

Milroy, Shannon

From: noreply@civicplus.com
Sent: Friday, September 27, 2024 2:39 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 9/25/2024

Project Name Getting the Word Out

Project/Event Location Society of Bluffton Artists

Is this a new project or event? No

Project/Event Start Date: 1/1/2025

Project/Event End Date 8/31/2025

Multi-Year Project/Event? No

Total Project Costs	27,000
Total ATAX Funds Requested	27,000
Percent of Total Budget	100%
Date the funds are needed:	1/1/2025
Full Legal Organization Name	Society of Bluffton Artists, Inc
Address	PO Box 1972
Street Address Line 2	<i>Field not completed.</i>
City	Bluffton
State	South Carolina
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	Jeanne
Last Name	Francisco
Title	Treasurer
Phone Number	4843366600
E-mail Address	jeannefrancisco@live.com

(Section Break)

Organization Secondary Point of Contact

First Name	Karen
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Last Name	Richards
Title	President
Phone Number	8437386288
E-mail Address	karenrichardsart@gmail.com

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	To begin our 31st year as a non-profit organization serving the local art community, we plan to assess our advertising and marketing outreach and implement a more broad reaching promotional campaign. Additional efforts to promote our gallery and art school will reach a broader audience of tourism visitors and expand our radius of influence throughout Beaufort County and surrounding tourism areas.
List any required permits, if applicable. If none, type "N/A":	N/A
Describe all planned advertising and marketing for this project/event:	We will continue with local magazine and newspaper print ads, adding additional publications and seeding our ads with ways to track effectiveness. In addition we plan to increase social media usage by branching out into less familiar promotional territory, increase the amount and timing of our email communications, and develop an on-line video presence.
Please list all media outlets you intend to utilize for your project/event (i.e. names of magazines, TV and radio stations, etc.):	Local Life, Bluffton Sun, Bluffton Today, Explore Bluffton, Pink, Bluffton Guide, VisitBluffton.org , Bluffton Guide - Arts & Culture, LowCountry Weekly, Facebook & Instagram, YouTube, TripAdvisor, flyers and posters, radio - WHHI-TV, Google My Business, etc. All will be explored, assessed and utilized within our budget.

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:	Approximately 65% of our gallery visitors indicate that they are visitors from outside the area. We have attracted many tourists since Bluffton was designated an Art Cultural Center within the state. Our goal is to not only increase visitors to our gallery and
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art school but to increase our outreach to the tourism community. Our gallery is a local destination for tourists and many art school students visit us from outside the area. We intend to work to have more visitors get to know who and where we are.

“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: [Ataxbudget.pdf](#)

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement [ProfitandLoss \(1\).pdf](#)

Financial Guarantee [SOBA Minutes - September 2024.docx](#)

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. [budgetvsactualfy24.pdf](#)
Actual statements for
prior two years events.

Please attach Budget vs. [budgetvsactualfy23.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

30th Year Anniversary

Year Awarded

2024

Amount Awarded

20,000

Was a final report
submitted?

No

If no please explain why and indicate when the final report will be submitted.	Funds to run through December, 2024 Final report will be completed once all of the accounting for the program is completed - January 2025
What was the event's total attendance	N/A
What was the total number of tourists?	N/A
What was the percentage of tourists?	N/A
(Section Break)	
Please attach a copy of your organization's IRS Designation Letter showing your non-profit status .	charitable.org.jpg
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	businesslicense.jpg
Additional Application Documents	BalanceSheet.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 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	Lesley J Francisco
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Signatory's Title or Position	Treasurer
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State of South Carolina
Office of the Secretary of State
The Honorable Mark Hammond

12/19/2023

Society of Bluffton Artists
Marie Burgeson
PO BOX 1972
BLUFFTON, SC29910-1972

RE: Registration Confirmation

Charity Public ID: P10294

Dear Marie Burgeson :

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore, your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on 1/15/2025.

If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4½ months after the close of your fiscal year.

- Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form.
- If you wish to extend the filing of that form with us, please submit a written request by email or fax to our office using the contact information below. Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.00.

If you have any questions or concerns, please visit our website at www.sos.sc.gov or contact our office using the contact information below.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Wickersham", followed by a long horizontal line.

