

ACCOMMODATIONS TAX ADVISORY COMMITTEE

STAFF REPORT

Department of Finance & Administration



MEETING DATE: August 19, 2025
 SUBJECT: Campbell Chapel Community Development Ministry: Historic
 Campbell Chapel Restoration & Rehabilitation
 PROJECT MANAGER: Shannon Milroy, Budget & Procurement Manager

Summarized below is the application from the Campbell Chapel Community Development Ministry for Accommodations Tax grant dollars in continued support of the restoration and rehabilitation of the Historic Campbell Chapel.

Total Budget, per application: \$2,115,313

Requested Amount: \$109,000

Percentage of Request^: 5.15%

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

Eligible Tourism-Related Expense Categories (per SC Code of Laws)	Total Budget for Category, per budget form		Budget Items Eligible for ATAX Funds
Advertising & Promotion of Tourism or Arts and Cultural Events			
Facilities for Civic and Cultural Events	\$2,115,313		
Public Facilities		*	
Municipality and County Services		*	
Tourist Transportation		*	
Other/Ineligible Project Expenses			
Total	\$2,115,313		

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

Budgeted Expenses Summary:

Facilities for Civic and Cultural Events:

Total budget \$2,115,313

- Project costs are broken into five (5) phases and based on a proposed budget created by the project architect, James O. McGhee, and Landmark Preservation LLC for the restoration of the Historic Campbell Chapel to its 1874 condition. Total project costs have been adjusted for inflation and the need to address new construction issues/discoveries since the original budget was created in 2023.

Table Rating (Scores 0-5 with 5 satisfying the qualifications best, exception Advertising 0-15)

Amount Requested	Tourist Facilities (15)	Tourism Draw % (5)	Benefit to Tourism (5)	Self-Sufficiency % (5)	Misc. (10)	Total of 40 possible	Comments
\$109,000	8	2	4	4	6	24	

Tourist Facilities: The Historic Campbel Chapel was built in 1853 and one of only two churches to have survived “The Burning of Bluffton” during the Civil War. In 2019, The structure is listed on the National Register and part of the Reconstruction Era National Historic Network.

Tourism Draw %: Because the project is not yet complete, a tourism percentage has not yet been tracked.

Benefit to Tourism: Once restored, the Chapel will be a museum-like structure available for daily tours, community meetings, destination weddings and cultural and educational events. It will also transform into the Gullah Geechee Village during Bluffton festivals, which will provide tourists the opportunity to experience African American history, culture, art, music, dance and cuisine.

Self-Sufficiency % (Financial Need): The request is 5.15% of the total construction budget of \$2,115,313. A Town ATAX Grant was awarded in 2023 for Phases 1 and 2 of the project; this request is for Phase 3 costs, which total \$694,493. The requested funds are approximately 16% of the Phase 3 budget.

Previous Funding Amounts						
Fiscal Year	Requested Amount	% of Budget	Advisory Committee Recommendation	Town Council Approved	Expended	Comments
2024	\$200,000	13%	\$200,000	\$127,000	\$86,917.20	Final Report expected after completion of current phase in September 2025; award expires in October 2025

Accommodations Tax Committee Recommendations and Comments:

The Committee recommends funding \$_____ for _____.

TOWN OF BLUFFTON ATAX GRANT APPLICATION SCORING SHEET

Attachment 11

AUGUST 19, 2025

Entity: **Campbell Chapel Community Dev. Ministry** Project: **Campbell Chapel Restoration/Rehab** Project Type: **Facilities**

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		