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**CITY OF BEAUFORT**  
1911 BOUNDARY STREET  
BEAUFORT MUNICIPAL COMPLEX  
BEAUFORT, SOUTH CAROLINA 29902  
(843) 525-7070  
**CITY COUNCIL WORKSESSION AGENDA**  
**October 10, 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. Michael A. McFee, Acting Mayor

**II. EMPLOYEE NEW HIRE RECOGNITION**

- A. Downtown Operations and Community Services - Sarah Sutton
- B. Fire Department - Joel Nicolas and Kerry Sewell
- C. Police Department - Matthew Gray, Coley Hebrard, Susan Luna

**III. PRESENTATION**

- A. Northern Beaufort County Transit Study
- B. Reconstruction Era National Historical Park Wayfinding Initiative

**IV. DISCUSSION ITEMS**

- A. Tourism Development Advisory Committee State Accommodations Tax Grant Award Recommendations

**V. ADJOURN**



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

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**TO:** CITY COUNCIL **DATE:** 9/18/2023  
**FROM:** Scott Marshall, City Manager  
**AGENDA ITEM TITLE:** Northern Beaufort County Transit Study  
**MEETING DATE:** 10/10/2023  
**DEPARTMENT:** City Managers Office

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*BACKGROUND INFORMATION:*

Lowcountry Council of Governments (LCOG) is engaging in the Northern Beaufort County Transit Study as a priority project in the Lowcountry 2045 LATS and Rural Long Range Transportation Plans (LRTPs).

The cost of the project is \$250,000, with LCOG Guides share funds providing 80% of the funding. The remaining 20% for the local match is being requested from local governments, with the City of Beaufort and the Town of Port Royal share being \$12,500 each and the Beaufort County portion being \$25,000.

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*PLACED ON AGENDA FOR: Discussion*

**REMARKS:**

Stephanie Rossi, from LCOG, will present the request for discussion to gain Council's support for funding the City of Beaufort's share of the local match. Pending the will and support of Council, a Memorandum of Understanding will be presented in a subsequent meeting of Council for formal approval.

**ATTACHMENTS:**

Description	Type	Upload Date
LCOG Match Request	Backup Material	9/18/2023
MOU - City of Beaufort Transit Study	Backup Material	9/18/2023



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September 10, 2023

Mr. Scott Marshall  
City Manager  
City of Beaufort  
1911 Boundary Street  
Beaufort, SC 29902

RE: Northern Beaufort County Transit Study

Dear Scott,

The Northern Beaufort County Transit Study has been identified as a priority project in the Lowcountry 2045 LATS and Rural Long Range Transportation Plans (LRTPs). The LRTPs serve as the comprehensive plan for transportation investment to support the safe and efficient movement of people and goods within the LATS and LCOG region through the horizon year of 2045. There is potential for transit service within the Northern Beaufort County urban area which would help increase mobility options and alleviate congestion but currently service is limited to commuter routes and the university shuttle service. The rural area has a limited service and is difficult to serve efficiently. The transit study will help determine recommendations for possible new services and existing service improvements.

The total cost of this project is \$250,000. The Lowcountry COG Guideshare funds will provide 80 percent (\$200,000). A local match of 20 percent, or \$50,000 is needed from the governments in the study area allocated as follows: City of Beaufort and Town of Port Royal \$12,500 each and Beaufort County \$25,000. LCOG will invoice for the match at the conclusion of the project which will likely be in December 2024.

We are asking the City of Beaufort to provide \$12,500 in matching funds for the Northern Beaufort County Transit Study. Please approve, sign, and return the attached MOU at your earliest convenience. Also identify City staff to serve on the project steering committee.

We are looking forward to working with you on this timely and necessary project. If you have any questions, please contact Stephanie Rossi, Planning Director at 843-473-3958.

Sincerely,

*Sabrina P Graham*

Sabrina P Graham  
Executive Director

**Lowcountry Council of Governments**

PO Box 98 | 634 Campground Road  
Yemassee, South Carolina 29945  
Main: 843.473.3990 Aging: 843.473.3991 Fax: 843.726.5165

[www.lowcountrycog.org](http://www.lowcountrycog.org)



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**MEMORANDUM of UNDERSTANDING  
BETWEEN  
The City of Beaufort and  
Lowcountry Council of Governments (LCOG)**

Subject: Northern Beaufort County Transit Study

The Lowcountry Council of Governments in cooperation with the Lowcountry Area Transportation Study has identified completing a transit Study in Northern Beaufort County as a priority in the 2045 in both the urban and rural Long Ragne Transportation Plans. \$200,000 was programmed in the Transportation Improvement Program to fund the study.

1. The purpose of this MOU is to engage the services of the Planning Department of the Lowcountry Council of Governments (LCOG) to manage the preparation of a transit study for the Northern portion of Beaufort County, the City of Beaufort and the Town of Port Royal.
2. Beaufort County, the City of Beaufort and the Town of Port Royal along with Palmetto Breeze will serve as key stakeholders on the Advisory Committees created, providing input to the project team.
3. Work will consist of, but not be limited to the following tasks:
  - a. Establish a project steering committee.
  - b. Data collection and map existing conditions
  - c. Interim findings
  - d. Prepare recommendations, policy, and regulations.
  - e. Implementation plan
  - f. Complete a draft and final document for review.
  - g. Complete final report
4. The LCOG planning department successfully applied for federal funds to conduct the work while local governments will supply the 20% local match. The total cost of the project is \$250,000. The Federal share is \$200,000 and local share is \$50,000. The local share is to be split between the three local entities:
  - a. Beaufort County will contribute \$25,000.
  - b. City of Beaufort will contribute \$12,500.

**Lowcountry Council of Governments**

PO Box 98 | 634 Campground Road  
Yemassee, South Carolina 29945  
P: 843.726.5536 F: 843.726.5165

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- c. Town of Port Royal will contribute \$12,500.
  
- 5. The completion date is estimated to be December 31<sup>st</sup>, 2024.
  
- 6. This agreement will become effective upon the signature of both parties' authorized officials.

Signed:

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City of Beaufort

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Lowcountry Council of Governments

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Date

Date

**Lowcountry Council of Governments**

PO Box 98 | 634 Campground Road  
Yemassee, South Carolina 29945  
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**CITY OF BEAUFORT**  
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

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**TO:** CITY COUNCIL **DATE:** 10/5/2023  
**FROM:** Steven Kidd, Acting Superintendent, Reconstruction Era National Historical Park  
**AGENDA ITEM TITLE:** Reconstruction Era National Historical Park Wayfinding Initiative  
**MEETING DATE:** 10/10/2023  
**DEPARTMENT:** City Managers Office

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*BACKGROUND INFORMATION:*

The National Park Service will install signage throughout the downtown area and the City, directing visitors to various park locations. Steven Kidd, Acting Superintendent for the park will present and seek input from City Council on this wayfinding initiative.

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*PLACED ON AGENDA FOR:* Discussion

**REMARKS:**

**ATTACHMENTS:**

Description	Type	Upload Date
NPS Presentation	Cover Memo	10/5/2023

# Reconstruction Era National Historical Park

## VISITOR CENTER & DOWNTOWN BEAUFORT

**DRAFT 3**



**Prepared by**  
Sea Reach Ltd

**Project Team**  
Susan Jurasz  
Peter Reedijk  
Leia Reedijk

Scott Teodorski



*Message Schedule, Location Plan & Sign Layouts*

National Park Service | **May 2023**

# Introduction

The Reconstruction Era National Historical Park (NHP) is seeking to develop consistent signage and messaging that can be applied throughout the park sites. Because the park was recently established in 2017, signage is limited and generally does not have a consistent identity. The goal of this project is to develop a comprehensive Sign Plan—including interpretive, wayfinding, and informational signage—that will likely be implemented in phases.

Furthermore, with the possibility of expansion in the near future, the long-term objective is to have a well-established, easy-to-follow signage system in place—as well as Sign Standards—so that new sites can easily be added.

The Reconstruction Era NHP is a unique park in that it consists of multiple satellite sites throughout Beaufort County. Each site tells the “big picture” story of the Reconstruction Era, while also emphasizes a distinct component of the story:

Beaufort National Historic Landmark District (NHL): ideas of governance and property redistribution

Penn Center National Historic Landmark District (NHL): education and property redistribution

Camp Saxton: refugees, recruiting of black men into the army, and the reading of the Emancipation Proclamation

Each site has different partnership agencies involved in the interpretation and management of the site. One of the top priorities for the park is to feature these partners on signage.

The purpose of this document is to summarize our recommendations for new signage throughout the Reconstruction Era NHP sites. The following message schedule shows ideal signage messaging and placement for a complete Sign System that has been vetted by the Reconstruction ERA NHP staff and partner agencies.

If resources do not allow all proposed signage to be installed at one time, signage may be installed in phases. If installing in phases, it is recommended that signage be installed in the following order:

## 1. Safety and identification signage

Safety signage along major roadways and clear identification of each site is the first priority.

Sign types:   

## 2. Vehicular signage

The second phase would be to introduce other types of vehicular signage, such as directionals within the Park and parking control.

Sign types:  

## 3. Pedestrian signage

Phase three would include all pedestrian signage—including directionals, etiquette panels, information kiosks, and interpretive elements.

Sign types:   



## Site 1: Beaufort National Historic Landmark District

The main challenge that this site faces is a lack of recognition on existing vehicular signage. There is some signage that directs to the Beaufort History Museum (BHM) and Beaufort Visitor Center (BVC), but none that specifically mentions the Reconstruction Era NHP Visitor Center.

The BHM and BVC are often visitor’s first stop—the current blue “Tour Info” sign on Hwy 21 directs them there. Once they arrive here, they are directed by BHM staff and volunteers to the NPS Visitor Center and the Bay Street parking lot. Having these institutions side-by-side could be mutually beneficial, but distinguishing between the two will be important.

The recommendations for this site include consistent identity signage for buildings (in particular a prominent Main ID for the Visitor Center), clear nomenclature for the buildings (currently there are two “Visitor Centers”), vehicular directionals on major approach roadways (Hwy 21 and 170) and along main Downtown thoroughfares\*, and pedestrian signage that gets visitors from their cars in the Bay Street Lot to the Visitor Center and other nearby destinations.

There may be interest in including other sites relevant to the Reconstruction Era and to tours (e.g. Grand Army Hall, Robert Smalls House, etc.). The NPS will work with partners and the community to determine what destinations should be included on wayfinding signage.

Partnership agencies that will be featured:

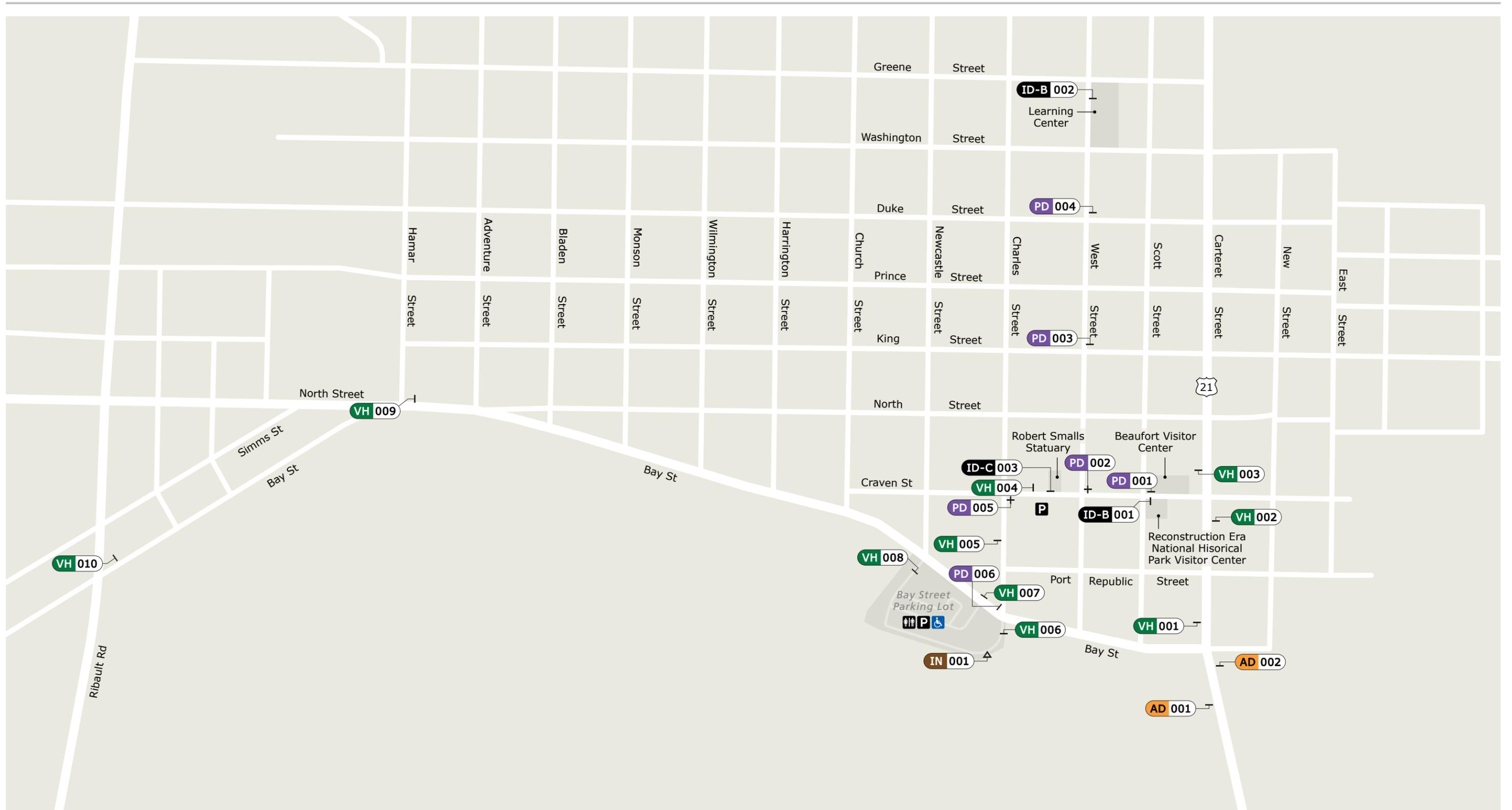
- Port Royal CVB
- Second Founding of America
- The City of Beaufort

*\*Note: new vehicular signs will not replace existing wayfinding system, they will supplement.*

Sign Type	Quantity	Notes
	2	
	9	
	-	
	3	Two (2) Main IDs; one (1) Site ID
	-	
	7	
	1	
	-	



# Site 1: Downtown Beaufort *Location Plan*



## Site 1: Downtown Beaufort *Message Schedule for Proposed Signs*

Sign Code	Sign Type	Message	Notes
AD 001	Advanced Directional	↑ Penn Center 7	Add to existing sign. Would need to install new (taller) posts so new sign can be added.
AD 002	Advanced Directional	↑ Reconstruction Era National Historical Park Visitor Center ← Camp Saxton	Add to existing sign. Would need to install new (taller) posts so new sign can be added.
VH 001	Vehicular Directional	(Northbound) ↑ Penn Center → Camp Saxton → Marina Lot/Long-Term Parking	Mount to existing post if possible (on light post above existing sign). City does not want to install a new post.
VH 002	Vehicular Directional	(Northbound) ← Beaufort Visitor Center ← Reconstruction Era National Historical Park Visitor Center ← R. Smalls & H. Tubman Monuments ← Marina Lot/Long-Term Parking	Remove existing blue "Tour Info" sign and place new sign further from the intersection. Linda Roper agrees with this. Removing the existing blue sign is probably a city/DOT conversation.
VH 003	Vehicular Directional	(Southbound) ↑ Penn Center → Reconstruction Era National Historical Park Visitor Center → Beaufort Visitor Center → Marina Lot/Long-Term Parking	Remove existing blue "Tour Info" sign and replace. Linda Roper agrees with this. Removing the existing blue sign is probably a city/DOT conversation.
VH 004	Vehicular Directional	(Westbound) ← Marina Lot/Long-Term Parking	This sign will require permission from the Tabernacle Baptist Church as it is in front of their building and they have expressed reluctance to have signs installed there previously.  If they prefer not to have a sign here, it could be moved closer to the intersection (not ideal as it would allow for less decision time for motorists) prior to the Tabernacle property.
VH 005	Vehicular Directional	(Southbound) ↑ Marina Lot/Long-Term Parking ↑ Waterfront Park ← Shopping	
VH 006	Vehicular Directional	← Spanish Moss Trail ← Fort Frederick & Camp Saxton → Penn Center	For exiting traffic
VH 007	Vehicular Directional	← Spanish Moss Trail ← Fort Frederick & Camp Saxton → Penn Center	For exiting traffic
VH 008	Vehicular Directional	← Spanish Moss Trail ← Fort Frederick & Camp Saxton → Penn Center	For exiting traffic. Remove existing "Get Into the Habit" sign and replace.
VH 009	Vehicular Directional	Fort Frederick & Camp Saxton Spanish Moss Trail KEEP LEFT	



Site 1: Downtown Beaufort *Message Schedule for Proposed Signs, Cont'd*

Sign Code	Sign Type	Message	Notes
VH 010	Vehicular Directional	<ul style="list-style-type: none"> <li>↑ Spanish Moss Trail</li> <li>← Fort Frederick &amp; Camp Saxton</li> </ul>	Recommend replacing existing Spanish Moss Trail sign
ID-B 001	Main ID	<ul style="list-style-type: none"> <li>National Park Service</li> <li>U.S. Department of the Interior</li> <li>Visitor Center</li> <li>Reconstruction Era National Historical Park</li> </ul>	Sign is double-sided. Use glass structure because of limited space.
ID-B 002	Main ID	<ul style="list-style-type: none"> <li>National Park Service</li> <li>U.S. Department of the Interior</li> <li>Learning Center</li> <li>This Site is Operated in Partnership with Second Founding of America</li> </ul>	<ul style="list-style-type: none"> <li>Sign is double-sided.</li> <li>Sign should be located to avoid tree roots.</li> <li>Need logo.</li> </ul>
PD 001	Pedestrian Directional	<ul style="list-style-type: none"> <li>(Westbound)</li> <li>↑ Robert Smalls Monument</li> <li>↑ Learning Center</li> <li>↑ Marina Lot/Long-Term Parking</li> </ul>	
PD 002	Pedestrian Directional	<ul style="list-style-type: none"> <li>(Westbound)</li> <li>↑ Robert Smalls monument</li> <li>↑ Marina Lot/Long-Term Parking</li> <li>→ Learning Center</li> <li>(Eastbound)</li> <li>↑ Beaufort Visitor Center</li> <li>↑ Reconstruction Era National Historical Park Visitor Center</li> <li>← Learning Center</li> <li>(Southbound)</li> <li>← Beaufort Visitor Center</li> <li>← Reconstruction Era National Historical Park Visitor Center</li> <li>→ Marina Lot/Long-Term Parking</li> </ul>	
PD 003	Pedestrian Directional	<ul style="list-style-type: none"> <li>(Northbound)</li> <li>↑ Learning Center</li> <li>(Southbound)</li> <li>↑ Beaufort Visitor Center</li> <li>↑ Reconstruction Era National Historical Park Visitor Center</li> </ul>	