Kimberly S. Wickersham
Director, Division of Public Charities

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2025

License No. 24-03-0506
03/19/2024

NAICS Title:

Business Type:
Art Dealers

Business Name: Society of Bluffton
Artists, The

**Business DBA
Name:** Society of Bluffton
Artists, The

Physical Address:
6 CHURCH ST
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.

John Kenney
John Kenney
8 Church St
Bluffton, SC 29910

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET
REVENUES

Revenues - Cash

Sponsorships	\$	2950
Donations	\$	20000
ATAX Grants/Funding from Other Entities*	\$	20000
* Do NOT include anticipated award funds requested in this application		
Other Grants (please name):	\$	0
Vendor Fees	\$	
Registration Fees	\$	
Other Fees (please name):MEMBERSHIP FEES	\$	18800
Other Fees (please name):	\$	
Mercandise Sales	\$	144680
Other Sales (please name):	\$	
Other Sales (please name):	\$	
Other Revenue (please name):ART SCHOOL	\$	53000
Other Revenue (please name):	\$	
Revenues - In-Kind Contributions		
Volunteer Hours	\$	
Donated Items	\$	
Donated Services	\$	
Other (please name):	\$	
Other (please name):	\$	
Other (please name):	\$	
Total All Revenue Sources:	\$	259430

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	\$	8485
Regional Newspaper/Digital Advertising	\$	
National Newspaper/Digital Advertising	\$	
Local Magazine/Digital Advertising	\$	4540
Regional Magazine/Digital Advertising	\$	2800
National Magazine/Digital Advertising	\$	
Local Radio Advertising	\$	
Regional Radio Advertising	\$	
National Radio Advertising	\$	
Local Television Advertising	\$	
Regional Television Advertising	\$	
National Television Advertising	\$	
Billboards	\$	
Social Media Advertising	\$	4000
E-mail and/or Text Blasts	\$	460
Postcards/Mailers	\$	300
Posters/Banners/Signage	\$	415
Graphic Design of Marketing/Writing or Press Releases	\$	6000
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	\$	
Rental: Sound, Audio Equipment	\$	
Construction	\$	
Repairs to Facilities	\$	
Maintenance of Facilities	\$	
Other (please name):	\$	
Other (please name):	\$	
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	\$	
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:	\$	27000
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Other/Ineligible Expenses

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

Item		Amount
Cost of Goods Sold	\$	125400
Accounting & professional fees	\$	8000
Rent	\$	45345
Office & Operating Supplies	\$	5000
Utilities	\$	3700
Square Fees	\$	6500
Judges Show Expense	\$	5000
Insurance	\$	1550
Landscaping/grounds maintenance	\$	2700
Repair & Maintenance	\$	2000
Telephone/Internet	\$	1000
	\$	

Total of Other/Ineligible Expenses:	\$	206195
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Total Project/Event Budget:	\$	233195
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Total Project/Event Profit or Loss	\$	26235
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Society of Bluffton Artists

Attachment 7

Balance Sheet As of August 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Donations - Unrestricted (VS Hughes)	2,646.83
McCracken Scholarship Fund	4,282.74
Operating Account	15,055.18
Total Bank Accounts	\$21,984.75
Other Current Assets	
South Atlantic Bank CD (11 mos)	122,564.78
Undeposited Funds	0.00
Total Other Current Assets	\$122,564.78
Total Current Assets	\$144,549.53
Fixed Assets	
Accumulated Depreciation	-24,509.68
Building Improvements	34,008.75
HVAC	6,848.00
Total Building Improvements	40,856.75
Fixed Assets	2,268.00
Furniture and Fixtures	6,012.59
Landscaping	4,587.92
Office Equipment	1,955.16
Total Fixed Assets	\$31,170.74
TOTAL ASSETS	\$175,720.27
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Gift certificate	1,210.00
South Carolina Department of Revenue Payable	511.35
Total Other Current Liabilities	\$1,721.35
Total Current Liabilities	\$1,721.35
Total Liabilities	\$1,721.35
Equity	
Retained Earnings	140,954.83
Net Income	33,044.09
Total Equity	\$173,998.92
TOTAL LIABILITIES AND EQUITY	\$175,720.27

