

Milroy, Shannon

From: noreply@civicplus.com
Sent: Wednesday, June 25, 2025 5:02 PM
To: ATax Communications
Subject: Online Form Submittal: Accommodations Tax Grant Application

WARNING!

This email originated from outside of the Town of Bluffton's email system. DO NOT click any links or open any attachments unless you recognize the sender and know the content is safe.

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 6/25/2025

Project Name HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL

Project/Event Location BLUFFTON

Is this a new project or event? No

Project/Event Start Date: 10/11/2025

Project/Event End Date 10/19/2025

Multi-Year Project/Event? Yes

Total Project Costs	\$229,700
Total ATAX Funds Requested	\$80,000
Percent of Total Budget	35%
Date the funds are needed:	8/31/2025
Full Legal Organization Name	HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL INC.
Address	PO BOX 2648
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	MARY
Last Name	O'NEILL
Title	PRESIDENT
Phone Number	843-815-2472
E-mail Address	maryaoneill6@aol.com

(Section Break)

Organization Secondary Point of Contact

First Name	JOHN
------------	------

Last Name	ANDERSON
Title	TREASURER
Phone Number	843-422-8780
E-mail Address	janderson@coastalstatesbank.com

TOWN OF BLUFFTON ACCOMMODATIONS TAX GRANT APPLICATION

Project Description:	<p>THE HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL WAS CREATED TO HELP FURTHER A SENSE OF COMMUNITY AND TO BENEFIT THE CITIZENS, THE LOCAL AREA MERCHANTS AND ARTISTS THROUGH TOURISM. THE WEEKLONG ACTIVITIES CREATE A GREAT DESTINATION VENUE FOR VISITORS AND WAS RECOGNIZED JUST AS THAT BY THE SOUTHEAST TOURISM SOCIETY AS ONE OF THE TOP 20 EVENTS IN THE SOUTHEAST. IT IS TOUTED AS AND TRULY IS THE CELEBRATION "WHERE FINE ART AND THE BOUNTY OF THE SEA COME TOGETHER"!</p> <p>THIS REQUEST IS FOR THE PARTIAL FUNDING OF THE PROMOTION/ADVERTISING/ SECURITY/SHUTTLES/RENTALS, FIREWORKS DISPLAY FOR THE HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL. THE ACTIVITIES SCHEDULED THROUGHOUT THE CELEBRATION OFFER SOMETHING FOR EVERYONE AND SHOWCASE THE LOCALLY HARVESTED SEAFOOD, DELICIOUS LOW COUNTRY CUISINE, RICH CULTURE AND HISTORY, GREAT ART AND SOUTHERN HOSPITALITY FOUND ONLY IN BLUFFTON</p>
List any required permits, if applicable. If none, type "N/A":	ABL and TENT PERMIT
Describe all planned advertising and marketing for this project/event:	<p>REGIONAL & BEYOND</p> <ul style="list-style-type: none"> • Southern Living Magazine (September ad) \$21, 174 <p>1/2 Vertical Carolina Region South Carolina/North Carolina Circulation: 327,400</p> <p>1/2 Vertical Southeast Region Georgia/Florida Circulation: 489,200</p> <p>1/2 Vertical Mid-Atlantic Region DC, DE, MD, NJ, NY, PA, VA Circulation: 412,600</p> <p>TOTAL Circulation: 1,229,200</p> <p>Added Value: Listing on Travel Planner page, Listing on BRC card that accompanies the Travel Planner Page, Listing on //SouthernLiving.com/Travel Planner. Leads transmitted weekly for 12 months from insertion.</p>

From the ads we placed in 2024, we received over 5000 requests for additional information. With the September issue of Southern Living beginning to roll out the second week in August and on the newsstands on 8/24 it is perfect timing to boost the awareness and ticket sales for this year's festival in October! Bonus: August E Blast by Southern Living – free with ½ page ads

Our newsletter advertising the festival will be sent to the email leads from all previous and current Southern Living ads as well as the leads from the South Carolina Living Magazine ad.

- The Vacation Planner, designed and mailed by the Hilton Head Island- Bluffton Chamber, is mailed out to over 140,000 people. \$5010.00

Hilton Head Island Chamber Newsletter E-Blasts to 144,000 people.