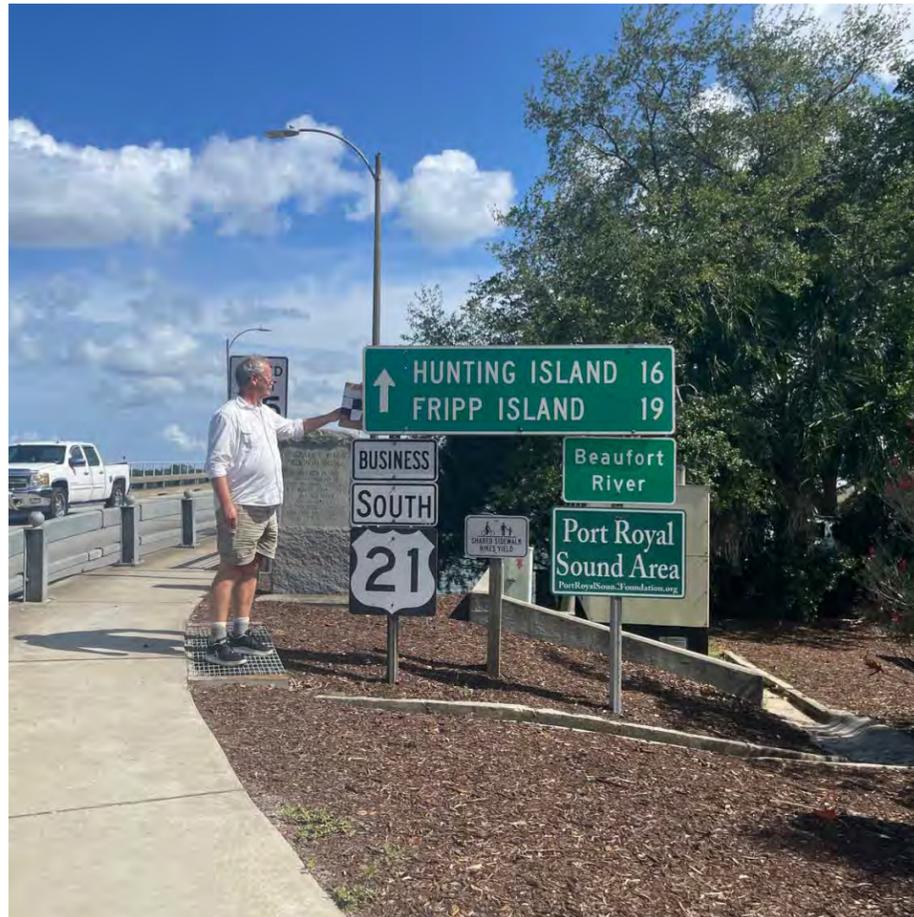


Site 1: Downtown Beaufort *Message Schedule for Proposed Signs, Cont'd*

Sign Code	Sign Type	User	Message	Notes
PD 004	Pedestrian Directional	(Northbound) ↑ Learning Center  (Southbound) ↑ Beaufort Visitor Center ↑ Reconstruction Era National Historical Park Visitor Center		
PD 005	Pedestrian Directional	(Side A) → Library → Beaufort Visitor Center → Reconstruction Era National Historical Park Visitor Center → Robert Smalls & Harriet Tubman Monuments  (Side B) ← Marina Lot/Long-Term Parking ← Shopping ← Waterfront Park		
PD 006	Pedestrian Directional	(Side A) ← Beaufort Visitor Center ← Reconstruction Era National Historical Park Visitor Center  (Side B) → Beaufort Visitor Center → Reconstruction Era National Historical Park Visitor Center		
IN 001	Information	3-sided pedestrian kiosk: one panel with info on REER, one for the city, and a bulletin board case		This is a three-sided kiosk—one side about REER, one side a magnetic bulletin board case, the third side intended for use by the city.  Need concurrence from City to ensure location meshes with Marina visitor needs, city may want additional signs near pedestrian access and docks (templates).

END SECTION

Site 1: Downtown Beaufort



**Location**  
Existing sign; just prior to Woods Memorial Bridge

**GPS**  
32.43016, -80.66988

**Direction of Traffic**  
Southbound

**Layout**



*Not to scale*

**Map code** AD 001

**File name** REER\_DB\_AD-001

**Size** 82.75" x 16" | 1.25" radius corners

**Cap Height** 6" | 4.8"

**Material**  
Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

**Notes**

Add to existing sign. Would need to install new (taller) posts so new sign can be added.



Site 1: Downtown Beaufort



**Location**  
Existing sign; 75-100 feet prior to Bay Street intersection

**GPS**  
32.43043, -80.66979

**Direction of Traffic**  
Northbound

**Layout**



*Not to scale*

**Map code** AD 002

**File name** REER\_DB\_AD-002

**Size** 75" x 48.25" | 1.25" radius corners

**Cap Height** 6"

**Material**  
Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

**Notes**

Add to existing sign. Would need to install new (taller) posts so new sign can be added.



## Site 1: Downtown Beaufort



### Location

125 feet prior to Bay Street intersection

### GPS

32.43107, -80.67001

### Direction of Traffic

Southbound

### Layout



*Not to scale*

**Map code** VH 001

**File name** REER\_DB\_VH-001

**Size** 47" x 34.5" | 0.75" radius corners

**Cap Height** 3"

### Material

Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

### Notes

Mount to existing post if possible (on light post above existing sign). City does not want to install a new post.



## Site 1: Downtown Beaufort



### Location

~175 feet prior to Craven Street intersection

### GPS

32.43206, -80.66984

### Direction of Traffic

Northbound

### Layout



*Not to scale*

**Map code** VH 002

**File name** REER\_DB\_VH-002

**Size** 59.5" x 48.5" | 0.75" radius corners

**Cap Height** 3"

### Material

Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

### Notes

Remove existing blue "Tour Info" sign and place new sign further from the intersection. Linda Roper agrees with this. Removing the existing blue sign is probably a city/DOT conversation.



## Site 1: Downtown Beaufort



### Location

~125 feet prior to Craven Street intersection

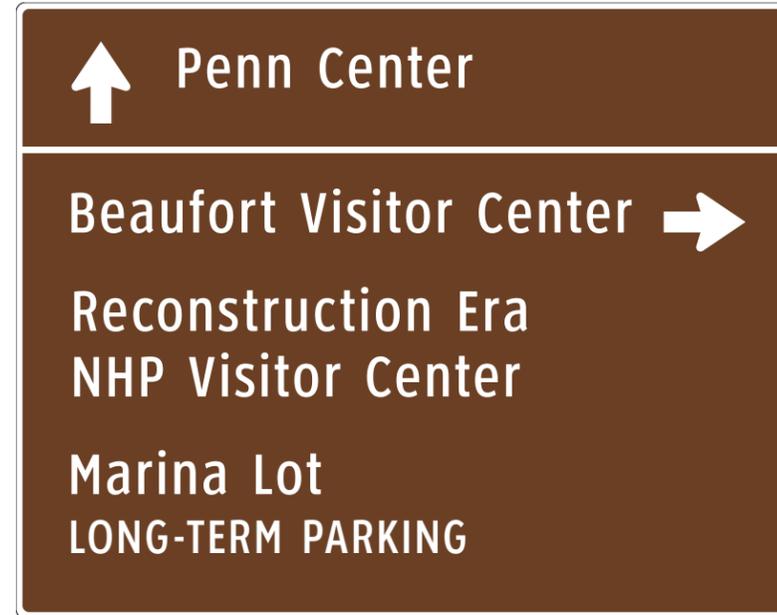
### GPS

32.43299, -80.66999

### Direction of Traffic

Southbound

### Layout



*Not to scale*

**Map code** VH 003

**File name** REER\_DB\_VH-003

**Size** 59.5" x 47" | 1.25" radius corners

**Cap Height** 3"

### Material

Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

### Notes

Remove existing blue "Tour Info" sign and replace. Linda Roper agrees with this. Removing the existing blue sign is probably a city/DOT conversation.



## Site 1: Downtown Beaufort



### Location

~125 feet prior to Charles Street intersection

### GPS

32.4327, -80.67254

### Direction of Traffic

Westbound

### Layout



*Not to scale*

**Map code** VH 004

**File name** REER\_DB\_VH-004

**Size** 47" x 16" | 0.75" radius corners

**Cap Height** 3"

### Material

Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

### Notes

This sign will require permission from the Tabernacle Baptist Church as it is in front of their building and they have expressed reluctance to have signs installed there previously.

If they prefer not to have a sign here, it could be moved closer to the intersection (not ideal as it would allow for less decision time for motorists) or prior to the Tabernacle property.



# Site 1: Downtown Beaufort



**Location**  
~275 feet prior to Bay Street intersection

**GPS**  
32.43193, -80.67303

**Direction of Traffic**  
Southbound

## Layout



*Not to scale*

**Map code** VH 005

**File name** REER\_DB\_VH-005

**Size** 47" x 40" | 0.75" radius corners

**Cap Height** 3"

**Material**  
Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

## Notes



# Site 1: Downtown Beaufort



**Location**  
Marina Lot exit at intersection of Bay Street and Charles Street

**GPS**  
32.43089, -80.67296

**Direction of Traffic**  
Northbound

## Layout



*Not to scale*

**Map code** VH 006

**File name** REER\_DB\_VH-006

**Size** 47" x 35" | 0.75" radius corners

**Cap Height** 3"

**Material**  
Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

## Notes



# Site 1: Downtown Beaufort



**Location**  
Marina Lot exit (center) on Bay Street

**GPS**  
32.43136, -80.67325

**Direction of Traffic**  
Northbound

## Layout



*Not to scale*

**Map code** VH 007

**File name** REER\_DB\_VH-007

**Size** 47" x 35" | 0.75" radius corners

**Cap Height** 3"

### Material

Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

## Notes



# Site 1: Downtown Beaufort



**Location**  
Marina Lot exit at intersection of Bay Street and Charles Street

**GPS**  
32.43175, -80.67415

**Direction of Traffic**  
Northbound

## Layout



*Not to scale*

**Map code** VH 008

**File name** REER\_DB\_VH-008

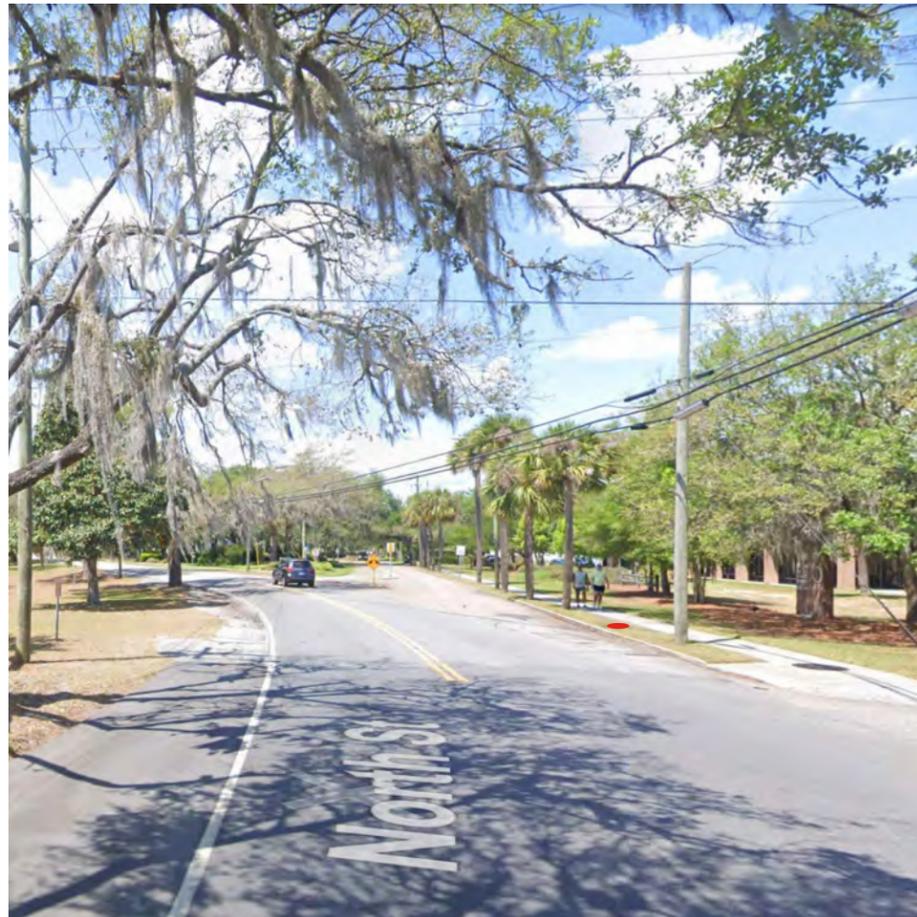
**Size** 47" x 35" | 0.75" radius corners

**Cap Height** 3"

**Material**  
Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

## Notes



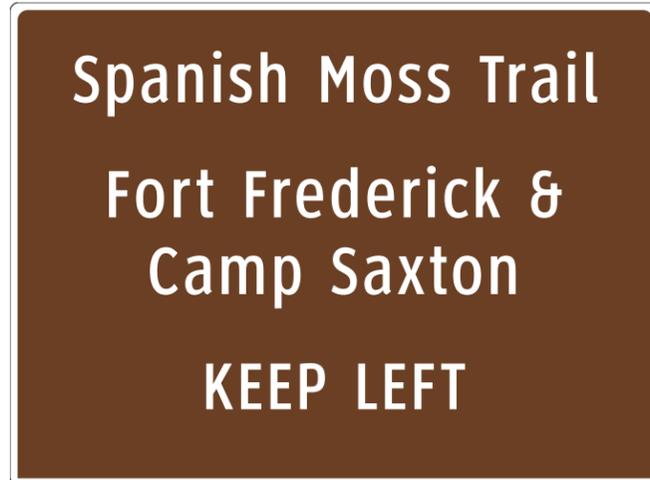


**Location**  
Bay Street & North Street

**GPS**  
32.43379, -80.68198

**Direction of Traffic**  
Westbound

**Layout**



*Not to scale*

**Map code** VH 009

**File name** REER\_DB\_VH-009

**Size** 42.5" x 31.5" | 0.75" radius corners

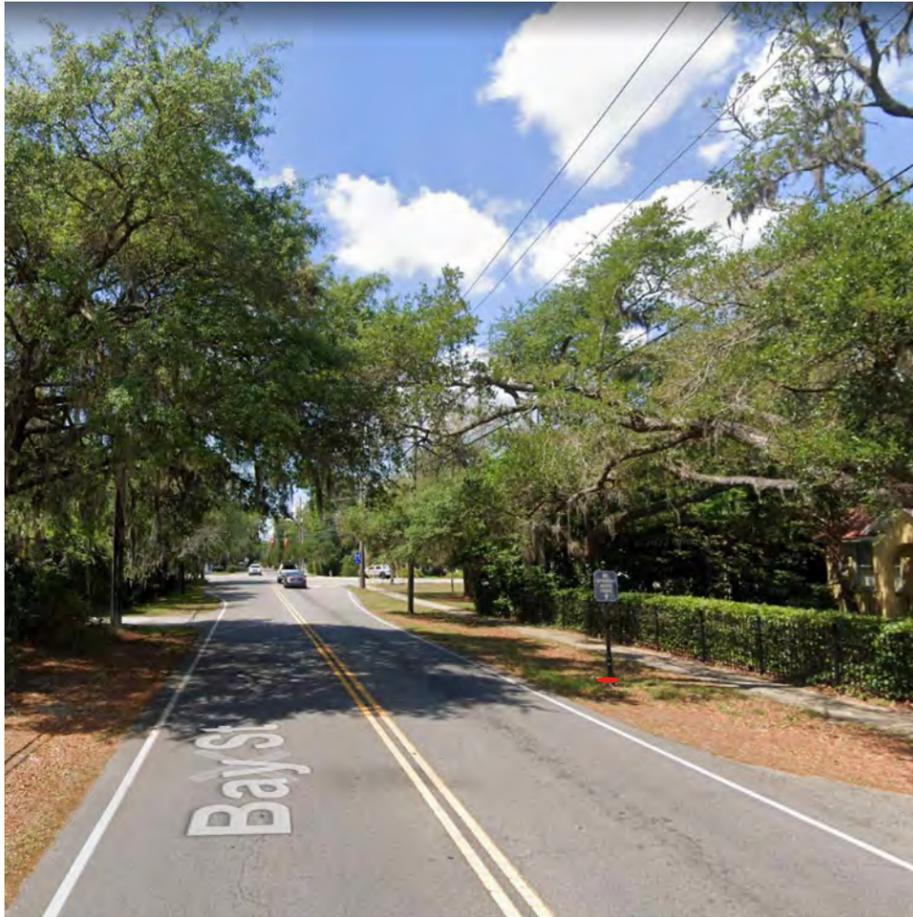
**Cap Height** 3"

**Material**  
Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

**Notes**



# Site 1: Downtown Beaufort



**Location**  
~200 feet prior to intersection of Bay Street & Ribault Road

**GPS**  
32.43198, -80.68573

**Direction of Traffic**  
Westbound

## Layout



*Not to scale*

**Map code** VH 010

**File name** REER\_DB\_VH-010

**Size** 47" x 40" | 0.75" radius corners

**Cap Height** 3"

**Material**  
Single-sided 0.125" aluminum sign panel. Graphics are white (92802) type III/IV high intensity retroreflective vinyl with FHWA recreational brown translucent overlay.

## Notes

Recommend replacing existing Spanish Moss Trail sign



Site 1: Downtown Beaufort



**Location**  
Craven Street outside REER Visitor Center

**GPS**  
32.43257, -80.67071

**Direction of Traffic**  
East/Westbound

**Layout**



*Not to scale*

**Map code** ID-B 001 ALT

**File name** REER\_DB\_ID-B-001-ALT

**Size** 60.5" x 37.5 in"

**Cap Height** 5"

**Material**  
Aluminum sign faces (double-sided) with wood structure.  
Graphics are automotive paint in an intaglio process.

