

Milroy, Shannon

From: noreply@civicplus.com
Sent: Thursday, September 26, 2024 12:36 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.

(Section Break)

Application Date 9/26/2024

Project Name Christmas Eve Under The Stars

Project/Event Location Oyster Factory Park

Is this a new project or event? No

Project/Event Start Date: 12/24/2024

Project/Event End Date 12/24/2024

Multi-Year Project/Event? No

| | |
|--|-------------------------------------|
| Total Project Costs | 46610 |
| Total ATAX Funds Requested | 28810 |
| Percent of Total Budget | 61 |
| Date the funds are needed: | 12/1/2024 |
| Full Legal Organization Name | The New Bluffton Worship |
| Address | 39 Persimmon Street Suite 203 & 204 |
| 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 | Holly |
| Last Name | Blackwell |
| Title | Church Administrator |
| Phone Number | 843-261-5997 ext 101 |
| E-mail Address | tnbw.holly@gmail.com |

(Section Break)

Organization Secondary Point of Contact

| | |
|------------|--------|
| First Name | Monica |
|------------|--------|

| | |
|----------------|--|
| Last Name | Barricks |
| Title | Executive Pastor |
| Phone Number | 843-261-5997 ext 102 |
| E-mail Address | blufftonworship@gmail.com |

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description: Christmas Eve Under The Stars first launched on December 24, 2012, on an empty lot at Buckwalter Place. The hope of the inaugural event was to celebrate the birth of Jesus Christ and to bring together our beloved community on this amazing night. Now, 12 years later this event has moved to the Bluffton Oyster Factory Park and has grown to over 1,500 participants. It is presented by diverse congregations: The New Bluffton Worship and First Zion Missionary Baptist Church. The purpose remains the same; to celebrate Jesus and to bring our community together as one from all walks of life and creating an event that has become a tradition for locals and visitors alike. Every year we also take up a community offering for local charities. As a result, we have attracted people from all over SC including Jasper, Hampton and Colleton Counties as well as families from many other states in the country who have made Bluffton a destination to celebrate Christmas Eve. The goodwill fostered by this event invites people back to explore Bluffton's hospitality. We also livestream our services weekly and will be promoting Bluffton and Christmas Eve Under the Stars in future services to people watching all the way across the country to Oregon, Michigan, Wisconsin, Iowa, Ohio to name a few and international as far as Scotland. We also livestream this service for all to see who can't be there for the event but can encourage folks to come and experience the Bluffton State of Mind in the future. Every year Christmas Eve Under the Stars has been featured in numerous media and on TV stations such as WSAV. What makes this evening so special is that you can worship outside showcasing one of Bluffton's most beautiful locations at the Bluffton Oyster Factory Park and for one evening there are no races or divisions. Attendees are immersed in the true beauty of our precious home. We have found this event without walls creates a place at Christmas where people living in or traveling to our community can experience genuine local hospitality and the peace and goodwill of our Bluffton community. As a result, visitors frequent Bluffton stores and restaurants, and return at other times of the year. Christmas Eve Under The Stars is a true gift to our community.

| | |
|--|---|
| List any required permits, if applicable. If none, type "N/A": | Town of Bluffton Special Event permit |
| Describe all planned advertising and marketing for this project/event: | <p>The banners will be hung in various locations. A couple will go on First Zion Missionary Baptist Church property (which is located on Wharf Street in downtown Bluffton. Another couple will be hung in Sheridan Park where The New Bluffton Worship is located. The postcards will be sent out to the surrounding areas – primarily we want to target Beaufort, Jasper County (Hardeeville) and parts of Chatham County. We also have many members in our congregation that have family and friends that live in other states (VA, GA, NC, TN) and the postcards will be mailed directly to them inviting them to visit Bluffton during the Christmas Season and worship with us. We love to have the opportunity to give out items the night of Christmas Eve so that people who visit have something to remember us by and also remind them that they want to come back and visit again next year. We have also launched a new website and will be advertising on social media.</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>Jasper and Bluffton Sun papers and online Bluffton Today paper and online CB2 magazine and online Outreach postcards Google Ads Facebook Instagram WHHI and WSAV</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>Tourists come to celebrate Christmas in a unique setting, showing off the beauty of Bluffton. While doing so they stay in Bluffton spending money in our restaurants, retail and lodging options. What a great way to show off our community and the Bluffton State of mind with a family friendly event.</p> |
|----------------------------------|--|

“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: Event’s Agenda: As people arrive there will be pre-music from our worship band (bass, electric guitar, drums). Then there will be a performance from a choir along with more music from the band. An inspirational message given by two pastors. Throughout the night, people are encouraged to visit the pavilion at Oyster Factory Park so that they can get some hot chocolate, coffee, a sweet treat and more information about our churches and the community. The landscape of the park lends itself so well as to have Christmas lights and the firepit lit.