- Our additional Digital Out of Town Advertising is targeted to Atlanta, Asheville, Augusta, Charleston, Charlotte, Columbia and Jacksonville. \$7000

- Carolina Arts \$520
- Sunshine Artist \$900
- Online Festival Listings \$600
- South Carolina Living Magazine \$7175

Includes August & September Eblast to their 30,000 Opt-in travel subscribers

- Savannah Magazine \$2000
- Radio \$1500.00 (\$1500 in kind – Sponsor)
- WTOC \$3000.00
- Post & Courier \$3000.00

Regional Total: \$51,879

LOCAL PRINT & ACCOMPANING DIGITAL

- Celebrate Magazine's monthly circulation helps us reach tourists staying in Hilton Head Island vacation spots \$3000 17,000 included in Visitor Check In Packages to Hotels, Short term rentals and Timeshare companies; 15,000 in Magazine Stands located in high traffic areas

- Island Packet/Beaufort Gazette \$3000.00 (\$1000 in kind – sponsor)
- City Sun (23,000 Households) \$3000
- LOCAL LIFE MAGAZINE \$4000
- WHHI NC Sponsor
- Posters \$300
- Festival Guide NC Sponsor

Local Total: \$12,300

SOCIAL MEDIA \$1000.00
 Total advertising: \$65,179; \$9821 TBD

Please list all media outlets you intend to utilize for your project/event (i.e. names of magazines, TV and radio stations, etc.):

SEE ABOVE

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:

THE WHOLE PROJECT/FESTIVAL IS DESIGNED TO INCREASE TOURISM TO BLUFFTON WHICH IS PROMOTED TO OUT OF TOWNERS THROUGH VARIOUS VENUES INCLUDING BUT NOT LIMITED TO PRINT AND DIGITAL ADVERTISING, RADIO, TV SPOTS, CHAMBER VACATION PLANNER, WEB SITE, E-BLAST, CHAMBER NEWSLETTER, AND OTHER SPECIFIC OUT OF TOWN TARGETED MARKET PIECES (DIRECT MAILING, SUNSHINE ARTIST, SOUTH CAROLINA LIVING, SOUTHERN LIVING, SAVANNAH MAGAZINE, ETC.)

OUR ADVERTISING PROGRAMS HAVE BEEN VERY SUCCESSFUL IN BRINGING NEW VISITORS TO OUR AREA. WE STRIVE TO BRING TOURISTS TO BLUFFTON FOR THE FESTIVAL AND STAY IN BLUFFTON HOTELS. WE OFFER LOCAL HOTEL PACKAGES ON OUR WEB SITE TO ENCOURAGE JUST THAT ALONG WITH LOCAL RESTAURANT DEALS. WE BELIEVE THAT BROADENING OUR MARKET WITH ADVERTISING WILL ENCOURAGE VISITORS TO MAKE BLUFFTON A DESTINATION PLACE AND THAT LOCAL HOTELS AND RESTAURANTS WILL THEREFORE PROFIT DURING THE FESTIVAL CELEBRATION. IN FACT THAT WAS THE VERY RATIONALE BEHIND EXPANDING THE FESTIVAL FROM A ONE DAY EVENT IN 2005 TO A WEEKEND IN 2006 AND THEN TO THE WEEK LONG EVENT STARTING IN 2007. OUR GOAL IS TO FILL BEDS AND HAVE LOCAL BUSINESSES PROSPER AS WE HIGHLIGHT THE "GEMS OF BLUFFTON" (NATURAL BEAUTY OF THE RIVER COMMUNITY; ITS RICH HISTORY; THE PRISTINE MAY RIVER; THE BOUNTY OF THE LOCAL

WATERWAYS; AND THE CULTURAL AND ARTISTIC ASPECT OF THE COMMUNITY). SINCE USCB HOSPITALITY STUDENTS CAN NO LONGER CONDUCT THE IPAD SURVEYS, FOUR YEARS AGO WE ADDED ZIPCODE COLLECTION ON THE SHUTTLES AND WE WILL CONTINUE THIS PRACTICE THIS YEAR. THIS METHOD IS MUCH MORE EFFICIENT SINCE MANY GUESTS DO NOT WANT TO COMPLETE THE LONGER IPAD SURVEY. MEALS ON WHEELS VOLUNTEERS FOR THIS COLLECTION

“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:	ATAX Grant Application Line-Item Budget 202410070635418371.pdf HBASF.pdf
--	--

Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	FINANCIALS 2024-2025.pdf
--	--

Financial Guarantee	MINUTES 2025 HBASF.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. [HBASF 2023.pdf](#)
Actual statements for
prior two years events.