**Notes**

# Site 1: Downtown Beaufort



**Location**  
West Street outside Learning Center

**GPS**  
32.43257, -80.67071

**Direction of Traffic**  
East/Westbound

## Layout



*Not to scale*

**Map code** ID-B 002

**File name** REER\_DB\_ID-B-002

**Size** 70" x 50.25"

**Cap Height** 5"

### Material

Aluminum sign faces (double-sided) with steel structure.  
Graphics are automotive paint in an intaglio process.

### Notes

Sign should be located to avoid tree roots.

Need logo.



# Site 1: Downtown Beaufort



**Location**  
Craven Street & Scott Street

**GPS**  
32.43268, -80.67078

**Direction of Traffic**  
East/Westbound

## Layout



SIDE A  
*Not to scale*



SIDE B

**Map code** PD 001

**File name** REER\_DB\_PD-001

**Size** 15" x 28.375" | 0.25" radius corners

**Cap Height** 1"

**Material**  
Aluminum sign faces with steel structure. Graphics are automotive paint in an intaglio process.

## Notes



# Site 1: Downtown Beaufort

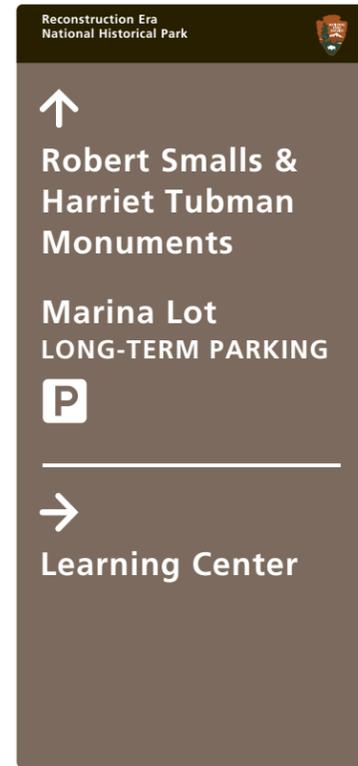


**Location**  
Craven Street & West Street

**GPS**  
32.4327, -80.67173

**Direction of Traffic**  
East/Westbound & Southbound

## Layout



SIDE A



SIDE B



SIDE C

*Not to scale*

**Map code** PD 002

**File name** REER\_DB\_PD-002

**Size** 15" x 32.625" | 0.25" radius corners

**Cap Height** 1"

**Material**  
Aluminum sign faces with steel structure. Graphics are automotive paint in an intaglio process.

## Notes



# Site 1: Downtown Beaufort



## Location

West Street & King Street

## GPS

32.43445, -80.67169

## Direction of Traffic

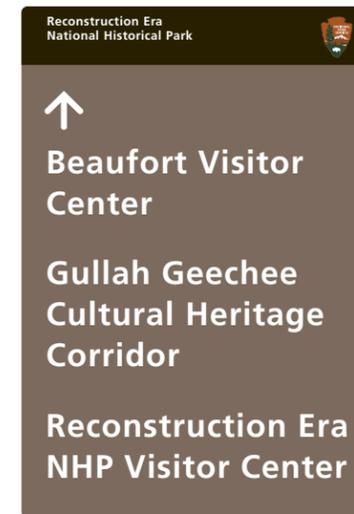
North/Southbound

## Layout



SIDE A

*Not to scale*



SIDE B

**Map code** PD 003

**File name** REER\_DB\_PD-003

**Size** 15" x 21.875" | 0.25" radius corners

**Cap Height** 1"

## Material

Aluminum sign faces with steel structure. Graphics are automotive paint in an intaglio process.

## Notes



# Site 1: Downtown Beaufort



**Location**  
West Street & Duke Street

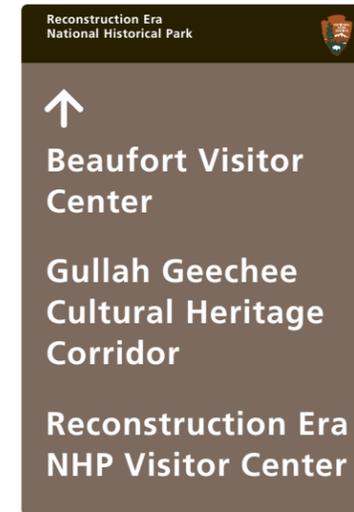
**GPS**  
32.43612, -80.67165

**Direction of Traffic**  
North/Southbound

## Layout



SIDE A  
*Not to scale*



SIDE B

**Map code** PD 004

**File name** REER\_DB\_PD-004

**Size** 15" x 21.875" | 0.25" radius corners

**Cap Height** 1"

### Material

Aluminum sign faces with steel structure. Graphics are automotive paint in an intaglio process.

## Notes



# Site 1: Downtown Beaufort



**Location**  
Craven Street & Charles Street

**GPS**  
32.43257, -80.67287

**Direction of Traffic**  
East/West & South/North

## Layout



SIDE A  
*Not to scale*

**Map code** PD 005

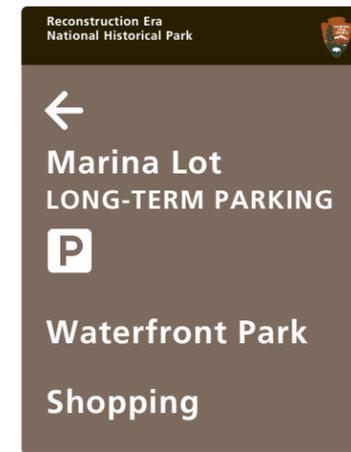
**File name** REER\_DB\_PD-005

**Size** (A) 15" x 31.375" | 0.25" radius corners  
(B) 15" x 19.125" | 0.25" radius corners

**Cap Height** 1"

### Material

Aluminum sign faces with steel structure. Graphics are automotive paint in an intaglio process.



SIDE B

## Notes



# Site 1: Downtown Beaufort



## Location

Pedestrian crosswalk at Bay Street & Charles Street

## GPS

32.43116, -80.67321

## Direction of Traffic

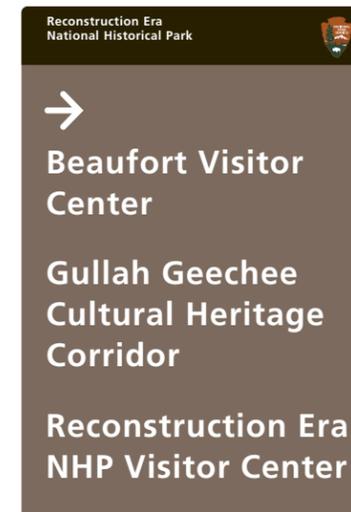
East/West & South/North

## Layout



SIDE A

*Not to scale*



SIDE B

## Notes

**Map code** PD 006

**File name** REER\_DB\_PD-006

**Size** 15" x 21.875" | 0.25" radius corners

**Cap Height** 1"

## Material

Aluminum sign faces with steel structure. Graphics are automotive paint in an intaglio process.



# Site 1: Downtown Beaufort



## Location

Marina Parking Lot

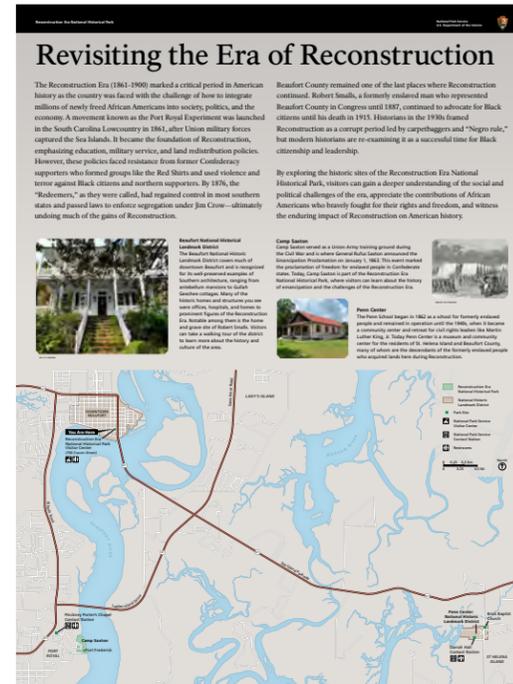
## GPS

32.43056, -80.6732

## Direction of Traffic

N/a

## Layout



Not to scale

Map code **IN 001**

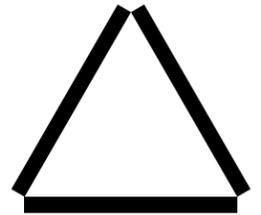
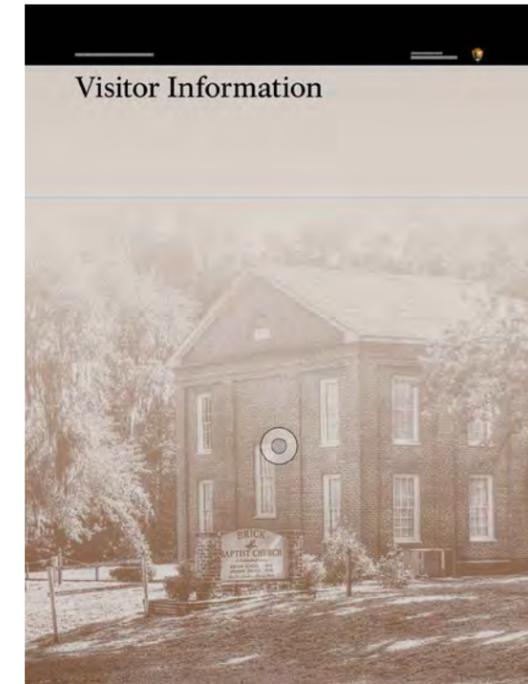
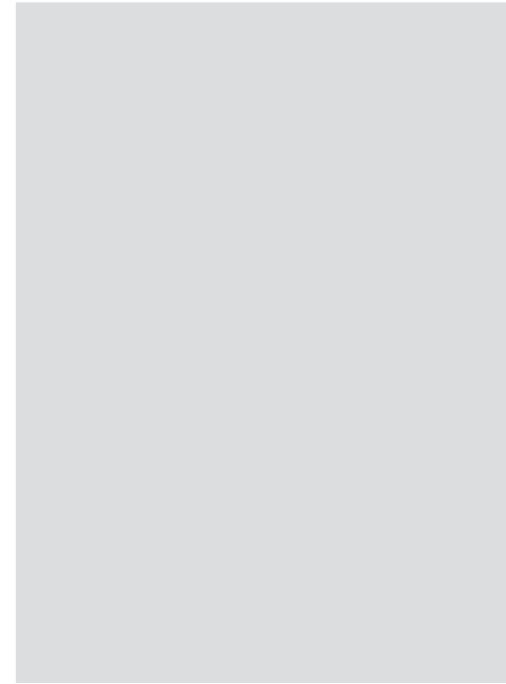
File name REER\_DB\_IN-001

Size 24" x 36"

Cap Height N/a

## Material

Painted steel structure. Sign panel is high pressure laminate (HPL).



## Notes

This is a three-sided kiosk—one side about REER, one side a magnetic bulletin board case, the third side intended for use by the city.

Need concurrence from City to ensure location meshes with Marina visitor needs, city may want additional signs near pedestrian access and docks (templates).





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## CITY OF BEAUFORT

### DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

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**TO:** CITY COUNCIL **DATE:** 10/2/2023  
**FROM:** Alan Eisenman, Finance Director  
**AGENDA ITEM TITLE:** Tourism Development Advisory Committee State Accommodations Tax Grant Award Recommendations  
**MEETING DATE:** 10/10/2023  
**DEPARTMENT:** Finance

---

*BACKGROUND INFORMATION:*

The Tourism Development Advisory Committee (TDAC) reviewed applications and conducted interviews with 13 entities on September 12, 2023. Please refer to attached summary TDAC grant recommendations. TDAC members will discuss their recommendations with Council.

---

*PLACED ON AGENDA FOR: Discussion*

**REMARKS:**

City Council will consider TDAC grant recommendations for approval on October 24th Council meeting.

**ATTACHMENTS:**

Description	Type	Upload Date
ATAX Recommendations	Cover Memo	10/2/2023
CVB DMO Marketing	Backup Material	10/4/2023
CVB DMO Sales	Backup Material	10/4/2023
SC Lowcountry Resort Islands	Backup Material	10/4/2023
BAHA	Backup Material	10/4/2023
Friends of Spanish Moss Trail	Backup Material	10/4/2023
Port Royal Sound Foundation	Backup Material	10/4/2023
Gullah Festival	Backup Material	10/4/2023
Penn Center	Backup Material	10/4/2023
Tabernacle Baptist Church	Backup Material	10/4/2023
Freedman Arts District	Backup Material	10/4/2023
Friends of Hunting Island	Backup Material	10/4/2023
Gullah Traveling Theater	Backup Material	10/4/2023
South Coast Cyber Security	Backup Material	10/4/2023
Mather School Museum	Backup Material	10/4/2023



City of Beaufort  
FY2024 ATAX  
TDAC Grant Award Recommendations

<u>Applicants</u>	<u>Total Estimated Project or Event Cost</u>	<u>FY2023 Awards</u>	<u>Funding from</u>	<u>Request</u>	<u>Avg. Score</u>	<u>TDAC Recommendation</u>	<u>% of Request</u>	<u>% of Total</u>	<u>City Council Approved Amount</u>
			<u>Other Sources</u>						
Greater Beaufort-Port Royal CVB DMO Marketing	CVB Marketing	156,000.00	279,000.00	160,000.00	5.00	160,000.00	100%	42.17%	
Greater Beaufort-Port Royal CVB DMO Sales	CVB Sales	31,000.00	80,250.00	40,000.00	5.00	40,000.00	100%	10.54%	
SC Lowcountry & Resort Islands Tourism	Promotion of the COB and Lowcountry	25,775.00	826,555.00	54,900.00	5.00	54,900.00	100%	14.47%	
Beaufort Area Hospitality Association- BAHA	Beaufort Oyster Festival	10,000.00	165,000.00	20,000.00	4.86	20,000.00	100%	5.27%	
Friends of the Spanish Moss Trail	Visitor Marketing	2,185.17	4,010.66	4,010.66	4.77	4,010.66	100%	1.06%	
Port Royal Sound Foundation	Reptile Displays	6,100.00	7,600.00	7,600.00	4.53	7,600.00	100%	2.00%	
The Original Gullah Festival	Gullah Festival	10,000.00	120,000.00	49,500.00	4.20	14,000.00	28%	3.69%	
The Penn Center	Heritage Days Celebration	-	32,000.00	8,900.00	4.18	8,900.00	100%	2.35%	
Tabernacle Baptist Church	Harriet Tubman Monument/Combahee River Raid	10,000.00	515,000.00	25,000.00	4.16	25,000.00	100%	6.59%	
Freedman Arts District	Street Chalk Art Festival	-	29,312.00	15,000.00	4.12	12,500.00	83%	3.29%	
Friends of Hunting Island	Hunting Island Lighthouse Lens Exhibit	30,000.00	40,000.00	40,000.00	4.03	12,000.00	30%	3.16%	
Gullah Traveling Theatre	Gullah Symposium, Christmas, Taste of Gullah	15,000.00	77,875.00	39,370.00	3.89	10,000.00	25%	2.64%	
South Coast Cyber Center	Southcoast Cyber Summit	-	40,000.00	9,900.00	3.67	5,000.00	51%	1.32%	
Mather School Museum	African American History Program	8,000.00	5,500.00	15,500.00	3.05	5,500.00	35%	1.45%	
		<b>\$ 304,060.17</b>		<b>\$ 489,680.66</b>		<b>\$ 379,410.66</b>			<b>\$ -</b>
						77.5%	% of Requests		
				<b>\$ 379,849.00</b>	<b>Total Budget Amount</b>				
				<b>\$ (109,831.66)</b>	<b>Variance Budget/Request</b>				

# CITY OF BEAUFORT ACCOMMODATION TAX GRANT APPLICATION

**A separate application is required for each event or project for which funding is requested.**

1. Name of Applicant: Greater Beaufort-Port Royal CVB/DMO for City of Beaufort
2. Mailing Address: PO BOX 501 Beaufort SC 29901  
Street or P.O. Box                      City                      State                      Zip
3. Project Director: Robb Wells  
 Project Treasurer or Administrative Official: Greta Sandberg, Treasurer  
 Telephone #: 843-525-8521 Fax #:      Email: robb@beaufortsc.org

Event or Project Name: Destination Marketing - FY 2023-2024

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

None for this current project. Prior years are listed below.

List Accommodations Tax funding that you have received in the previous years for other events or projects.

*Here is a recent sample and not reflective of all received City ATAX Grants*

- City ATAX Grant FY 22-23 - \$156,000 for Destination Marketing
- City ATAX Grant FY 21-22 - \$130,000 for destination Marketing
- City ATAX Grant FY 21-22 - \$20,000 for DMO SALES PLAN
- City ATAX GRANT FY 20-21 \$120,000 for destination marketing
- City AtAX Grant FY 19-20 - \$148,000 for Destination Marketing

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

N/A	N/A
Name	Amount

5. Date you will begin and complete work on your event or project: July 2023 (In PROGRESS) June 2024  
Begin – Month/Year                      End – Month/Year  
**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)  
 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  
 Government or governmental agency  
 For-profit organization

7. Federal Employee Identification number (EIN): 57-0801740
8. Total Estimated Costs of the Proposed Event or Project: \$439,000  
 Accommodation Tax Funds Requested: \$ 160,000  
 Project Funding from Other Sources: \$ 279,000

9. Source of Applicant's Other Funds: We are the designated Destination Marketing Organization for Beaufort County and City of Beaufort
10. What is the anticipated total attendance for your event? Total "tourist" anticipated? Estimated 750,000+
11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration: As the DMO we will continue to work with all nonprofits, event organizers, municipalities, and the county to market/promote this destination. Our ongoing goal is to create awareness for our destination through a multifaceted promotional program that is inclusive of those attractions, festivals, and stakeholders that make the area unique. In addition, we will continue to gain new market share which creates new opportunities for our partners.
12. Provide the information below in an attachment to your application:
- A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed. **Attached Appendix A.**
  - B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. The Tourism Development Advisory Committee must know specifically how you intend to spend your award. **Media Flow Chart/Cost Allocation Attached Appendix B**
  - C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words. **The requested funding would specifically be allocated toward the overall destination marketing campaign that works within the DMO's marketing plan while collaborating with the Sub-Brands – History & Culture | Events & Festivals | The Arts | Outdoor Recreation.**
  - D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit. **Attached Appendix C**
  - E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism. **Attached Appendix D**
  - F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated? **Attached Appendix E**

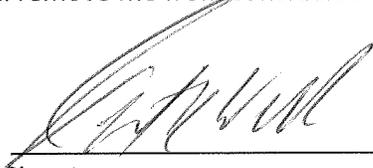
SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT GUIDELINES, INCLUDING THE REQUIREMENT TO FOLLOW THE CITY OF BEAUFORT PROCUREMENT POLICIES AND PROCEDURES AS OUTLINED IN THE PACKET INSTRUCTIONS.

