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**CITY OF BEAUFORT**  
1911 BOUNDARY STREET  
BEAUFORT MUNICIPAL COMPLEX  
BEAUFORT, SOUTH CAROLINA 29902  
(843) 525-7070  
**CITY COUNCIL WORKSESSION AGENDA**  
**February 14, 2023**

**STATEMENT OF MEDIA NOTIFICATION**

"In accordance with South Carolina Code of Laws, 1976, Section 30-4-80(d), as amended, all local media was duly notified of the time, date, place and agenda of this meeting."

**WORKSESSION - City Hall, Planning Conference Room, 1st Floor - 5:00 PM**

**Please note, this meeting will be broadcasted via zoom and live streamed on Facebook. You can view the meeting at the City's page; City Beaufort SC**

**I. CALL TO ORDER**

A. Stephen D. Murray III, Mayor

**II. EMPLOYEE NEW HIRE RECOGNITION**

A. Police Department - Stephenie Price

**III. PRESENTATION**

A. City of Beaufort Website Redesign

**IV. DISCUSSION ITEMS**

- A. Local 1.1% Hospitality Tax Committee Recommendations
- B. Second Quarter Fiscal Year 2023 Financial Update
- C. Lady's Island Land Use Study
- D. Southside Park Phase 1 Update

**V. ADJOURN**



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**CITY OF BEAUFORT**  
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

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**TO:** CITY COUNCIL **DATE:** 1/31/2023  
**FROM:** Kathleen Williams, Communications and Marketing Director  
**AGENDA ITEM**  
**TITLE:** City of Beaufort Website Redesign  
**MEETING**  
**DATE:** 2/14/2023  
**DEPARTMENT:** City Clerk

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*BACKGROUND INFORMATION:*

Kathleen Williams will be going over the new logo, home page, typography and photos.

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*PLACED ON AGENDA FOR:*

*REMARKS:*

**ATTACHMENTS:**

Description	Type	Upload Date
Presentation	Backup Material	2/10/2023

# City of Beaufort 2023 website redesign

Classic, beautiful, user-friendly

Kathleen Williams, February 2023



# Civic Plus: The process

## Winter 2022

Alignment review with Civic Plus

- 1<sup>st</sup> redesign since starting with CP in 2018
- Reviewed best practices
- Options/costs



# 2021 top line information \*

## TOP LEVEL INFORMATION

Population: 12,361

220,101

Total Visits

630,303

Total Page Views

297,641

Total Unique Page Views

2.3%

% Increase/Decrease from previous year

4 min 4 sec

Average Visit Duration

4

Total Actions Per Visit

CIVICENGAGE CENTRAL



\*2121 analytics



# 2021 top search items

## TOP SEARCHED TERMS

Total Site Searches: 11,576

187

SEARCHES

Permitting/Applications

127

SEARCHES

Codes/Ordinances

112

SEARCHES

Planning/Zoning

103

SEARCHES

Maps

94

SEARCHES

Accommodations/Dining

87

SEARCHES

Employment/Jobs

CIVICENGAGE<sup>®</sup> CENTRAL



# 2021 top visited pages

## TOP VISITED PAGES

17,874

VISITS

[Jobs](#)

12,154

VISITS

[Agenda Center](#)

10,927

VISITS

[Police Department](#)

5,827

VISITS

[Zoning Map Ordinances](#)

5,793

VISITS

[Fire Department](#)

4,938

VISITS

[Building Permits](#)



# More research: Survey June-July 22

Survey posted to FB, Nextdoor, website

- Why do you visit website?
- What do you follow/read to get up-to-date info on City?
- How do you view the website?
- What browser to you primarily use?
- How often to you go to City website?
- Evaluate City website
- Open-ended questions



# Survey results

Approximately 50 participants (click photo)



## Beaufort Website Redesign Survey

We are in the process of redesigning the City of Beaufort's website. Do you use our website? If so, we'd like your feedback. Our goal? To make it easier to use and easier to find the information you need -- whether you live here, work here, visit here, or just want to find out more about our beautiful city!

**CLOSED**

### Why we are asking for your help

**Closed: July 8, 2022 at 5:00 PM**

In a few weeks, we'll begin the process of redesigning the City of Beaufort website, [www.cityofbeaufort.org](http://www.cityofbeaufort.org). We want to make it easier for all of our users --whatever your connection to our City -- to find the information you need more quickly and easily. We also would like our website to give a good sense of the beautiful community we all cherish.

So please take a few minutes to fill out this survey -- it will help us as we begin this process. Thank you!

[View Results](#)

Approximate time **10 minute**



# Sample of answers

- Pages most visited: Meetings, agendas, police
- What should be easier to find: Search function needs work, notifications on home page, single click links, development codes & ordinances
- At same time, we got a lot of 'user friendly, easy to find things, leave it as is'



# Launching redesign: Spring-summer 2022

- Department reps reviewed their pages, sent updates, checked links. This is ongoing.
- Review Civic Plus websites that went through 'Ultimate Redesign' to get ideas
- Core team: Kathleen Williams, Linda Roper, Kristy Kittle
- Virtual meetings with CP project manager and art director



# Redesign goals

- Home page that is user-friendly
- Home page that is vibrant and better reflects Beaufort's beauty
- Home page that is more engaging
- A new logo, palette, typography



# Logo

- We contracted with Bragg Media to design a new logo that would capture Beaufort's beauty and history, as well as provide a stylebook to govern logo use, typography and palette
- Linda and Kathleen teamed up on this
- Bragg came up with a tagline: Charming since 1711





CITY OF  
**BEAUFORT**  
SOUTH CAROLINA  
CHARMING SINCE 1711

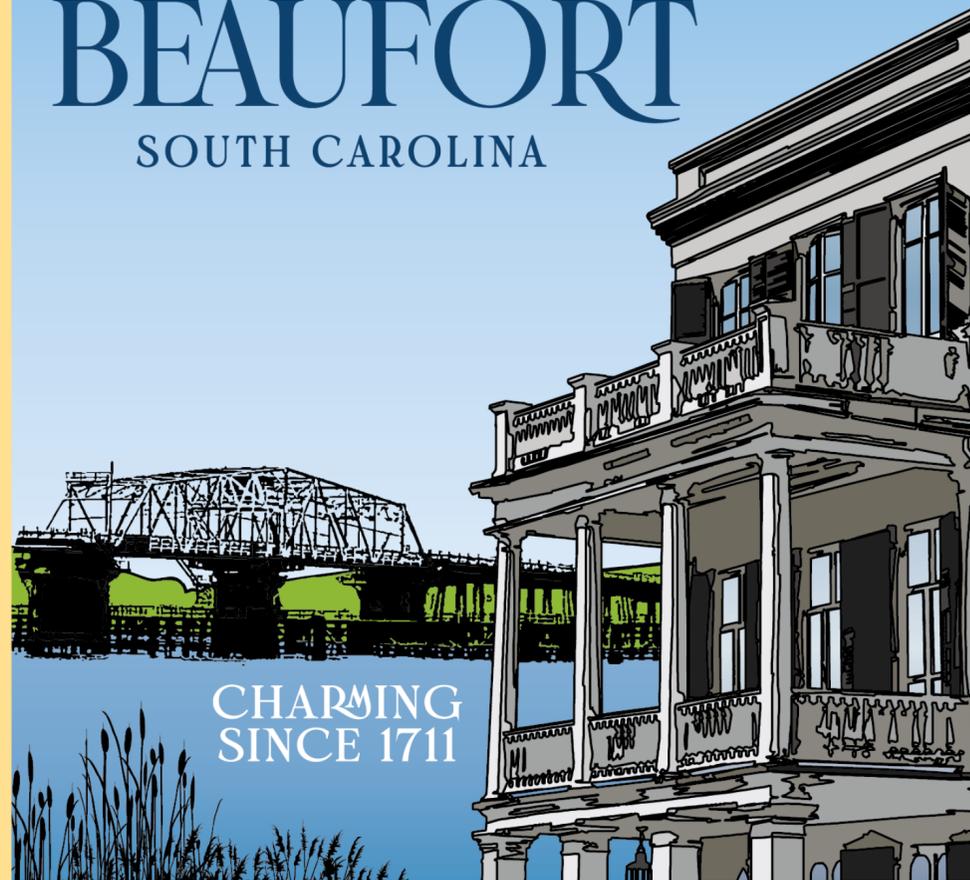


CITY OF  
**BEAUFORT**  
SOUTH CAROLINA  
CHARMING SINCE 1711



CITY OF  
**BEAUFORT**  
SOUTH CAROLINA

CHARMING  
SINCE 1711



# Typography

- Bragg Media selected Lato Regular as body font copy (this is that font)
- Merriweather Regular as headline font

Headline 1 (H1) Merriweather Regular 400 52 px	Lorem ipsum dolor sit amet
Headline 2 (H2) Merriweather Regular 400 46 px	Lorem ipsum dolor sit amet



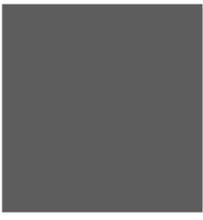
# Palette colors

- Blue, gray, gold

## Colors:

The color designations for the City of Beaufort family of logos are an essential element in setting a recognizable tone and look for the brand. Consistent use of the specified colors and supplied logo artwork files is critical and imperative to maintaining the strength of the brand. The following color-build percentages MUST BE FOLLOWED for the correct application of the logo to maintain brand consistency and color accuracy. There are no acceptable alterations.

The preferred method of print reproduction is to use the CMYK Process equivalents whenever possible. Logos to be used for web or digital applications must use the required RGB percentages as indicated below. Hex colors are provided for accompanying web defined use.

	Body Copy Font	Grey: Hex #5d5d5d R=90, G=90, B=90 C=0, M=0, Y=0, K=72
	Headline	Blue: Hex #00416f R=0, G=65, B=111 C=93.55, M=50.44, Y=18.11, K=43.46

	<ul style="list-style-type: none"><li>• Link Hover Effects</li><li>• Small blocks of colors to break up content</li></ul>	Gold: Hex #ffdf90 R=255, G=223, B=144 C=0.03, M=15.17, Y=51.93, K=0
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# Photos

- New photos from scenes throughout City, taken by Shawn Hill/ SK Associates



# Sample of photos



# Summer-fall

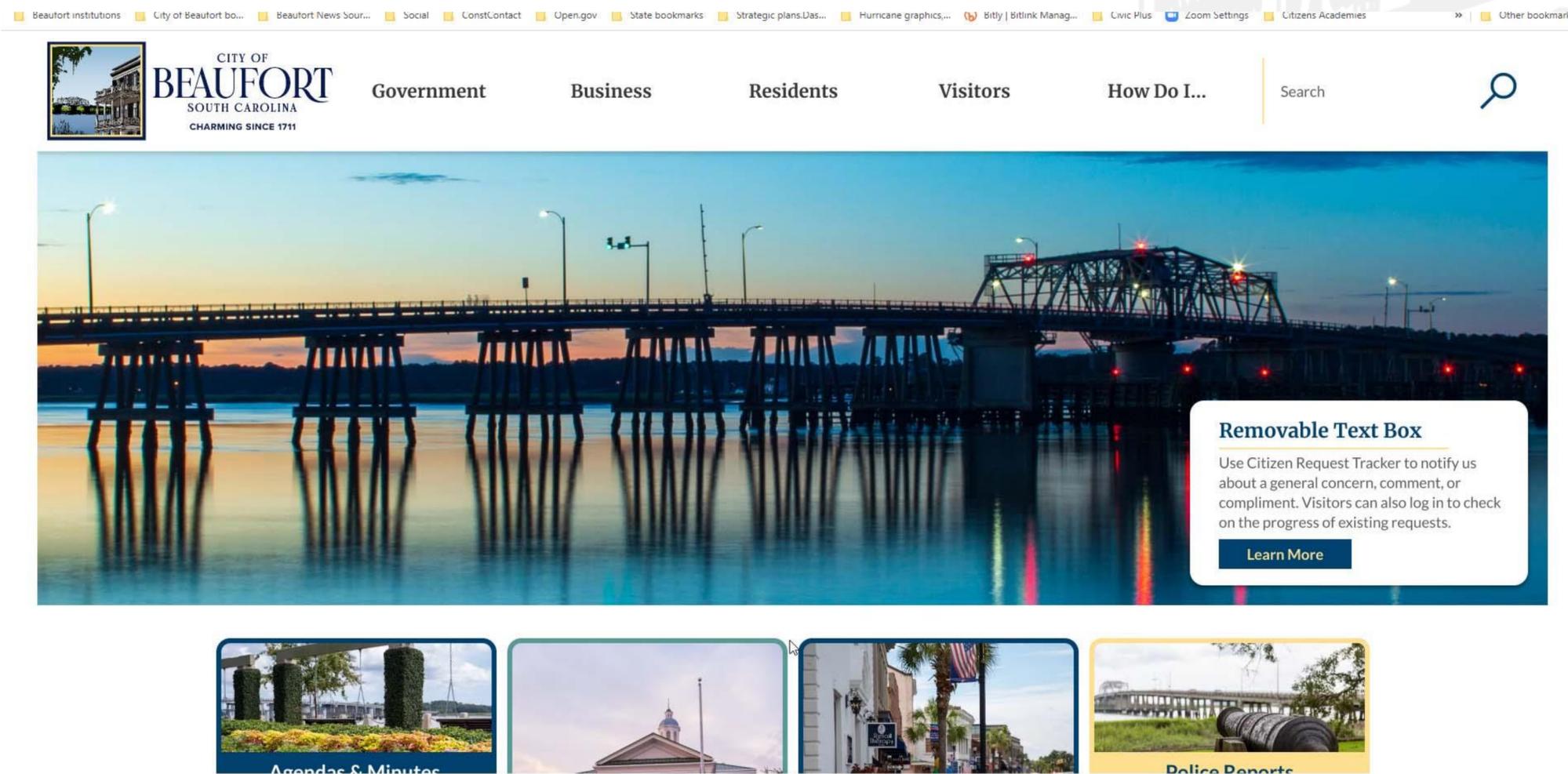
Kathleen and Kristy have virtual meetings with CP project manager and art director

- What other sites we like (inspiration)
- Importance of capturing Beaufort's beauty
- What we want to see on home page (taking into account survey info plus other websites)



# New website

- [Link here to draft](#)



# Results

- Vibrant home page that promotes the beauty and history of our City
- Many more “buttons/tiles” directing people to frequently searched items, such as Agendas, Jobs, Ordinances, Building Codes
- A removable text box at the top that will allow for prominent notification – e.g., City Hall closing due to lightning strike
- News items that allow display for art plus Facebook feed
- Common Service Requests (input from each department)
- More attractive calendar
- Each of these blocks of website – e.g., Common Service Requests, tiles, can be added to or subtracted.
- Photos specifically for PD, FD and Downtown Operations.