Society of Bluffton Artists

Attachment 7

Profit and Loss

September 2023 - August 2024

	TOTAL
Income	
Art Sales - Main Gallery	139,852.87
Art Sales - Student	1,000.00
Art School Income	53,749.00
Art School Rent Income	850.00
Bluffton A-Tax	21,374.28
Donations - unrestricted funds	20,022.00
Fund Raiser - Pearl Gala	9,070.00
Holiday Boutique	6,865.00
Interest income	2,206.86
Judged Show Entry Fees	6,750.00
Membership Dues	25,624.00
Other Income	240.53
Total Income	\$287,604.54
Cost of Goods Sold	
Art Class Expense	1,334.55
Art Teacher expense	34,269.69
Total Art Class Expense	35,604.24
Artist Commissions	95,257.37
Artist Commissions - Student	1,000.00
Total Cost of Goods Sold	\$131,861.61
GROSS PROFIT	\$155,742.93
Expenses	
30th Anniversary Expenses	929.23
Accounting & Professional Fees	7,832.72
Advertising & Marketing	25,843.04
Bank charge	6.00
Board/Volunteer Development	501.33
CC, Disc, & Paypal Charges	324.85
Community Events	117.71
Dues & subscriptions	330.99
Facilities & Equipment	1,218.24
Fund Raiser Expense - Pearl Gala (deleted)	7,468.34
Insurance	1,372.00
Interest	3.24
Janitorial Services	805.00
Judged Show expenses	419.71
Judged show - Advertising/Promotion	550.00
Judged show awards	4,600.00
Total Judged Show expenses	5,569.71
Landscaping Expense	2,440.36
Porch & Lawn Events	234.71

	TOTAL
Postage	405.10
Printing & Signage	222.72
Rent	43,098.00
Repair & Maintenance	4,059.16
Scholarships Paid	3,000.00
Square Fees	6,730.42
Supplies, Office & Operating	4,499.85
Taxes & Licenses	51.85
Telephone / Internet	2,003.64
Utilities - Electric	3,055.65
Utilities - Water	574.98
Total Expenses	\$122,698.84
NET OPERATING INCOME	\$33,044.09
NET INCOME	\$33,044.09

MINUTES
SOBA Board of Directors

September 23, 2024

Art School Building

Members Present: Karen Richards, Trish Vollmer, Cathy Thiem, Jeanne Francisco Carol Dombrowski, Barbara Pecce, Pat Diemand , Jane Capraro, Ann Hyde. Jan Urbanic absent.

A prayer was led by Carol Dombrowski.

The Board meeting was brought to order by Karen Richards at 10:05 AM.

President's Report - Karen Richards reported:

- We are currently in an automatically renewed lease period ending July 31, 25. Rent has been adjusted to \$3,590 now that the Gallery Air Conditioning unit is paid off.
- The Executive board met September 6th.
- Marketing Committee met on the 9th to discuss A-tax funds remaining for this year and for next year.
- Discussed schoolhouse air conditioner needs to be updated. Jeanne to get legal advice on lease/air conditioning and update next month.
- Take labels off bin art and replace the signs with new descriptive laminated signs. Karen and Cathy to work on this to have before next Bin Art Change October 7, 2024
- Teacher Meeting was held August 28th. Discussed the check off sheet.
- Fundraising "Field Trip" planned for November 7th is sold out. Money going to scholarship fund.
- Trish to head up the small art exhibit 9/28 - 10/6.
- Artists will be back on the porch & Lawn for Monday 9/30 - 30 on 30th.
- Cathy & Gloria to draft a policy for photography ie; bin art & 2D. Would have to take affect September 2025.

Vice President's Report - Trish Vollmer reported:

- Looking for a new person to head up the Small Art Show as Haldora stepped down.
- Committed to head a committee concerning scholarship recipients for the McCracken fund. Will ask Lynn Newsom for guidance.
- Will help out on fundraising and marketing committee.

Secretary's Report - Cathy Thiem reported:

- Asked for approval of minutes. Minutes were approved as written.
- Copies of all minutes are kept in the filing cabinet in the Art School for review at any time.