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

Event or Project Director: \_\_\_\_\_ Date: \_\_\_\_\_

Only submit pages 7-10 including the event budget as part of this packet. Pages 1-6 are for the applicant's records.

I Robert K. Veltz have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.

<u>Robert K. Veltz</u>	<u></u>	<u>8-29-23</u>
Printed Name	Signature	Date



**GBPRCVB BUDGET 2023-2024 || Budget**

		Approved 23-24 FY
Ordinary Income/Expense		
	DMO Cash On hand	130,000.00
Income		
40000 · REVENUES		
43000 · GOVERNMENT SUPPORT/GRANTS		
43200 · DMO FUNDING		
<b>Total 43200 · DMO FUNDING</b>		<b>395,000.00</b>
43300 · OTHER ATAX FUNDING		150,000.00
43400 · City of BFT HOSPITALITY FEES - (5%)		127,500.00
<b>Total 43500 · GRANTS</b>		<b>394,000.00</b>
<b>Total 43000 · GOVERNMENT SUPPORT/GRANTS</b>		<b>1,066,500.00</b>
44000 · MARKETING SALES		
Total 44000 · MARKETING SALES		29,000.00
45000 · OTHER SALES		
Total 45000 · OTHER SALES		25,300.00
49900 · MISCELLANEOUS INCOME		24,000.00
<b>Total 40000 · REVENUES</b>		<b>1,274,800.00</b>
Expense		
50000 · PERSONNEL EXPENSES		
<b>Total 50000 · PERSONNEL EXPENSES</b>		<b>490,439.00</b>
60000 · NON-PERSONNEL EXPENSES		
61000 · GENERAL EXPENSES		
61100 · SUPPLIES		9,000.00
61110 · POSTAGE & SHIPPING		5,000.00
<b>Total 61200 · PRINTING</b>		<b>4,500.00</b>
61300 · ADVERTISING		
61310 · PRINT ADVERTISING		40,000.00
61320 · ELECTRONIC MEDIA		187,500.00
61330 · SEO		18,000.00
61340 · BILLBOARDS - Out of Home		5,000.00
61350 · SOCIAL MEDIA		65,000.00
61360 · EMAIL MARKETING		10,000.00
61370 · PUBLIC RELATIONS		28,500.00
61380 · WEBSITE		34,000.00
61381 · WEBSITE - PLUGINS		16,000.00
61391 · PODCAST		25,000.00
61399 · AD PRODUCTION/GRAPHIC DESIGN		10,000.00
<b>Total 61300 · ADVERTISING</b>		<b>439,000.00</b>
61400 · SALES - GROUPS & MEETINGS		
61405 · MEMBERSHIPS/DUES		6,500.00
61410 · TRAVEL		30,000.00
61420 · TRADESHOWS & MEETINGS		37,750.00
61460 · ADVERTISING		37,000.00
61470 · FAM TOURS/SITE VISITS		9,000.00
61390 · BEAUFORT AREA SPORTS COUNCIL		
<b>Total 61400 · SALES - GROUPS &amp; MEETINGS</b>		<b>120,250.00</b>
<b>Total 61500 · TELEPHONE &amp; TELECOMMUNICATIO</b>		<b>7,500.00</b>
<b>Total 61600 · BUSINESS/LIABILITY INSURANCE</b>		<b>5,200.00</b>
<b>Total 61700 · TRAVEL AND MEALS</b>		<b>19,000.00</b>
61800 · DUES & SUBSCRIPTIONS		3,500.00
61850 · STAFF DEVELOPMENT/TRAINING		5,000.00
<b>Total 61000 · GENERAL EXPENSES</b>		<b>623,850.00</b>
62000 · OCCUPANCY EXPENSES		
<b>Total 62000 · OCCUPANCY EXPENSES</b>		<b>54,251.00</b>
63000 · EQUIPMENT		
<b>Total 63000 · EQUIPMENT</b>		<b>13,000.00</b>
64000 · CONTRACT SERVICES/PROF. FEES		
<b>Total 64000 · CONTRACT SERVICES/PROF. FEES</b>		<b>89,650.00</b>
69000 · OTHER EXPENSES		
Total 60000 · NON-PERSONNEL EXPENSES		784,251.00
<b>Total Expense</b>		<b>1,274,690.00</b>







### Travel Writer FAM/Press Trip

Through editorial calendars, trending topics and day-to-day news coverage, we'll identify relevant angles in Beaufort to pitch a variety of national online and print publications. Target drive markets will remain a key focus of media pitching in 2022-2023, focusing heavily on offering media trips & experiences in Beaufort. Our efforts will continue to focus specifically on travel writers and travel publications as well as our regional drive market targets.

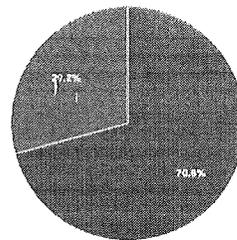
Specific consideration and effort will be given to publications and writers in South Carolina, North Carolina, East Tennessee, and portions of Florida and Virginia. We will utilize both in-person (in-market) FAM Trips as well as Virtual PR Trips to accommodate the desires of the writers.

### Current Top Markets:

1b - Destination Awareness



In State vs. Out-of-State Visitors



Top 10 Markets with Trip Type

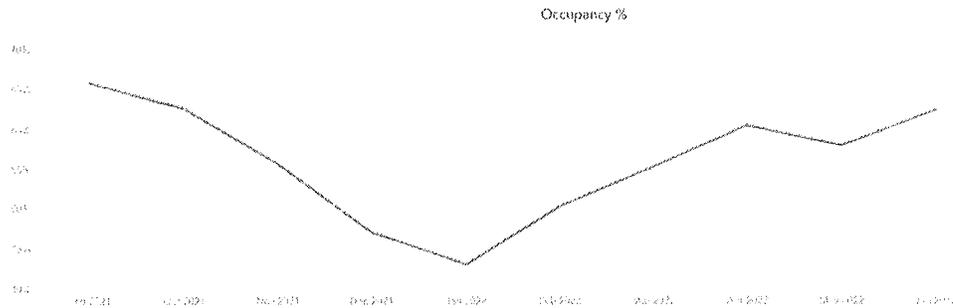


## Appendix D

The city of Beaufort has seen growth in both room supply and room demand. This data richly proves that the strategic direction previously set forth to encourage visitors to stay for several nights – rather than day tripping or one or two night trips – is still viable and very important. The ongoing growth in the marketplace may slow over the course of the year but marketshare needs to be maintained.

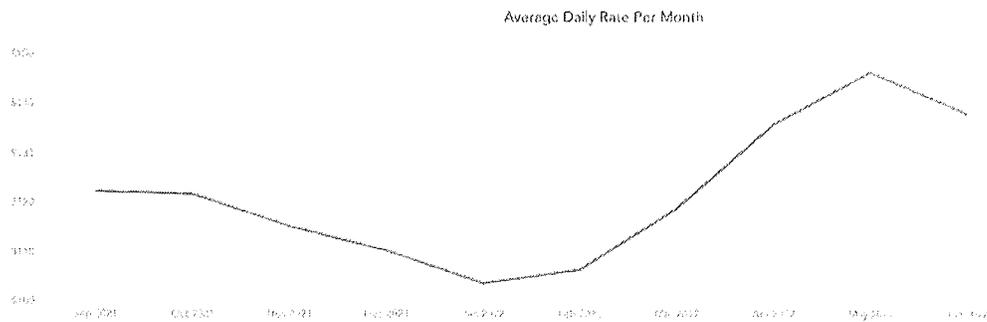
### How does hotel occupancy vary by month?

Source: STR (Smith), The Hotelier on Demand at [www.hotelier.com](http://www.hotelier.com) by month by geographic



### How does hotel average daily rate (ADR) vary by month?

Source: STR (Smith), The Hotelier on Demand at [www.hotelier.com](http://www.hotelier.com) by month by geographic



Appendix E

The GBPRCVB's marketing plan and initiatives include several strategies and tactics to attract visitors to Northern Beaufort County. Each tactic must be measurable to ensure each tactic's effectiveness. To continue as a fully accountable and transparent organization, the below information includes annual tracking initiatives and overall success metrics.

**Occupancy/Smith Travel Report/AirDNA** – The GBPRCVB – in partnership with area hotels and short term rentals – subscribes to the monthly Smith Travel Report, as well as KEY DATA, which tracks and reports data for the overnight lodging industry including occupancy, average daily rate, supply and demand for lodging businesses in Beaufort and Port Royal. This report allows us to monitor expected occupancy rates, based on historical data, and track actual occupancy rates to measure the impact and effectiveness of our marketing efforts. The CVB will also use **ZARTICO**, to track visitor spend across multiple categories including accommodations, retail, and food. We also use **Advance Travel & Tourism's** 3rd party data track ad spend and performance.

Source: Smith Travel Research - Monthly report - August - Sample

Tab 2 - Beaufort Port Royal

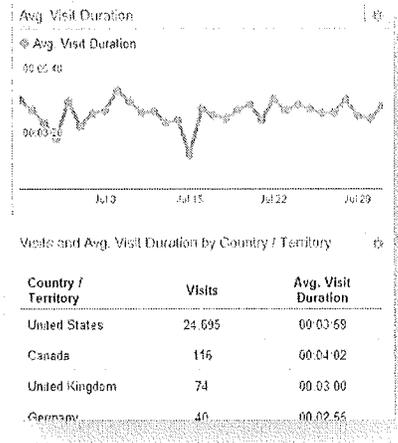
Summary Metrics

Category	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
Occupancy %	58	59	58	59	58	59	58	59	58	59	58	59	58	59	58	59	58	59	58	59	58	59	58
Average Daily Rate	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220	225	230	235	240	245	250	255	260
Supply	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210
Demand	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220

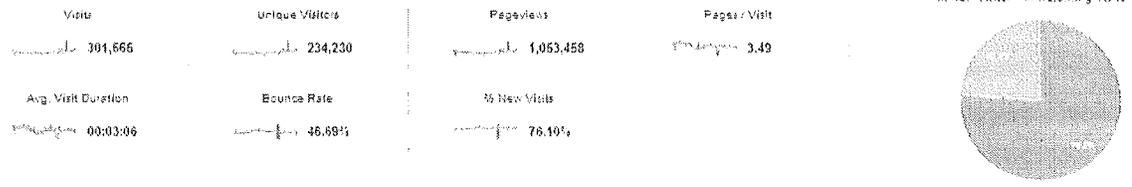
... (The table continues with many more rows and columns of data, including sub-sections for 'Beaufort', 'Port Royal', 'Total', 'Domestic', and 'International'. Each section follows a similar structure with columns for years and various metrics.)

**Appendix E cont.**

**Web site Statistics** – Through Google Analytics, we report traffic to our site on a monthly basis, the most recent report is included with this application, with a preview below. Google Analytics allows us to track detailed information about site visitors, including their city and state, how much time they spend on the site and what pages they view.



**234,230 people visited this site**



Source: Google Analytics - sample

**Print and Online Advertising** – See attached media plan – **Appendix B**

**Public Relations** – The GBPRCVB works with KN Communications, which allows us to track and assign a value on coverage of our area as well as provide us with up-to-date contact information for media and updated travel writer editorial calendars in an effort for us to “pitch” the Beaufort area when it’s related to their topic.

**Visitor Guide Fulfillment** –YTD number we have fulfilled 55,000 guides all around the United States, as well as some international locations.



# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

A separate application is required for each event or project for which funding is requested.

1. Name of Applicant: Greater Beaufort-PortRoyal CVB/DMO for City of Beaufort

2. Mailing Address: PO BOX 501 Beaufort SC 29901  
Street Address or P.O. Box City State Zip

3. Project Director: Robb Wells

Project Treasurer or Administrative Official: Greta Sandberg

Telephone #: 843-525-8521 Fax #: 843-986-5405 Email: robb@beaufortsc.org

4. Event or Project Name: 2023-2024 Sales Plan - FY 2023/2024

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

None for this current project. Prior years are listed below

List Accommodations Tax funding that you have received in the previous years for other events or projects.

Here is a recent sample and not reflective of all received City ATAX Grants

- City ATAX GRANT FY 22-23 \$31,000 for Sales
- City ATAX GRANT FY 20-21 \$120,000 for Destination Marketing
- City ATAX GRANT FY 18-19 \$148,000 for Destination Marketing
- City ATAX GRANT FY 17-18 \$135,000 for Destination Marketing
- City ATAX GRANT FY 16-17 \$130,000 for Destination Marketing
- City ATAX GRANT FY 15-16 \$100,000 for Destination Marketing

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

N/A

5. Date you will begin and complete work on your event or project: (July 2023 Project started) June 2024  
Begin – Month/Year End – Month/Year

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

- 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
- Government or governmental agency
- For-profit organization

7. Federal Employee Identification number (EIN): 57-0801740

8. Total Estimated Costs of the Proposed Event or Project: \$ 120,250.00

Accommodation Tax Funds Requested: \$ 40,000.00

Project Funding from Other Sources: \$ 80,250.00

9. Source of Applicant's Other Funds: We are the designated Destination Marketing Organization for Beaufort County and City of Beaufort

10. What is the anticipated total attendance for your event? Total "tourist" anticipated? 750,000+

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration: **As the DMO we will continue to work with all nonprofits, event organizers, municipalities, and the county to market/promote this destination. Our goal is to create awareness for our destination through a multifaceted promotional program that is inclusive of those attractions, festivals and stakeholders that make the area unique.**

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

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**). Attached Appendix A.

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. The Tourism Development Advisory Committee must know specifically how you intend to spend your award.  
**Cost Allocation Attached Appendix B**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words. **The equated funding would specifically be allocated toward the overall sales plan that works within the DMO's business plan while collaborating with the stakeholders that directly benefit by meetings, sports and group travel markets.**

D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit. Sales is one of the core

**Sales is one of the core functions of a Convention and Visitors Bureau (DMO). Our goal is to work with our stakeholders to develop and execute a sales plan that drives awareness of the destination and delivers "bookings" in our market. This grant will allow the CVB to expand sales efforts to reach new market segments. Our ever evolving business growth plan places a larger emphasis on the sales side of the industry with the CVB presenting our destination in a proactive manner.**

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

**Attached Appendix D**

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

**Attached Appendix E**

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

**Event or Project Director:** Robb Wells

**Date:** 8-29-23

Only submit pages 7-10 including the event budget as part of this packet. Pages 1-6 are for the applicant's records.

I Robert K Wells have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.

Robert K Wells                                            8-29-23  
Printed Name                      Signature                      Date



**GBPRCVB BUDGET 2023-2024 | Budget**

		Approved 23-24 FY
Ordinary Income/Expense		
	DMO Cash On hand	130,000.00
Income		
40000 · REVENUES		
43000 · GOVERNMENT SUPPORT/GRANTS		
43200 · DMO FUNDING		
<b>Total 43200 · DMO FUNDING</b>		<b>395,000.00</b>
<b>43300 · OTHER ATAX FUNDING</b>		<b>150,000.00</b>
<b>43400 · City of BFT HOSPITALITY FEES - (5%)</b>		<b>127,500.00</b>
<b>Total 43500 · GRANTS</b>		<b>394,000.00</b>
<b>Total 43000 · GOVERNMENT SUPPORT/GRANTS</b>		<b>1,066,500.00</b>
44000 · MARKETING SALES		
Total 44000 · MARKETING SALES		29,000.00
45000 · OTHER SALES		
Total 45000 · OTHER SALES		25,300.00
49900 · MISCELLANEOUS INCOME		
Total 40000 · REVENUES		<b>1,274,800.00</b>
Expense		
50000 · PERSONNEL EXPENSES		
<b>Total 50000 · PERSONNEL EXPENSES</b>		<b>490,439.00</b>
60000 · NON-PERSONNEL EXPENSES		
61000 · GENERAL EXPENSES		
61100 · SUPPLIES		9,000.00
61110 · POSTAGE & SHIPPING		5,000.00
<b>Total 61200 · PRINTING</b>		<b>4,500.00</b>
<b>Total 61300 · ADVERTISING</b>		<b>439,000.00</b>
61400 · SALES - GROUPS & MEETINGS		
61405 · MEMBERSHIPS/DUES		6,500.00
61410 · TRAVEL		30,000.00
61420 · TRADESHOWS & MEETINGS		37,750.00
61460 · ADVERTISING		37,000.00
61470 · FAM TOURS/SITE VISITS		9,000.00
61390 · BEAUFORT AREA SPORTS COUNCIL		
<b>Total 61400 · SALES - GROUPS &amp; MEETINGS</b>		<b>120,250.00</b>
<b>Total 61500 · TELEPHONE &amp; TELECOMMUNICATIO</b>		<b>7,500.00</b>
<b>Total 61600 · BUSINESS/LIABILITY INSURANCE</b>		<b>5,200.00</b>
<b>Total 61700 · TRAVEL AND MEALS</b>		<b>19,000.00</b>
<b>61800 · DUES &amp; SUBSCRIPTIONS</b>		<b>3,500.00</b>
<b>61850 · STAFF DEVELOPMENT/TRAINING</b>		<b>5,000.00</b>
<b>Total 61000 · GENERAL EXPENSES</b>		<b>623,850.00</b>
62000 · OCCUPANCY EXPENSES		
<b>Total 62000 · OCCUPANCY EXPENSES</b>		<b>54,251.00</b>
63000 · EQUIPMENT		
<b>Total 63000 · EQUIPMENT</b>		<b>13,000.00</b>
64000 · CONTRACT SERVICES/PROF. FEES		
<b>Total 64000 · CONTRACT SERVICES/PROF. FEES</b>		<b>89,650.00</b>
69000 · OTHER EXPENSES		
Total 60000 · NON-PERSONNEL EXPENSES		784,251.00
<b>Total Expense</b>		<b>1,274,690.00</b>



# 2023-2024 SALES BUDGET

TRADE SHOWS//TRAVEL/MEMBERSHIP DUES/FAM TOURS/TRADE ADVERTISING

## TRADE SHOW REGISTRATION AND TRAVEL (61410/61420)

### **SYTA - Winnipeg, Canada - 8/22-25/2023**

You must be a member of SYTA to participate in this show. This is a pre-scheduled appointment show - tour operators work primarily with student groups.