# Next steps

- Civic Plus is building out the website
- Should go live in March
- Just fyi: There will likely be glitches in the rollout, and we will be making changes as we go along.

QUESTIONS?





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**CITY OF BEAUFORT**  
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

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**TO:** CITY COUNCIL **DATE:** 2/6/2023  
**FROM:** Alan Eisenman, Finance Director  
**AGENDA ITEM TITLE:** Local 1.1% Hospitality Tax Committee Recommendations  
**MEETING DATE:** 2/14/2023  
**DEPARTMENT:** Finance

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**BACKGROUND INFORMATION:**

Please see attached for recommendation memo, applicant summary, and applications.

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**PLACED ON AGENDA FOR:** *Discussion*

**REMARKS:**

**ATTACHMENTS:**

Description	Type	Upload Date
Recommendation Memo	Cover Memo	2/6/2023
FY2023 HTAX Grant Award Recommendations	Cover Memo	2/6/2023
Downtown Beaufort Merchants Association Application	Cover Memo	2/6/2023
Beaufort Area Hospitality Association Application	Cover Memo	2/6/2023
The Gullah Traveling Theater Application	Cover Memo	2/6/2023
Beaufort Digital Corridor Application	Cover Memo	2/6/2023
Beaufort County Black Chamber of Commerce Application	Cover Memo	2/6/2023
Penn Center Application	Cover Memo	2/6/2023
Beaufort Arts Association	Cover Memo	2/6/2023
Port Royal Sound Foundation Application	Cover Memo	2/6/2023
The Friends of Spanish Moss Trail Application	Cover Memo	2/6/2023

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**CITY OF BEAUFORT - INTERNAL MEMORANDUM**

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**TO:** SCOTT MARSHALL  
**FROM:** ALAN EISENMAN, REECE BERTHOLF & LINDA ROPER  
**SUBJECT:** 1.1% LOCAL HOSPITALITY FUND RECOMMENDATION  
**DATE:** 2/3/23  
**CC:** FILE

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**Background**

City of Beaufort Ordinance 7-13003 (2) stipulates that:

*One and one-tenth (1.1) percent shall be available through appropriation, for advertising to increase tourism and revitalization of the downtown economy. The allocation will be awarded by the Beaufort City Council through the annual budget process, based on budget presentation of certain non-profit organizations invited by city council to present. The presentation to the city council will be conducted during the normal budget period. An allocation of these funds shall be based on the objectives that best achieve city council goals and purposes.*

The FY 2023 budget adopted \$27,500 to be allocated in accordance with the Ordinance above.

Staff, under the direction of the City Manager, developed a standard procedure to solicit interest from local non-profit groups as well as review submitted proposals for concurrence to the ordinance requirements and make recommendations to the City Council.

The FY 2023 solicitation was published in the local newspaper on December 29, 2022 as well as posted on the City's website.

The City received nine (9) proposals by the submission date of January 10, 2023. Proposals were received from:

Downtown Beaufort Merchants Association	\$25,000
Beaufort Area Hospitality Association	\$27,500
The Gullah Traveling Theater	\$35,000
Beaufort Digital Corridor	\$3,840
Beaufort County Black Chamber of Commerce	\$10,000
Penn Center Inc.	\$5,000
Beaufort Art Association	\$10,000
Port Royal Sound Foundation	\$4,200
The Friends of Spanish Moss Trail	<u>\$6,000</u>
Total Amount of Requests	\$126,540

Staff committee, consisting of Alan Eisenman, Reece Bertholf and Linda Roper reviewed and rated the proposals based on the criteria stipulated in the Ordinance as well as adhere to City Council's strategic goals.

**Staff Recommendations**

1. Downtown Beaufort Merchants Association has been the recipient of the funds for the past several years, seeing growth in downtown merchant participation, branding the First Friday event into a successful community gathering, and focusing on other events throughout the year that involves community and merchant participation. Staff recommends City Council allocate \$10,000.
2. Beaufort Area Hospitality Association requested funds to support and advertise Activate Beaufort activities and events that will attract consumers to downtown core district. Staff recommends City Council allocate \$10,000.
3. The Gullah Traveling Theater requested funds for marketing support of two new productions to expand the stay of tourists to an overnight stay. Staff recommends City Council allocate \$4,000.
4. Beaufort Digital Corridor applied for advertising to increase tourism for the 2023 Run Forrest Run 5k race. Staff recommends City Council allocate \$2,000.
5. Beaufort County Black Chamber of Commerce submitted a proposal for advertising and showcasing Beaufort's Gullah Geechee culture through a one-hour broadcast to celebrate Juneteenth. Staff recommends City Council allocate \$1,500.



# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Downtown Beaufort Merchants Association

2. Mailing Address: \_\_\_\_\_  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: James Duffy - President

Treasurer or Administrative Official: Eric

Telephone #: 843-593-1162 Email Address(s): dbmerchantsassociation@gmail.com

4. Hospitality Tax Funds Requested: \$ 25,000

5. Intended Use of Funds Promote downtown through organized promotions

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

- Non-profit organization registered with the Secretary of South Carolina
- Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10
- Other Non-profit organization

7. Federal Employee Identification number (EIN): 92-2581289

**8. Provide the information below as an attachment to your application:**

- a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**
- b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the [City Council's strategic goals and purposes](#).  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL 1.1% HOSPITALITY FUND ALLOCATION GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT'S PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

**I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.**

Organization Director: James A. Duffy Date: Jan. 5, 2023

I James A. Duffy have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

James A. Duffy

Printed Name

James A. Duffy

Signature

DBMA

Organization

Sen. 5, 2023

Date

**2023**



The mission of the Downtown Beaufort Merchants Association is to promote the downtown area as a blend of shopping, dining, and lodging through organized promotions.



# BEAUFORT MERCHANTS ASSOCIATION

The Downtown Beaufort Merchants association has continued to grow, develop and implement multiple new ideas and events over the years. Our partnership with the City has helped fuel this growth and we are very grateful for their support. Many of these events were assisted by the Local Hospitality Tax appropriation and were successful.

The Downtown Beaufort Merchants Association is requesting to continue their active downtown which includes First Friday, Small Business Saturday, Art Walks, Scavenger Hunts, Giveaways, Entertainment, Sidewalk Sales. multiple advertising and marketing through TV, Radio and Social media platforms as well as Rack Cards, introducing a new branding and New flags for all merchants for First Fridays.

*First Friday*  
of every month  
**Art, Music, Food, Fun**



- Atelier Off Bay
- Beaufort Art Assn.
- Beaufort River Glass
- Coastal Art Supply
- Melissa Lyons Art
- I Pinckney Simons Gallery
- Otis Dry Goods Co.
- Scout Southern Market
- The Social Betty
- Thibault Gallery

*A vibrant Arts Community representing more than 400 artists*

Kicking of the 48th Fall Festival of Houses & Gardens Weekend



*First Friday*  
of every month  
**Art, Music, Food, Fun**  
Downtown Beaufort

*Gone Shrimpin'*  
**SCAVENGER HUNT**

Friday, Oct. 7th  
5-8pm



**\$25 GIFT CARDS YOU COULD WIN FROM A PURCHASE FROM A PARTICIPATING STORE:**

- Coastal Art Supply
- Sweet Bay
- LuLu Burgess
- Finders Keepers
- Serendipity
- Tidal Creek Haven

# Community Engagement

The Downtown Beaufort Merchants association has continued to grow their relationship within the community and has been able to raise money and proceeds for other non-profits within Beaufort County. Throughout the year the Downtown Beaufort Merchants Association invites other non-profits to set up on the streets and the sidewalks during their First Friday's and promotes their organization will be on site collecting cans, school supplies, teaching about boaters safety or selling Shrimp for the upcoming Shrimp Festival.

The merchants also encourage shoppers and visitors to help with donations by entering them into a drawing for raffles if they support the local non-profit that month.

The Downtown Beaufort Merchants Association has also developed a relationship with Beaufort Lowes (store 1541) who has voluntarily asked to be present and hands on at multiple first Friday's. Their presence has allowed for kid friendly activities, show casing items for Dad and just getting another City of Beaufort business seen in the community. This partnership has allowed for great street closure activities throughout the year at no cost to either entity.

This has allowed for more visibility and education within our community for what services are available and has brought more people out to our core district for our twilight hours of shopping and dining.



# 2023 PROPOSAL



The **Downtown Beaufort Merchants Association** would like to request **\$25,000** from Local Hospitality Tax.

## \$3,500 Marketing

-Direct Marketing which includes, TV commercial (WTOC, WHHI), Radio Commercials, Website, Social Media, and Rack cards promoting the Downtown

## \$4000 New Branded Flags for First Friday

-These flags are hung at each participating Downtown Merchant store with the First Friday Logo to remind shoppers that it is First Friday and they will be open.

## \$5000 to support Street closures for First Fridays

-Police Support/Contracts

\$7,500 to match Downtown Beaufort Merchants Association dues for 11 First Friday Events.

## \$5,000 for Downtown Beaufort Merchants Association Bucks

- Offers customers the opportunity to shop for half-price over a a set period determined by the merchants.

# 1.1% HOSPITALITY TAX FUND APPLICATION

**All applications must be fully completed and received by:**

**5:00 PM, January 10, 2023**

Completed applications can be delivered to the address below or sent by email to the following address: [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org). For more information contact Jay Phillips, HTAX Administrator, (843) 525-7071.

City of Beaufort  
Finance Department  
1911 Boundary Street  
Finance Department  
Beaufort, SC 29902

## **Instructions, Policies and Procedures**

1. Hospitality tax funds are for use by non-profit organizations, 501C3 and 501C6.
2. All areas of the application must be completed. Incomplete applications will be deemed unresponsive and will not be considered for funding.
3. Applications may be submitted in hard copy format or by email as an attachment in Portable Document Format (PDF).
4. Applications must include a description of the intended use of the funds for advertising to increase tourism and support the local economy that best achieves City Council's strategic goals and purposes.
5. City staff will review the applications and submit recommendations for awards to City Council.
6. City Council will announce the awards during a Regular Meeting.
7. Approved funding will be issued within ten calendar days from the date of approval.
8. Hospitality tax funds are public funds and as such recipients of such funds must follow all applicable procurement policies and procedures of the City.
9. All organizations receiving Hospitality Tax funding are subject to an audit.

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Ashlee Houck, Beaufort Area Hospitality Association

2. Mailing Address: PO Box 566 Beaufort, South Carolina 29901  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: Ashlee Houck

Treasurer or Administrative Official: Jill Breaux

Telephone #: 843 707 2705 Email Address(s): ashlee@bfthospitality.com

4. Hospitality Tax Funds Requested: \$ \$27,500

5. Intended Use of Funds Continuation of Activate Beaufort through activation and advertising existing assets.

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

Non-profit organization registered with the Secretary of South Carolina

Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10

Other Non-profit organization

7. Federal Employee Identification number (EIN): 82-5361976

**8. Provide the information below as an attachment to your application:**

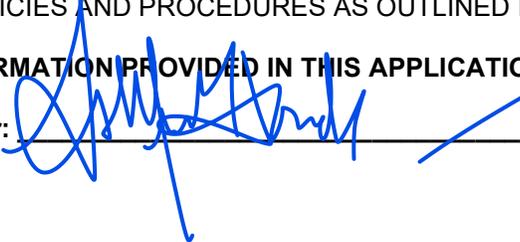
a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**

b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the [City Council's strategic goals and purposes](#).  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

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**I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.**

Organization Director:  Date: 1/10/2023

I Ashlee Houck have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

Ashlee Houck

Printed Name



Signature

Beaufort Area Hospitality Association

Organization

1/10/2023

Date

**ASSET BASED COMMUNITY DEVELOPMENT  
ADVERTISING & PROMOTION  
ACTIVATE BEAUFORT**

**1.1%  
HOSPITALITY  
FUNDS  
PROPOSAL**

Ashlee Houck  
President & CEO  
Beaufort Area Hospitality Association

*Beaufort, South Carolina*



## **INTENDED USE**

As leaders in the Greater Beaufort Hospitality Industry, The Beaufort Area Hospitality Association's core values focus on empowering partners with knowledge and resources while engaging the greater community and visitors through programming, events and education to ensure a healthy tourism base.

