Milroy, Shannon

From: noreply@civicplus.com

Sent: Friday, December 29, 2023 6:08 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	12/29/2023	
Full Legal Organization Name	THE ROTARY CLUB OF BLUFFTON	
Project Name	MAYFEST WEEKEND IN BLUFFTON	
Total Project Costs	\$52,000	
Total ATAX Funds Requested	\$15,000	
Percent of Total Budget	Field not completed.	
Address	29%	
Street Address Line 2	PO BOX 142	
City	BLUFFTON	

State	SC
Zip Code	29910
Applicant must be designated as a non-profit entity to receive ATAX funds. Please include a copy of your organization's non-profit status, such as your IRS Designation Letter.	rotary nonprofit status.pdf
Please upload a copy of your current Town of Bluffton Business License, which is required of all applicants.	rotary business license.pdf
TOWN OF BLUFFTON AC	COMMODATIONS 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 Po	pint of Contact
First Name	MICHAEL
Last Name	TRIPKA
Title	PRESIDENT-ELECT
Phone Number	843-540-9022
E-mail Address	mike_tripka@yahoo.com
TOWN OF BLUFFTON AC	COMMODATIONS TAX GRANT APPLICATION
Project Description:	Quirky, eclectic, different, unique are all descriptors that have been associated with this town and it then decided to be celebrated with the conception of the Bluffton Village Festival/Mayfest. Forty four years ago, Babbie Guscio, a unique

individual herself, came up with the idea to have a festival to celebrate the people of Bluffton and a place where children could experience the beauty and talents unique to this area. To embrace and support the arts, a get together of culture in Bluffton complete with fabulous foods, ugly dogs, music, crafts and art.

As former mayor Emmett McCracken, reports "Now folks come from our of state and from all over, which speaks to the success the festival has gained over the years."

The festival's success, originating with Babbie Guscio and now since 2009 continues due to the work, dedication and efforts of the Rotary Club of Bluffton. And the hard work certainly pays off, as the event grows in popularity from year to year. Even though there are vendors and commercial sponsors, the festival is the antithesis of a commercialized fair. Bluffton Mayfest, an annual tradition held the Saturday before Mother's Day from 10 a.m. to 5 p.m. in Old Town, exudes a laid-back attitude and a unique local flavor that exists only in that "Bluffton State of Mind."

It's the perfect addition to your Lowcountry Mother's Day Weekend! And that is our exact message to our out-of-town visitors: Celebrate Mom with a Lowcountry weekend – enjoy our fine restaurants, take a boat excursion on the May River, visit the Heyward House to glean our history, shop our interesting boutiques and galleries, stay in our unique inns or guest rentals and experience Mayfest at its finest.

<u>All</u> advertising/marketing paid for with Town of Bluffton Accommodations Tax dollars <u>must</u> 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 <u>link</u>. Please allow five (5) business days for approval.

Impact on or Benefit to Tourism:

Since its inception, Mayfest has been selling what Bluffton has to offer -art, culture,

history and all located on the beautiful May River. By branding Mayfest as part of a

Mother's Day weekend, tourists should want to include it in their itinerary. To

accomplish this our marketing will include out of town advertising and hopefully our

town will benefit from the uptake in tourist numbers and dollars.

"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.

(Section Break)		
Project/Event Start & End Date:	5/10/2024 - 5/12/2024	
Multi-Year Project/Event?	No	
Permits Required, if any:	yes	
Additional Comments:	Mayfest will take place this year on Saturday, May 11, but with additional funds we	
	are hoping to expand our advertising reach and promote visiting Bluffton for the	
	weekend taking in Mayfest as part of that experience. The additional funds will also be	
	used to help defray the cost of the shuttles for Mayfest.	

FINANCIAL INFORMATION	
Project/Event Line Item Budget	rotary budget 2024.pdf
Most Recent Fiscal Year Balance Sheet and Profit and Loss Accounting Statement	ProfitandLoss (7).pdf Rotary.pdf
Financial Guarantee	Rotary Board minutes July 24(3).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.

(Section Break)

Please list all contributions made to the project/event by the sponsoring organization. This shall include both monetary and in-kind goods and/or services, as applicable.