Please attach Budget vs. [2024 budget HBASF exhibit 3.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	TOB ATAX
-----------------	----------

Amount	\$80,000
--------	----------

Project/Event	HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL 2024
---------------	--

Year of Award	2024
---------------	------

Awarding Agency	TOB ATAX
-----------------	----------

Amount	\$80,000
--------	----------

Project/Event	HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL 2023
---------------	--

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

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

HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL

Year Awarded

2024

Amount Awarded

80000

Was a final report submitted?

Yes

What was the total number of tourists?

10,580

What was the percentage of tourists?

46%

(Section Break)

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

[HBASF non profit.pdf](#)

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

[HBASF business license.pdf](#)

Additional Application Documents

[HBASF MARKETING BUDGET 2025.pdf](#)

Additional Application Documents

[BUDGET 2025.pdf](#)

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 Mary A O'Neill

Signatory's Title or Position PRESIDENT

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

The State of South Carolina



Office of Secretary of State Mark Hammond

Certificate of Incorporation, Nonprofit Corporation

I, Mark Hammond, Secretary of State of South Carolina Hereby certify that:

HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL, INC.,
a nonprofit corporation duly organized under the laws of the State of South
Carolina on February 26th, 2007, and having a perpetual duration unless
otherwise indicated below, has as of the date hereof filed a Declaration and
Petition for Incorporation of a nonprofit corporation for Religious, Educational,
Social, Fraternal, Charitable, or other eleemosynary purpose.

Now, therefore, I Mark Hammond, Secretary of State, by virtue of the authority in
me vested by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto,
do hereby declare the organization to be a body politic and corporate, with all the
rights, powers, privileges and immunities, and subject to all the limitations and
liabilities, conferred by Chapter 31, Title 33, Code of 1976 and Acts amendatory
thereto.

Given under my Hand and the Great
Seal of the State of South Carolina this
28th day of February, 2007.

A handwritten signature in cursive script that reads "Mark Hammond".

Mark Hammond, Secretary of State

TOWN OF BLUFFTON

TOWN OF BLUFFTON -

Expires:04/30/2026

License No. 25-03-6501

Business Name: Historic Bluffton Arts & Seafood Festival, Inc

Date Issued: 03/03/2025

NAICS Title: Promoters of Performing Arts, Sports, and Similar Events with Facilities

Business DBA Name: Historic Bluffton Arts & Seafood Festival, Inc

Business Type:

Non Profit - Promoters of Performing Arts, Sports, and Similar Events with Facilities

Physical Address:

32 Spartina Crescent
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 Anderson
Rotary Club of Bluffton
PO BOX 142
BLUFFTON, SC 29910

TOWN OF BLUFFTON
ACCOMODATIONS TAX GRANT APPLICATION BUDGET
REVENUES

Revenues - Cash

Sponsorships	\$	20,000
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	\$	70,000
Registration Fees	\$	31,775
Other Fees (please name):	\$	
Other Fees (please name):	\$	
Mercandise Sales	\$	12,000
Other Sales (please name):	\$	
Other Sales (please name):	\$	
Other Revenue (please name):RESERVE FROM 2024	\$	20,000
Other Revenue (please name):	\$	

Revenues - In-Kind Contributions

Volunteer Hours	\$	884
Donated Items	\$	4,000
Donated Services	\$	8,000
Other (please name):	\$	
Other (please name):	\$	
Other (please name):	\$	