Treasurer's Report - Jeanne Francisco reported:

- Provided copies of the BALANCE SHEET to show and explain where our money is and how the “restricted funds” works (the importance of DONATIONS & FUNDRAISING). (Hard copy attached).
- Provided last 12 months PROFIT & LOSS to point out Net Earnings for the year and what it means. (Hard copy attached)
Total Income \$287,604.54. Total Cost of Goods Sold. \$131,861.61
Total Expenses \$122,698.84. Net Operating Income \$33,044.09
- Provided copies of a working draft budget. (Hard copies attached).
- Discuss how important A-TAX is to the organization, and how everyone can support and add to getting the money and help with promotion.
- **Motion:** Jeanne made a motion that the Board of Directors approves support and financial responsibility for an A Tax request of \$35,000 to fund our advertising and promotion project over the next 12 months. Karen seconded. The vote was unanimous and approved.
- Explain briefly how we will be tracking expenses and why receipts and detail are important.

Board Orientation - Jeanne Francisco reported:

- Jeanne handed out packets to board including conflict of interest and confidentiality statements. Received signed documents from all board members. These two documents are required by our by-laws.
- Cathy to put in a folder in the drawer of the schoolhouse.

Marketing Report - Ann Hyde reported:

- Square tutorial being done by Mary Burell. She is out of the country and will continue when gets back.
- Do we still want or need Private member Page. Discussed refer members to our private member social media page instead.
- Discussed A-Tax money & Increased advertising, (see attached hard copy).
- Discussed community relations and what is happening in Old Town Bluffton.
- Marketing team additions: Marie Camenares to help with photographing events and Frank Bright to oversee the Members Directory.
- Working on new business cards for SOBA.
- There is a “New Events Form” to be filled out by Board and Committee Chairs. The form will help Ann know what is coming up and ensure it gets promoted.

Gallery Report - Carol Dombrowski reported:

- Purchased 2 high-capacity black ink cartridges \$42 each on Aug. 3. We were out of ink by September 12. Each cartridge should print 1100 copies, that means we copied 2200 in one month.
- Reported that she has a vacation planned for October 24th through December 10th. She will be sure that the gallery is stocked prior to leaving. Trish to help in Carol's absence.
- Carol will buy a new shade for the schoolhouse window.

Art School Report - Barbara Pecce reported:

- Table discussion regarding Ruth McCully offering a class on writing.
- Discussed options for donated art pieces. Jeanne recommended raffle off.
- Margo Duke wants to do a felting class.
- Table discussion on schoolhouse room rentals and security charges. Check with bylaws and lease agreement to make sure we can even offer this.

Staffing Director Report – Jan Urbanic emailed report:

- No issues or concerns to report
- Recovering from knee replacement surgery. Jane will cover for October change of show.

Gallery Display Report - Pat Diemand reported:

- 102 pieces of art displayed for month of September which includes 12, 3-D pieces.
- Terri King to head up Holiday Boutique. Discuss at October board meeting where will it be, dates, deadlines, shelving for display, are we using grey room as done in the past.
- Will ask Rhonda to head up Judged show 2025.

Membership Director Report - Jane Capraro reported:

- Provided analysis of membership numbers (hard copy included).
- Explained the new member process ie; phone call follow up by Jane to answer any questions, and having Lin Hilts as second contact person at change of show to help with that transition.

New Business:

- Table discussion about Art Re-Market for next board meeting.
- Clean Up Day to be scheduled October 13. Trish and Carol to help, Karen to ask for more volunteers in next newsletter.
- Karen reported hot water not working in gallery bathroom.
- Next "Member Meet n Greet" TBD.

The meeting was adjourned at 12:15 by Karen Richards.

Next Meeting – Monday, October 21st 10 AM – 12: PM in the Art School Building.