Contribution	Beer sales, merchandise sales, sponsors	
Amount/Value	\$32,000	
Contribution	Vendor fees	
Amount/Value	\$35,000	
	(Section Break)	
Have you requested, received or been awarded funding from other sources or organizations (including additional ATAX funds from other local entities) for this project/event?	No	

If yes, please list all sources and amounts:

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. Only the information for the most recent round of funding is required.

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	Mayfest Weekend in Bluffton
Year	2023
Amount Awarded	15,000
Was project completed?	Yes

How were the funds used?	Advertising and shuttles
What impact did this project/event have on the community or benefit tourism? Describe how the tourism data was measured.	23% of attendees were tourists as zip codes were collected on the shuttles. As we continue to promote this weekend the impact will also grow and Bluffton will continue to prosper from our festivals.
	(Section Break)
Please provide the project/event budgets for the previous two (2) years.	rotary budget 2023.pdf
Additional Comments	Field not completed.

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 O'Neill
Signatory's Title or Position	PRESIDENT

Email not displaying correctly? View it in your browser.

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U: S. TREASURY DEPARTMENT WASHINGTON 25

COMMISSIONER OF INTERNAL REVENUE

Address reply to cossistibationer of entervial reverse wabsisten by d. C.

Tiribois RMM

MAY 13 1958

Rotary International c/o George R. Means, Secretary 1600 Ridge Avenue Evenston, Illinois

Gentlemen:

Reference is made to your letter dated April 18, 1958, transmitting additional information for our use in reconsideration of your status for Federal income tax purposes under the provisions of section 501(a) of the Internal Revenue Code of 1954.

A review of our records discloses that in:a ruling dated January 17, 1935, it was held that you were exempt under section 103(9) of the Revenue Act of 1932. This ruling was affirmed August 23, 1938 under the Revenue Act of 1936. Later, in a group ruling dated September 22, 1942, it was held that you and your subordinate clubs were entitled to exemption under section 101(9) of the Internal Revenue Code. Supplemental group rulings were thereafter issued annually from 1943 through 1958, holding you and your subordinate clubs exempt as social clubs under section 101(9) of the 1939 Code and under section 501(c)(7) of the 1954 Code.

Based upon a careful review of the information which you recently submitted together with all other evidence of record, it is our opinion that you and your subordinate clubs are entitled to exemption from Federal income tax under section 501(c)(4) of the 1954 Code as "organizations not organized for profit but operated exclusively for the promotion of social welfare", rather than as social clubs as described in section 501(c)(7) of the Code. Therefore, the above mentioned rulings dated January 17, 1935, August 23, 1938, September 22, 1942, and supplemental group rulings issued in the years 1943 to 1958, inclusive, are modified accordingly.

In view of the above, therefore, you and your subordinate clubs are not required to file income tax returns so long as there is no change in the character, purposes or method of operation of your organization or such subordinate clubs. Any such changes should be reported immediately

O V E R

2 - Rotary International

to the National Office of the Internal Revenue Service in Washington, D. C., in order that the effect of the changes upon your present exempt status or that of the subordinate clubs may be determined.

However, you and your subordinate units are required to file an information return, Form 990, annually, with the District Director of Internal Revenue for your district so long as this exemption remains in effect. This form may be obtained from your District Director and is required to be filed on or before the fifteenth day of the fifth month following the close of the respective annual accounting periods.

Failure by you or your subordinate units to file the required information return or to otherwise comply with the provisions of section 6033 of the Code and regulations applicable thereto may result in the termination of the exempt status of you or your subordinate units on the grounds that you or your subordinate units have not established that you are observing the conditions required for the continuation of an exempt status.

You should continue to furnish the National Office, annually, on the calendar year basis, lists, in duplicate, showing only the names, numbers and addresses of your new subordinate units and the names, numbers and addresses of any units which have ceased to exist. These lists should be submitted in alphabetical or numerical order and, if your subordinate units are located in more than one State, should be prepared separately by States. This information is necessary in order that we may advise the District Directors of Internal Revenue for the respective districts in which your new subordinate units are located of their exempt status as promptly as possible.

The annual lists should be accompanied by a statement signed by one of your principal officers stating whether the information previously submitted upon which your original ruling was based, is applicable in all respects to the new subordinate units. These lists and accompanying statements should be forwarded in time to reach the National Office not later than February 15 of each succeeding year.

The District Directors of Internal Revenue for the Districts in which the subordinate units referred to herein are located are being advised of this action.

