BENEFIT TO TOURISM (LOCAL ECONOMY)	5	
Higher point value given to events that encourage overnight stays and/or have local business participation		
SELF SUFFICIENCY	5	
100% of budget from ATAX request	0 points	
80% - 99% of budget from ATAX request	1 point	
60% - 79% of budget from ATAX request	2 points	
40% - 59% of budget from ATAX request	3 points	
20% - 39% of budget from ATAX request	4 points	
1% - 19% of budget from ATAX request	5 points	
MISCELLANEOUS	10	
Only use if applicant does not qualify as a festival/event		
Group Average Point Total (out of a possible 40 points)		
Group Average Percentage		