BAHA will continue to focus organizational energies on area activation and alignment with the Greater Beaufort, Port Royal Convention & Visitors Bureau while utilizing an asset-based community development approach. The association aims to concentrate on existing assets that are specific to downtown Beaufort and build upon and sustain those for future generations while working with local government and numerous other organizations to support their strategic goals and objectives, activities, events, and overall sustainable economic growth opportunities.

BAHA envisions Downtown Beaufort as a space where people from all backgrounds come together for a truly inclusive, arts and cultural experience, diverse businesses, world-class public spaces, vibrant nightlife, and a thriving hospitality & tourism industry.

The Beaufort Area Hospitality Association would expend the 1.1% Hospitality Funds to support Activate Beaufort and advertising such activation as well as existing assets specific to downtown Beaufort while working and aligning with other area organizations.

## **TOURISM & LOCAL ECONOMY**

Activate Downtown Beaufort was formed to provide activation in the Downtown Beaufort core district with a visionary and actionable list of events and activities that will drive consumers to the downtown businesses while supporting economic growth and stability as well as the tourism industry.

Based on information provided by the Greater Beaufort-Port Royal Convention & Visitors Bureau, visitors as well as locals seek out experiences when choosing to venture out or travel to a destination. Activate Beaufort aims to grow the daily use of downtown by bolstering cultural, art, retail, services, and hospitality ecosystems while growing Beaufort's footprint as a prominent tourism hub in the state of South Carolina supporting these experiences.

BAHA will continue to focus on activation and advertising of existing assets in downtown Beaufort through the Activate initiative and program.

# ACTIVATE MASTER PLAN GOALS



Celebrate Beaufort's Downtown businesses & amenities through marketing, advertising and planned events

Create a premier Downtown by providing entertainment and family friendly activities that contribute to an economically thriving Downtown

Cultivate and focus on existing assets associated with Beaufort's culture and identity in the planning of activities & events

Communicate & Advertise Downtown Beaufort as a unique destination with shopping, dining, and distinct amenities while collaborating with City, Community, and Business Organizations. *Coming together is KEY.*



# OUTCOME OBJECTIVES



## **SOCIAL DOWNTOWN EVERYDAY**

Welcoming and Family Friendly



## **A RECREATIONAL DOWNTOWN**

Active, Healthy and Multigenerational



## **A CONNECTED DOWNTOWN**

Engaging, Accessible, and Innovative

## **A CULTURAL DOWNTOWN**

Authentic, Vibrant, and Artful

## **A SUSTAINABLE DOWNTOWN**

Thriving and Balanced

# ACTIVATE PLAN

The Beaufort Area Hospitality Association is requesting \$27,500 in 1.1% Hospitality Funds to fully fulfill the goals and objectives of the activation and advertising plan.



3 Activate Sip & Stroll Events  
Spring | Summer | Winter  
\$6,000



Continuation of Live After 5  
(entertainment) and non-weekend  
promotion  
\$9,000



Continued Social Media  
Management and Content  
Creation @downtownbeaufortsc  
\$3,000



Local and Drive Market  
Advertising of Specific Activate  
Downtown Events  
\$5,000



3 Produced Promotional Videos  
highlighting Downtown  
Beaufort and specific assets  
\$2,500



Local Banner Space, Banners &  
Printed Rack Cards / Posters  
\$2,000

**\$27,500**

\*All advertising and marketing strategy will be in collaboration with the Greater Beaufort - Port Royal Convention & Visitors Bureau



# **1.1% HOSPITALITY TAX FUND APPLICATION**

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**5:00 PM, January 10, 2023**

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**City of Beaufort  
Finance Department  
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Finance Department  
Beaufort, SC 29902**

## **Instructions, Policies and Procedures**

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3. Applications may be submitted in hard copy format or by email as an attachment in Portable Document Format (PDF).
4. Applications must include a description of the intended use of the funds for advertising to increase tourism and support the local economy that best achieves City Council's strategic goals and purposes.
5. City staff will review the applications and submit recommendations for awards to City Council.
6. City Council will announce the awards during a Regular Meeting.
7. Approved funding will be issued within ten calendar days from the date of approval.
8. Hospitality tax funds are public funds and as such recipients of such funds must follow all applicable procurement policies and procedures of the City.
9. All organizations receiving Hospitality Tax funding are subject to an audit.

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Gullah Traveling Theater, Inc.

2. Mailing Address: 1010 Monson Street, Beaufort, SC 29902  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: Anita Singleton Prather

Treasurer or Administrative Official: Tonita Perry

Telephone #: 843-263-5229 Email Address(s): auntpearlie@yahoo.com

4. Hospitality Tax Funds Requested: \$ 35,000

5. Intended Use of Funds Two New Productions, Marketing Support and Space Rental

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

Non-profit organization registered with the Secretary of South Carolina

Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10

Other Non-profit organization

7. Federal Employee Identification number (EIN): 461806147

### **8. Provide the information below as an attachment to your application:**

a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**

b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the City Council's strategic goals and purposes.  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL 1.1% HOSPITALITY FUND ALLOCATION GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT'S PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

**I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.**

Organization Director:  Date: 1-10-2023

I \_\_\_\_\_ have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

Anita Singleton Prather

Printed Name



Signature

Gullah Traveling Theater, Inc.

Organization

1-10-2023

Date

**Gullah Traveling Theater, Inc.  
Proposed Use of HTAX Funds  
January 10, 2023**

The pearl in the ocean of Gullah Country is the City of Beaufort, South Carolina, home of the Gullah Traveling Theater, Inc. and the Gullah Kinfolk, as they are often locally known. Every year, the programs conducted by this theater company draw tourists from around the country and from the continents of Africa and Europe as well. While the history of the Gullah people is rich, its richness was obscured by a skewed version of the Gullah story.

Enter Anita Singleton Prather and the Gullah Kinfolk stage left. Using the persona of "Aunt Pearl Sue," she has mesmerized audiences around the globe with her stories and songs of the way it was "back down dere." Every year and in every season, she is in demand by agencies as the Beaufort Port Royal Convention & Visitor's Bureau, the Black Chamber of Commerce, NIBCAA, Beaufort Arts Council, Penn Center, Lowcountry Resort & Tourism, City of Beaufort, Hilton Head Island-Bluffton Chamber of Commerce, Beaufort Chambers of Commerce, among others.

The Gullah Traveling Theater is the perfect foil for Destination Marketing Organizations (DMO), deeply committed to bringing "heads to beds," particularly during off-seasons. People come to Beaufort like others may come to New York for a Broadway show, i.e. the show is part of a larger experience.

ATAX grant funding will be used for placement of ads in relevant travel magazines and buying time on commercial radio and tv stations. In addition, the Gullah Traveling Theater will utilize ATAX resources to develop a social media presence. This will be done by hiring a webmaster and a search engine optimization (SEO) specialist who will jointly enhance the visibility of the company within various digital platforms including Twitter, Facebook, Instagram, YouTube, Pinterest, LinkedIn, among others.

In 2021, the company performed two Decoration Day shows and both were sold out. To accommodate the expected overflow, an additional day has been added to the calendar.

The new activities planned and reflected in the attached exhibit are designed to expand the stay of tourists in collaboration with other events and organizations. The goal is to convince tourists who might come for one event into participation in two or three events that require overnight accommodations. What is presented below is a possible ten (10) day program of festivities.

**Budget:**

Marketing Consultant - \$5,000  
Webmaster / SEO Specialist - \$5,000  
Travel Magazine Ad Placements - \$4,000  
Social Media Updating/Maintenance - \$1,000  
Television & Radio Ads - \$10,000  
Rental Space - \$3,500  
Videographer - \$1,500  
Total ATAX Request: \$30,000

## Summary of Proposed Activities

### May 25, 2022

**African Ancestry DNA Symposium.** A presentation by experts sharing the diasporic connectivity between Gullah Country, South Carolina and all People of Color who ask the question: where are your people from. This will take place from 9:00AM to 2:00PM and include a Taste of Gullah lunch.

### May 25 & 27, 2022

**Decoration Day Program.** In special remembrance of Decoration Day, the Gullah Traveling Theater performs a production that tells the story of Decoration Day, its origins and relationship to Memorial Day. Decoration Day programming is a live-stage musical depicting the importance of Decoration Day to Beaufort County and is one of the special events that is unique to the African-American community but has historical relevance to all communities.

This production, now in its 14<sup>th</sup> year, is held on Memorial Day weekend and is part of the Gullah Festival also held at that time. Based on ticket sales, the Decoration Day performance gathers an audience of 860, selling out both shows. Held at 7:00PM, it helps to bring more “heads to beds” as part of a multi-day experience without conflicting with the Annual Gullah Festival.

### May 26-28, 2022

The Annual Gullah Festival in Waterfront Park of downtown Beaufort (inserted here to show placement on the calendar for the week).

### May 29, 2022

The Annual Memorial Day Parade takes place at 10:00AM followed by the Beaufort National Cemetery Memorial Day Services at noon (placed here for calendar only).

At 1:00PM to 5:00PM the traditional Decoration Day Block Party & Celebration in the African American community will honor those ancestors who have passed. Tourists will be exposed to the original and spontaneous celebrations that were traditional during Decoration Day.

### May 30-31, 2022

This **new** Theater event is Harriet Tubman Dinner Theater performed by the Theater company and commemorating the Combahee River Raid that occurred 160 years ago. The program will be done in its entirety on both evenings.

### June 1-3, 2022

The 160<sup>th</sup> Anniversary Celebration of the Combahee River Raid sponsored by the Tabernacle Baptist Church.

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Beaufort Digital Corridor

2. Mailing Address: 500 Carteret Street Beaufort SC 29902  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: Jess O'Brien

Treasurer or Administrative Official: Rich Conte

Telephone #: (843)470-3506 Email Address(s): jess@beaufortdigital.com

4. Hospitality Tax Funds Requested: \$ 3,840.00

5. Intended Use of Funds for advertising to increase tourism for the 2023 Run Forrest Run 5K

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

Non-profit organization registered with the Secretary of South Carolina

Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10

Other Non-profit organization

7. Federal Employee Identification number (EIN): 81-4210441

### **8. Provide the information below as an attachment to your application:**

a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**

b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the [City Council's strategic goals and purposes](#).  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL 1.1% HOSPITALITY FUND ALLOCATION GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT'S PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.

Organization Director: Jess O'Brien Date: 1/3/23

I Jess O'Brien have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

Jess O'Brien  
Printed Name

Jess O'Brien  
Signature

Beaufort Digital Corridor  
Organization

1/3/23  
Date

8. Provide the information below as an attachment to your application:

**a. A detailed explanation of the intended use of hospitality tax funds. The HTAX Advisory Committee must know specifically how you intend to spend your award.**

Advertising Medium	Cost
City of Beaufort - Police Off Duty Contract (4 Officers at \$50 / hr.)	\$840.00
Event Marketing (Organic Social, Paid Social Ads, Video Ads, Media Placement* - Print & Digital)  *Ad placement to target regions within a 4 hour drive-time to Beaufort (250 mile radius).	\$3000.00
Total Tourism Advertising Expense / Total HTAX Credit Requested	\$3,840.00

**b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the City Council’s strategic goals and purposes.**

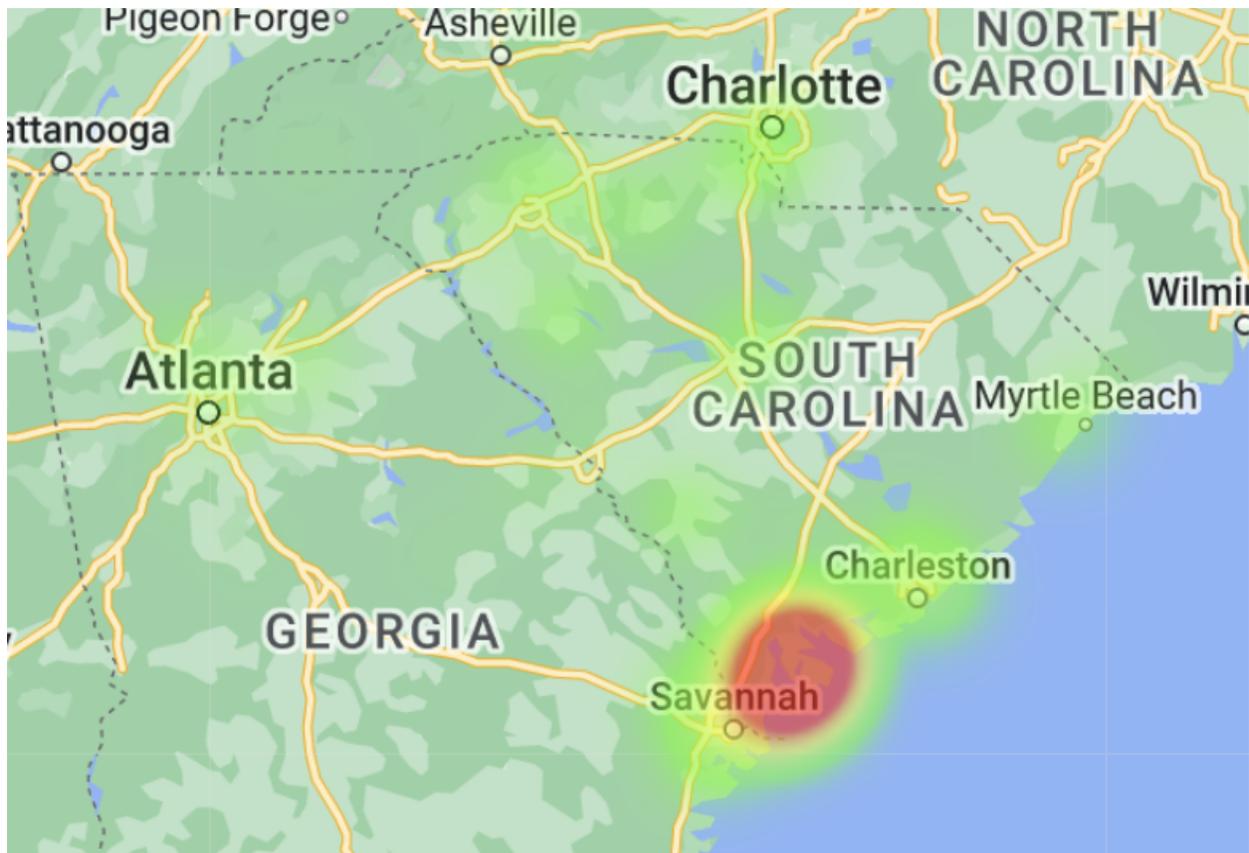
The Run Forrest Run 5K is produced by the Beaufort Digital Corridor, a 501(c)(6) nonprofit organization focused on diversifying Beaufort’s economy by pursuing an array of innovative programs, events, and services focused primarily on the tech industry.