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TOWN OF BLUFFTON

MAILING LOCATION	110111100000000000000000000000000000000
Brnelow ac 29910	BUSINESS LOCATION
PO BOX 142	11 RECREATION CT
ESCRIPTION/CONDITIONS	DB
RGANIZATION/COMMUNITY SERVICE	NON PROFIT O
BNSINESS 119E	
and Political Organizations	Гарог,
Organizations (except Business, Professional,	Non Profit - Other Similar
DBA NAME Organizations (except Business, Professional,	Non Profit - Other Similar
DBA NAME	
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otary Club of Bluffton COMPANY NAME otary Club of Bluffton	Я
DBA NAME DBA NAME	APIRES Я
COMPANY NAME COMPANY NAME	.Я Я

REQUIRES A NEW LICENSE. IF THE BUSINESS IS CLOSED, CONTACT OUR OFFICE AT 843-706-4501 TO UPDATE ACCOUNT. MUST KEEP A CURRENT COPY WHILE CONDUCTING BUSINESS INSIDE THE TOWN OF BLUFFTON. CHANGE IN LOCATION OR OWNERSHIP LOCATION AS REFERENCED ABOVE AND IS VALID FOR THIS LOCATION ONLY. ALL BUSINESSES LOCATED OUTSIDE THE TOWN OF BLUFFTON ALL BUSINESSES LOCATED IN THE TOWN OF BLUFFTON MUST POST THE BUSINESS LICENSE IN A VISIBLE LOCATION WITHIN THE BUSINESS

Section 6-21 Purpose and Duration of Business License

The provisions of this ordinance and the rates herein shall remain in effect from year to year as amended by Town Council. the purpose of raising revenue for the general fund through a privilege tax. Each license shall be issued for one (1) calendar year ending December 31. The business license levied by this ordinance is for the purpose of providing such regulation as may be required for the business subject thereto and for

Renewal Process

Renewal notices are mailed in January of each year to all active businesses.

Section 6-22-A License Tax.

The required license tax shall be paid for each business subject hereto according to the applicable rate classification on or before the thirtieth (30th) day

BLUFTON SC 29910 PO BOX 142 Rotary Club of Bluffton

and 12:00pm - 7:00pm on Sunday. 7:00am - 7:00pm Monday thru Saturday shall only occur during the hours of Construction within the Town of Bluffton

Budget Overview: 2024 Rotary Budget - Contribution July 2023 - June 2024

	Total
Income	
Art & Seafood Festival	
Art & Seafood Soiree'	7,000
Arts & Seafood Drinks Income	30,000
Total Art & Seafood Festival	37,000
CART Fund	1,000
CONTRIBUTIONS - Miscellaneous	1,000
Foundation - Income (Cont) - Transfered	
from Op	4,800
Happy Feet Grant	2,500
Mayfest Income	
Mayfest Income - Beer	20,000
Mayfest Income - Merch	4,000
Mayfest Income - Sponsorships	8,000
ATAX Grant	24,000
Mayfest Income - Vendor	35,000
Total Mayfest Income	91,000
Polio Plus - Income	3,720
Total Income	\$141,020
Expenses Arts & Seafood - Drinks Tent Bank Charges CONTRIBUTIONS Back to School	15,000 100 1,500
	1,200
Bluffton PD-Balls	1,000
CART Fund	32,000
Contributions Committee	
Foundation- Cont Acct - Expense	21,000 1,000.00
Holiday Meals	8,000
Happy Feet program Ronald McDonald House	1,000
	3,720
Polio Plus	
Scholarships	2,000
Student of the month	1,000
Total CONTRIBUTIONS	73,420
Mayfest - Exp	45.000
Mayfest - Advertising/Promotional	15,000
Mayfest - Entertainment	7,500

Mayfest - Exp - Beer	8,000
Mayfest - Merchandise	2,500
Mayfest - Security/Police	7,000
Mayfest - Transportation	5,000
Mayfest - Trash/Bathrooms	5,000
Mayfest - Vendor Lic	2,000
Total Mayfest - Exp	52,000
Misc Contributions Not in Budget	0
Total Expenses	\$140,520
Net Income	\$500