Submitted by,

Cathy Thiem, Board Secretary

Budget vs. Actuals_Budget_FY23_P&L_Report

September 1, 2022-August 31, 2023

ACCOUNT	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
Income				
40000 Art Sales - Main Gallery	\$134,484.81	\$0.00	\$134,484.81	
40200 Art School Income	\$47,612.00	\$0.00	\$47,612.00	
40300 Holiday Boutique	\$5,955.20	\$0.00	\$5,955.20	
40400 Membership Dues	\$29,050.00	\$0.00	\$29,050.00	
40600 Other Income	\$398.17	\$0.00	\$398.17	
45300 Bluffton A-Tax	\$8,388.14	\$0.00	\$8,388.14	
45500 Art School Rent Income	\$140.00	\$0.00	\$140.00	
Art Auction (deleted)	\$18,734.00	\$0.00	\$18,734.00	
Art Sales - Student	\$1,235.00	\$0.00	\$1,235.00	
Donations - unrestricted funds	\$2,131.00	\$0.00	\$2,131.00	
Interest income	\$399.78	\$50.00	\$349.78	799.56 %
Judged Show Entry Fees	\$4,825.00	\$5,600.00	-\$775.00	86.16 %
Art Sales - Main Gallery	\$0.00	\$150,000.00	-\$150,000.00	0.0 %
Art School Income	\$0.00	\$42,000.00	-\$42,000.00	0.0 %
Bluffton A-Tax	\$0.00	\$13,000.00	-\$13,000.00	0.0 %
Fund Raiser - Pearl Gala	\$0.00	\$1,000.00	-\$1,000.00	0.0 %
Holiday Boutique	\$0.00	\$2,500.00	-\$2,500.00	0.0 %
Membership Dues	\$0.00	\$25,000.00	-\$25,000.00	0.0 %
Total for Income	\$253,353.10	\$239,150.00	\$14,203.10	105.94 %
Cost of Goods Sold				
60000 Artist Commissions	\$92,015.79	\$0.00	\$92,015.79	
60500 Art Class Expense	\$2,174.90	\$0.00	\$2,174.90	--
Art Teacher expense	\$30,392.15	\$0.00	\$30,392.15	
Total for 60500 Art Class Expense	\$32,567.05	\$0.00	\$32,567.05	
Artist Commissions - Student	\$1,140.00	\$0.00	\$1,140.00	
Art Class Expense	\$0.00	\$1,300.00	-\$1,300.00	0.0 %
Art Teacher expense	\$0.00	\$30,000.00	-\$30,000.00	0.0 %
Total for Art Class Expense	\$0.00	\$31,300.00	-\$31,300.00	0.0 %
Artist Commissions	\$0.00	\$97,500.00	-\$97,500.00	0.0 %
Total for Cost of Goods Sold	\$125,722.84	\$128,800.00	-\$3,077.16	97.61 %
Gross Profit	\$127,630.26	\$110,350.00	\$17,280.26	115.66 %
Expenses				
60100 Advertising & Marketing	\$16,779.98	\$0.00	\$16,779.98	
61500 CC, Disc, & Paypal Charges	\$500.86	\$0.00	\$500.86	
62000 Accounting & Professional Fees	\$7,526.25	\$0.00	\$7,526.25	
62500 Dues & subscriptions	\$346.00	\$0.00	\$346.00	
63050 Judged Show expenses	\$1,033.91	\$0.00	\$1,033.91	--
Judged show awards	\$3,700.00	\$0.00	\$3,700.00	
Total for 63050 Judged Show expenses	\$4,733.91	\$0.00	\$4,733.91	
63500 Insurance	\$1,288.00	\$0.00	\$1,288.00	
63800 Landscaping Expense	\$2,400.00	\$0.00	\$2,400.00	
64000 Postage	\$284.35	\$0.00	\$284.35	
64500 Printing & Signage	\$168.60	\$0.00	\$168.60	
65000 Rent	\$39,674.00	\$0.00	\$39,674.00	