Total All Revenue Sources: \$ 1049.775

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	\$ 6,000
Regional Newspaper/Digital Advertising	\$ 10,520
National Newspaper/Digital Advertising	\$
Local Magazine/Digital Advertising	\$ 7,000
Regional Magazine/Digital Advertising	\$ 30,349
National Magazine/Digital Advertising	\$
Local Radio Advertising	\$
Regional Radio Advertising	\$ 1,500
National Radio Advertising	\$
Local Television Advertising	\$
Regional Television Advertising	\$ 3,000
National Television Advertising	\$
Billboards	\$
Social Media Advertising	\$ 1,000
E-mail and/or Text Blasts	\$ 1,000
Postcards/Mailers	\$
Posters/Banners/Signage	\$ 4,000
Graphic Design of Marketing/Writing or Press Releases	\$ 500
Web Hosting for Event (not organization)	\$
Other (please name):HH/B CHAMBER VACATION PLANNER	\$ 5,010
Other (please name):ARTIST RECRUITING - SUNSHINE ARTIST	\$ 900
Other (please name):ONLINE FESTIVAL LISTINGS	\$ 600
Other (please name):ADDITIONAL ADVERTISING TBD	\$ 4,621
Other (please name):	\$

Facilities for Civic and Cultural Events

Rentals: Tables, Chairs, Stages, Tents	\$ 10,000
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: OLD TOWN TROLLEY SAVANNAH	\$ 7,000
Company Name:	\$

Public Facilities

Temporary/Portable Restrooms	\$ 8,000
Permanent Restrooms	\$
Parks	\$
Parking Lots	\$ 500
Other (please name):	\$
Other (please name):	\$

Municipality and County Services

Dumpster Rental/Trash Hauling	\$ 2,000
Security Provided by Bluffton Police Department	\$ 6,000
Security NOT Provided by Bluffton Police Department	\$ 5,000
Total of ATAX Eligible Expenses:	\$ 2612

Other/Ineligible Expenses

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

Item	Amount
ART IN THE PARK FOR CHILDREN	\$ 1,500
WEBSITE	\$ 1,500
PHOTOGRAPHY	\$ 500
ENTERTAINMENT	\$ 48,500
5K RUN/HEALTH WALK	\$ 6,000
INSURANCE	\$ 7,000
KIDS FISHING TOURNAMENT	\$ 500
MERCHANDISE	\$ 6,000
MISC SUPPLIES	\$ 1,000
PRINTING	\$ 3,000
SOIREE DINNER	\$ 1,000
WADDELL DINNER EXPENSE	\$ 1,000
Total of Other/Ineligible Expenses:	\$ 1076.5
Total Project/Event Budget:	\$ 3687.5
Total Project/Event Profit or Loss	\$ -2637.725

HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL MARKETING PLAN 2025**ADVERTISING BUDGET 2025****\$75,000.00****REGIONAL & BEYOND**

- **Southern Living Magazine (September ad) \$21, 174**

1/2 Vertical Carolina Region

South Carolina/North Carolina Circulation: 327,400

1/2 Vertical Southeast Region

Georgia/Florida Circulation: 489,200

1/2 Vertical Mid-Atlantic Region

DC, DE, MD, NJ, NY, PA, VA Circulation: 412,600

TOTAL Circulation: 1,229,200

Added Value: Listing on Travel Planner page, Listing on BRC card that accompanies the Travel Planner Page, Listing on SouthernLiving.com/Travel Planner. Leads transmitted weekly for 12 months from insertion.

From the ads we placed in 2024, we received over 5000 requests for additional information. With the September issue of Southern Living beginning to roll out the second week in August and on the newsstands on 8/24 it is perfect timing to boost the awareness and ticket sales for this year's festival in October!

Bonus: August E Blast by Southern Living – free with ½ page ads

Our newsletter advertising the festival will be sent to the email leads from all previous and current Southern Living ads as well as the leads from the South Carolina Living Magazine ad.

- **The Vacation Planner**, designed and mailed by the Hilton Head Island- Bluffton Chamber, is mailed out to over 140,000 people. **\$5010.00**

Hilton Head Island Chamber Newsletter E-Blasts to 144,000 people.

- Our additional Digital Out of Town Advertising is targeted to Atlanta, Asheville, Augusta, Charleston, Charlotte, Columbia and Jacksonville. **\$7000**

- **Carolina Arts \$520**

- **Sunshine Artist \$900**

- **Online Festival Listings \$600**

- South Carolina Living Magazine \$7175

Includes August & September Eblast to their 30,000 Opt-in travel subscribers

- Savannah Magazine \$2000
- Radio \$1500.00 (\$1500 in kind – Sponsor)
- WTOG \$3000.00
- Post & Courier \$3000.00
- TBD

Regional Total: \$51,879

LOCAL PRINT & ACCOMPANING DIGITAL

- **Celebrate Magazine's** monthly circulation helps us reach tourists staying in Hilton Head Island vacation spots **\$3000**