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: | ATAX Grant Application Line-Item Budget Form 2024.pdf |
|--|---|

| | |
|--|---|
| Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement | 202408 Financial Statements.pdf |
|--|---|

| | |
|---------------------|----------------------------------|
| Financial Guarantee | Minutes 2024.pdf |
|---------------------|----------------------------------|

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 Budget.pdf](#)
Actual statements for
prior two years events.

Please attach Budget vs. [Budget.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? | Yes |
|--|-----|

| | |
|-----------------|---------------|
| Awarding Agency | Bluffton ATAX |
|-----------------|---------------|

| | |
|--------|-------|
| Amount | 15280 |
|--------|-------|

| | |
|---------------|------------------------------|
| Project/Event | Chrstmas Eve Under The Stars |
|---------------|------------------------------|

| | |
|---------------|------|
| Year of Award | 2023 |
|---------------|------|

| | |
|-----------------|-----------------------------|
| Awarding Agency | <i>Field not completed.</i> |
|-----------------|-----------------------------|

| | |
|--------|-----------------------------|
| Amount | <i>Field not completed.</i> |
|--------|-----------------------------|

| | |
|---------------|-----------------------------|
| Project/Event | <i>Field not completed.</i> |
|---------------|-----------------------------|

| | |
|---------------|-----------------------------|
| Year of Award | <i>Field not completed.</i> |
|---------------|-----------------------------|

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

Christmas Eve Under The Stars

Year Awarded

2023

Amount Awarded

15280

Was a final report submitted?

Yes

What was the total number of tourists?

730

What was the percentage of tourists?

37

(Section Break)

Please attach a copy of your organization's IRS Designation Letter showing your non-profit status .

[IRS Letter 947 \(Rev. 2-2020\).pdf](#)

Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.

[Business License.pdf](#)

Additional Application Documents

Field not completed.

Additional Application Documents

Field not completed.

Additional Application Documents *Field not completed.*

Additional Application Documents *Field not completed.*

Additional Comments *Field not completed.*

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 G Holly Blackwell

Signatory's Title or Position Church Administrator

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



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

THE NEW BLUFFTON WORSHIP INC
39 PERSIMMON STREET BUILDING 203
BLUFFTON, SC 29910

Date:
06/29/2023
Employer ID number:
88-4321470
Person to contact:
Name: Mrs. Johnson
ID number: 31287
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(i)
Form 990 / 990-EZ / 990-N required:
No
Effective date of exemption:
October 24, 2022
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053441004723

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

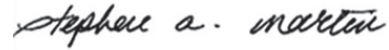
If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2025

License No. 24-07-4184

Business Name: The New Bluffton Worship

Date Issued: 07/31/2024

NAICS Title: Other Similar Organizations
(except Business,
Professional, Labor, and
Political Organizations)

**Business DBA
Name:** The New Bluffton Worship

Business Type:

Church

Physical Address:

39 PERSIMMON ST UNIT 203
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.

Monica Barricks
The New Bluffton Worship
39 PERSIMMON
BLUFFTON, SC 29910

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET
REVENUES

Revenues - Cash

Sponsorships \$ _____

Donations \$ _____ 10000

ATAX Grants/Funding from Other Entities* \$ _____

** Do **NOT** include anticipated award funds requested in this application*

Other Grants (please name): _____ \$ _____

Vendor Fees \$ _____ 3000

Registration Fees \$ _____

Other Fees (please name): _____ \$ _____

Other Fees (please name): _____ \$ _____

Mercandise Sales \$ _____

Other Sales (please name): _____ \$ _____

Other Sales (please name): _____ \$ _____

Other Revenue (please name): _____ \$ _____

Other Revenue (please name): _____ \$ _____

Revenues - In-Kind Contributions

Volunteer Hours \$ _____

Donated Items \$ _____ 8000

Donated Services \$ _____

Other (please name): _____ \$ _____

Other (please name): _____ \$ _____

Other (please name): _____ \$ _____

Total All Revenue Sources: \$ _____ 21000

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 | \$ | 1500 |
| National Newspaper/Digital Advertising | \$ | |
| Local Magazine/Digital Advertising | \$ | |
| Regional Magazine/Digital Advertising | \$ | 1500 |
| National Magazine/Digital Advertising | \$ | |
| Local Radio Advertising | \$ | 1000 |
| Regional Radio Advertising | \$ | |
| National Radio Advertising | \$ | |
| Local Television Advertising | \$ | |
| Regional Television Advertising | \$ | |
| National Television Advertising | \$ | |
| Billboards | \$ | |
| Social Media Advertising | \$ | 1000 |
| E-mail and/or Text Blasts | \$ | |
| Postcards/Mailers | \$ | 4000 |
| Posters/Banners/Signage | \$ | 2000 |
| Graphic Design of Marketing/Writing or Press Releases | \$ | |
| Web Hosting for Event (not organization) | \$ | |
| 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 | \$ | 9900 |
| Rental: Sound, Audio Equipment | \$ | 4000 |
| Construction | \$ | |
| Repairs to Facilities | \$ | |
| Maintenance of Facilities | \$ | |
| Other (please name): Uniforms for volunteers | \$ | 2000 |
| Other (please name): Candles and holders for Silent Night | \$ | 350 |
| Other (please name): | \$ | |

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 | \$ 200 |
| Parking Lots | \$ |
| Other (please name): | \$ |
| Other (please name): | \$ |

Municipality and County Services

| | |
|--|----------|
| Dumpster Rental/Trash Hauling | \$ |
| Security Provided by Bluffton Police Department | \$ 960 |
| Security NOT Provided by Bluffton Police Department | \$ |
| Total of ATAX Eligible Expenses: | \$ 28410 |

Other/Ineligible Expenses

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

Item

Amount

| | |
|---|---------|
| | \$ |
| Gift Bags | \$ 7500 |
| Refreshments | \$ 5000 |
| Paper products and supplies | \$ 3000 |
| Miscellaneous (office supplies, clicker counters, clip boards, etc) | \$ 2500 |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| | \$ |

| | |
|--|----------|
| Total of Other/Ineligible Expenses: | \$ 18000 |
|--|----------|

| | |
|------------------------------------|----------|
| Total Project/Event Budget: | \$ 46410 |
|------------------------------------|----------|

| | |
|---|-----------|
| Total Project/Event Profit or Loss | \$ -25410 |
|---|-----------|

**CHRISTMAS UNDER THE STARS
EXPENSE BUDGET**

| | 2024 | 2023 |
|--------------------------------------|---------------|---------------|
| Facilities Expenses | | |
| Uniforms for volunteers | 2,000 | 2,000 |
| Stage and sound | 9,000 | 8,500 |
| Tent (2) | 2,400 | 1,200 |
| Chair rental and set up | 2,500 | 2,000 |
| Candles and holders | 350 | 300 |
| | | |
| Facilities Expense Total | 16,250 | 14,000 |
| Marketing Expenses | | |
| Banners and signs | 2,000 | 1,500 |
| Post cards | 4,000 | 2,500 |
| Social Media Post and Boosts | 1,000 | 1,000 |
| Ads in magazines and papers | 4,000 | 2,000 |
| | | |
| Marketing Expense Total | 11,000 | 7,000 |
| Municipality Services Expense | | |
| Park Rental Fees | 200 | |
| Police 16 man hrs @ \$60/hr | 960 | 1,440 |
| | | |
| Municipality Expense Total | 1,160 | 1,440 |
| Ineligible Expenses | | |
| Water Bottles | 2,000 | 1,930 |
| Bags | 2,500 | 2,460 |
| Apparel | 3,000 | 3,000 |
| Coffee/Refreshments | 5,000 | 5,000 |
| Supplies | 3,000 | 3,000 |
| Other | 2,500 | 2,515 |
| | | |
| Total Ineligible Expenses | 18,000 | 17,905 |
| TOTAL EXPENSES | 46,410 | 40,345 |
| ATAX GRANT AWARDED | | 15,280 |
| CHURCH FUNDS NEEDED | 46,410 | 25,065 |