ACCOUNT	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
65200 Repair & Maintenance	\$4,586.49	\$0.00	\$4,586.49	
65400 Scholarships Paid	\$6,000.00	\$0.00	\$6,000.00	
66000 Supplies, Office & Operating	\$5,148.56	\$0.00	\$5,148.56	
66300 Taxes & Licenses	\$51.85	\$0.00	\$51.85	
66500 Telephone / Internet	\$944.06	\$0.00	\$944.06	
67000 Utilities - Electric	\$3,095.01	\$0.00	\$3,095.01	
67500 Utilities - Water	\$474.63	\$0.00	\$474.63	
Bank charge	\$3.00	\$0.00	\$3.00	
Janitorial Services	\$800.00	\$0.00	\$800.00	
Square Fees	\$6,289.89	\$5,500.00	\$789.89	114.36 %
Accounting & Professional Fees	\$0.00	\$7,000.00	-\$7,000.00	0.0 %
Advertising & Marketing	\$0.00	\$15,000.00	-\$15,000.00	0.0 %
CC, Disc, & Paypal Charges	\$0.00	\$900.00	-\$900.00	0.0 %
Dues & subscriptions	\$0.00	\$350.00	-\$350.00	0.0 %
Insurance	\$0.00	\$510.00	-\$510.00	0.0 %
Judged Show expenses	\$0.00	\$5,600.00	-\$5,600.00	0.0 %
Landscaping Expense	\$0.00	\$2,800.00	-\$2,800.00	0.0 %
Postage	\$0.00	\$400.00	-\$400.00	0.0 %
Printing & Signage	\$0.00	\$1,600.00	-\$1,600.00	0.0 %
Rent	\$0.00	\$47,275.00	-\$47,275.00	0.0 %
Repair & Maintenance	\$0.00	\$2,500.00	-\$2,500.00	0.0 %
Supplies, Office & Operating	\$0.00	\$2,500.00	-\$2,500.00	0.0 %
Taxes & Licenses	\$0.00	\$100.00	-\$100.00	0.0 %
Telephone / Internet	\$0.00	\$1,500.00	-\$1,500.00	0.0 %
Utilities - Electric	\$0.00	\$3,500.00	-\$3,500.00	0.0 %
Utilities - Water	\$0.00	\$500.00	-\$500.00	0.0 %
Total for Expenses	\$101,095.44	\$97,535.00	\$3,560.44	103.65 %
Net Operating Income	\$26,534.82	\$12,815.00	\$13,719.82	207.06 %
Other Income	\$0.00	\$0.00	\$0.00	
Other Expenses				
Other Miscellaneous Expense	\$0.00	\$0.00	\$0.00	--
Art Auction Benefit Expense (deleted)	\$13,983.11	\$0.00	\$13,983.11	
Total for Other Miscellaneous Expense	\$13,983.11	\$0.00	\$13,983.11	
Total for Other Expenses	\$13,983.11	\$0.00	\$13,983.11	
Net Other Income	-\$13,983.11	\$0.00	-\$13,983.11	
Net Income	\$12,551.71	\$12,815.00	-\$263.29	97.95 %