17,000 included in Visitor Check In Packages to Hotels, Short term rentals and Timeshare companies; 15,000 in Magazine Stands located in high traffic areas

- **Island Packet/Beaufort Gazette** \$3000.00 (\$1000 in kind – sponsor)
- **City Sun** (23,000 Households) **\$3000**
- **LOCAL LIFE MAGAZINE** **\$4000**
- **WHHI** NC Sponsor
- **Posters** **\$300**
- **Festival Guide** NC Sponsor

Local Total: \$12,300

SOCIAL MEDIA **\$1000.00**

Total advertising: \$65,179; \$9821 TBD

Website Update **\$1500.00**

Historic Bluffton Arts & Seafood Festival 2025 BUDGET

INCOME

SPONSORSHIP	\$ 20,000.00
FUNDING GRANTS (HOSPITALITY TAX, ACCOMMODATIONS TAX, ETC.)	\$ 80,000.00
VENDOR FEES	\$ 70,000.00
FOOD VENDORS \$23,000	
ARTISTS \$47,000	
MERCHANDISE SALES	\$ 12,000.00
5K/10K RUN/HEALTH WALK	\$ 9,000.00
RACE REGISTRANT (150 AT \$40.00)	
SOIREE DINNER	\$18,750.00
(125 ATTENDEES @ \$150PP)	
SYMPHONY TABLES	\$2025.00
(15@ \$135.00)	
WADDELL MARICULTURE TOUR & AUTHOR NIGHT	\$2,000.00
TOTAL INCOME	\$ 213,775.00

EXPENSES**ADVERTISING****\$ 75,000.00*****PRINT*****Ads****- Newspaper**Local -The Island Packet/Beaufort Gazette/Savannah Morning News,
City Sun, Post & Courier**- Magazines**Local
Out of Town**Artist Recruiting****Posters****Vacation Planner (Chamber)*****DIGITAL******RADIO******SOCIAL MEDIA******TV*****ART IN THE PARK FOR CHILDREN****\$1500.00****DONATIONS****\$19,000.00****INTERNET/WEBSITE****\$ 1500.00****PHOTOGRAPHY****\$ 500.00****ENTERTAINMENT****\$ 48,500.00***MUSIC* \$28,000*OTHER*

Fireworks \$20,500

5K RUN/HEALTH WALK**\$ 6,000.00****INSURANCE****\$ 7,000.00****KIDS FISHING TOURNAMENT****\$ 500.00**

MERCHANDISE (Hats, T-shirts, Commemorative Posters)	\$ 6,000.00
MISC. SUPPLIES	\$ 1,000.00
PHONE	\$ 950.00
POSTAGE, MAILING SERVICE	\$ 250.00
PRINTING	\$3,000.00
RENTAL <i>EQUIPMENT(TENTS, STAGES, TABLES, CHAIRS, ETC)</i> <i>PORTABLE TOILETS & DUMPSTERS</i> <i>BARGES FOR FIREWORKS</i>	\$30,000.00
SECURITY	\$11,000.00
SOIREE DINNER MISC	\$1,000.00
SIGNAGE/BANNERS	\$ 4,000.00
TRANSPORTATION (LRTA Shuttles)	\$ 7,000.00
WADDELL EXPENSE	\$1,000.00
BANK & CC CHARGES	\$3,000.00
BUSINESS FEES	\$2,000.00
TOTAL EXPENSES	\$ 229,700.00
TOTAL INCOME	\$ 213,775.00
HBASF RESERVE BALANCE 2023	\$ 20,000.00
BALANCE	\$ 4,075.00