The objective of the race is to raise awareness of the offerings and services provided by the Beaufort Digital Corridor (BDC). The BDC provides opportunities for innovation to thrive in Beaufort and South Carolina as a whole through educational and supportive programming with the goal of bridging the tech career path gap between school and work by providing alternative training, mentorship and support for tech entrepreneurs or those looking to begin a career in tech.

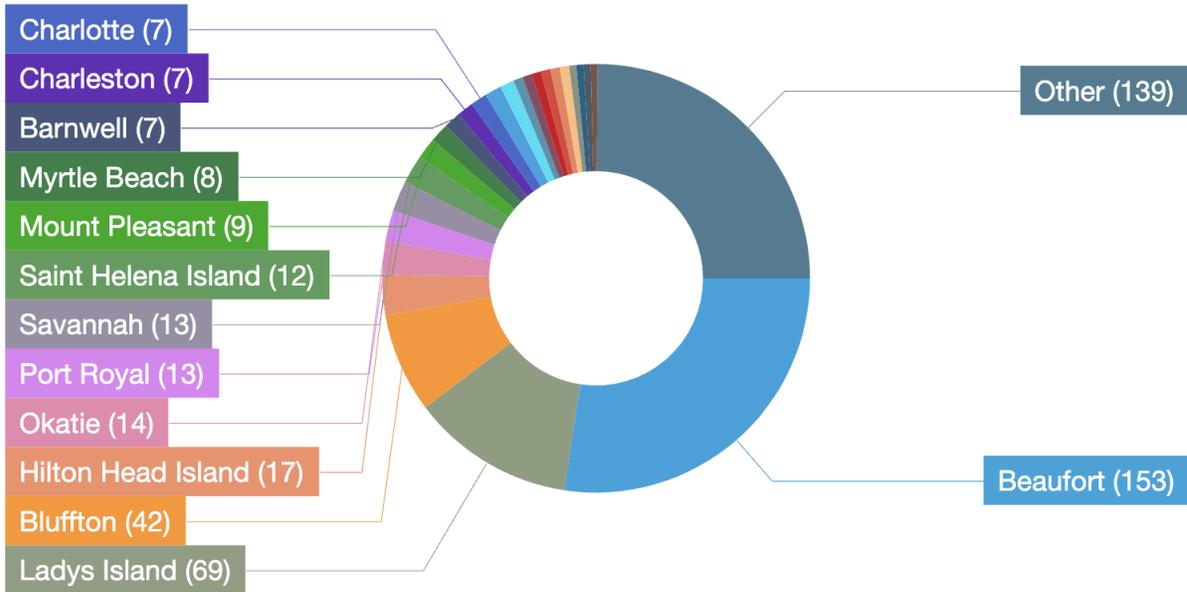
**The Beaufort Digital Corridor is listed as under initiatives 5.1, 5.5, and 5.6 of the City of Beaufort’s 2021-2023 Strategic Plan to “strengthen and diversify its economy, and build employment opportunities, through partnerships and innovation.”**

In 2022, the Run Forrest Run 5K attracted over 559 runners from destinations around the South east and upper eastern coastline attracting 110 out-of-state tourists and several other SC residents living elsewhere other than Beaufort County.

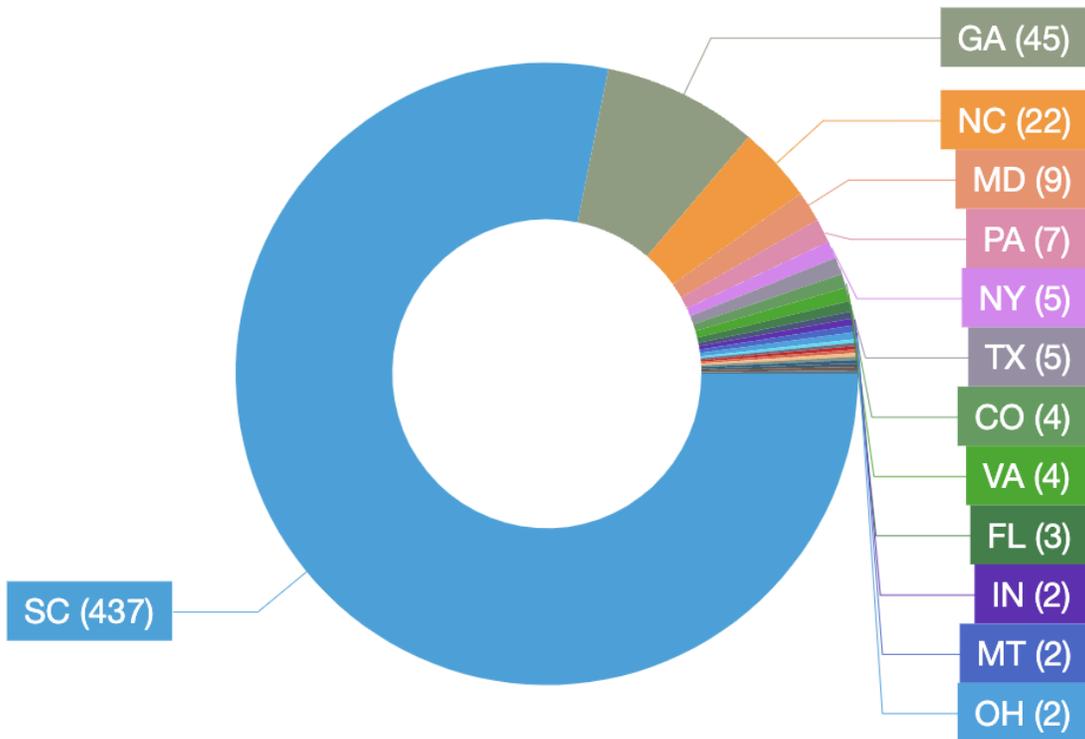
The below heatmap, graphics and charts were sourced from the 2022 Run Forrest Run 5K registrant reports generated by the race registration site (RunSignUp).



### City of Registration



### State of Registration



REGISTRATION STATE	REGISTRATION COUNT
SC - South Carolina	437
GA - Georgia	45
NC - North Carolina	22
MD - Maryland	9
PA - Pennsylvania	7
NY - New York	5
TX - Texas	5
CO - Colorado	4
VA - Virginia	4
FL - Florida	3
AL - Alabama	2
IN - Indiana	2
MT - Montana	2
OH - Ohio	2
DC - District Of Columbia	1
MA - Massachusetts	1
MI - Michigan	1
NM - New Mexico	1
NV - Nevada	1
OR - Oregon	1
TN - Tennessee	1
UT - Utah	1
WA - Washington	1
WI - Wisconsin	1
<b>Total Registrations</b>	<b>559</b>

REGISTRATION CITY	REGISTRATION COUNT
Beaufort	153
Ladys Island	69
Bluffton	42
Hilton Head Island	17
Okatie	14
Port Royal	13
Savannah	13
Saint Helena Island	12
Mount Pleasant	9
Myrtle Beach	8
Barnwell	7
Charleston	7
Charlotte	7
Greenwood	7
Ridgeland	6
Columbia	4
Greenville	4
Greer	4
Guyton	4
Hoschton	4
Jonesville	4
Decatur	3
Elgin	3
Fort Mill	3
Hardeeville	3
Other	139
<b>Total Registrations</b>	<b>559</b>

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Beaufort County Black Chamber of Commerce

2. Mailing Address: 711 Bladen Street Beaufort SC 29902  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: Kevin G. Holman, MPA

Treasurer or Administrative Official: Larry Holman

Telephone #: 8434761983 Email Address(s): Kholman@bcbcc.org

4. Hospitality Tax Funds Requested: \$ 10,000.00

5. Intended Use of Funds Advertisement

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

Non-profit organization registered with the Secretary of South Carolina

Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10

Other Non-profit organization

7. Federal Employee Identification number (EIN): 04-3627371

**8. Provide the information below as an attachment to your application:**

a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**

b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the [City Council's strategic goals and purposes](#).  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL 1.1% HOSPITALITY FUND ALLOCATION GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT'S PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

**I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.**

Organization Director:  Date: 1/6/2023

I Larry Holman have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

Larry Holman  
Printed Name

Larry Holman  
Signature

BCBCC  
Organization

1/9/23  
Date

## Project Description

Denella will visit Beaufort, SC and will create footage on the Gullah Geechee, Descendants of Africans enslaved on the lower Atlantic coast's rice, indigo, and Sea Island cotton plantations, to celebrate their history and culture, as well as welcome visitors to experience Beaufort. The project is ongoing comprehensive promotion of Beaufort featuring the Gullah culture which includes visual and performing arts, history and heritage such as culinary traditions. This includes events and historical aspects of the traditions, arts and foods of the South, much of which originated with African slaves and continues to flavor the region. The showcase of this culture is especially suitable for group tours, and the chamber brings the business directly to Beaufort by targeting group tour planners. No organization other than this chamber is focused on the county-wide events, activities and businesses which make up the entire Gullah culture.

## Project Objectives

The objective is to get Beaufort, SC and the Gullah culture in every house. Now is the time that people are traveling and wanting to know about the culture surrounding them. By using this network and her programming we are aiming to reach over 2,500,000 viewers. There will be multiple places to watch globally on demand 24/7 and streaming. It should be on demand at any of the following LIVE TV apps: GFN TV, PLEX, Local Now, SelectTV, GoTraveler, DistroTV, SimulTV, CJC, and Tikilive. It is Nationally Syndicated Weekly series every weekend in select us markets including FOX, NBC, ABC, CBS, theCW, and My TV.

Our primary tourism marketing objective is to reach as many minorities as possible and spreading of our Lowcountry history. We want to focus on including our minority owned small businesses and get them recognized as well. Black dollars are now billions in circulation and with COVID in the past it is now time to explore. Thereby increasing the total number of annual visitors to Beaufort. This will produce results for hospitality businesses in Beaufort, SC and will generate direct, indirect, and induced spending which includes local and state tax, which supports jobs and economic growth. Our secondary objective is to reach the leisure traveler who is the historic and cultural traveler, a higher income level and higher education level than any other category of visitor.

The Black community is ready to travel. We are all inclusive to all tourists but when you look at the tourist dollars in the Black community, they are ready to see Gullah Culture, in which we sit in the middle of the "Corridor of Shame," but really known as the Gullah Geechee Corridor.

## Project Details

This will be a 1 hour show/broadcast to celebrate Juneteenth, May 27-June 25<sup>th</sup> in Boston, Charlotte, New Orleans, +20 other US cities. This is the best way and time to showcase our destination, organization, and culture.

The overall theme of our advertising will be the heritage and cultural opportunities offered throughout Beaufort, and the specific messages will include invitations to events especially relevant and welcoming to tourism, reunions and other cultural events. Focus throughout the campaign will be on traditions such as arts, food, culture and historic sites which tell the rich story of the Lowcountry as a key destination for education in the history of African American contributions beginning with slavery and continuing to present day in the lifestyle and character of the American South.

Each season's message will vary to incorporate the primary attractions, festivals, performances and educational events which all tie directly together to deliver the message of the Gullah culture and Reconstruction Beaufort. We are committed to supporting the efforts and activities of Reconstruction Beaufort to bring a broader awareness of our American history that has been overlooked by many others.

### Strategic Partnerships

Partnerships with other organizations include the Beaufort CVB, Penn Center, The Gullah Cultural Alliance, the original Gullah Festival, Reconstruction Beaufort, and the Gullah Traveling Theater; and the chamber is open to partnering with any additional organizations. Events and programs of all the organizations will be included in specific marketing to target the appropriate regional or national audiences, and tour groups reached via this chamber's ongoing marketing will be invited to schedule visits organized in conjunction with these additional programs.