The New Bluffton Worship

Statement of Activity

January - August, 2024

| | TOTAL |
|-----------------------------------|----------------------|
| Revenue | |
| 4010 General Fund Donations | 231,007.20 |
| 4020 Start Up Donations | 10,000.00 |
| Total Revenue | \$241,007.20 |
| GROSS PROFIT | \$241,007.20 |
| Expenditures | |
| 5000 Salaries and Compensation | 181,307.11 |
| 5100 Worship Expenses | 6,011.28 |
| 5124 Ministries | 8,200.98 |
| 5200 Growth | 17,215.31 |
| 5300 Facilities and Maintenance | 79,277.33 |
| 5400 Insurance | 1,241.25 |
| 5450 Board Expenses | 45.78 |
| 5500 Administration | 11,459.31 |
| Total Expenditures | \$304,758.35 |
| NET OPERATING REVENUE | \$ -63,751.15 |
| Other Revenue | |
| 6000 RF-Restricted Donations | 18,284.33 |
| 6100 Interest Earned | 14,906.04 |
| 6200 Other Misc Revenue | 313.00 |
| Total Other Revenue | \$33,503.37 |
| Other Expenditures | |
| 7000 Restricted Fund Expenditures | 9,611.01 |
| Total Other Expenditures | \$9,611.01 |
| NET OTHER REVENUE | \$23,892.36 |
| NET REVENUE | \$ -39,858.79 |

The New Bluffton Worship

Statement of Financial Position

As of August 31, 2024

| | TOTAL |
|---------------------------------------|---------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 1000 Checking - United Community Bank | 198,605.38 |
| 1400 Checking - Bank of America | 128,633.72 |
| 1500 Charles Schwab Investments | 533,101.10 |
| Total Bank Accounts | \$860,340.20 |
| Total Current Assets | \$860,340.20 |
| Other Assets | |
| 2000 Deposits | 2,435.00 |
| Total Other Assets | \$2,435.00 |
| TOTAL ASSETS | \$862,775.20 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Credit Cards | |
| 2050 Ramp Card | 967.76 |
| Total Credit Cards | \$967.76 |
| Total Current Liabilities | \$967.76 |
| Total Liabilities | \$967.76 |
| Equity | |
| 3900 Retained Earnings | 901,666.23 |
| Net Revenue | -39,858.79 |
| Total Equity | \$861,807.44 |
| TOTAL LIABILITIES AND EQUITY | \$862,775.20 |



The New Bluffton Worship
Christmas Under The Stars Meeting
Minutes Recap - 2024

8/19/2024 - Monica Barrick, Executive Pastor and Daniel Burbage, Head Pastor explained to Holly Blackwell, Church Administrator how Christmas Eve Under The Stars has been run for the past several years. It was decided that things will proceed as in previous years. The New Bluffton Worship will pay for the event from budgeted funds.

8/20/2024 - Bruce Trimbur, Committee Member explained the ATAX process to Holly and she attended the ATAX Committee presentation in Bluffton. Holly will be the point person going forward and will submit application for Bluffton by 9/30/2024

9/3/2024 – Both Holly and Bruce attended the Beaufort County ATAX workshop. The application is due to Beaufort County ATAX by 9/15/2024. There is not enough time to get the process completed. It was decided that we will wait until next year to apply for Beaufort County ATAX.

9/6/2024 – Holly met with Phyllis Brodie, Committee Member to discuss advertising campaign. It was decided to do the same advertising done in the past. In addition, The New Bluffton Worship has purchased a google ads package to advertise on social media.

9/25/2024 – Holly met with Finance Committee to gather necessary application requirements, financials, business license, IRS letter, etc

**CHRISTMAS UNDER THE STARS
2023 EXPENSE BUDGET**

| | Budget | Actual |
|--------------------------------------|---------------|---------------|
| Facilities Expenses | | |
| Uniforms for volunteers | 2,000 | |
| Stage and sound | 8,500 | |
| Tent (2) | 1,200 | |
| Chair rental and set up | 2,000 | |
| Candles and holders | 300 | |
| | | |
| Facilities Expense Total | 14,000 | 10,156 |
| Marketing Expenses | | |
| Banners and signs | 1,500 | |
| Post cards | 2,500 | |
| Social Media Post and Boosts | 1,000 | |
| Ads in magazines and papers | 2,000 | |
| | | |
| Marketing Expense Total | 7,000 | 6,422 |
| Municipality Services Expense | | |
| Park Rental Fees | | |
| Police 16 man hrs @ \$60/hr | 1,440 | |
| | | |
| Municipality Expense Total | 1,440 | 180 |
| Ineligible Expenses | | |
| Water Bottles | 1,930 | |
| Bags | 2,460 | |
| Apparel | 3,000 | |
| Coffee/Refreshments | 5,000 | |
| Supplies | 3,000 | |
| Other | 2,515 | |
| | | |
| Total Ineligible Expenses | 17,905 | 14,872 |
| TOTAL EXPENSES | 40,345 | 31,630 |
| ATAX GRANT AWARDED | 15,280 | |
| CHURCH FUNDS NEEDED | 25,065 | |

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **The New Bluffton Worship** Project: **2024 Christmas Eve Under the Stars** 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 | |
| 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 | | |