Statement of Activity
 Historic Bluffton Arts and Seafood Festival
 May 1, 2024-April 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
4000 Sponsorships	\$21,500.00
Kids Fishing Sponsorship	500.00
Total for 4000 Sponsorships	\$22,000.00
4020 Vendor fees	0
4030 Food vendors	15,600.00
4040 Artist fees	43,511.08
Total for 4020 Vendor fees	\$59,111.08
4050 Merchandise sales	12,361.00
4080 5K Run/Health Walk	\$8,436.00
4081 Race registrations	80.00
4082 Race sponsorships	250.00
Total for 4080 5K Run/Health Walk	\$8,766.00
4095 Author Night Donations	1,125.00
4100 Waddell Fundraiser	\$1,755.00
4110 ' Waddell Admission	45.00
Total for 4100 Waddell Fundraiser	\$1,800.00
43400 Direct Public Support	80,000.00
47200 Program Income	0
47230 Membership Dues	-980.00
Total for 47200 Program Income	-\$980.00
Pops in the Park	1,280.00
Sales of Product Income	1,275.00
Soiree Dinner (Income)	19,500.00
Total for Income	\$206,238.08
Cost of Goods Sold	
Gross Profit	\$206,238.08
Expenses	
5001 Donations	19,000.00
5010 Advertising	\$77,811.00
Online Targeted Advertising	193.24
Total for 5010 Advertising	\$78,004.24
5015 Bank Charges	49.95
5030 Entertainment	41,179.95
5035 Festival Supplies	\$999.94
Volunteer Tee-Shirts	905.22
Total for 5035 Festival Supplies	\$1,905.16
5036 Waddell Expense	990.00
5040 5K Run/Health Walk expenses	5,763.49
5080 Insurance	5,682.98

Statement of Activity
 Historic Bluffton Arts and Seafood Festival
 May 1, 2024-April 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
5090 Security	4,980.80
5100 Merchandise	4,374.10
5110 Miscellaneous	2,072.92
5120 Printing	2,939.29
5126 Postage	216.00
5130 Rentals	13,903.88
5140 Transportation	6,394.32
5150 Telephone	848.20
5155 Web Site	638.09
5180 Blessing of the Fleet	100.00
60900 Business Expenses	0
60920 Business Registration Fees	1,516.10
Artist Recruiting	981.30
Total for 60900 Business Expenses	\$2,497.40
62100 Contract Services	0
62110 Accounting Fees	631.30
Total for 62100 Contract Services	\$631.30
65000 Operations	0
Credit Card Fees	359.18
Total for 65000 Operations	\$359.18
65100 Other Types of Expenses	0
65120 Insurance - Liability, D and O	722.43
Total for 65100 Other Types of Expenses	\$722.43
Banner Design	230.58
Hotel Expense	667.52
Kids Fishing Tournament	216.42
Soiree Dinner	390.00
Square Fees	2,177.21
Total for Expenses	\$196,935.41
Net Operating Income	\$9,302.67
Other Income	
Other Expenses	
Net Other Income	0
Net Income	\$9,302.67

Statement of Financial Position
Historic Bluffton Arts and Seafood Festival
As of April 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 CoastalStates Bank	119,767.70
Total for Bank Accounts	\$119,767.70
Accounts Receivable	
Other Current Assets	
12000 Undeposited Funds	
12050 Cash on Hand	
Total for Other Current Assets	0
Total for Current Assets	\$119,767.70
Fixed Assets	
Other Assets	
Total for Assets	\$119,767.70
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Credit Cards	
Other Current Liabilities	
2580 Prepaid Artist Fees	1,776.16
Total for Other Current Liabilities	\$1,776.16
Total for Current Liabilities	\$1,776.16
Long-term Liabilities	
Total for Liabilities	\$1,776.16
Equity	
32000 Unrestricted Net Assets	103,539.72
Net Income	9,302.67
3000 Retained earnings	5,149.15
Total for Equity	\$117,991.54
Total for Liabilities and Equity	\$119,767.70

Minutes from Historic Bluffton Arts & Seafood Festival Board of Directors Meeting
May 19, 2025

Present: PRESIDENT Mary O'Neill; VICE PRESIDENT Larry Toomer; SECRETARY Mary Miller; TREASURER John Anderson; DIRECTOR Tina Toomer; DIRECTOR Chris Shoemaker .

Absent: DIRECTOR John Kirkland and DIRECTOR Gary Jeger

Call to Order

Mary O'Neill, President, called the meeting to order.

Treasurer's Report

John Anderson presented financial report including 2024 P&L along with the 2025 proposed budget for ATAX Grant.

Board approved.

Discussion

Festival Schedule of Events was reviewed and discussed. Each committee head shared their report.

Meeting adjourned at 8:00 pm.