### Tourists Generated

Both number of inquiries and actual numbers of visitors in total coordinated by the chamber will determine the effectiveness of our cultural marketing program. The chamber is receiving 1000-1200 leisure traveler inquiries per month from print and online ads, digital marketing and social media. This project should have a major increase on inquiries.

One single ad online generated over 11,000 views. Specific major events which the chamber markets with partners include the Gullah Festival and Kentucky Derby in May in Beaufort, the Lands' End festival in September, Penn Center events in November, the Gullah Christmas programming in December. We also will be launching our new tourism website, [www.scgullahtours.com](http://www.scgullahtours.com).

### Media Summary

Group tour media with both print and online components remains a primary outlet to reach planners. These group tour media target a total of more than 60,500 planners with print and digital versions. As mentioned before, a lot of our local Gullah festivals rarely market themselves. We can leverage our advertising, partnerships, and social media to spread the word 50 miles plus. Specialized arts marketing will be employed with digital and print strategies to reach artists, collectors, and arts enthusiasts using partnerships through the art

community and local community. By starting there, it will spread to surrounding states wanting to see and learn the Gullah Culture.

The vision of the City of Beaufort states The City as future of broadening economic opportunities; affordable housing, a well- run government, and preparing for climate-related impacts. The City will do this while maintaining the diversity, authenticity, history, tourism, and balance between the built and natural environment. We are asking for \$10,000 in order to help with advertisement of the Gullah Culture within Beaufort SC. We want to help the world recognize the authenticity of Beaufort, as well as promote our local minority businesses and culture. Bringing in more tourism will have a direct correlation with Object 5: Promote business prosperity and sustainable development, which will fall in line with Objective 6: increase median incomes as we recruit new businesses and industry that are a good fit for Beaufort. The more tourism that comes the more opportunities to be a destination for other businesses that fit within our city and increase the median incomes. The Gullah people/culture are a big part to preserving our authenticity and should be leveraged. Today's Beaufort citizens came from ancestors of the past who helped build the city. More and more people are coming to Beaufort to hear this history and how it impacted current day . We are engaging our community stakeholders and allowing their story to be heard and a chance to raise their income. Not only will more tourism raise their income, but it will raise surrounding business income as well. This will help bring sustainability in finance as well as help sustain infrastructure.

SOAR  
ENTERTAINMENT MEDIA

# Traveling

WITH DENELLA RI'CHARD



THE NEW  
**GREEN BOOK**  
FOR TRAVEL

A TIME-HONORED TRADITION

ONE HOUR SPECIAL

## **The HISTORIC GREENBOOK - THEN AND NOW**

Journey with us as we travel to three culturally rich destinations with ties to the historic Greenbook. You will hear the untold stories of how the Greenbook impacted these cities. Then and Now! Whether you are walking the trails of the Gullah Geechee Corridor in Beaufort, South Carolina, or jamming at the latest juke joint in Jackson, Mississippi, you will enjoy the ride as you travel and witness this important change in African American history.

To visit or learn more about these destinations, visit [newgreenbookfortravel.com](http://newgreenbookfortravel.com).

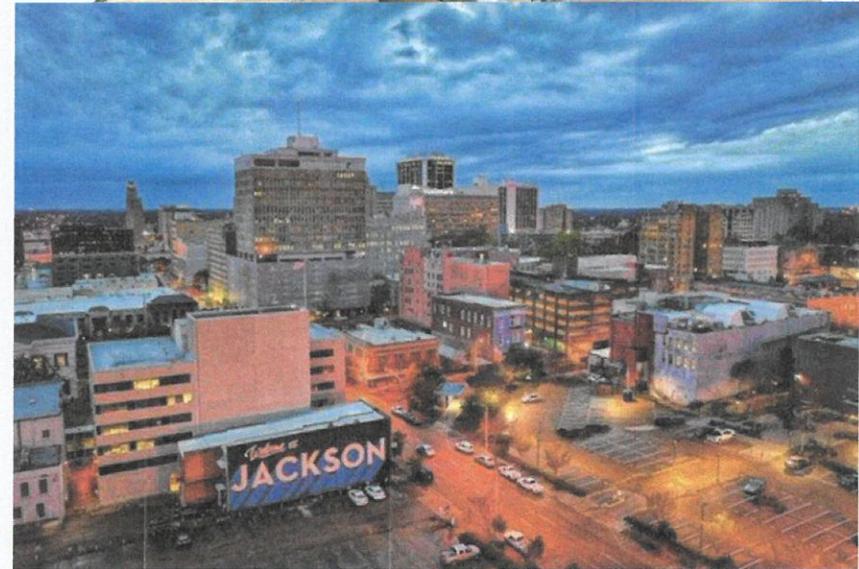
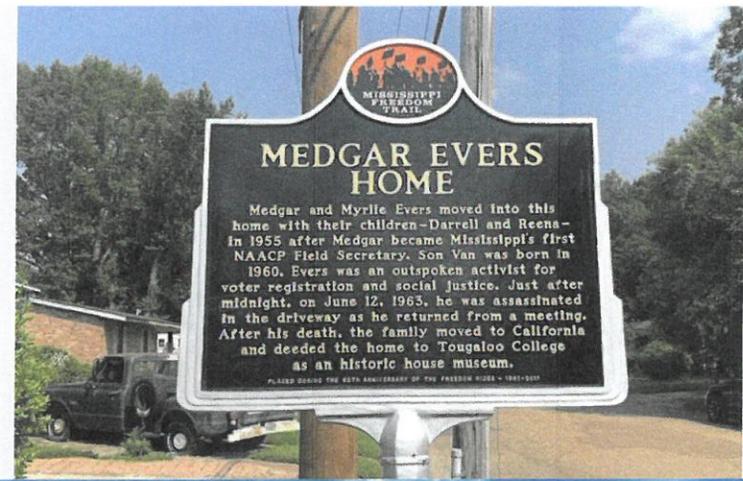
**Host: Denella Ri'chard**





## First Stop: Jackson, MS

Denella visits The Mississippi Freedom Trail which has over ten historic sites in Jackson, including Tougaloo College and Jackson State University. Jackson is known as the City with Soul, because of her perseverance and her triumphant spirit. Denella is greeted by a hospitality that is uniquely southern, an embrace of diversity that is distinctly Jackson.

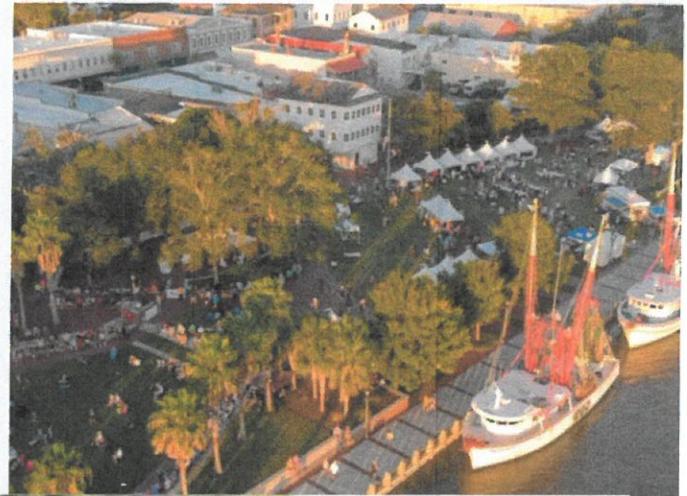




## BLACK CHAMBER OF COMMERCE

### **Second Stop: Beaufort, South Carolina**

Here, Denella visits the Gullah Geechee, descendants of Africans enslaved on the lower Atlantic coast's rice, indigo, and Sea Island cotton plantations to celebrate their history and culture and welcome visitors to experience Beaufort, which is more than a hidden Lowcountry gem—it's a transformative destination that has charmed visitors since 1512. Breathe in the salt air. Breathe out, transformed.



## Third Stop: Philadelphia, PA

*(pending)*

Music is one of the things this city is known for, which produced Gamble & Huff, music icons from this legendary city. Philly is also known for the cheesecake, but most importantly, its significance during the civil rights era. Today this city is making headlines with its art, music, film, design, fashion, performance, and culinary energy.



# SPONSORSHIP OVERVIEW

## DESTINATION SPONSOR

**\$20,000\***

Three: 30 second  
commercials

**\*Bonus:** Each destination sponsor  
will have a featured 30-minute  
segment in the nationally  
syndicated television show  
Traveling with Denella Ri'chard.

## TITLE SPONSOR

**\$100,000**

Opening Billboard:  
"Brought to you by..."

Commercial Break Billboard:  
"Brought to you by..."

Two: 30 second commercials

## COMMERCIALS ONLY

**\$10,000**

Five: 30 second  
commercials



This one-hour nationally syndicated television special will broadcast in recognition of **Juneteeth, May 27<sup>th</sup> – June 25<sup>th</sup>** in Boston, Charlotte, New Orleans + 20 other U.S. cities on ABC, CBS, NBC, C.W., and MNT television stations.

This is a **great television opportunity** to **showcase your destination, company, or organization!**

**Become a proud sponsor of Traveling With Denella Richard & The New Green Book for Travel!**





# AGREEMENT

**SOAR ENTERTAINMENT & MEDIA LLC**  
1773 N State Road 7 STE. 201  
Lauderhill, FL 33313

Bill To:

**Beaufort County Black Chamber of Commerce**  
ATTN: Larry Holman  
711 Bladen Street  
Beaufort, SC 29902  
[bcbcc.org/](http://bcbcc.org/)

Date: Jan 2, 2023  
Payment Terms: Net 30 days  
Due Date: Feb 3, 2023  
**Balance Due: \$20,000.00**

Item	Quantity	Rate	Amount
<b>DESTINATION SPONSOR   JUNETEENTH ONE-HOUR SPECIAL</b>	1	\$20,000.00	\$20,000.00

Notes:

Thank you for your partnership!

Terms:

Tentative filming dates are TBD.

This Agreement shall be effective as of the date written above until December 31, 2023, or until all services and deliverables have been completed.

We gladly accept Credit, Debit, Check, ACH, and Wire Payments.

Please note that a 3% processing fee will be added to the total for Credit/Debit Card Payments.

Make checks out to SOAR ENTERTAINMENT & MEDIA LLC.

Wiring Instructions:

To wire money to the SOAR ENTERTAINMENT & MEDIA LLC account, ask your bank to wire US DOLLARS ONLY to:

TRUIST  
1771 NW 40 TH AVE  
LAUDERHILL, FL 33313  
ABA: 263191387  
Account#:1100020665988

Swift Code: BRBTUS33 (only for international wires)

Either party will have the right to terminate the contract by giving at least 30 days notice in writing to the other party to expire at the end of the initial period or at any time after that.

I acknowledge that I have read and do hereby accept the terms and conditions contained in this invoice.

\_\_\_\_\_  
Company Representative, Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Soar Representative, Signature

Beaufort, SC

Denella visits the Gullah Geechee, descendants of Africans enslaved on the lower Atlantic coast's rice, indigo, and Sea Island cotton plantations, to celebrate their history and culture and welcome visitors to experience Beaufort, which is more than a hidden Lowcountry gem—it's a transformative destination that has charmed visitors since 1512. Breathe in the salt air. Breathe out, transformed.

In addition, you'll receive our platinum package, which will allow your destination to be included in the weekly nationally syndicated television show *Traveling with Denella Ri'chard*. This consists of the following:

- \*One - 22-minute segments featuring your destination experience
- \*2 guests expert interviews on location
- \*4-person film crew on the location: host, lead videographer, 2nd videographer/audio/drone, and production coordinator/producer.
- \*Graphic elements to identify the name, title, and company or organization of the interviewee
- \*Segment will be produced leveraging on-location video footage captured plus provided brand b-roll by partner
- \*Call to action (i.e., call your travel advisor to book)
- \*Coordination and planning with the production coordinator/producers to identify destination shoot locations.
- \*Partner provides brand assets: logos, photos, video b-roll, commercial spot(s)
- \*The show producer will provide an airdate; there is an option to re-air the segment more than once.
- \*Additional cost: The platinum partner provides travel and hotel/ resort accommodations and meals for the film crew on location.
- \*Provide two (2) 30-second commercials to air during the segment.

WHEREAS the Company is desirous of entering into this Agreement with BCBC, for all Parties to work together to accomplish the Partnership;

AND WHEREAS the Parties are desirous of entering into this Agreement between them, setting out the working arrangements that each of the Parties agrees is necessary to complete the Partnership:

Therefore, considering the covenants contained herein, the Company, with its collective experience in the industry and unique expertise developed in the market place will provide the services and deliverables listed in this Agreement.

The Company agrees to fulfill all of the items listed above in the Platinum Package.

BCBC agrees to pay 50% to secure this Agreement along with the featured segment slot to be rendered in the sum of Ten Thousand US Dollars (\$10,000.00 US dollars) and the balance to be rendered in the sum of Ten Thousand US Dollars (\$10,000.00 US dollars) 1 week before filming date.