Registration	\$1,025.00	
Sponsor Booth	6,500.00	
Transportation	600.00	
Accommodation	800.00	
	<b>ESTIMATED COST</b>	<b>\$8,925.00</b>

### **MCASC (MOTORCOACH ASSOC OF SC) - Cherokee, NC - 8/18-22/2023**

Joint show with SC, NC & VA Motorcoach Associations. Must be a member of one of them to participate. In addition to appointment with tour operators, the CVB will have a display booth at this show.

Registration	\$700.00	
Transportation	250.00	
Accommodations	600.00	
	<b>ESTIMATED COST</b>	<b>\$1,500.00</b>

### **Going on Faith - Green Bay, WI - 8/22-24/2023**

Part of the "Group Leader Family of Travel" shows. Buyers wrk with church adult and youth groups. This a pre-scheduled appointment show.

Registration/Booth	\$1395.00	
Transportation	650.00	
Accom	600.00	
	<b>ESTIMATED COST</b>	<b>\$ 2,645.00</b>

### **Midwest Sales Mission (Co-op with Dynamic Destinations) - (IO,IL,WI)**

Dates TBD-Between 9/25 &10/6/2023

In-person sales calls on up to 25 tour companies in this region.

Registration	\$2,000.00	
(Registration fee pays for vehicle rental, gasoline and client gifts)		
Airfare	500.00	
Accom	800.00	
	<b>ESTIMATED COST</b>	<b>\$3,300.00</b>

**SMALL MARKET MEETINGS - Cedar Rapids, Iowa - 9/27-29/2023**

Part of the "Group Leader Family of Travel" shows. This is a pre-scheduled appointment show. Buyers are meeting and event planners ht may be interested in smaller destinations.

Registration	\$2,195.00	
Airfare	500.00	
Accom	400.00	
	<b>ESTIMATED COST</b>	<b>\$3,095.00</b>

**Boomers in Groups - TBD**

Part of the "Group Leader Family of Travel" shows. This is a pre-scheduled appointment show. Buyers are tour operators and group leaders that are looking for soft adventure and active itineraries for the Boomer generation.

Registration/Booth	\$1,495.00	
Transportation	600.00	
Accom	600.00	
	<b>ESTIMATED COST</b>	<b>\$ 2,695.00</b>

**ACCENT EAST -Beaufort, SC - November 28-30 2023**

This show is owned by "MARS". This is a walk up show - we will have a display table offering information and buyers will stop by for information. There is a regional itinerary building segment of this show and all itineraries are shared with the tour operators and group leaders. **(BEAUFORT IS HOSTIG THIS YEAR - THERE WILL BE ADDL EXPENSES FOR MEALS AND TRANSPORTATION)**

Registration	\$499.00	
Accom	400.00	
SPONSORSHIP	\$8,000.00	
(Estimated cost to host event, meals, transportation, tours, etc)		
	<b>ESTIMATED COST</b>	<b>\$8,899.00</b>

**NTA- National Tour Association Travel Exchange - Shreveport/Bossier, LA - November 12-15, 2023**

You must be a member of NTA to participate in this show. This is a pre-scheduled appointment show with tour operators. We will co-host a dinner with Dynamic Destinations for tour operators at this show.

Registration	\$1,295.00	
Sponsorship	2,000.00	
Transportation	700.00	
Accom	800.00	
	<b>ESTIMATED COST</b>	<b>\$4,795.00</b>

**ABA-** American Bus Association Marketplace - Nashville, TN - January 13-17, 2024  
 You must be a member of ABA to participate in this show. The largest industry show to meet with domestic tour operators from all over the USA, Canada and Mexico. Pre-scheduled appointments. In addition, we have purchased a display booth.

Registration	\$1,695.00	
Additional staff	895.00	
Sponsorship	5,000.00	
Addl Expenses for Booth	3,000.00 (furnishing, shipping, etc)	
Airfare	650.00	
Accom	2,500.00	
	<b>ESTIMATED COST</b>	<b>\$13,740.00</b>

**SCSAE** - SC Society of Association Executives Annual Trade Show - Columbia, SC - January 2024

You must be a member to participate in this show. We purchase booth to promote the Greater Beaufort area as a desirable destination for small meetings and conferences. Attendees “shop” the booths for information on destinations.

Registration/Booth (2)	\$725.00	
Transportation	250.00	
Accom	250.00	
Door Prize	250.00	
	<b>ESTIMATED COST</b>	<b>\$1,475.00</b>

**Select Traveler** - TBD - March 2024

Part of the “Group Leader Family of Travel” shows. This is a pre-scheduled appointment show. Group leaders and tour operators in attendance are looking for more luxury, high-end travel experiences. Many of the buyers are Bank Travel Managers.

Registration/Booth	\$1595.00	
Transportation	500.00	
Accom	500.00	
	<b>ESTIMATED COST</b>	<b>\$ 2,595.00</b>

**NTA CONTACT** - TBD - April 2024

This is a tour operator education retreat. We will co-sponsor an event with the Dynamic Destinations group and will have an exhibit table to display our information. Seller attendance is limited to “sponsors only”. No appointments.

Registration	\$2,500.00	
Co-Op Sponsorship	2,000.00	
Airfare	600.00	
Accommodations	600.00	
	<b>ESTIMATED COST</b>	<b>\$5,700.00</b>

**African American Travel Conference - TBD - April 2024**

One of the "Group Leader Family of Travel" shows. This a pre-scheduled appointment show. Buyers are our operators and group leaders interested in travel ideas for their black clients.

Registration/Booth	\$1595.00	
Transportation	500.00	
Accom	400.00	
	<b>ESTIMATED COST</b>	<b>\$ 2,495.00</b>

**Southeast Tourism Society Domestic Showcase - TBD - April 2024**

This is a pre-scheduled appointment show to meet with tour companies specifically interested in southern itineraries. We sit - they walk.

Registration Fee	\$1,395.00	
Media Marketplace	895.00	
Airfare (2)	800.00	
Booth Flowers/Giveaways.	500.00	
Accommodations (2)	800.00	
	<b>ESTIMATED COST</b>	<b>\$4,390.00</b>

**SCSAE - Annual Convention - May-June 2024**

BEAUFORT INN HOSTED THIS SHOW IN 2022. Attendees are Association Executives that are responsible for planning meetings and events. New Board Officers and Awards are announced at this meeting. The CVB will purchase a Sponsor table.

Registration/Booth	\$475.00	
Door Prize	250.00	
Transportation	250.00	
Accom	500.00	
	<b>ESTIMATED COST</b>	<b>\$1,475.00</b>

**PROJECTED TRADE SHOW BUDGET - \$67,724.00**

**FAM TOURS/SITE VISITS/CLIENT EVENTS (61470)**

Accent East Tour Operator FAM Tour - 11/30-12/2/2023 -	\$3,000.00
Meeting Planner FAM Tour	\$3,000.00
Client events during Trade Shows	\$2,000.00
Client Site Visits	\$1,000.00

**PROJECTED BUDGET - \$9,000.00**

**ANNUAL MEMBERSHIP DUES (61405)**

SCSAE	\$250.00
ABA	\$650.00
MPI-CC	\$495.00
MCASC	\$275.00
GA MOA	\$225.00
FMA	\$150.00
SYTA	\$995.00
NTA	\$800.00
ASAE	\$475.00
IMG	\$750.00
Group Travel Family of Shows	\$1395.00
<b>PROJECTED BUDGET - \$6,460.00</b>	

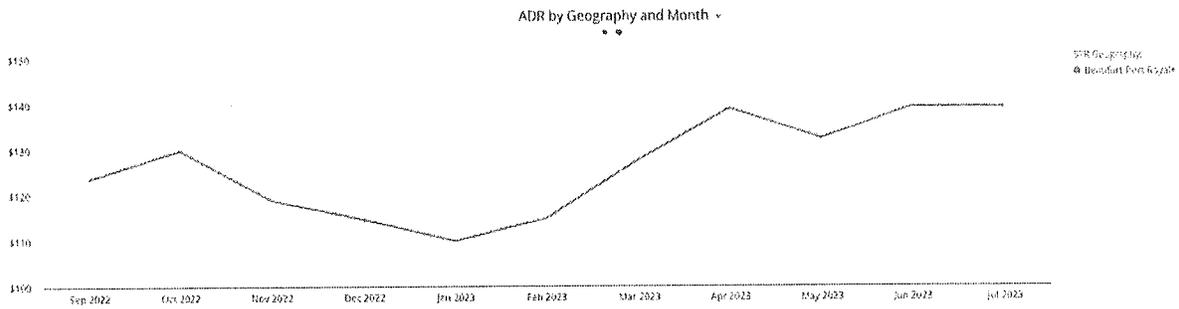
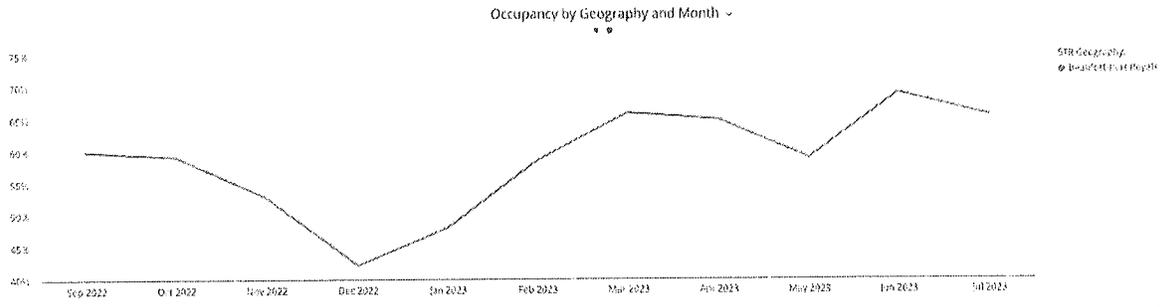
**TRADE ADVERTISING/PRINTING (61460)**

Leisure Group Travel	\$10,000.00
ABA Destinations	\$4,000.00
NTA Courier	\$2,500.00
SCSAE Annual Directory	\$2,500.00
Group Travel Leader	\$2,500.00
Small Market Meetings	\$2,500.00
Convention South	\$3,000.00
Additional Trade Publications & Un-planned Adver-torial Opportunities	\$10,000.00
<b>PROJECTED BUDGET - \$37,000.00</b>	

**TOTAL SALES BUDGET REQUEST - \$120,184.00**

## Appendix D

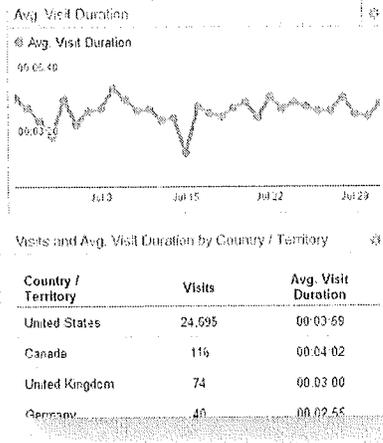
The city of Beaufort has seen growth in both room supply and room demand. This data richly proves that the strategic direction previously set forth to encourage visitors to stay for several nights – rather than day tripping or one or two night trips – is still viable and very important. The ongoing growth in the marketplace may slow over the course of the year but marketshare needs to be maintained.





**Appendix E cont.**

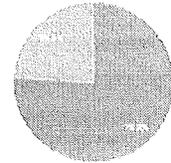
**Web site Statistics** – Through Google Analytics, we report traffic to our site on a monthly basis, the most recent report is included with this application, with a preview below. Google Analytics allows us to track detailed information about site visitors, including their city and state, how much time they spend on the site and what pages they view.



**234,230 people visited this site**



% New Visitor % Returning Visitor



Source: Google Analytics - sample

**Print and Online Advertising** – See attached media plan – **Appendix B**

**Public Relations** – The GBPRCVB works with KN Communications, which allows us to track and assign a value on coverage of our area as well as provide us with up-to-date contact information for media and updated travel writer editorial calendars in an effort for us to “pitch” the Beaufort area when it’s related to their topic.

**Visitor Guide Fulfillment** –YTD number we have fulfilled 55,000 guides all around the United States, as well as some international locations.

**ACCOMMODATIONS TAX APPLICATION**  
**FISCAL YEAR 2023/2024**

**CITY OF BEAUFORT**



**SC LOWCOUNTRY & RESORT ISLANDS TOURISM COMMISSION**

**PEACH MORRISON**  
**EXECUTIVE DIRECTOR**

1. Name of Applicant: **SC Lowcountry & Resort Islands Tourism Commission**
2. Mailing Address: **P. O. Box 615, Yemassee, SC 29945**
3. Project Director: **Peach Morrison**  
 Project Treasurer or Administrative Official: **Commission Treasurer, Kendall Malphrus**  
 Telephone #: **843.717.3090** Fax #: **843.717.2888**  
 Email: [Peach@SouthCarolinaLowcountry.com](mailto:Peach@SouthCarolinaLowcountry.com)
4. Event or Project Name: **Promotion of the City of Beaufort and the SC Lowcountry**

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project: **None**

List Accommodations Tax funding that you have received in the previous years for other events or projects:

**FY 2022/2023 \$25,775**  
**FY 2021/2022 \$15,000**  
**FY 2020/2021 \$11,524**  
**FY 2019/2020 \$15,000**  
**FY 2018/2019 \$20,000**  
**FY 2017/2018 \$15,000**  
**FY 2016/2017 \$15,000**

**Additional funding information available upon request.**

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project:

<b>State ATAX</b>	<b>6% Request</b>	<b>Approved</b>
<b>Beaufort County</b>	<b>\$93,300</b>	<b>TBD</b>
<b>Bluffton</b>	<b>\$75,200</b>	<b>TBD</b>
<b>Hilton Head Island</b>	<b>\$135,700</b>	<b>TBD</b>
<b>Edisto Beach</b>	<b>\$42,000</b>	<b>TBD</b>
<b>Walterboro</b>	<b>\$21,200</b>	<b>TBD</b>
<b>Hampton County</b>	<b>\$ 4,000</b>	<b>\$ 950</b>
<b>Jasper County</b>	<b>\$ 9,200</b>	<b>\$ 9,200</b>
<b>Hardeeville</b>	<b>\$19,077</b>	<b>TBD</b>

**We also applied and were approved for \$14,000 from Jasper County's Local Option ATAX**

5. Date you will begin and complete work on your event or project: **July 1, 2023 to June 30, 2024**
6. Applicant Category (check all that apply):  
 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  
 Government or governmental agency  
 For-profit organization

7. Federal Employee Identification number (EIN): **57-0941807**
8. Total Estimated Costs of the Proposed Event or Project: **\$881,455**  
Accommodation Tax Requested: **\$54,900 (6% of funds received per most recent DoR Report)**  
Project Funding from Other Sources: **\$826,555**
9. Source of Applicant's Other Funds: **We are funded through ATAX Grants from the counties and municipalities we serve in the four county Lowcountry region, through the Tourism Advertising Grant program via SC PRT, through the SC Legislature via SC PRT, through the South Carolina Association of Tourism Regions and through sales and donations at our Visitors Center at the Frampton Plantation.**
10. What is the anticipated total attendance for your event: **In FY 2022/2023, we were in direct contact with 56,571 guests and visitors who have requested our printed materials: 32,971 Guidebooks distributed + 10,800 Attractions Brochures distributed + 12,800 Guests at the Visitors Center. This is a 15.7% decrease in this number set from last year. The decrease was primarily seen in the bulk distribution of our Guidebook. Last year we shipped 28,143 copies of our guidebook to the Savannah Airport, Welcome Centers around the State and to several AAA Offices in the Northeast and Midwest. This past fiscal year we only shipped out 19,117 copies which is a 32% decrease. The Savannah Airport will no longer stock our Guidebooks due to the ad on the back cover featuring the Hilton Head Airport. Foot traffic was up slightly (2.2%).**

**Our online presence touched 637,198 digital viewers (at least once): 534,769 Web sessions (up 28.5% from the previous year) + 57,705 vetted and active Constant Contact email recipients (up 14.7% from the previous year) + 39,913 Facebook likes (up 26.1% from the previous year) + 1,603 Twitter followers (flat compared to the previous year) + 3,208 Instagram followers (up 15.8% from the previous year). This was an increase of 26.8% in this exact set of numbers. This does not include our followers on Pinterest or YouTube to keep the comparison in numbers true to the past formula. However, our Pinterest campaign reported 7.06k clicks to our website (up 14% over last year) and 36.74k Video views (up 262% over last year). We have monthly views of 91.6k and 1.7k followers. The top 6 metros are Atlanta, Miami/Ft Lauderdale, Orlando/Daytona, Tampa/St Pete, Charlotte, Washington, DC and Raleigh/Durham. 60% of our Pinterest followers are female and interestingly, almost half of our audience is in the age group is 25-44 (49.4%). We conducted a Pinterest campaign this year through Compass Media which yielded great results. We continue to promote our YouTube channel and have 205 subscribers, which is twice what we had last year. Our YouTube Action, Targeting and Retargeting campaigns have produced double digit increase in clicks, views and engagement.**

**In combining collateral distribution and digital touches, 56,571 + 637,198 = 693,769. This is 21.8% higher than the total "attendance" from last year, measured the exact same way, and is predominately due to our combined campaigns with Compass Media and our organic search results in our online presence. Our goal last year was to increase our overall audience by at least 10%. We more than doubled that goal. Our goal for this year will again be to realize another 10% increase by persisting in our efforts to optimize each of our platforms in the marketing mix to increase visitation, particularly through our website SEO and digital marketing during FY 2023/2024.**

**Total "tourist" anticipated: While some of our social media followers are in the four-county region, the vast majority of dollars spent in our marketing efforts are in placements far beyond the 50-mile radius. Therefore, we consider all these potential guests as "tourists".**

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain the collaboration: **We work hand-in-hand with all the local tourism entities and tourism-related businesses. The tourism-related businesses have free listings in the Lowcountry**

Guidebook and on our website. We promote Beaufort tourism related businesses and events at the Frampton Plantation House Visitors Center, in the Lowcountry Guidebook, on our website, in our biweekly Events E-newsletter and social media outlets free of charge. The DMO’s “sub-brands” of history & culture, events & festivals, the Arts and outdoor recreation are in complete synchronization with our own.

Robb Wells, Director of the Greater Beaufort-Port Royal CVB, is the current Chair of our Commission and serves as the Marketing Committee Chair the past six fiscal years. We make it a point to ensure that our marketing efforts are placed in outlets that are not utilized by the Greater Beaufort Convention and Visitors Bureau to fill a void without duplication. We will continue to work collaboratively with the City of Beaufort’s DMO in upcoming ad placement and scheduling in print and digital media, as well with our other partners in the region.