BUDGET

Historic Bluffton Arts & Seafood Festival 2023 BUDGET**INCOME**

SPONSORSHIP	\$ 22,000.00
--------------------	---------------------

FUNDING GRANTS (HOSPITALITY TAX, ACCOMMODATIONS TAX, ETC.)	\$ 80,000.00
---	---------------------

VENDOR FEES	\$ 52,000.00
FOOD VENDORS \$12,000	
ARTISTS \$40,000	

MERCHANDISE SALES	\$ 9,000.00
--------------------------	--------------------

5K/10K RUN/HEALTH WALK	\$ 6,000.00
RACE REGISTRANT (150 AT \$40.00)	

SOIREE DINNER	\$18,000.00
(120 ATTENDEES @ \$150PP)	

WADDELL MARICULTURE TOUR & AUTHOR NIGHT	\$3,000.00
--	-------------------

TOTAL INCOME	\$ 190,000.00
---------------------	----------------------

EXPENSES**ADVERTISING****\$ 60,000.00*****PRINT*****Ads****- Newspaper**Local -The Island Packet/Beaufort Gazette/Savannah Morning News,
City Sun**- Magazines**Local
Out of Town**Artist Recruiting****Posters****Vacation Planner (Chamber)*****DIGITAL******RADIO******SOCIAL MEDIA******TV*****DONATIONS****\$16,000.00****INTERNET/WEBSITE****\$ 1500.00****PHOTOGRAPHY****\$ 500.00****ENTERTAINMENT****\$ 48,500.00***MUSIC \$28,000**OTHER*

Fireworks \$20,000

Magician \$500

5K RUN/HEALTH WALK**\$ 3,000.00****INSURANCE****\$ 6,000.00****KIDS FISHING TOURNAMENT****\$ 500.00**

LABOR	\$15,000.00
Security & Fire	
MERCHANDISE	\$ 5,000.00
(Hats, T-shirts, Commemorative Posters)	
MISC. SUPPLIES	\$ 2,500.00
PHONE	\$ 950.00
POSTAGE, MAILING SERVICE	\$ 200.00
PRINTING	\$2,500.00
RENTAL	\$30,000.00
<i>EQUIPMENT (TENTS, STAGES, TABLES, CHAIRS, ETC)</i>	
<i>PORTABLE TOILETS & DUMPSTERS</i>	
<i>BARGES FOR FIREWORKS</i>	
SOIREE DINNER MISC	\$1,000.00
SIGNAGE/BANNERS	\$ 4,000.00
TRANSPORTATION	\$ 5,000.00
(LRTA Shuttles)	
WADDELL EXPENSE	\$1,500.00
BANK CHARGES	\$ 400.00
BUSINESS FEES	\$ 600.00
TOTAL EXPENSES	\$ 204,650.00
TOTAL INCOME	\$ 190,000.00
HBASF RESERVE BALANCE 2022	\$ 20,000.00
BALANCE	\$ 5,350.00

Historic Bluffton Arts and Seafood Festival

Statement of Activity

May 2023 - April 2024

	TOTAL
Revenue	
4000 Sponsorships	22,500.00
Kids Fishing Sponsorship	500.00
Total 4000 Sponsorships	23,000.00
4020 Vendor fees	
4030 Food vendors	13,820.00
4040 Artist fees	47,741.46
Total 4020 Vendor fees	61,561.46
4050 Merchandise sales	7,745.00
4080 5K Run/Health Walk	140.00
4081 Race registrations	11,227.80
4082 Race sponsorships	732.55
Total 4080 5K Run/Health Walk	12,100.35
4095 Author Night Donations	1,305.00
4100 Waddell Fundraiser	2,050.00
43400 Direct Public Support	106,472.14
47200 Program Income	
47230 Membership Dues	-185.00
Total 47200 Program Income	-185.00
Pops in the Park	1,350.00
Sales of Product Income	30.00
Soiree Dinner (Income)	17,725.47
Total Revenue	\$233,154.42
GROSS PROFIT	\$233,154.42
Expenditures	
5001 Donations	27,600.00
5010 Advertising	65,268.22
5015 Bank Charges	14.95
5030 Entertainment	35,600.00
5035 Festival Supplies	
Volunteer Tee-Shirts	1,751.59
Total 5035 Festival Supplies	1,751.59
5036 Waddell Expense	915.00
5040 5K Run/Health Walk expenses	3,504.78
5080 Insurance	4,267.56
5085 Sanitation	6,528.08
5090 Security	4,878.00
5100 Merchandise	3,889.82
5110 Miscellaneous	577.20
5120 Printing	2,600.10
5130 Rentals	11,570.74