Subtotal:	\$20,000.00
Tax (0%):	\$0.00
Your Investment Only:	\$20,000.00

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Yenn Center, Inc.
2. Mailing Address: P.O. Box 126 St. Helena Island S.C. 29920  
(Street Address or P.O. Box) (City) (State) (Zip)
3. Director: Bernie L. Wright
- Treasurer or Administrative Official: Dr. Vashti Washington
- Telephone #: 843-263-4440 Email Address(s): vashti.washington45@gmail.com
4. Hospitality Tax Funds Requested: \$ 5,000.00
5. Intended Use of Funds Marketing Purposes - please see Attached memo.
6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)
- Non-profit organization registered with the Secretary of South Carolina
- Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10
- Other Non-profit organization
7. Federal Employee Identification number (EIN): 52-0324930

### **8. Provide the information below as an attachment to your application:**

- a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**
- b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the [City Council's strategic goals and purposes](#).  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL 1.1% HOSPITALITY FUND ALLOCATION GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT'S PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

**I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.**

Organization Director: Bernie Wright Date: January 05, 2023

I BERNIE L Wright have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

BERNIE L Wright  
Printed Name

Bernie L Wright  
Signature

Penn Center, Inc.  
Organization

12/4/22  
Date



**PENN CENTER, INC National Historic Landmark District**  
*First School in the South for Formerly Enslaved West Africans*

To: HTAX Advisory Committee, City of Beaufort  
From: Charlene M. Spearen, Ph.D.  
Public Relations and Special Projects Coordinator  
Penn Center, Inc.  
Subject: 1.1% Hospitality Funds Grant Application  
Date: January 4, 2023

Greetings:

Penn Center, Inc. is requesting a Hospitality Funds Grant Award in the amount of \$5000.00. Specifically, these funds will be used for marketing purposes for its three-day 2023 Heritage Days Celebration Festival. During its 2022 festival, Penn Center contracted the services of Byrne Media to assist with marketing this annual event. The results were extremely successful and economically beneficial to Beaufort County as a whole. Attendees for the 2022 festival came from as far south as Florida and as far north as Pennsylvania. Families booked hotels and Bed and Breakfast establishments throughout Beaufort County. They shopped in county grocery stores, boutique shops, and ate at local restaurants. Economically, this event brought forth a plethora of economically driven benefits to many locally owned establishments and franchised chains of business.

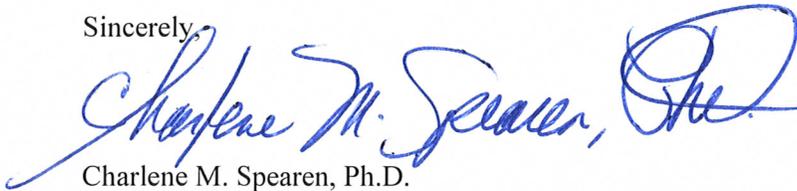
Specifically, the requested funds would be used to launch a blended marketing campaign for Penn Center's 2023 Heritage Days Celebration. While standard marketing procedures, such as newspaper coverage, radio announcements, and grassroots methods will be used, Penn Center would also utilize strong digital marketing strategies to leverage the power of Facebook's demographic and behavioral data that help to reach a valuable target audience with relevant messages about this event and tourism opportunities with such entities as the Greater Beaufort-Port Royal Convention & Visitors Bureau, the Beaufort County Black Chamber of Commerce, the Beaufort Regional Chamber of Commerce, the Beaufort Digital Corridor, the Beaufort Area Hospitality Association, the South Coast Cyber Center, and the Downtown Beaufort Merchants Association, all of which connect with the City's goals of working toward building a vibrant and sustainable economy within the city itself.

Platforms such as Facebook, Instagram and Messenger will be used interested in customer relationships and create a human touch point with people from key areas along the east coast and into parts of the Midwest who would be interested attending this long-standing stellar event. Some of the key areas that will receive information about the event are as follows:

- Charleston, SC
- Columbia, SC
- Greenville, SC
- Spartanburg, SC
- Brooklyn, NY
- Harlem, NY
- Washington DC
- Savannah, GA
- Atlanta, GA
- Jacksonville, FL
- Charlotte, NC
- Birmingham, AL
- Amherst, OH
- Philadelphia, PA
- Chicago, IL
- Houston, TX

By, once again, utilizing the services of Byrne Media, Penn Center will not only be reaching a larger audience than that of its 2022 Heritage Days Festival, but it will also be able to have the opportunity to generate a mechanism for tracking data as to the number of people that attend the event and to what areas of the United States served as attendees' home base. In closing, Penn Center, Inc. would like to thank the designated committee for reviewing its 2023 1.1% Hospitality Funds Grant Application.

Sincerely,

A handwritten signature in blue ink that reads "Charlene M. Spearen, Ph.D." with a stylized flourish at the end.

Charlene M. Spearen, Ph.D.

Public Relations and Special Projects Coordinator

Penn Center, Inc.

16 Penn Center Circle-West

St. Helena Island, SC 29920

Tel: 843-838-8549 Email: [Cspearen@penncenter.com](mailto:Cspearen@penncenter.com)

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: BEAUFORT ART ASSOCIATION

2. Mailing Address: PO BOX 625 BEAUFORT SC 29901  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: FRANK GORMAN, PRESIDENT

Treasurer or Administrative Official: TRICIA GARDNER, TREASURER

Telephone #: 616-570-5732 Email Address(s): fzgorman@gmail.com

4. Hospitality Tax Funds Requested: \$10,000

5. Intended Use of Funds SEE ATTACHED

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

Non-profit organization registered with the Secretary of South Carolina

Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10

Other Non-profit organization

7. Federal Employee Identification number (EIN): 51-0175107

**8. Provide the information below as an attachment to your application:**

a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**

b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the City Council's strategic goals and purposes.  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL 1.1% HOSPITALITY FUND ALLOCATION GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT'S PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.

Organization Director:  Date: 12/4/23

I FRANK GORMAN have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

FRANK GORMAN  
Printed Name

  
Signature

BEAUFORT ART ASSOCIATION  
Organization

12/4/23  
Date

**Beaufort Art Association- BAA**  
Grant Funding Needs 2023

BAA is proud of its educational programs in the Fine Arts, including drawing, painting, pastels, photography, ceramics, fiber/textiles, art glass, sculpture, wood/metal, and calligraphy. This year we have started a partnership effort with USCB for mutual benefit sharing space and creating student internships.

1. K-12 art demonstrations in local schools and BAA gallery
2. BAA classes for members (beginners, amateurs, retirees) to increase competence and build a stronger base of experience within.
3. Create art for SC250 Revolutionary War anniversary celebration in SC (specifically Beaufort) including museum exhibitions, walks, and historic sites in association with Historic Beaufort Foundation, Beaufort History Museum, and Beaufort County Historical Society. BAA members are participating in the planning committee.
4. 59<sup>th</sup> Annual Spring Art Show at Tabby Place March 26-31, 2023. The celebration of art to support the magnificent natural landscape and rich/diverse history of Beaufort is of major concern to BAA. We need remote advertising in major city newspapers, SC NPR station, and in social media to publicize this, celebrating our low-country uniqueness and amenities. This show is the premier annual event of BAA and requires participation of all members. It contributes to Beaufort being listed as one of the Top Small Art Towns in America!

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Port Royal Sound Foundation

2. Mailing Address: 310 Okatie Highway Okatie SC 29909  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: Jody Hayward, Executive Director

Treasurer or Administrative Official: Kat Armstrong, Special Projects Coordinator

Telephone #: 843-645-7774 Email Address(s): karmstrong@portroyalsoundfoundation.org

4. Hospitality Tax Funds Requested: \$ 4,200

5. Intended Use of Funds "Start Your Lowcountry Adventure at the Maritime Center" Marketing Campaign Extension

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

Non-profit organization registered with the Secretary of South Carolina

Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10

Other Non-profit organization

7. Federal Employee Identification number (EIN): 20-4431922

**8. Provide the information below as an attachment to your application:**

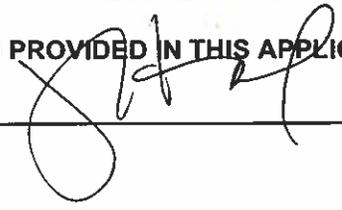
a. A detailed explanation of the intended use of hospitality tax funds. The HTAX Advisory Committee must know specifically how you intend to spend your award.

b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the [City Council's strategic goals and purposes](#).  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

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I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.

Organization Director:  Date: 1/10/23

I Jody Hayward have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

Jody Hayward  
Printed Name

[Handwritten Signature]  
Signature

Port Royal Sound Foundation  
Organization

1/10/23  
Date

**Provide a detailed explanation of the intended use of hospitality tax funds.**

The mission of the Port Royal Sound Foundation (PRSF) is to preserve the Port Royal Sound for the environmental, cultural and economic well-being of our area. We strive to be the leading authority and advocate for the Port Royal Sound, providing and supporting education, research, and conservation initiatives to preserve it. The PRSF's FREE Maritime Center serves as a major community resource and tourist destination. Since opening in 2014, the Maritime Center has welcomed **over 180,000 visitors**. Engaging with people from all over the region, country and world means that more people get to experience the stunning Port Royal Sound and establishes a far-reaching network of environmental stewards that are inspired by and want to protect the Port Royal Sound.

Beaufort has something to offer every kind of tourist— leisure, culture, education, recreation, and eco-tourism. With so many options, it is hard to know where to start. The Maritime Center is where the journey begins. PRSF strives to be a gateway to the Beaufort area that encourages visitors to get out into nature, explore the area, and experience what they have learned in the Maritime Center. **The Port Royal Sound Foundation requests funding to extend our “Start Your Lowcountry Adventure at the Maritime Center” marketing campaign.** This successful campaign has helped us reach new visitors who want to learn about our unique coastal environment and compelling history, indulge in our beautiful art and delicious seafood, and participate in our Lowcountry culture and recreation, including beaches, fishing, boating, and more.

With the generous support of FY 21-22 Beaufort County 2% A-tax funding, we created an infographic highlighting the unique environment of the Port Royal Sound and encouraging visitors to “Start Your Lowcountry Adventure at the Maritime Center”: <https://portroyalsoundfoundation.org/start-your-lowcountry-adventure/>. A marketing campaign was developed based on this infographic and pushed out on social media and Google Ads beginning in September 2022 (examples attached). These social media posts reach **over 30,000 people a month** from Florida, Georgia, North Carolina, Pennsylvania, Ohio, and the rest of South Carolina. Since the start of the Google Ads campaign in September, we have reached **over 800,000 people** from the same areas. Funding from Beaufort County 2% ATAX only supports this campaign through August 2023. The continued success of this campaign encourages us to extend this campaign, and funding from the City of Beaufort Hospitality Funds will allow us to run the campaign another 4 months and continue drawing people to our area.

PRSF is proud to be a welcome center for the Port Royal Sound area and a key tourist destination for Beaufort since 2014, and we are looking forward to our continued growth in the coming years. The support of the City of Beaufort has been an integral part of our success, and this funding will play a critical role in elevating our position as a must-see destination. We are grateful for your support and invite you to visit our campus soon for a tour of our new pavilion and informative Maritime Center to experience all we have to offer in-person.

**Describe how the proposed expense relates to increasing tourism and supporting the local economy to best achieve the City Council's strategic goals and purposes.**

Beaufort is incredibly successful in attracting and delighting tourists, contributing to the \$2.8 billion tourism industry in Beaufort County<sup>1</sup>. Over half of the area in the county is comprised of water (open water, marshes, and freshwater wetlands) and Beaufort County has over half the salt marsh in the state. As the most important natural resource and environmental feature in the county, the Port Royal Sound is the magnet that draws visitors to our area. Our saltmarsh views, diverse wildlife, relaxing beaches, exciting sportfishing and local seafood all depend on the Sound. The environmental and economic health of our area go hand-in-hand, as the state of our waters are critical to a prosperous tourism industry.

The Port Royal Sound Foundation's campus is not only a tourist destination, but an educational resource for those who visit our area to learn why the Port Royal Sound is so special. The Maritime Center has the largest aquariums and most diverse live animal displays in all of Beaufort County, including alligators, terrapins, blue crabs, a variety of saltwater fish, and more. Visitors of all ages enjoy learning from our beautiful and informative exhibits highlighting the ecology, culture, history, art, and recreation of the Lowcountry. In 2022 we started offering kayak tours from our docks, and in 2023 we are excited to welcome The Salty Dog boat to the Maritime Center dock to offer sunset cruises and eco-boat tours, which will attract many new guests to our facility and help them to experience the Sound firsthand. In early 2023, we are also enthusiastically looking forward to the completion of our new Educational Pavilion, a multi-use facility that will expand our usable space for educational programming, festivals, and events.

PRSF's marketing campaign to "Start Your Lowcountry Adventure at the Maritime Center" will help draw new tourists to the Maritime Center and encourage them to spend more time exploring Beaufort. The campaign highlights the diverse array of ecological, cultural, historic, and recreational activities available to visitors and celebrates Beaufort as an environmental destination like no other. This supports the City Council's economic and environmental goals to sustain diverse tourism, preserve Beaufort's authenticity, and protect natural resources.