Profit and Loss

July 2022 - June 2023

	TOTAL
Income	
Art & Seafood Festival	49,656.56
Art & Seafood Soiree'	5,000.00
Total Art & Seafood Festival	54,656.56
BINGO	0.00
CART Fund	2,224.79
CONTRIBUTIONS - Miscellaneous	3,394.80
Foundation - Income (Op) - From Dues	4,656.73
GUEST MEALS	2,825.00
Happy Feet	2,500.00
INITIATION FEE	1,875.00
Mayfest Income	
Mayfest Income - Drinks	28,656.31
Mayfest Income - Merch	1,295.09
Mayfest Income - Sponsorships	11,700.00
Mayfest Income - Vendor	35,312.28
Total Mayfest Income	76,963.68
MERCHANDISE - ROTARY STORE	470.00
Miscellaneous Sales	285.00
OYSTER ROAST	
OYSTER ROAST - Drinks	6,338.22
OYSTER ROAST - Tickets	30,865.77
Total OYSTER ROAST	37,203.99
Polio Plus - Income	358.00
QUARTERLY BREAKFAST	54,350.00
QUARTERLY DUES	11,365.07
QuickBooks Payments Sales	11.00
ROTARY BADGES	413.92
ROTARY PINS	210.00
Unapplied Cash Payment Income	251.66
Total Income	\$254,015.20
GROSS PROFIT	\$254,015.20
Expenses	
Arts & Seafood - Drinks Tent	23,567.95
Bank Charges	21.85
Breakfast	39,514.65
Conferences	45.00
District Conference	2,518.00
PETS	436.88
Total Conferences	2,999.88

Profit and Loss

July 2022 - June 2023

	TOTAL
CONTRIBUTIONS	
Back to School	1,453.20
Bluffton Police Dept Balls	1,125.03
CART Fund	2,224.79
Charitable Giving Committee	65,300.00
Foundation- Cont Acct - Expense	15,400.00
Happy Feet program	7,728.28
Paul Harris Society	335.00
Polio Plus	250.00
Ronald McDonald House	773.43
Scholarships	1,000.00
Student of the month	936.02
Total CONTRIBUTIONS	96,525.75
Credit Card Machine Expense	3,100.45
District Governor Reception	91.14
Dues and Subscriptions	
Chamber of Commerce	580.00
ClubRunner	885.00
District Dues	3,560.00
Other Dues & Misc	185.00
Rotary International Dues	8,290.63
Total Dues and Subscriptions	13,500.63
Flowers/Memorials	300.00
Insurance Bonds	1,376.00
Licenses and Permits	487.62
Linens	3,318.04
Mayfest - Exp	
Mayfest - Advertising/Promotional	8,941.04
Mayfest - Entertainment	7,161.42
Mayfest - Exp - Drinks	7,377.22
Mayfest - Merchandise	2,850.47
Mayfest - Security/Police	8,559.64
Mayfest - Transportation	2,130.00
Mayfest - Trash/Bathrooms	4,548.19
Mayfest - Vendor Licenses and Refunds	1,710.00
Total Mayfest - Exp	43,277.98
MERCH ROTARY STORE	1,234.94
Miscellaneous	2,118.61
Miscellaneous Contributions	7,254.57

Profit and Loss

July 2022 - June 2023

	TOTAL
Oyster Roast Expenses	1,291.47
Oyster Roast Expenses - Band	875.00
Oyster Roast Expenses - Drinks	3,127.91
Oyster Roast Expenses - Food	8,233.76
Oyster Roast Expenses - Police	210.00
Oyster Roast Expenses - Printing	150.52
Oyster Roast Expenses - Waste	1,089.10
Total Oyster Roast Expenses	14,977.76
Postage and Delivery	156.00
Rotary Shirts	264.60
Social Events - Expense	700.00
5th Wednesday	1,870.00
Board Meetings	304.33
Charter Night	645.19
Fire Side Chats	205.58
Total Social Events - Expense	3,725.10
Storage - Compass	4,266.00
TELEPHONE & TABLETS	5,203.60
Uncategorized Expense	50.85
Total Expenses	\$267,333.97
NET OPERATING INCOME	\$ -13,318.77
Other Income	
Other Income	201.68
Total Other Income	\$201.68
NET OTHER INCOME	\$201.68
NET INCOME	\$ -13,117.09

Bluffton Rotary Club Board Meeting Minutes 24 July 2023

Absent: Rod Brooks, Cara Vercellone, Sam Keeler and Josh Artime

Guests: Member Steve Wallace

The meeting was called to order at 6:00 by President Mary O'Neill at Mary's home in Rose Hill.