Historic Bluffton Arts and Seafood Festival

Statement of Activity

May 2023 - April 2024

	TOTAL
5140 Transportation	5,715.00
5150 Telephone	841.56
5155 Web Site	626.09
60900 Business Expenses	1,500.00
60920 Business Registration Fees	1,231.85
Artist Recruiting	996.07
Total 60900 Business Expenses	3,727.92
62100 Contract Services	
62110 Accounting Fees	631.30
Total 62100 Contract Services	631.30
62800 Facilities and Equipment	
62840 Equip Rental and Maintenance	190.00
62890 Rent, Parking, Utilities	200.00
Total 62800 Facilities and Equipment	390.00
65000 Operations	
65040 Supplies	405.83
Total 65000 Operations	405.83
65100 Other Types of Expenses	
65120 Insurance - Liability, D and O	698.00
Total 65100 Other Types of Expenses	698.00
Hotel Expense	667.52
Kids Fishing Tournament	216.90
Soiree Dinner	925.47
Square Fees	1,152.05
Total Expenditures	\$184,963.68
NET OPERATING REVENUE	\$48,190.74
NET REVENUE	\$48,190.74

Historic Bluffton Arts & Seafood Festival 2024 BUDGET

INCOME

SPONSORSHIP	\$ 22,000.00
FUNDING GRANTS (HOSPITALITY TAX, ACCOMMODATIONS TAX, ETC.)	\$ 80,000.00
VENDOR FEES	\$ 57,000.00
FOOD VENDORS \$12,000	
ARTISTS \$45,000	
MERCHANDISE SALES	\$ 9,000.00
5K/10K RUN/HEALTH WALK	\$ 10,000.00
RACE REGISTRANT (150 AT \$40.00)	
SOIREE DINNER	\$18,750.00
(125 ATTENDEES @ \$150PP)	
SYMPHONY TABLES	\$2025.00
(15@ \$135.00)	
WADDELL MARICULTURE TOUR & AUTHOR NIGHT	\$3,000.00
TOTAL INCOME	\$ 201,775.00

EXPENSES

ADVERTISING	\$ 70,000.00
PRINT	
Ads	
- Newspaper	
Local -The Island Packet/Beaufort Gazette/Savannah Morning News, City Sun, Post & Courier	
- Magazines	
Local	
Out of Town	
Artist Recruiting	
Posters	
Vacation Planner (Chamber)	
DIGITAL	
RADIO	
SOCIAL MEDIA	
TV	
 DONATIONS	 \$27,600.00
 INTERNET/WEBSITE	 \$ 1500.00
 PHOTOGRAPHY	 \$ 500.00
 ENTERTAINMENT	 \$ 48,500.00
MUSIC \$28,000	
OTHER	
Fireworks \$20,500	
 5K RUN/HEALTH WALK	 \$ 4,000.00
 INSURANCE	 \$ 6,000.00
 KIDS FISHING TOURNAMENT	 \$ 500.00
 LABOR (Security)	 \$8,000.00

MERCHANDISE (Hats, T-shirts, Commemorative Posters)	\$ 4,000.00
MISC. SUPPLIES	\$ 2,500.00
PHONE	\$ 950.00
POSTAGE, MAILING SERVICE	\$ 200.00
PRINTING	\$2,500.00
RENTAL <i>EQUIPMENT(TENTS, STAGES, TABLES, CHAIRS, ETC)</i> <i>PORTABLE TOILETS & DUMPSTERS</i> <i>BARGES FOR FIREWORKS</i>	\$30,000.00
SOIREE DINNER MISC	\$1,000.00
SIGNAGE/BANNERS	\$ 4,000.00
TRANSPORTATION (LRTA Shuttles)	\$ 5,000.00
WADDELL EXPENSE	\$1,500.00
BANK CHARGES	\$1,200.00
BUSINESS FEES	\$1,500.00
TOTAL EXPENSES	\$ 220,950.00
TOTAL INCOME	\$ 201,775.00
HBASF RESERVE BALANCE 2023	\$ 25,000.00
BALANCE	\$ 5,825.00