

**City of Beaufort  
TDAC Recommendations  
Mon, Sept 15, 2014**

<u>Applicant for FY - 2014/2015</u>	<u>Program/Event</u>	<u>Other Source Funds</u>	<u>2013/2014 Recommended</u>	<u>Request</u>	<u>Recommended</u>
900 Historic Beaufort Foundation	Fall Tour of Homes Marketing	\$ 5,000.00	\$ 4,800.00	\$ 3,800.00	\$ 3,125.00
920 Santa Elena Foundation	2014/2015 Website/Rack Cards/Video	\$ 29,241.50		\$ 29,241.50	\$ 6,000.00
940 Gen R.H. Anderson SCV Camp#47	Civil War Flag Acquisition & Conservation	\$ 3,535.00	\$ 1,000.00	\$ 5,170.00	\$ -
1000 Black Chamber of Commerce	Cultural Marketing/Gullah Festival/Gullah Christmas	\$ 55,000.00	\$ 30,000.00	\$ 55,000.00	\$ 30,000.00
1020 SC Lowcountry Tourism	2014-2015 General Promotion	\$ 532,200.00	\$ 8,000.00	\$ 18,600.00	\$ 11,500.00
1040 Friends of Hunting Island	310 Co-op Passes for Tourists	\$ 12,000.00	\$ 6,000.00	\$ 2,600.00	\$ 800.00
1100 Penn Center, Inc.	2014 Heritage Celebration Marketing, Promotion & Special Event	\$ 56,506.00	\$ 12,000.00	\$ 15,000.00	\$ 11,800.00
1120 Chamber of Commerce	2014-15 Visitor Center Operations	\$ 50,000.00	\$ 30,000.00	\$ 50,000.00	\$ 35,000.00
1140 Chamber of Commerce	General Marketing		\$ 65,475.00	\$ 100,000.00	\$ 90,000.00
1230 Beaufort Art Association	Gallery & Spring Show Marketing	\$ 350.00	\$ -	\$ 350.00	\$ 350.00
1250 Main Street Beaufort	Special Projects / Events & Destination Marketing	\$ 142,477.25	\$ 11,225.00	\$ 19,477.25	\$ 15,000.00
1310 Spanish Moss Trail	Waterfountain Installation	\$ 7,433.51	\$ -	\$ 7,433.50	\$ 2,800.00
1310 Spanish Moss Trail	Wayfinding	\$ 6,125.00	\$ -	\$ 6,125.00	\$ 3,000.00
1330 Lady's Island Garden Club	App for Beaufort Tree Walk	\$ -	\$ -	\$ 3,500.00	\$ -
1350 Artworks/Arts Council	Let Beaufort Inspire You Rack & Radio	\$ 1,930.00	\$ -	\$ 1,930.00	\$ 1,900.00
1410 Sea Island Rotary	Hunting Island Adventure Biathlon	\$ 17,000.00	\$ -	\$ 3,500.00	\$ 500.00
1430 Exchange Club of Beaufort	Ghost Tour Promotion	\$ 1,500.00	\$ 1,500.00	\$ 3,500.00	\$ 1,500.00
<b>Estimated Available Funds</b>	<b>\$</b>	<b>230,000.00</b>		<b>\$ 325,227.25</b>	<b>\$ 213,275.00</b>
					BAL \$ 16,725.00

- 900 **Historic Beaufort Foundation** - \$ to be used to pay for ads placed in Essential Guide, Chas Mercury & Garden & Gun
- 920 **Santa Elena Foundation** - \$ to be used on Website/Rack Cards/Video
- 940 **Gen RH Anderson SCV Camp #42** - \$0 - Still have \$1000.00 to secure the return of the Beaufort Distric Flag no held in Columbia. The Anderson Camp is partnering with the newly renovated Beaufort History Museum to aquire a signature piece but needs an organized capital campaign
- 1000 **Black Chamber of Commerce** - \$20000 to be spent on general marketing of the City of Beaufort outside of a 50mi radius. Through June 2015
- 1000 The Black Chamber will target tour bus operators and the niche market designated as Cultural Tourist.
- 1000 The Black Chamber will also continue to partner with Gullah Festival (\$5000) & the Gullah Christmas Program (\$5000)
- 1020 **SC Lowcountry Tourism** - \$ to be used to promote a 4 county region of the lowcountry including the City of Beaufort
- 1020 The funds will be used to market to areas outside of a 50mi radius and will be used for print, video, web and a guidebook.
- 1040 **Friends of Hunting Island** - \$800 to be used on co-op passes for tourists
- 1100 **Penn Center** - \$ 3000 to be spent on Heritage Days marketing outside 50 mile radius. No Savannah
- 1100 \$7800 to be spent on Penn Center & it's art exhibits marketing outside of 50 mile, no Savannah
- 1120 **Chamber of Commerce** - \$35000 to be spent on Annual Visitor Center Non Personnel Operations.
- 1120 The Visitor Center is used as tourist fulfillment. It is a first stop for many visitors to the area.
- 1140 **Chamber of Commerce** - \$90000 to be spent on annual marketing of the City of Beaufort outside a 50 mile radius. Can include
- 1140 print, video, internet, outdoor or any other media that matches the guidelines of our state Atax requirements. As DMO the Chamber
- 1140 is charged with coordinating with all groups requesting City ATAX funds. TDAC also recommends but does not require
- 1140 the Chamber partner with private grants in order to stretch the TDAC grant.
- 1230 **Beaufort Art Association** - \$350 to be used on rack cards for state visitor centers to promote Annual Spring Art Show
- 1250 **Main Street Beaufort** - \$ 15000 to be used for general marketing of the City of Beaufort outside of a 50mi radius. No Savannah
- 1250 Magazine ads in Palate & Preservation Trust. TDAC did not fund Wi Fi
- 1310 **Spanish Moss Trail** - \$2800 towards water fountains. TDAC thinks Tri-Level Waterfountains too expensive
- 1310 **Spanish Moss Trail** - \$3000 Directional Signage for the trail
- 1330 **Ladys Island Garden Club** - \$0 - New tree signs, reprint booklets. Make an app using Bft Elem 5th Graders
- 1350 **Artworks/Art Council** - \$1900 to be used on Let Beaufort Inspire You Rack & Radio in conjunction w/ Bft Chamber
- 1410 **Sea Island Rotary** - \$500 to be used on ad in Blue Ridge Magazine for March 2015 Biathlon Marketing
- 1430 **Exchange Club** - \$ 1500for Marketing of Ghost Tours outside of a 50mi radius only. No Savannah

**Committee Members in Attendance** - Chip Dinkins (Chair), Mary Ann Thomas, Gail Westerfield, Jane Sidwell, Laura McAlhaney  
Meeting began 8:45am. Adjourned 4:30pm