We also work with partners in southern Beaufort County, Colleton, Hampton and Jasper Counties. As we do with Robb at the Greater Beaufort-Port Royal CVB, we collaborate with all our Commissioners from each of the respective regional municipalities to avoid duplication of efforts and to ensure that we are all working together to promote the Lowcountry Region.

12. Provide the information below in an attachment to your application:

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed.

BUDGE  
T FY  
2023-  
2024

<b>Income</b>			
Gift Shop Retail Sales		55,000.00	
Total Gift Shop Income		55,000.00	<b>55,000.00</b>
Tourism Commission Bank Interest		4,500.00	
		100,000.0	
Local ATAX Local HTAX		0	
		14,000.00	
		470,455.0	
State Appropriation		0	
		190,000.0	
State ATAX		0	
TAG 23-24		45,000.00	
Total Tourism Comm		823,955.0	<b>823,955.00</b>
Visitors Center & Museum		0	

Donations	2,500.00	
Total VC & M	2,500.00	<b>2,500.00</b>

**TOTAL INCOME**

**881,455.00**

\*\*See Note Below

**Expense**

**Gift Shop**

Consignments	2,500.00	
Credit Card Charges	1,800.00	
Misc	1,500.00	
Retail Merchandise	27,000.00	
<b>Total Gift Shop</b>	<b>32,800.00</b>	<b>32,800.00</b>

**Tourism Commission**

Direct Marketing

Billboards	43,000.00
Conversion Study	50,250.00
Creative/Content Generation	15,000.00
Digital Advertising	265,000.00
E_Newsletters	0
FAM Trips	12,500.00
Inquiry Postage	15,000.00
Print Advertising	18,000.00
Printed Materials	69,072.00
SCATR RevWar Mkt Project	6,000.00
Travel Shows	5,000.00
Website Maintenance	3,000.00
	9,000.00

Indirect Marketing

Computer Software	1,250.00
National Tourism Week	500.00
SCATR Co-op	7,000.00
Telephone	5,200.00
Travel/Registration/PerDie m	10,000.00

Alarm

System 300.00

Annual Audit 10,000.00

Auto Insurance 1,200.00

Contingency 1,000.00

December Annual Meeting	1,000.00	
Dues & Subscriptions	2,000.00	
Electricity	4,000.00	
Employee Appreciation	1,000.00	
Equipment & Maintenance Contracts	1,200.00	
Exterminating	250.00	
Misc	1,000.00	
Office Postage	500.00	
Office Supplies	2,500.00	
Office_Building Ins	15,000.00	
Payroll Taxes & Expenses		
FT Med Benefits	17,926.00	
FT Pensions	12,417.00	
Retired Employee Health Ins	0.00	
Taxes (SUTA, MCARE & SS)	12,000.00	
Salary & Wages		
Dir Admin/Online Content	45,990.00	
Executive Director	82,125.00	
Sponsorship		
s	4,000.00	
Trash Removal	900.00	
Water Bill	300.00	
	<u>751,380.0</u>	
	0	<b>751,380.00</b>

**Total Tourism Commission**

**Visitors Center**

Alarm	
System	300.00
Building Insurance	2,250.00
Building, Fencing, Upkeep	2,000.00
Cleaning Supplies	500.00
Contingency	1,000.00
Contract Grounds Maintenance	4,500.00
Contract Labor	500.00
Electricity	4,000.00
Exterminating	250.00
Frampton Events	2,000.00
Groundskeeping Supplies	500.00
Landscaping	500.00
Misc.	1,000.00
Museum Exhibits	100.00
Salary & Wages	
Part Time Weekend Staff	26,250.00
Visitors Center Manager	49,275.00

Signage	1,000.00	
Trash Removal	900.00	
Water Bill	450.00	
	<u>97,275.00</u>	<u>97,275.00</u>

**TOTAL EXPENSES**

**881,455.00** | \*\*See Note Below

\*\* - We could get an additional \$75,000 in non-recurring from the Legislature

This budget was approved by the Commission’s Board of Directors on June 21, 2023.

**Please note, this budget was approved before we knew that the SC Association of Tourism Regions (SCATR), of which we are one of 11 that cover the state, was approved to receive an additional \$75,000 in non-recurring funds for FY 2023/2024. Our Commission Board approved this budget with the caveat that any additional funding that we may get from the Legislature would be used in marketing and research efforts.**

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. The Tourism Development Advisory Committee must know specifically how you intend to spend your award.

**We intend to use the City’s ATAX Grant, if awarded, towards our expenditures within our Direct Marketing budget which includes with Compass Media (\$132,000), Google Display Ads (\$30,000), SC Parks Recreation & Tourism’s Co-Op Advertising Opportunities (\$20,000) and E-Newsletter Content and Distribution (\$10,000). We also have other Direct Marketing expenditures in a hybrid of Print/Digital Advertising, Website SEO and FAM trips to name a few.**

**We started working with Compass Media in FY 16/17 with a Facebook campaign which achieved excellent results. We have contracted with them to work with us in a Search Engine Campaign, a Retargeting Campaign and a campaign focusing on Google Ad Words. Currently, our Google search CTR (click through rate) is performing 96.4% higher than the industry average and our Google display campaign CTR is performing 51.6% higher than the industry average. For the entire fiscal year, we had a 28.5% increase in overall traffic and surpassed internal goals of hitting 500,000 in Sessions and 750,000 in Pageviews for this past FY.**

**The Co-op advertising through SC PRT is an opportunity to team up with the state for economies of scale. We also have digital ads on their website. Our top performer last fiscal year was an ad we placed on the “Park Finder” page of their State Parks site. We are also partnering with them on sites like Trip Advisor, iHeart Radio and on their social media platforms to strengthen our own social media outlets, especially with Facebook and Instagram.**

**In the past, we did a bi-weekly events newsletter through Constant Contact. They have now morphed into including more content featuring the history, culture, the arts and natural resource offerings that are available in our area. We are currently sending bi-monthly information out to over 57,000 vetted subscribers.**

**As an example of the hybrid print/digital advertising we do, we will again purchase a half page ad in SC PRT’s Discover SC Guidebook. The leads generated from this print ad and the digital version of their guidebook on the DiscoverSouthCarolina.com have historically been in the top three lead generators for requests for our Lowcountry Guidebook.**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

The SC Lowcountry & Resort Islands Tourism Commission was created by an Act of the South Carolina General Assembly and was signed into State Law by the Governor of South Carolina in April of 1991. Our mission is to promote the economic development of the Region through a formal program of tourism promotion in Beaufort, Colleton, Hampton and Jasper Counties. Our project is to fulfill this mission by increasing awareness of the City of Beaufort as THE destination of choice for leisure travel.

D. Describe how the proposed event or project relates to the organization’s purposes and identify who is expected to benefit.

This project, the promotion of the City of Beaufort and the Lowcountry region, is our organization’s reason for existence. We are charged with keeping an up-to-date inventory of tourism product offerings in the City of Beaufort and throughout the Lowcountry. We do this at no charge to those entities on our website, in the Lowcountry Guidebook and across our multi-platform social media outlets. We are bound by law to use a formal program of tourism promotion to market Beaufort and the rest of our four-county region, which is in direct compliance with accommodation tax grant funding. We use monthly reports to measure the response to our traditional print and digital advertising investments. The Commission benefits tourism in the City of Beaufort and her surrounding area through global advertising, personal contact and national & international distribution of promotional literature about the area. We also advertise events and attractions in our region, particularly through our events newsletter in an effort to maximize all the resources and products which are unique to Beaufort. The Commission also serves as a local fulfillment agency – responding to requests generated by advertising placed by both SCPRT and the Commission for travel & tourism information. The Lowcountry Visitors Center, at the Frampton Plantation House at Exit 33 off Interstate 95, provides personal assistance and information to travelers and vacationers. We encourage tourists to visit our communities, museums and historical, cultural and natural attractions and assets. We provide information to potential Beaufort visitors via our website, social media outlets, via telephone and in person in our visitors center, seven days a week, year-round. According to SC Department of Transportation, in the latest count in 2021, 59,900 vehicles per day pass exit 33 on I-95 and 11,100 vehicles pass our driveway on Highway 17. These counts are up 3.8% and 3.7% respectively.

Specifically, those who benefit from our labors include hoteliers, restaurant owners, tour operators, nature outfitters, shop owners and other tourism-related businesses who receive complimentary listings in our guidebook and on our website, including live links to their sites. Our efforts offer Beaufort wider exposure, attraction of more visitors needing accommodations and services – thereby creating more jobs, as well as increased sales and revenues. Those in tertiary businesses, as in the banking and medical industries for example, also benefit from our touring guests during vacation stays, which can sway relocation decisions. There are many benefits to the entire citizenship of the City of Beaufort by way of taxes paid by our out-of-town guests and in increased quality of life experienced in Beaufort through our local events, offerings and festivals.

In the current climate, it is vital that we continue to keep Beaufort and the rest of the Lowcountry “top of mind” to potential guests by promoting our tourism assets and our way of life in wide open natural areas filled with Naturally Amazing things to see, learn and do so that we can assist in putting heads in beds, forks on the table, tourists on tours and feet in the fairways. Market share competition has increased significantly over the last several months with the return of international travelers and travel to more urban locations. I continue to believe that it is high time that others really acknowledge how large an economic driver our industry is, from employment to revenues to taxes and ultimately, to the quality of life for our residents.

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a “percentage of tourism” basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

From our most recent Conversion Study, Survey Monkey reported that the average spend of our study was \$1,022 (a bit higher than the PRT reported average spend of \$944). In calculating the information provided by those who

returned the survey, we had an overall conversion rate of 55% through web leads which is now where a large majority of our requests come from). By using the number of Guidebooks and Attractions Brochures requested from our office in FY 22/23, we can conclude from the results of this study that our Commission produces a direct expenditure of \$24,603,679 from the trips taken by those who receive our Lowcountry Guidebook and Attractions Brochure:

**43,771 Collateral Pieces X 55% visits to the SC Lowcountry = 24,074**

**24,074 visits X \$1,022 average spend during vacation = \$24,603,**

This figure is quite conservative because it does not include those visitors who do not request our guidebook but download our information from our website or through digital and social media outlets. That number can be highly subjective but is very powerful as our digital presence realized a 27% increase in digital touches without including our Pinterest and YouTube campaigns. There are several discussions in our tourism research community about how best to calculate conversion rates from website sessions and social media engagement, but no true generalization has been developed that I feel comfortable using. That is one of the reasons that we have earmarked at least \$50,000 of our budget to invest in an Affinity Assessment Study and a Conversion Study dedicated to the digital pipeline

With respect to the City of Beaufort's piece of the economic impact of our results, we calculate that we will have brought 58,008 room nights to Beaufort in FY 20/21 year. Beaufort was reported as the destination of the traveler in 50.2% of those completing the survey, the highest ranked destination in the region. With 43,771 Guidebooks and brochures dispersed and 55% making a trip to the Lowcountry, that gives us 24,074 visiting parties. Of that, 50.2% reported Beaufort as their destination – 12,085 visiting parties staying an average of 4.8 nights = 58,008 room nights. Again, this does NOT include those receiving our information via our web site, events newsletter, attractions brochure or social media outlets. Also, these figures are direct impact only. They do not include indirect revenue created by our local citizens who are employed by the tourism industry, by the vendors who supply goods to the industry or sales tax or hospitality taxes which are collected from those visiting guests.

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated.

We will continue to measure our effectiveness through ongoing conversion studies, our monthly reports which determine ROI respective to media outlets, through collaboration with the Greater Beaufort-Port Royal CVB, in guest profile studies and in conjunction with our partners in other parts of Beaufort County and our partners in the remaining three counties that we serve. Our monthly reports track response to advertising across all platforms, guests that stop at the Frampton Plantation House, website traffic through Google Analytics and other tracking reports in Facebook, Constant Contact, Instagram, YouTube, Pinterest and Twitter.

We have monthly performance analysis meetings with our team at Compass Media and we go through each ad placement so that we ensure maximum reach for our ROI. We also meet monthly with our website team at Advyon to ensure critical links are maintained and fine-tuned and that the efforts they are making in Search Engine Optimization are in sync with the efforts of our team at Compass Media.

We also use the tools provided through SC Parks, Recreation and Tourism, the Southeastern Tourism Society and the Travel and Tourism Research Association to keep abreast of the newest technology, upcoming trends and ever-changing ways to better reach our target market and influence travelers to choose Beaufort as their next destination. One thing that the pandemic did for the Tourism Industry was that it created new opportunities for more freely shared information from major research organizations like Destination Analysts, Longwoods International, the tourism and travel research company, MMGY and US Travel. We also attended a myriad of webinars from Miles Media, Simpleview, JB Media, Gray Research, Advance Travel, Madden Media, Arrivalist, MNI Media, LocalIQ, CrowdRiff and Magellan Strategies. These National collaborations have been invaluable in maximizing ROI, learning about new “Best Practices” and networking with colleagues in South Carolina, the Southeast and all over the United States.

We have a minimum of \$50,000 in our FY 2023/2024 set aside for additional research this year. It will combine a Conversion Study focused on the number of people who visit in relation to our website engagement and guidebook

**distribution. We will also be doing an Affinity Survey Analysis to generate insights to be more effective in reaching our target markets. We will share our results with our partners across the region.**

**We would like to thank the Committee for all your hard work in this process and we are grateful to you and City Council for your support in the past.**

**Signature page to follow.**

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.

Event or Project Director: \_\_\_\_\_ Date: \_\_\_\_\_

Return to:

CITY OF BEAUFORT  
ATTENTION: Finance Department  
c/o TDAC  
1911 Boundary Street  
Beaufort, SC 29902  
For questions, please call 843.525.7071

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

A separate application is required for each event or project for which funding is requested.

1. Name of Applicant: Beaufort Area Hospitality Association

2. Mailing Address: PO Box 566 Beaufort SC 29936  
Street Address or P.O. Box City State Zip

3. Project Director: Ashlee Houck

Project Treasurer or Administrative Official: Jill Breaux

Telephone #: 843 707 2705 Fax #: \_\_\_\_\_ Email: Ashlee@bfthospitality.com

4. Event or Project Name: Beaufort Oyster Festival 2024

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

**\$4,742.50 (2019) \$10,000 (2023)**

List Accommodations Tax funding that you have received in the previous years for other events or projects.

**\$2,500 (2020)**

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

**County ATAX Award: \$10,000 in 2019/2020, (\$3,186 rolled over from 2019/2020 award + \$2,460 in funds awarded in 2020/2021) 2022-2023 Local Accommodations (ATAX) and Local Hospitality (HTAX) Tax \$20,000, TAG 2023 - \$5.172.98**

5. Date you will begin and complete work on your event or project: 9/1/2023

Begin – Month/Year September 2023 End – Month/Year January 2023

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

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

Government or governmental agency

For-profit organization

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

8. Total Estimated Costs of the Proposed Event or Project: \$ \$185,000

Accommodation Tax Funds Requested: \$ 20,000

Project Funding from Other Sources: \$ 165,000

9. Source of Applicant's Other Funds: Sponsorships, Retail, Ticket Sales, Grants

10. What is the anticipated total attendance for your event? 6,000

Total "tourist" anticipated? 3,000

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:

Greater Beaufort-Port Royal Convention & Visitors Bureau. BAHA will continue to work with the local CVB in regard to ad placement, marketing and media relations.

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

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director: Ashlee Houck 

Date: August 29, 2023

## Detailed Budget for Event or Project

Organization Name: Beaufort Area Hospitality Association Project Name: Beaufort Oyster Festival 2023

**Event/Project Revenue Projected**

Admissions Receipts	\$99,827.02	Food & Beverage / Merch - \$92,377.02
Private Donations	\$40,000	Vendor Entry Fees: Food - \$1,350.00
City of Beaufort ATAX Requests	\$20,000	5k Run entry - \$5,000.00
Port Royal ATAX Requests		Cornhole Entry - \$1,100.00
Hilton Head ATAX Requests		Sponsorships/In-Kind - \$20,000.00
Bluffton ATAX Requests		Hotel Sponsorship - \$20,000.00
Beaufort County ATAX Requests	\$20,000	A-Tax 2% - \$20,000.00
Other Area ATAX Requests		A-Tax County - \$20,000.00
TAG Grant \$5172.98		TAG Grant - \$5,172.98

**Total Revenues**

**\$185,000**

**Expenses:**

Sales Promotions Expenses		Social Media - Paid Social Ads - \$(3,000.00)
Publicity Materials Expense	\$1,500	Influencers - \$(150.00)
Newspaper Advertising	\$6,000	Billboards - \$(3,500.00)
Radio Advertising	\$1,700	Radio - \$(1,700.00)
Magazine Advertising	In Kind	Media TV - \$(11,000.00)
Television Advertising	\$11,000	Banner - \$(350.00)
Billboard Advertising	\$3,500	Print Ads - \$(6,000.00)
Printing		Photography / Social & Videography - \$(2,000.00)
Direct Mail Expenses		Signage / Flyers - \$(2,000.00)
Brochure Printing		Subtotal \$29,700.00
Flyer Printing	\$2,000	Tickets - 2,524.42
Other Promotional Items	\$4,000	Insurance - \$(300.00)
Postage Supplies		Portalets - \$(570.00)
Equipment Rental	\$15,000.00	Entertainment - \$(20,000.00)
Service Rental		Event Rentals - \$(15,000.00)
Entertainment Fees	\$20,000	Riverview Payout - \$(1,500.00)
Speaker Fees		Administrative Fee - \$(15,035.10)
Hospitality Fees		Waste Disposal - \$(960.00)
Decorations		Beverage Purchase - \$(6,364.00)
Refreshments		Oysters - \$(7,000)
Other Expenses (detail below)	\$120,300	Ice - \$(1,780.00)
Tickets		Food Vendor Payout - \$(50,486.00)
Insurance		EMS (Safety) - \$(836.00)
Riverview Payout		Beaufort Police - \$(2,063.05)
Administrative Fee		Sherriffs Office 5k Run - \$(145.50)
Waste Disposal		Coastal Security - \$(714.00)
Beverage Purchase		Ground Running 5K management - \$(850.00)
Oysters		Brian Perkins - CornHole Tournament - \$(300.00)
Ice		Sound Company - \$(7,384.50)
Food Vendor Payout		Cornhole Tournament Prizes - \$(750.00)
EMS (Safety)		5K Run Prizes - \$(1,970.40)
Beaufort Police		Oyster Boogie Shirts - \$(1,424.64)
Sherriffs Office 5k Run		VIP Sponsorship Dinner - \$(3,066.61)
Coastal Security		Volunteer and Merch Shirts / Koozies - \$(7,218.43)
		Supplies - \$(2,295.30)
		Parking Spots City of Beaufort - \$(726.00)
		ABL - SLED - \$(107.74)
		Band Hospitality - \$(173.31)
		Comp & In-Kind Tickets - \$(3,855.00)

Ground Running 5K management  
Brian Perkins - CornHole Tournament Mgmt  
Cornhole Boards  
Cornhole Tournament Prizes  
5K Run Prizes  
Oyster Boogie Shirts  
Volunteer Shirts - Aprons  
Shirts  
Sound  
Supplies  
Parking Spots  
ABL - SLED  
Sound for Entertainment & Lighting  
Misc Supply & Comp & In-Kind Tickets

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**Total Expenses** \$185,000

**Event Profit (Loss) Total Request for ATAX Grant** 0

Return to: **CITY OF BEAUFORT**  
**Attn: Finance Department**  
**C/O TDAC**  
**1911 Boundary Street**  
**Beaufort, SC 29902**

Any questions, please contact Jay Phillips at 843-525-7071 or [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org).