Secretary: Dana Marsh's minutes were approved as written with a motion by Dean Turner and seconded by Mike Tripka.

President Mary O'Neill discussed:

- 1. Notebooks she constructed for each Board member that includes critical calendar dates, task listing for each Board member and instructions for accessing Rotary Club databases. She asked each person to review his/her task list to ensure accuracy and compliance.
- 2. District Governor Lou Mello's reception on 15 August. The receptions will be a joint reception with the Hilton Head Rotary Clubs and will be held at the Rotary Community Center. The following morning at our weekly breakfast the DG will address the Club followed by a round table discussion with Board members.
- 3. On behalf of Admin, Cara Vercellone, Mary reported that speakers and volunteers for the invoiceation are booked through September.

Past Treasurer, Steve Wallace presented a final review of the 2022-2023 Rotary year. With the exception of a few bills still open from Mayfest, Steve reported that the balance sheets looked healthy. He noted that some members still experienced difficulty receiving notice of dues in a timely manner. Treasurer, John Anderson suggested that when payment of dues coming up to put a notice in Club Runner. Sergeant at Arms, Ethan Cox stated that he will announce at breakfast.

Discussion ensued about the cost of doing business and the consideration of raising quarterly due prices. The final decision was to alert the membership at large about the potential and to revisit the discussion at a later date.

The proposed 2023-2024 was discussed in-depth and included debate about various activities that the Club regularly participates in, namely the holiday turkey drive. It was unanimously decided to add a line item to the budget rather than ask for donations toward this annual tradition. A proposal by Dean Turner and seconded by Dana Marsh was made to accept the budget as amended and to present it to the membership at large for a final vote.

Public Relations, Natalie Osterman stated that she has received positive remarks concerning the spotlight on member's testimony as to why they became a Rotarian. Her goal is to expand the Club's social media presence.

The meeting adjourned at 7:45.

Addendum: Mary O'Neill and John Anderson presented the proposed budget to the membership on the 26 July regular meeting. There were no questions. Dean Turner proposed that the budget be accepted as written, seconded by Dana Marsh. The budget passed unanimously.

Budget Overview: 2023 Rotary Budget - Contribution - FY23 P&L July 2022 - June 2023

	TOTAL
Income	
Art & Seafood Festival	
Art & Seafood Soiree'	5,000.00
Arts & Seafood Drinks Income	30,000.00
Total Art & Seafood Festival	35,000.00
CART Fund	400.00
CONTRIBUTIONS - Miscellaneous	500.00
Foundation - Income (Cont) - Transfered from Op	4,400.00
Happy Feet	7,300.00
Mayfest Income	
Mayfest Income - Drinks	19,000.00
Mayfest Income - Merch	3,000.00
Mayfest Income - Sponsorships	8,000.00
Mayfest Income - Vendor	32,000.00
Total Mayfest Income	62,000.00
Polio Plus - Income	3,520.00
Total Income	\$113,120.00
GROSS PROFIT	\$113,120.00
Expenses	
Arts & Seafood - Drinks Tent	16,000.00
Bank Charges	100.00
CONTRIBUTIONS	
Back to School	1,500.00
Bluffton Police Dept Balls	1,200.00
CART Fund	400.00
Charitable Giving Committee	20,000.00
Foundation- Cont Acct - Expense	15,400.00
Happy Feet program	7,300.00
Little Library	300.00
Polio Plus	3,520.00
Ronald McDonald House	1,600.00
Scholarships	2,000.00
Student of the month	1,000.00
Total CONTRIBUTIONS	54,220.00
Mayfest - Exp	
Mayfest - Advertising/Promotional	8,000.00
Mayfest - Entertainment	6,000.00
Mayfest - Exp - Drinks	8,000.00
Mayfest - Merchandise	2,500.00
Mayfest - Security/Police	7,000.00
Mayfest - Transportation	5,000.00
Mayfest - Trash/Bathrooms	3,500.00
Mayfest - Vendor Licenses and Refunds	2,000.00

Attachment 8

BLUFFTON - ROTARY

Budget Overview: 2023 Rotary Budget - Contribution - FY23 P&L July 2022 - June 2023

	TOTA
Total Mayfest - Exp	42,000.0
Total Expenses	\$112,320.0
NET OPERATING INCOME	\$800.0
NET INCOME	\$800.0