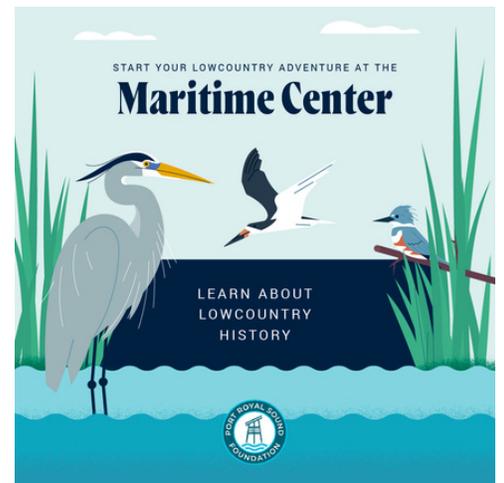
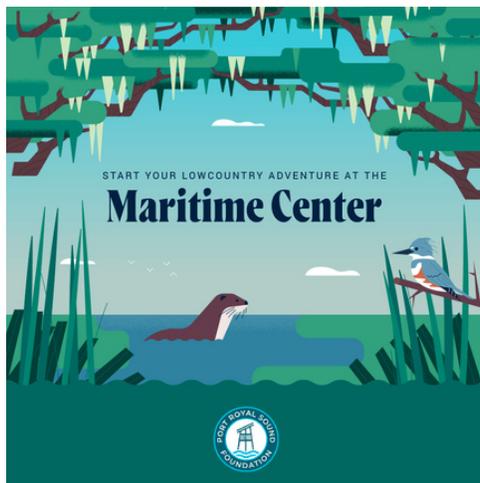
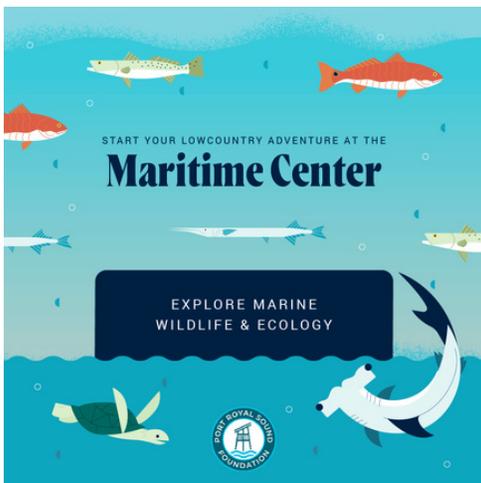
**The percentage of visitors to the Maritime Center from outside a 50-mile radius has steadily increased during our 8 years, reaching 51% in 2022.** PRSF is always improving methods for capturing visitor information. Individual visitor cards enable us to digitally record better information about our visitors (total number in party, the states or zip codes represented by each member of the party and 'how did you hear about us' information) and engages staff and volunteers in conversation with the visitors to ensure accurate and legible information. Our virtual reach is monitored by registration for programs, attendance at events, engagement with social media posts, and Google Ads analytics.

During the pandemic, our reach expanded both in number and geographic area as we introduced online programming and events. We have had great success connecting with people online using platforms on social media, YouTube, and Google Ads. Marketing campaigns on our social media have rapidly expanded our audience, and we have begun seeing more engagement on our YouTube channel at <https://www.youtube.com/@portroyalsoundfoundation696>. Our increased virtual presence makes digital marketing more effective at reaching and attracting people from beyond Beaufort County to experience the magic of the Lowcountry in person.

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<sup>1</sup> Hilton Head Island-Bluffton Chamber of Commerce <https://www.hiltonheadchamber.org/news/tourism-career-here>

# SOCIAL MEDIA CONTENT EXAMPLES



# 1.1% HOSPITALITY TAX FUND APPLICATION

**All applications must be fully completed and received by:**

**5:00 PM, January 10, 2023**

Completed applications can be delivered to the address below or sent by email to the following address: [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org). For more information contact Jay Phillips, HTAX Administrator, (843) 525-7071.

City of Beaufort  
Finance Department  
1911 Boundary Street  
Finance Department  
Beaufort, SC 29902

## **Instructions, Policies and Procedures**

1. Hospitality tax funds are for use by non-profit organizations, 501C3 and 501C6.
2. All areas of the application must be completed. Incomplete applications will be deemed unresponsive and will not be considered for funding.
3. Applications may be submitted in hard copy format or by email as an attachment in Portable Document Format (PDF).
4. Applications must include a description of the intended use of the funds for advertising to increase tourism and support the local economy that best achieves City Council's strategic goals and purposes.
5. City staff will review the applications and submit recommendations for awards to City Council.
6. City Council will announce the awards during a Regular Meeting.
7. Approved funding will be issued within ten calendar days from the date of approval.
8. Hospitality tax funds are public funds and as such recipients of such funds must follow all applicable procurement policies and procedures of the City.
9. All organizations receiving Hospitality Tax funding are subject to an audit.

# CITY OF BEAUFORT

## 1.1% HOSPITALITY FUNDS APPLICATION

1. Name of Applicant/Organization: Friends of the Spanish Moss Trail

2. Mailing Address: P.O. Box 401 Beaufort SC 29901  
(Street Address or P.O. Box) (City) (State) (Zip)

3. Director: Dean Moss, Volunteer Executive Director

Treasurer or Administrative Official: Gene Rugala

Telephone #: 843-263-1922 Email Address(s): wdmossjr@gmail.com or info@spanishmosstrail.com

4. Hospitality Tax Funds Requested: \$ 6,000

5. Intended Use of Funds Portable Restrooms on Spanish Moss Trail for Visitors

6. Applicant Tax Exempt Status. Selection the organization status and provide sufficient documentation (ex. South Carolina Business Entity Profile, IRS Tax Letter of Exempt Status, etc.)

Non-profit organization registered with the Secretary of South Carolina

Eleemosynary organization established under IRS Code 501 (c) 3,4,5,6,7,10

Other Non-profit organization

7. Federal Employee Identification number (EIN): 45-5205655

**8. Provide the information below as an attachment to your application:**

a. A detailed explanation of the intended use of hospitality tax funds. **The HTAX Advisory Committee must know specifically how you intend to spend your award.**

b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves the [City Council's strategic goals and purposes](#).  Click on the link to review the strategic goals on page 5 or copy and paste the web address below into your internet browser.

[https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan\\_2021\\_LATEST\\_FINAL](https://www.cityofbeaufort.org/DocumentCenter/View/6506/Beaufort-Strategic-Plan_2021_LATEST_FINAL)

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL 1.1% HOSPITALITY FUND ALLOCATION GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT'S PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

**I CERTIFY THE INFORMATION PROVIDED IN THIS APPLICATION IS TRUE, CORRECT AND COMPLETE.**

Organization Director: Dean Moss Date: 1-4-22

I Dean Moss have read the 1.1% HOSPITALITY FUNDS APPLICATION INSTRUCTIONS and fully understand the intended purpose and use of the funds. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the award of Hospitality Tax Funds.

Dean Moss

Printed Name

Dean Moss

Signature

Friends of the Spanish Moss Trail

Organization

1-4-22

Date

## 1.1% HOSPITALITY TAX FUND APPLICATION

### Friends of the Spanish Moss Trail

**a. A detailed explanation of the intended use of hospitality tax funds. The HTAX Advisory Committee must know specifically how you intend to spend your award.**

Today, the Spanish Moss Trail does not have any permanent public restrooms. This is especially problematic for those who are visiting our area and trying to enjoy the Trail.

For the past several years, Sunrise Sanitation has graciously donated and maintained portable restrooms at two of the busiest Trailheads – at Depot and Broome. This fall, Sunrise removed these facilities as they could no longer provide this service for free. Our nonprofit negotiated with them to re-install these essential facilities for their service fee of \$500 per month. We have asked the City of Beaufort to consider how they would like to build in these costs in their budget, but until that has been established, the Friends of the Spanish Moss Trail are asking for H-Tax funds to cover the costs of these two portable bathrooms for the calendar year of 2023 for a total of \$500 per month (\$6,000.00 per year).

The long-term goal is for the local municipals to work toward building and maintaining permanent facilities along this public linear park.

**b. Describe how the proposed expense relates to increase tourism and the support the local economy that best achieves City Council's strategic goals and purposes.**

The Spanish Moss Trail is a 10-mile rails-to-trail greenway owned by Beaufort County. The Trail has become a "Must-Experience" outdoor activity for residents and visitors each year. Today, more than 100,000 people are visiting the Spanish Moss Trail annually – doubling over the 18 months – with 40% of them being visitors to our area (*data from CVB*).

Because the Spanish Moss Trail offers a free, safe and scenic opportunity for visitors to enjoy popular recreational activities like running, walking, biking and fishing – the Trail is proving to be an “add on” opportunity for visitors and is stimulating tourism and recreation-related spending. For years, the Friends of the Spanish Moss Trail have partnered with the hospitality and tourism industry – using the Trail as a “hook” to inspire people to visit Beaufort, Port Royal and the Sea Islands. Today, the Trail is busier than ever and is helping to fuel our economy.



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**CITY OF BEAUFORT**  
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

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**TO:** CITY COUNCIL **DATE:** 1/18/2023  
**FROM:** Alan Eisenman, Finance Director  
**AGENDA ITEM**  
**TITLE:** Second Quarter Fiscal Year 2023 Financial Update  
**MEETING**  
**DATE:** 2/14/2023  
**DEPARTMENT:** Finance

---

*BACKGROUND INFORMATION:*

Second Quarter Fiscal Year 2023 Financial update through the City's Transparency Portal. The quarterly report can be found on the City's website by selecting Finance Department, then Financial Transparency and clicking on 2nd Quarter Fiscal Year 2023 Budget in Brief link. The report can also be accessed by using the link below:

<https://stories.opengov.com/beaufortsc/published/8HMTFwvKH>

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*PLACED ON AGENDA FOR: Discussion*

**REMARKS:**



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## CITY OF BEAUFORT

### DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

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**TO:** CITY COUNCIL **DATE:** 2/3/2023  
**FROM:** Curt Freese, Community and Economic Development Director  
**AGENDA ITEM TITLE:** Lady's Island Land Use Study  
**MEETING DATE:** 2/14/2023  
**DEPARTMENT:** Community and Economic Development

---

***BACKGROUND INFORMATION:***

The County has approached the City with a draft scope of services for a Master Planning effort for a stretch of the Sea Island corridor on Lady's Island. The County has signed a contract with SGA/NW for planning services in the amount of \$50,000. The County would like the City to sign the contract for scope of services to begin the project. The City in a meeting last year agreed to fund half the contract. The plan has a few central purposes: 1) it is intended to review the County and City zoning ordinances and provide and comparison between the two; 2) It will propose draft code language for both entities to unify zoning on Lady's Island; 3) It will hold three stakeholder meetings; 4) It will develop a pedestrian/street connectivity plan.

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***PLACED ON AGENDA FOR:*** Discussion

***REMARKS:***

The overall plan is rather limited in scope. Staff has concerns with the County's desire to match or coordinate zoning on Lady's Island. This would preclude annexation for more urban uses which are more appropriate in City limits. Staff is unsure of why the direction of the plan is to match zoning, when transportation and pedestrian issues appear to be the central issue on the Sea Island corridor. Staff has received comments from residents that the study is too limited in scope to be effective.

**ATTACHMENTS:**

Description	Type	Upload Date
Contract with SGA/NW	Backup Material	2/3/2023

September 14, 2022

Mr. Mark Davis, Deputy Director  
Beaufort County Planning Department  
100 Ribaut Road, Room 115  
County Administration Building  
Beaufort, SC 29902

**Project: Lady's Island Land Use Studies**

Dear Mark:

**1.0 SCOPE OF SERVICES:**

We are pleased to present this proposal for master planning of the Lady's Island area of Beaufort County and the City of Beaufort. The purpose of this project is to develop a unified planning and land use approach for the Sea Island Parkway corridor area of Lady's Island, whether parcels are located in the City of Beaufort or in Beaufort County. The Planning and Landscape Architecture Studios of SGA|NW, a GF Design Company, will provide land use planning services for the above referenced project as detailed below.

**DIVISION 1. Learn:**

SGA|NW Staff Shall:

- A. Review City Zoning Ordinances
- B. Review County Zoning Ordinances
- C. Review the Parks and Open Space Plan
- D. Review Comparative Matrix of Zoning (provided by Beaufort County)
- E. Create / Obtain Maps for use in the land use studies
- F. Conduct an Initial Site Visit

**DIVISION 2: Explore:**

SGA|NW staff shall:

- A. Conduct Stakeholder Meetings as needed (approximately 3 days)
- B. Provide a Summary of the Meetings

**DIVISION 3: Agency:**

SGA|NW Staff Shall:

- A. Develop Draft Code Language
- B. Develop Graphics (as needed to convey intent)
- C. Develop Precedent Images (as needed to convey intent)
- D. Develop a Pedestrian | Street Connectivity Plan

- E. Meetings with Staff (in person or virtual as needed)
- F. Revisions | Refinements per Staff Comments

**DIVISION 4: Determination:**

- A. Meetings and Presentations (as needed)
- B. Final Deliverables (as needed to communicate findings and solutions)

**2.0 Terms and Conditions:**

- A. Work performed on a time and expense basis, if required, shall be charged hourly, based on SGA|NW standard rates.
- B. Direct, non-salary (reimbursable) expenses, including long distance telephone charges, postage, and printing are billed at 1.25 times the cost. Travel in company or private vehicles will be billed at the current IRS rate. Outside consultant fees will be billed at 1.25 times the cost, when provided as an additional service.

**3.0 Termination**

The Owner may terminate this contract or any of the services SGA|NW at any time or without cause on written notice. Upon receipt of a notice of termination, SGA|NW will cease providing the Services as directed by the Owner SGA|NW shall be entitled to payment in full for Fee and Reimbursements in connection with all Services it performs until termination of performance has occurred, including costs incurred during transition.