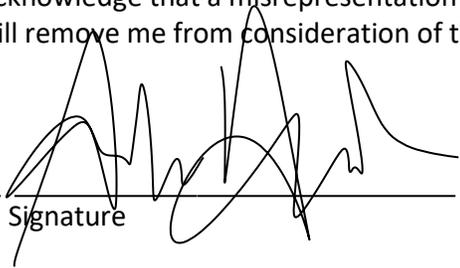
**Only submit pages 7-10 including the event budget as part of this packet. Pages 1-6 are for the applicant's records.**

I \_\_\_\_\_ have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2022-2023 Accommodations Tax Funds.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

A handwritten signature in black ink, consisting of several loops and sharp peaks, written over a horizontal line.

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

**A separate application is required for each event or project for which funding is requested.**

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

2. Mailing Address: P.O. Box 401 Beaufort, SC 29907  
Street Address or P.O. Box                      City                      State                      Zip

3. Project Director: Dean Moss

Project Treasurer or Administrative Official: Gene Rugala

Telephone #: 843-263-1922 Fax #: \_\_\_\_\_ Email: info@spanishmosstrail.com

4. Event or Project Name: Visitor Marketing Print and Digital Campaign - Spanish Moss Trail

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

none

List Accommodations Tax funding that you have received in the previous years for other events or projects.

2023 - \$2,185.17 directional signs for new Downtown Connection (pending completion of Downtown Connection not yet under construction but anticipate by early 2024); 2022 - \$654.45 Rack Cards; 2020 - \$1,000 Downtown Beaufort Connector - Phase 2; 2019 - \$7,500 Downtown Beaufort Connector Survey Project

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

none

5. Date you will begin and complete work on your event or project: Winter 2024

Begin – Month/Year February 2024 End – Month/Year March 2024

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

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

Government or governmental agency

For-profit organization

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

8. Total Estimated Costs of the Proposed Event or Project: \$ 8,021.32

Accommodation Tax Funds Requested: \$ 4,010.66

Project Funding from Other Sources: \$ 4,010.66

9. Source of Applicant's Other Funds: Private donations

10. What is the anticipated total attendance for your event? 100,000 annually on Spanish Moss Trail

Total "tourist" anticipated? 31% visitors per CVB data

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:

Greater Beaufort-Port Royal CVB - continued collaboration to promote the Trail

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

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director: Dean Moss

Date: 8-29-23

Organization Name: Friends of the Spanish Moss Trail Project Name: Visitor Marketing Print and Digital Campaign - Spanish Moss Trail

Event/Project Revenue Projected	_____
Admissions Receipts	_____
Private Donations	<u>\$4,010.66</u>
City of Beaufort ATAX Requests	_____
Port Royal ATAX Requests	_____
Hilton Head ATAX Requests	_____
Bluffton ATAX Requests	_____
Beaufort County ATAX Requests	_____
Other Area ATAX Requests	_____
<b>Total Revenues</b>	<u>\$4,010.66</u>

**Expenses:**

Sales Promotions Expenses	_____
Publicity Materials Expense	_____
Newspaper Advertising	_____
Radio Advertising	_____
Magazine Advertising	_____
Television Advertising	_____
Billboard Advertising	_____
Printing	<u>\$741.32 – Alpha Graphics (printing 5,000 rack cards)</u>
Direct Mail Expenses	_____
Brochure Printing	_____
Flyer Printing	_____
Other Promotional Items	_____
Postage Supplies	_____
Equipment Rental	_____
Service Rental	_____
Entertainment Fees	_____
Speaker Fees	_____
Hospitality Fees	_____
Decorations	_____
Refreshments	_____

Other Expenses (detail below) \$3,995.00 – Perryman Consulting (for all content building/  
new feature creation for digital platforms, updated trail  
map for rack cards and full management of project

\_\_\_\_\_ \$3,285.00 – Stingray Branding (new features and  
maintenance of website/mobile app)

**Total Expenses** \$8,021.32

**Event Profit (Loss) Total Request for ATAX Grant** \$4,010.66

Return to: **CITY OF BEAUFORT**  
**Attn: Finance Department**  
**1911 Boundary Street**  
**Beaufort, SC 29902**

Any questions, please contact Jay Phillips at 843-525-7071 or [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org).

**Only submit pages 7-10 including the event budget as part of this packet. Pages 1-6 are for the applicant's records.**

I Dean Moss have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2022-2023 Accommodations Tax Funds.

<u>Dean Moss</u>	<u><i>Dean Moss</i></u>	<u>8-29-23</u>
Printed Name	Signature	Date

ACCOMMODATIONS TAX APPLICATION  
FISCAL YEAR 2024/ CITY OF BEAUFORT

Friends of the Spanish Moss Trail (FSMT)  
Visitor Marketing Print and Digital Campaign - Spanish Moss Trail

**A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (*attached budget template*).**

*See attached*

**B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

Our focus this year is to continue marketing Beaufort as an outdoor recreation destination featuring the Spanish Moss Trail. **Perryman Consulting**, our long-term professional consultant will manage the full scope of this project including creating new content across print and digital platforms (i.e. creating new geo-fencing points of interest feature on the App; update more user-friendly maps; inventory the App's Adventures Nearby/Things to Do to reflect new businesses, accommodations, outdoor recreation, and bike rentals etc.; add visitor information to clarify things like e-bikes and Trail etiquette for a better overall experience for visitors).

To implement the improvements and new features on the website and mobile app, we will use our current Charleston-based technology agency **Stingray Branding**.

We will use **Alpha Graphics** to print 5,000 updated rack cards for visitors to find in visitor centers across SC and GA as well as our local accommodations.

The full scope of this project costs \$8,021.32.

\$3,995.00 – Perryman Consulting

\$3,285.00 – Stingray Branding

\$741.32 – Alpha Graphics

**C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.**

We collaborate with the CVB year-round to distribute Spanish Moss Trail rack cards among the SC and GA Visitor Centers. It is now time for a redesign/reprint to indicate the new segments of the Trail opening by early 2024. We are also the first line of communications for visitors as they reach out to us from the official Spanish Moss Trail website or mobile app. These digital platforms are our best marketing tool allowing potential visitors to get inspired from anywhere in the world and learn about the Trail. It is time to make updates and create new features on both of these essential platforms. This includes new content to answer typical visitor questions; updated and more user-friendly maps; and interactive geo-fencing to give visitors a better experience as they are navigating the Trail (looking for restrooms, important intersections to take them downtown Beaufort etc.).

**D. Describe how the proposed event or project relates to the organization’s purposes and identify who is expected to benefit.**

The Friends of the Spanish Moss Trail advocate for the development, maintenance and enhancements of the Trail. The Trail continues to receive regional and national recognition and has become “One of the top 10 Trails in the country to visit.” We work with travel writers and industry advocates of outdoor recreation to position the Beaufort as a must-visit destination. This kind of recognition pushes people to check us out, and we need these physical and digital updates to keep up with visitor demand. This print and digital marketing project is essential to keep maps current; rules clear (i.e. e-bikes); points of interest easy to find; and updates on our App’s “Adventures Nearby” and “Things to Do” to help prospective visitors learn about other experiences as they plan their trip.

**E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a “percentage of tourism” basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.**

More than 100,000 people are visiting the Spanish Moss Trail annually – with **31%** of them being visitors to our area (data as of August 2023 from CVB). Many learn about our Trail at Visitor Centers outside a 50-mile radius and then search our Spanish Moss Trail website and mobile app. They then reach out to us to learn more about our area before, during and after arriving. 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.

**F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?**

In addition to partnering with the CVB for data on Trail usage, our popular Spanish Moss Trail Mobile Guide (our free mobile app) provides important data about those using the Trail. With its GPS navigation system and user locator, we know where visitors are when they download the App and when they are on the Trail. Here is a snapshot of our visitor impact using the analytics available on our Mobile App between August 2022 – August 2023 (a strong data-driven example of how the Spanish Moss Trail is being used by visitors):

1. **2022-2023’s Seasonal high points were December, February, March and June**
2. 25,700+ page views of our App
3. 12,800+ individuals currently have our App downloaded with nearly 3,000 new users between August 2022-August 2023
4. More than 30% of App users live beyond a 50-mile radius of the City of Beaufort
  - Representing 350+ cities across the United States
  - Representing 24 countries outside the United States

**Perryman Consulting: Public Awareness/Development Specialist**

**Quote**

83 Lost Island Road  
Beaufort, SC 29907

843-441-3937  
[sissycperryman@gmail.com](mailto:sissycperryman@gmail.com)

**TO:**  
Friends of the Spanish Moss Trail  
Gene Rugala, Treasurer  
P.O. Box 401  
Beaufort, SC 29901

DATE August 25, 2023

Sales Tax Rate:

DESCRIPTION		AMOUNT
	<p align="center"><b>Marketing the Spanish Moss Trail in the Southeast Total Content Creation and Project Management</b></p> <p><u>Includes:</u> Create new content across print and digital platforms: - new geo- fencing points of interest featured on the App; - more user-friendly Trail maps - inventory the App's Adventures Nearby/Things to Do to reflect new businesses, accommodations, outdoor recreation, and bike rentals - visitor FAQs (like etiquette, scenic routes, e-bike rules)</p> <p>Manage all approvals of rack cards and oversee marketing agency implementation</p>	\$3,995.00
		SUBTOTAL
		\$3,995.00
		TAX
		PAY THIS AMOUNT



# Spanish Moss Trail

<input type="checkbox"/> Complete Recommendations Listed Above	\$99.00	15 Hours	\$1,485.00
Add Geo-Fencing Services	\$25.00	36 Months	\$900.00
App Hosting & 2 Hours of Maintenance	\$99.00	12 Unit	\$900.00 <del>\$1,188.00</del> <b>\$288.00 OFF</b>

AlphaGraphics Beaufort  
 1012 Boundary Street  
 Beaufort, SC 29902  
 Phone: (843) 525-6603  
 email - orders804@alphagraphics.com  
 www.us804.alphagraphics.com



**Estimate Number: 10313**

**Bill To:**  
 Sissy Perryman  
 Friends of the Spanish Moss Trail  
 PO Box 401  
 Beaufort SC 29901  
 Phone: 843-441-3937  
 E-Mail: sissycperryman@gmail.com

**Date:** 8/22/23

**P.O.:**

Taken By: Mary  
 Sales Rep:  
 Account Type: Charge Account  
 Wanted:

**2 Sided Rack Card "Spanish Moss Trail"**

Quantity	Description	Price			
5,000	Rack Card "Spanish Moss Trail" 14pt Gloss Cover UV Coating 2 Sides	\$ 646.32			
	<table border="1"> <tr> <td>7,500</td> <td>Rack Card "Spanish Moss Trail" 14pt Gloss Cover UV Coating 2 Sides</td> <td>\$ 854.10</td> </tr> </table>	7,500	Rack Card "Spanish Moss Trail" 14pt Gloss Cover UV Coating 2 Sides	\$ 854.10	
7,500	Rack Card "Spanish Moss Trail" 14pt Gloss Cover UV Coating 2 Sides	\$ 854.10			
1	Design Time - 1 Hour	\$ 95.00			

 <p><b>GET NOTICED. GET BUSINESS.</b></p> 	Subtotal	
	Tax	
	Shipping	
	Total	
	Deposit (-)	
	<b>Amount Due</b>	

**THIS ESTIMATE IS VALID FOR 30 DAYS FROM ABOVE DATE.** This estimate is based upon information provided to AlphaGraphics for the above job by the client and is subject to change based on variation in quantity, paper, inks, due dates, etc. If changes do occur, or order placement is beyond 30 days from date of the estimate, please call AlphaGraphics, at the number listed above, for confirmation. Please refer to the Estimate number when placing order. All coupons must be addressed at the beginning of each project as coupons apply to retail prices. If you have any questions about the above information, or any of our services, please contact us and let us serve you.

Signature \_\_\_\_\_

Time \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

You can view our Privacy Policy at: <https://www.alphagraphics.com/privacy-policy.html>

**CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION**

A separate application is required for each event or project for which funding is requested.

1. Name of Applicant: Port Royal Sound Foundation

2. Mailing Address: 310 Okatie Highway, Okatie, SC 29909

3. Project Director: Jody Hayward, Executive Director

Project Treasurer or Administrative Official: Astrid Fabian, Director of Finance

Telephone #: 843-645-7774 Fax #: n/a Email: jhayward@portroyalsoundfoundation.org

4. Event or Project Name: Reptile Displays for PRSF Maritime Center

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

No City of Beaufort ATAX funds have been awarded for reptile displays, but previous City of Beaufort ATAX funds for other Maritime Center exhibits include: FY23- \$6,100 (Shark Exhibit- final report and financial statements to be submitted as soon as possible); FY22- \$3,750 (Outdoor Exhibits); FY21- \$3,700 (Animals of the Port Royal Sound); FY20- \$2,500 (History Timeline); FY19- \$7,114 (Main Gallery Map)

List Accommodations Tax funding that you have received in the previous years for other events or projects.

City of Beaufort ATAX: FY17- \$6,100; FY16- \$3,750

2% Beaufort County ATAX: FY23- \$91,000; FY22- \$52,380; FY21- \$50,250; FY20- \$26,500; FY19- \$8,300; FY17- \$10,000; FY16- \$3,750

3% Beaufort County ATAX: FY20- \$500,000

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

None

5. Date you will begin and complete work on your event or project:

Begin – 10/23 (when funding is received) End – 09/24 (within 12 months)

Note: Event or project must be completed within 12 months from date of award.

6. Applicant Category (check all that apply)

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

Government or governmental agency

For-profit organization

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

**8. Total Estimated Costs of the Proposed Event or Project:** \$ 15,200

Accommodation Tax Funds Requested: \$ 7,600

Project Funding from Other Sources: \$ 7,600

**9. Source of Applicant's Other Funds:** Our funding comes largely from private donations. PRSF believes that high-quality educational activities and outdoor experiences should be accessible for all regardless of limiting circumstances, so much of what we offer has minimal fees or is FREE, including admission to our Maritime Center. Expenses for this project will be covered by operational funds until grant reimbursement is received.

**10. What is the anticipated total attendance for your event?** Over 25,000 per year

**Total "tourist" anticipated?** 51% = 12,750 per year

**11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:**

We believe that promoting the Maritime Center as a whole, including our 50+ high-quality exhibits, is more effective than focusing on individual attractions. We also value collaboration and a multi-faceted approach to our marketing efforts in order maximize our reach. We promote the Maritime Center on social media, as well as partnering with local publications like Beaufort Lifestyle, Local Life, Island News, Bluffton Sun, and the Beaufort County Military and Veterans Resource Guide. We also share our rack cards with visitor's centers throughout the state, particularly those along I-95. In 2022, a 2% ATAX grant from Beaufort County helped us create an infographic attracting tourists to our area, which can be found here: <https://portroyalsoundfoundation.org/start-your-lowcountry-adventure/>. A 2023 3% ATAX/HTAX grant from Beaufort County is currently being used to develop a new tourism marketing campaign. All of these efforts will draw tourists to the Maritime Center, and after their visit they will be inspired to go out and explore everything else Beaufort has to offer.

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

**A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (complete attached budget template).**

See attached

**B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

**\*Reptile Enclosures: \$14,100**

-New museum-quality, stackable reptile enclosures and display racks to install in Maritime Center

-Enough enclosures will be purchased to transfer current reptiles into new enclosures and provide space for new reptiles

-Enclosures will be large enough to accommodate animals as they grow

*\*If full funding is not awarded, priority will be given to transferring our current reptiles into new enclosures*

Live Reptiles: \$770

-New snakes for display in Maritime Center and use in programs

Reptile Habitat and Décor: \$330

-Water bowls, hides, and other tank accessories to create comfortable habitat for reptiles

- C. A brief summary description of proposed project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.**

PRSF requests \$7,600 to purchase new reptile enclosures and acquire additional live reptiles to display in the Maritime Center. The Maritime Center is a free museum and aquarium that attracts visitors of all ages to educate them about our unique local environment. Live animals, such as snakes, turtles, toads, and more, excite visitors and deepen their appreciation for wildlife. These animals complement our 50+ other exhibits and are used during educational programs. New museum-quality enclosures will elevate our reptile displays, increase our capacity to hold more animals, and showcase a greater diversity of species.

- D. Describe how the proposed project relates to the organization's purposes and identify who is expected to benefit.**

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.

Since opening in 2014, our FREE Maritime Center museum and aquarium has welcomed over 194,000 visitors. We are on track to host over 25,000 visitors in 2023 alone. Our engaging exhibits and hands-on programming for all ages attract tourists from all over the world. Our live animals—which include snakes, turtles, alligators, saltwater fish, and more—are a favorite of children and adults.

Upgrading our reptile enclosures will create a cohesive, visually appealing display and maximize the use of our space to allow us to add more reptiles. These stackable enclosures are made from durable materials and include convenient locking mechanisms, pre-installed lighting, and ventilation. These features will make our animals more secure and keep their habitats consistent, which is critical for healthy reptiles. We plan to transfer our current reptiles, which include corn snakes, a box turtle, and a toad to new exhibits. We will also move reptiles from our educational classroom into the Maritime Center and purchase more animals for display.