Budget vs. Actuals_Budget_FY24_P&L_Report

September 1, 2023-August 31, 2024

ACCOUNT	SEP 2023 - AUG 2024		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
Income	--	--		
40000 Art Sales - Main Gallery	\$139,052.87	\$140,000.00	\$139,052.87	\$140,000.00
40200 Art School Income	\$53,749.00	\$48,000.00	\$53,749.00	\$48,000.00
40300 Holiday Boutique	\$6,865.00	\$6,000.00	\$6,865.00	\$6,000.00
40400 Membership Dues	\$25,624.00	\$29,000.00	\$25,624.00	\$29,000.00
40600 Other Income	\$240.53	\$0.00	\$240.53	\$0.00
40650 Fund Raiser - Pearl Gala	\$9,070.00	\$0.00	\$9,070.00	\$0.00
45300 Bluffton A-Tax	\$21,374.28	\$8,000.00	\$21,374.28	\$8,000.00
45500 Art School Rent Income	\$850.00	\$0.00	\$850.00	\$0.00
Art Sales - Satellite Galleries	\$800.00	\$0.00	\$800.00	\$0.00
Art Sales - Student	\$1,000.00	\$0.00	\$1,000.00	\$0.00
Donations - unrestricted funds	\$20,022.00	\$0.00	\$20,022.00	\$0.00
Interest income	\$2,206.86	\$3,200.00	\$2,206.86	\$3,200.00
Judged Show Entry Fees	\$6,750.00	\$5,000.00	\$6,750.00	\$5,000.00
40700 Donations McCracken Scholarship Fund - restricted	\$0.00	\$5,000.00	\$0.00	\$5,000.00
Total for Income	\$287,604.54	\$244,200.00	\$287,604.54	\$244,200.00
Cost of Goods Sold	--	--		
60000 Artist Commissions	\$95,257.37	\$91,000.00	\$95,257.37	\$91,000.00
60500 Art Class Expense	\$1,334.55	\$2,400.00	\$1,334.55	\$2,400.00
Art Teacher expense	\$34,269.69	\$32,000.00	\$34,269.69	\$32,000.00
Total for 60500 Art Class Expense	\$35,604.24	\$34,400.00	\$35,604.24	\$34,400.00
Artist Commissions - Student	\$1,000.00	\$0.00	\$1,000.00	\$0.00
Total for Cost of Goods Sold	\$131,861.61	\$125,400.00	\$131,861.61	\$125,400.00
Gross Profit	\$155,742.93	\$118,800.00	\$155,742.93	\$118,800.00
Expenses	--	--		
30th Anniversary Expenses	\$929.23	\$0.00	\$929.23	\$0.00
60100 Advertising & Marketing	\$25,159.04	\$18,000.00	\$25,159.04	\$18,000.00
61500 CC, Disc, & Paypal Charges	\$324.85	\$600.00	\$324.85	\$600.00
62000 Accounting & Professional Fees	\$7,875.22	\$8,000.00	\$7,875.22	\$8,000.00
62500 Dues & subscriptions	\$330.99	\$500.00	\$330.99	\$500.00
63050 Judged Show expenses	\$419.71	\$5,000.00	\$419.71	\$5,000.00
Judged show - Advertising/Promotion	\$550.00	\$0.00	\$550.00	\$0.00
Judged show awards	\$4,600.00	\$0.00	\$4,600.00	\$0.00
Total for 63050 Judged Show expenses	\$5,569.71	\$5,000.00	\$5,569.71	\$5,000.00
63500 Insurance	\$1,372.00	\$1,550.00	\$1,372.00	\$1,550.00
63800 Landscaping Expense	\$2,440.36	\$2,700.00	\$2,440.36	\$2,700.00
64000 Postage	\$405.10	\$300.00	\$405.10	\$300.00
64500 Printing & Signage	\$222.72	\$200.00	\$222.72	\$200.00
65000 Rent - Main Gallery	\$43,098.00	\$45,345.00	\$43,098.00	\$45,345.00
65200 Repair & Maintenance	\$4,059.16	\$2,000.00	\$4,059.16	\$2,000.00
65400 Scholarships Paid	\$3,000.00	\$0.00	\$3,000.00	\$0.00
66000 Supplies, Office & Operating	\$4,499.85	\$5,000.00	\$4,499.85	\$5,000.00
66300 Taxes & Licenses	\$51.85	\$51.85	\$51.85	\$51.85
66500 Telephone / Internet	\$2,003.64	\$1,000.00	\$2,003.64	\$1,000.00
67000 Utilities - Electric	\$3,055.65	\$3,200.00	\$3,055.65	\$3,200.00

ACCOUNT	SEP 2023 - AUG 2024		Attachment 7 TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
67500 Utilities - Water	\$574.98	\$500.00	\$574.98	\$500.00
Bank charge	\$6.00	\$0.00	\$6.00	\$0.00
Board/Volunteer Development	\$501.33	\$0.00	\$501.33	\$0.00
Community Events	\$117.71	\$0.00	\$117.71	\$0.00
Facilities & Equipment	\$1,218.24	\$0.00	\$1,218.24	\$0.00
Fund Raiser Expense - Pearl Gala (deleted)	\$7,468.34	\$3,000.00	\$7,468.34	\$3,000.00
Interest	\$3.24	\$0.00	\$3.24	\$0.00
Janitorial Services	\$805.00	\$0.00	\$805.00	\$0.00
Porch & Lawn Events (deleted)	\$234.71	\$0.00	\$234.71	\$0.00
Square Fees	\$6,730.42	\$6,500.00	\$6,730.42	\$6,500.00
Total for Expenses	\$122,057.34	\$103,446.85	\$122,057.34	\$103,446.85
Net Operating Income	\$33,685.59	\$15,353.15	\$33,685.59	\$15,353.15
Other Income	\$0.00	\$0.00	\$0.00	\$0.00
Other Expenses	\$0.00	\$0.00	\$0.00	\$0.00
Net Other Income	\$0.00	\$0.00	\$0.00	\$0.00
Net Income	\$33,685.59	\$15,353.15	\$33,685.59	\$15,353.15

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Entity: **Society of Bluffton Artists**Project: **Partial CY2025 Expenses**Project Type: **Advertising/Promotion**

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	2950
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)		0
Group Average Percentage		