**4.0 Client's Responsibilities**

Client shall provide the following information or services as required for performance of the work. Should SGA|NW be required to provide services in obtaining or coordination completion of this information, such services shall be charged as additional services. SGA|NW assumes no responsibility for the accuracy of such information or services, may rely on the accuracy of such information, and shall not be liable for errors or omissions herein.

1. All pertinent studies and ordinances
2. GIS or other pertinent site information
3. Zoning Maps and other pertinent maps

**5.0 Standard Exclusions:**

The following tasks are excluded from the Scope of Services:

- A. Wetland delineation.
- B. Site analysis or inventory sheet preparation, unless included in Division 1.
- C. Vegetation analysis or Tree Survey
- D. Site engineering, including utilities and stormwater engineering studies.

- E. Field surveys (including boundary and topographic surveys).
- F. Laboratory tests, borings, geological tests, hydraulic tests, or other studies.
- G. Appearance before courts or boards on matters of litigation or hearings related to the subject
- H. Environmental Audits, Hazardous waste determinations, environmental analysis, or impact statements.
- I. Financial feasibility or other special financial studies
- J. Interaction with or management of consultants other than those identified above.
- K. Negotiation of leases, easements, land swaps or other agreements pertaining to the planning and development of the subject property.
- L. Meetings with governmental agencies, other than described herein.
- M. Architectural design of any structures to include floor plan studies, elevations, etc.
- N. Zoning approvals or other approvals not specifically referenced under Division 3, above.
- O. Property surveys, easement surveys, detailed description of sites, maps, drawings or estimates related thereto; assistance in negotiating for land easement rights.
- P. Necessary data and filing maps for water rights, water adjudication litigation.
- Q. Site lighting plans or studies, unless included in Division 2.
- R. Provision of any other service not otherwise included in these Agreements.

## II. TERMS AND CONDITIONS

Architectural and Landscape Architectural Services will be subject to the following Standard Conditions:

- A. Invoices will be submitted monthly and are payable upon receipt. *Accounts with balances extending over 60 days will be assessed a finance charge that will be calculated at the rate of 1.50% per month for an annual rate of 18.0%.*
- B. Portions of the work that are fixed fee or lump sum shall be invoiced as a percentage of work complete. Portions of the work that are hourly, including additional services, shall be invoiced for time spent.
- C. Direct, non-salary (reimbursable) expenses, including long distance telephone charges, postage, printing, and production are billed at 1.25 times the cost. Travel in company or private vehicles will be billed at the current IRS rate. Outside consultant fees will be billed at 1.25 times the cost, when provided as an additional service.
- D. SGA|NW shall not be responsible for delay caused by circumstances beyond its reasonable control.
- E. SGA|NW assumes no liability for the accuracy of surveys and survey information and may rely on the accuracy of survey information provided.

## III. COMPENSATION

The Client shall compensate SGA | NW for professional services as outlined below.

<u>Division</u>	<u>Fees</u>
<b>DIVISION 1. Learn</b>	<b>\$6,965.00</b>
<b>DIVISION 2. Explore</b>	<b>\$10,510.00</b>
<b>DIVISION 3. Agency</b>	<b>\$23,385.00</b>
<b>DIVISION 4. Determination</b>	<b>\$9,140.00</b>
<b>TOTAL FEE:</b>	<b>\$50,000.00</b>

**Reimbursable Expenses are above and beyond the fee for professional services.**

Note: Fees for Professional Services shall be paid in equal portions by the City of Beaufort and Beaufort County.

If the Terms of this Agreement are acceptable, please sign and return one (1) copy as acceptance of conditions stated herein.

Sincerely,



William T. Eubanks, FASLA  
Design Principal | Director of Planning and Landscape Architecture  
Greenberg Farrow Architecture Incorporated,  
dba SGA|NW, a GF Design Company

Agreed to and accepted this date:

September 25, 2022

*Rodney E. Abney, Jr.*

Signature

Rodney E. Abney, Jr.  
Chief Financial Officer / Senior Vice President

An authorizing agent for  
Greenberg Farrow Architecture, Inc.

Agreed to and accepted this date:

10/18 2022

\_\_\_\_\_ 2022

*Eric L. Greenway*

Signature

ERIC L. Greenway

Printed Name

Signature

Printed Name

An authorizing agent for

BEAUFORT County.

An authorizing agent for:

\_\_\_\_\_



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**CITY OF BEAUFORT**  
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

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**TO:** CITY COUNCIL **DATE:** 2/7/2023  
**FROM:** Linda D. Roper  
**AGENDA ITEM**  
**TITLE:** Southside Park Phase 1 Update  
**MEETING**  
**DATE:** 2/14/2023  
**DEPARTMENT:** Downtown Operations

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*BACKGROUND INFORMATION:*

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*PLACED ON AGENDA FOR:* Discussion

**REMARKS:**

**ATTACHMENTS:**

Description	Type	Upload Date
Southside Park Update	Cover Memo	2/7/2023

# SOUTHSIDE PARK PHASE 1 UPDATE



Playground Design

February 14, 2023

## Timeline of Southside Park Phase 1

09/13/2022 - Contracted with Davis & Floyd with Wood + Partner, Inc. for Engineering, Design and Construction Administration on 09/13/2022.

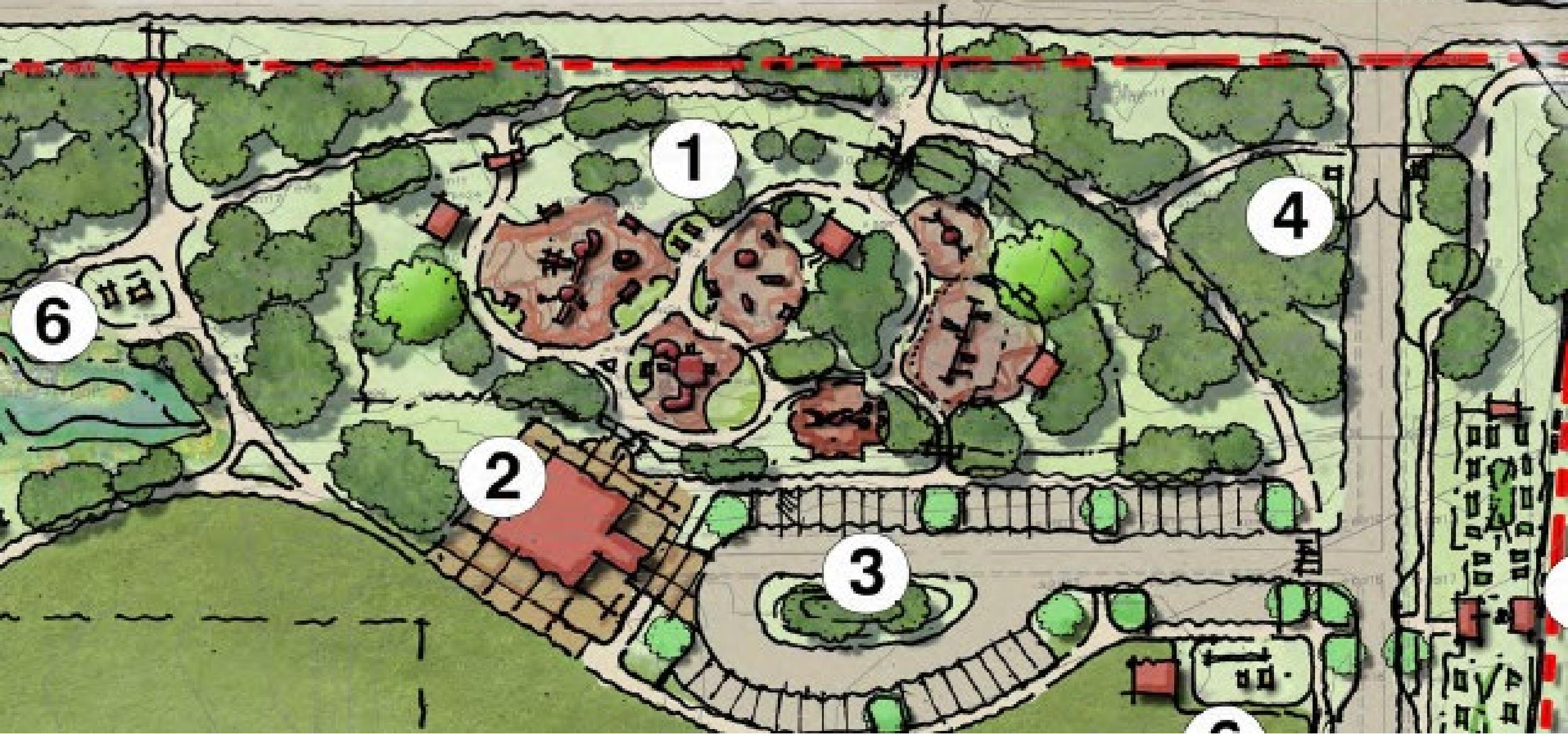
Progress meetings are held bi-weekly and currently the property surveys are being finalized.

January 17, 2023 - Beaufort County notified the City that Beaufort County would be contracting for design and construction of a new basketball court, 4 pickleball courts, renovation of restrooms and pavilion, parking lot improvements, ADA compliant sidewalks as well as a trail to connect the pavilion and the trail on the City's portion.

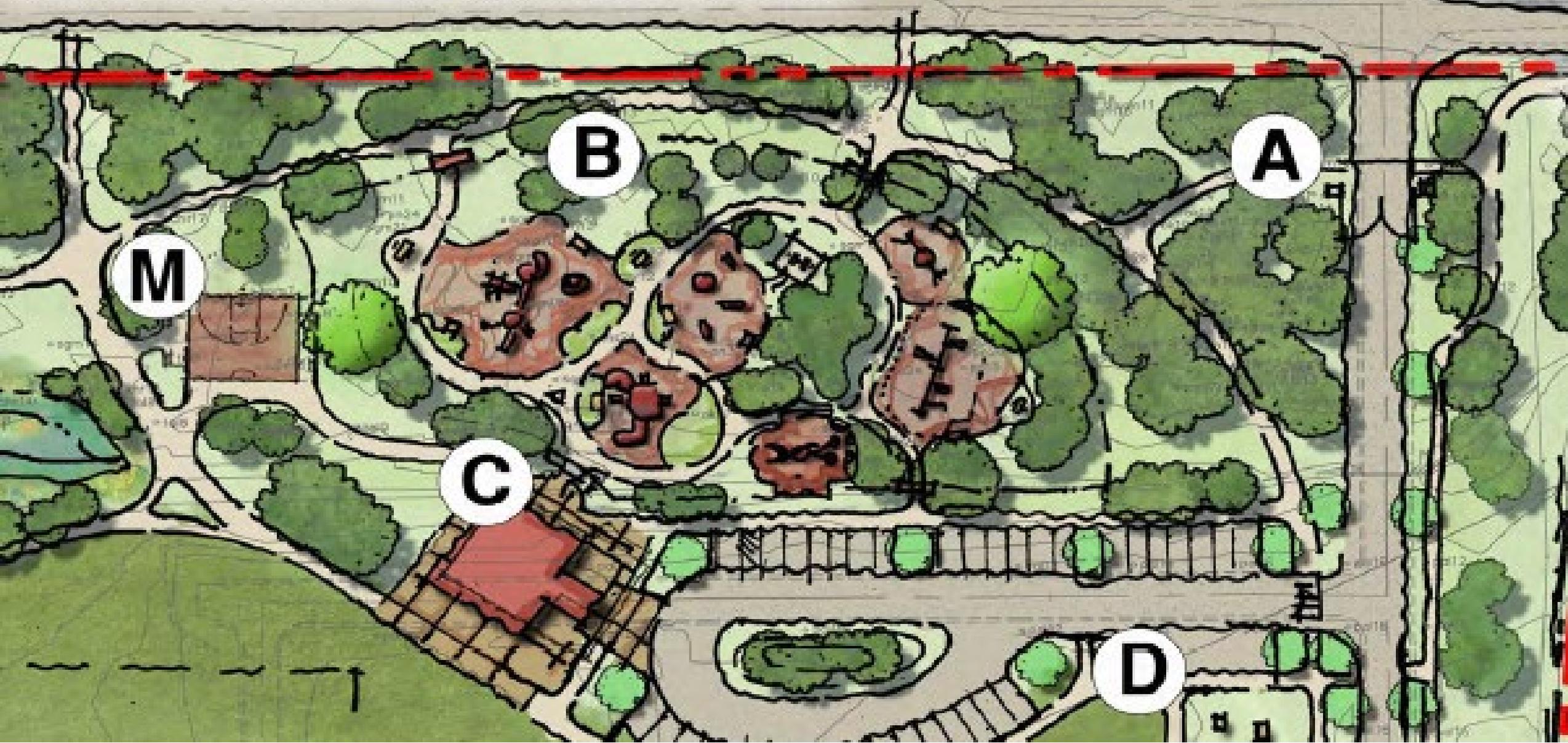
January 25, 2023 - Wood & Partners, Inc. held a design workshop for the playground portion of the park with the steering committee from the Southside Park Taskforce, Davis & Floyd, Mitch Mitchell & City Staff.

- The need of the half basketball court because of the County's commitment was discussed and the consensus of the attendee's was to remove the court from the design.

# SOUTHSIDE BOULEVARD



# SOUTHSIDE BOULEVARD



DOES COUNCIL AGREE WITH  
REMOVING THE HALF  
BASKETBALL COURT IN THE  
SOUTHSIDE PARK?