This project aligns with our goals of education and conservation by showcasing the diversity of local wildlife. Maritime Center visitors will get up close and personal with our animals, which inspires curiosity and increases their awareness for the environment around them. Our reptiles are also used for educational programming, such as reptile meet and greets, so program participants will benefit from a greater array of reptile species. In 2023 we began partnering with Marriott resorts on Hilton Head to provide reptile programs for their guests, which have reached over 560 people so far. Visitors and program participants leave these experiences with a better understanding of our area's exciting wildlife and a deeper appreciation for our unique local environment.

Tourism is a significant component of our area’s economy, bringing in over \$1.48 billion annually and generating over 14,000 jobs. Tourists are drawn here by our spectacular environment, eager to enjoy our sunny beaches, beautiful maritime forests, and iconic salt marshes—all of which are tied to the Port Royal Sound. As PRSF has grown, we are proud to act as a welcome center for the Sound, introducing tourists to our area’s unique ecology, culture, history, art, and recreation.

PRSF’s role goes beyond being a tourist destination. We play a crucial role in educating visitors about why our environment is so unique and why we need to protect it. When tourists learn how to be better stewards of the places they visit, they benefit the local community by keeping our home clean. A healthy Port Royal Sound is critical to sustaining our tourism industry, economy, home values, jobs, and way of life for years to come.

**E. Describe expected impact on tourism and tourism industry. Certain tourism-related expenditures must be awarded on a “percentage of tourism” basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.**

Every year since opening in 2014, the Maritime Center has seen impressive growth in the number of visitors, as well as the percentage of visitors that travel to us from beyond 50 miles. Our total visitor count this year is up 39% from what it was at the same point in 2022. We anticipate reaching over 25,000 people in 2023 alone. Since January 2022, approximately 51% of our visitors come from beyond 50-miles. Our expanding marketing efforts, as well as the continued enhancement of our exhibits and Maritime Center offerings, will allow us to reach and include even more tourists.

**F. Describe how the effectiveness of the project in attracting tourists will be evaluated.**

We are always improving our methods for capturing visitor information. Tally counters record the number of adults and children visiting the Maritime Center. Individual visitor surveys enable us to gather better information about our visitors, including the total number in their group, the states or zip codes represented by each member of the group, and how they heard about us. This information is then recorded digitally to evaluate our demographics and reach, and the zip codes are used to determine what percentage of our guests come from beyond 50 miles. Both of these methods engage volunteers in conversation with the visitors, which improves visitors’ experience and ensures accurate and legible information.

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director:   
Date: 8/24/23

**Organization Name:** Port Royal Sound Foundation  
**Project Name:** Reptile Displays for PRSF Maritime Center

Event/Project Revenue Projected	_____
Admissions Receipts	_____
Private Donations	<u>\$7,600</u>
City of Beaufort ATAX Requests	<u>\$7,600</u>
Port Royal ATAX Requests	_____
Hilton Head ATAX Requests	_____
Bluffton ATAX Requests	_____
Beaufort County ATAX Requests	_____
Other Area ATAX Requests	_____
<b>Total Revenues</b>	<u><b>\$15,200</b></u>

**Expenses:**

Sales Promotions Expenses	_____
Publicity Materials Expense	_____
Newspaper Advertising	_____
Radio Advertising	_____
Magazine Advertising	_____
Television Advertising	_____
Billboard Advertising	_____
Printing	_____
Direct Mail Expenses	_____
Brochure Printing	_____
Flyer Printing	_____
Other Promotional Items	_____
Postage Supplies	_____
Equipment Rental	_____
Service Rental	_____
Entertainment Fees	_____
Speaker Fees	_____
Hospitality Fees	_____
Decorations	_____
Refreshments	_____
Other Expenses (detail below)	_____
<u>Reptile Enclosures</u>	<u>\$14,100</u>
<u>Live Reptiles</u>	<u>\$ 770</u>
<u>Reptile Habitat and Decor</u>	<u>\$ 330</u>

**Total Expenses** **\$15,200**

**Event Profit (Loss) Total Request for ATAX Grant** **\$7,600**

I Jody Hayward have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.

Jody Hayward                      Jody Hayward                      8/24/23  
Printed Name                      Signature                      Date

**ACCOMMODATIONS TAX  
APPLICATION FISCAL YEAR 2024**



**CITY OF BEAUFORT  
TOURISM DEVELOPMENT ADVISORY COMMITTEE**

**Submitted by:**

**The Original Gullah Festival**

EIN: 57-0837939

P.O. Box 83, Beaufort, SC 29902

**Thomas Roy Hicks, II, President & Chief Executive Officer**

[trhicksii@gmail.com](mailto:trhicksii@gmail.com) • 678-865-9065

**Denise Mason Bullitt, Grant Strategist**

[sankofainspirit@gmail.com](mailto:sankofainspirit@gmail.com) • 843-593-0904

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

A separate application is required for each event or project for which funding is requested.

1. Name of Applicant: Thomas Roy Hicks II  
P.O. Box 83 Beaufort, SC 29901

2. Mailing Address: \_\_\_\_\_  
Street Address or P.O. Box City State Zip  
Thomas Roy Hicks II

3. Project Director: \_\_\_\_\_  
Reba Pazant

Project Treasurer or Administrative Official: \_\_\_\_\_

Telephone #: 404-718-9221 Fax #: \_\_\_\_\_ Email: rdpazant@yahoo.com

4. Event or Project Name: \_\_\_\_\_  
The Original Gullah Festival

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

City of Beaufort ATAX in 2023 award \$10,000

List Accommodations Tax funding that you have received in the previous years for other events or projects.

none

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

Beaufort, County ATAX \$50,000

5. Date you will begin and complete work on your event or project: \_\_\_\_\_  
Begin – Month/Year May 2024 End – Month/Year May 2024

**Note: Event or project must be completed within 12 months from date of award.**

- 6. Applicant Category (check all that apply)
- 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
- Government or governmental agency
- For-profit organization

7. Federal Employee Identification number (EIN): 57-0837939

8. Total Estimated Costs of the Proposed Event or Project: \_\_\_\_\_ \$

\$170,000 \_\_\_\_\_

Accommodation Tax Funds Requested: \$ 50,000 \_\_\_\_\_

Project Funding from Other Sources: \$ 120,000 \_\_\_\_\_

9. Source of Applicant's Other Funds:

\$50,000 Beaufort County ATAX/ \$70,000 Event Revenue

10. What is the anticipated total attendance for your event?

12,000 (over 3 days)

Total "tourist" anticipated?

40%

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:

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

- A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (complete attached budget template).
- B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**
- C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.
- D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.
- E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.
- F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director: Thomas R. Huba II

Date: 8/20/2023

Detailed Budget

**12.A. Detailed Budget**

<b>Organization Name:</b> The Original Gullah Festival of South Carolina, Inc.		<b>Project Name:</b> Gullah Festival
<b>Projected Event/Project Revenue</b>		
	<b>2024</b>	
Admissions Receipts	\$ 80,000	
Private Donations	7,500	
City of Beaufort ATAX Requests	49,500	
Port Royal ATAX Requests		
Hilton Head ATAX Requests		
Bluffton ATAX Requests		
Beaufort County ATAX Requests	50,000	
Other Area ATAX Requests		
<b>Total Projected Revenues</b>	<b>\$ 187,000</b>	
<b>Projected Expenses:</b>		
Sales Promotions Expenses	\$ 3,500	
Publicity Materials Expense	6,000	
Newspaper Advertising	1,000	
Radio Advertising	2,500	
Magazine Advertising	4,000	
Television Advertising	10,000	
<b>Billboard Advertising</b>		
Blue Line Media	4,000	
Billboardsin.com	7,000	
Printing	2,000	
Trophies / Awards	1,000	
Brochure Printing	1,000	
Flyer Printing	1,000	
Other Promotional Items	7,500	
Postage & Supplies	2,000	
<b>Service Rental</b>		
Van Rental	7,500	
Chair Rental	1,000	
Portal A/C or Heater Units	1,500	
<b>Contracted Services</b>		

Lights and Sound	9,000			
Electrician	5,000			
Fencing	5,000			
Entertainment Fees	30,000			
Speaker Fees	6,000			
Hospitality Fees	2,000			
<b>Decorations</b>				
V.I.P.	3,500			
Gullah Village	4,000			
Refreshments	2,000			
<b>Other Expenses (detail below)</b>				
City of Beaufort Police	10,000			
City of Beaufort Fire Department	2,000			
Park Beaufort	4,000			
Salaries & Wages	51,700	Part-time salary for Executive Director, admin support, and grant writer		
<b>Projected Total Expenses</b>	<b>\$ 170,000</b>			
Projected Event Profit (Loss)	<b>\$ 16,500</b>	Seed funds for 2025		

## 12.B. Defined Budget

The Original Gullah Festival of SC Inc. is seeking \$50,000 to support this historical and important cultural event that draws about 12,000 visitors over its 3-day gathering. This event is one of the premier festivals of Beaufort and is known around the globe to scholars, students, and lovers of the Gullah Geechee Heritage. Our goal is to upgrade tourist experience by:

- Improving access to community-wide events by offering a shuttle service for activities that happen away from Henry C. Chambers Waterfront Park.
- Extend and coordinate our marketing and advertising with the Greater Beaufort-Port Royal Convention Visitors Bureau to attract a broader base of out-of-town guests.
- Increase the number of and ways Beaufort-based artists, vendors, and businesses can participate and share in this significant tourist event.

Specifically, included in the Beaufort City ATAX request is the following.

Sales Promotions Expenses	\$ 3,500
Publicity Materials Expense	6,000
Newspaper Advertising	1,000

Radio Advertising		2,500
Magazine Advertising		4,000
Television Advertising		10,000
Blue Line Media		4,000
Billboardsin.com		7,000
Printing		2,000
Trophies / Awards		1,000
Brochure Printing		1,000
Flyer Printing		1,000
Other Promotional Items		7,500
Postage & Supplies		2,000
Van Rental		7,500
<b>Total Amount Included in this request</b>		<b>\$49,500</b>

### 12.C. A Brief Summary of Event

The Original Gullah Festival of SC Inc. is a non-profit, tax exempt organization of Beaufort, SC. Established by native Beaufortonians in 1986, and incorporated in 1987, the three-day celebration has the goal to reclaim for future generations the beauty and history of the Gullah Culture, a compelling mix of West African legacy and the American Lowcountry experience that also furthers arts in education. Our 3-day festival is a non-alcoholic, pet free event that allow access to all people. It draws visitors from all over the globe.

As with many events, the festival had to relaunch itself in 2022 following the COVID-19 pandemic which shutdown our ability to gather in-person for 3-years. Nonetheless, we are excited and encouraged by the enthusiastic way in which we have been welcomed back. For example, this past event in May 2023 brought with it severe and heavy rain and winds for the first 2 days of our event. We did not cancel, and many visitors stuck it out, participating in as many of the indoor activities as possible. On Sunday, the third and final day of our event, the sun shined brightly, and guests came from every quadrant filling Waterfront Park and making the event an extraordinary success considering the circumstance.

While the Gullah Festival ends on Sunday, we encourage our visitors – especially the tourists – to stay overnight to participate in Beaufort’s Memorial Day Parade. Many of them having heard about the historic celebration through the Gullah Kinfolk’s Decoration Day musical performance, excitedly plan to join in the festivities for themselves before returning home.

**12.D. Describe how the event relates to the organization’s purposes and identify who is expected to benefit.**

We “ed-u-tain” (educate/entertain) new and frequent visitors who want to learn firsthand about the Gullah Geechee Corridor, its history, and heritage. Our event offers such learning through arts, crafts, food, music, song, dance and spoken-word. We provide the platform for local and regional talents to express their artistic gifts on stage, in workshops, and conference settings. Teaching of the Gullah dialect to the young and seasoned is also provided. We have heard story after story from visitors who are drawn to this region just experience the Gullah Geechee history and culture firsthand.

**12.E. Tourism**

This festival is one of Beaufort’s signature festivals. For tourists, it is often the first festival they learn about that happens in the Lowcountry. Because of their visit to Historic Beaufort for this event, they learn about the other signature festivals and make an instant decision to return to this region again and again. Some have even evolved from tourist to regular visitor to resident – and it all started with a desire to attend the Original Gullah Festival.

In reviewing the str report provided by the CVB for our 2023 event and, in spite of the torrential rain that we know caused numerous excursion bus operators to cancel their participation in the event, hotel occupancy and revenue per available room rose by a three-day average of 16.17% and 29.6% respectively.

We also know that when measured by the str report that events happening at the Henry C. Chambers Waterfront Park were by and away the most popular and drew more visitors than any other venue. By increasing our ability to add ground transportation to neighboring events, we believe that we will continue to see an uptick in participation around the area.

Our Gullah Tours were fully booked for all 3 days in 2023 demonstrating tourists’ continued interest in learning about the Gullah Geechee history. We believe that partnering with the CVB and other community partners is the right formula for reaching a greater audience beyond Beaufort thereby strengthening Historic Beaufort’s ability to capitalize on this signature event. Further, we are building up our organization and committing to improving and expanding the experience for Gullah Festival participants so that an even audience will make the decision to attend.

**12.F. Evaluation**

In addition to reporting from Beaufort’s DOM – the Greater Beaufort-Port Royal Convention Visitor’s Bureau, we are working to improve our e-commerce system that will allow more online and digital payments and provide reports and data regarding purchases made. We are working on several plans that will encourage visitors to identify their home origins while attending our events and participate in digital polls and pushes throughout the

event. All of this information will be gathered, shared, and utilized to continue building up this premier event for Beaufort.

###

I, Thomas R. Hicks, II, have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.

Thomas R. Hicks, II

*Thomas R. Hicks II*

8/30/23

Printed Name

Signature

Date



List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

- 2021 County ATAX grant award in the amount of \$2,500.00
- 2022 County ATAX grant funds were awarded in the amount of \$19,000.00

5. Date you will begin and complete work on your event or project:  
Begin – Month/Year 0 1 / 2 3 \_\_\_\_\_ End – Month/Year 12/23 \_\_\_\_\_

*Note: Event or project must be completed within 12 months from date of award.*

6. Applicant Category (check all that apply)

- 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
- \_\_\_\_ Government or governmental agency
- \_\_\_\_ For-profit organization

7. Federal Employee Identification number (EIN): 57-0324930

8. Total Estimated Costs of the Proposed Event or Project: \$ 48,900 \_\_\_\_\_

Accommodation Tax Funds Requested: \$8,900.00 \_\_\_\_\_

Project Funding from Other Sources: \$27,000 (Penn Center), and \$5000.00 Outside Sponsorship \_\_\_\_\_

9. Source of Applicant's Other Funds: \$8,900.00 Penn Center, Inc.

10.

What is the anticipated total attendance for your event? 12,000 to 15,000

Total "tourist" anticipated? 4,500

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:

**Noted in the Narrative**

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

- A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).
- B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding.  
**The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

**See budget contained in the narrative.**

- C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

Requested funds will launch a blended multi-marketing campaign that will exponentially increase tourists to this event and, thereby, stimulate the city's economy. This objective will be met by utilizing standard marketing procedures, such as newspaper coverage, radio announcements, and grassroots methods, but also by launching a cutting-edge digital marketing platform that will increase the number of attendees for its 2023 Heritage Days Celebration from approximately 3,240 tourists to approximately 4,500 tourists. Data will be gathered by the creation of a QR code that can be easily accessed via one's mobile phone and by mobile positioning data gathered by the DMO.

**Detailed descriptions of all required areas are contained in the narrative.**

- D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.

Penn Center's mission statement is as follows:

"The mission of Penn Center is to promote and preserve Penn's true history and culture through its commitment to education, community development and social justice."

The 39<sup>th</sup> Heritage Days Celebration touches on all three components of Penn Center's mission statement. This event, through speakers, music, culinary foods, and art serves as a valuable entity for delivering the history, past and present, of the Gullah Geechee people. And most importantly to maintain a public voice that strives toward carving our spaces for equity and social justice for all citizens of this nation. By offering opportunities for a host of black entrepreneurs and business owners, the event serves as a solid platform for ensuring the Center is a vehicle for community development.

- E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

**Noted in the following narrative**

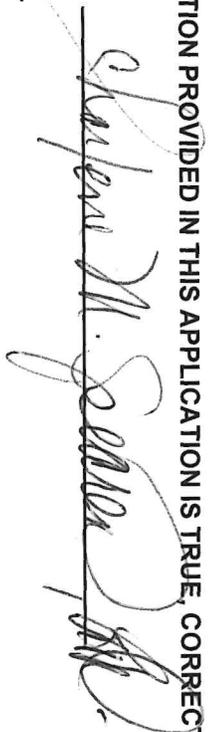
F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

**Noted in the following narrative.**

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

**Event or Project Director:**



**Date:**

8/28/23

**Narrative**

**Overview**

The Heritage Days Celebration showcases the history, art, and culture of the Gullah Geechee people, featuring musical entertainment, cultural dishes, scholars and educators. Local vendors as well as non-local vendors will show their crafts, which will include storytelling, basketry, and artistry that are part of the cultural legacy that is rooted in West Africa and Central Africa.

The showcasing of these cultural roots continually and consistently produces an increase in attracting tourists of all ages and backgrounds, including historians, linguists, folklorists, and anthropologists. As we strengthen our relationships with tour agencies, the festival also serves as a destination for group tours to the event. As the COVID Pandemic continued to come down from its peak, marketing strategies for the 2022 Celebration produced a higher volume of tourists to the city of Beaufort. This influx of tourists for this event was economically beneficial to the city of Beaufort and Beaufort County as people came to Beaufort and their island destination. Attendees came from as far south as Florida and as far north as Pennsylvania. Families booked hotels and stayed at venues throughout Beaufort. They shopped in the city grocery stores, boutique shops, and ate at local restaurants, circulating tourist dollars into our local economy. Economically, this event brought forth a plethora of economically driven benefits to the City of Beaufort and Beaufort County.

**Project Objective**

The objective for the requested funds is to launch a blended multi-marketing campaign that will exponentially increase the number of tourists/travelers to this event and, thereby, stimulating the city's economy. This objective will be addressed in the following way:

- to utilize standard marketing procedures, such as newspaper coverage, radio announcements, and grassroots methods that include sending hardcopy publicity material to Welcome Centers in South Carolina, North Carolina and Georgia;
- to utilize its recent subscription to Constant Contact by way of creating marketing campaigns centering of the festival that will be sent in excess to 1000 contacts. Contact lists include individuals residing throughout the United States, universities in South Carolina, North Carolina and Georgia;
- to send promotional material to group tour companies in South Carolina, North Carolina, and Georgia, as well as others, especially along the Gullah Geechee Corridor.
- to utilize and leverage strong digital marketing strategies in cities and states to include Charlotte, NC; Columbia, SC; Greenville/ Spartanburg, Anderson SC; Charleston, SC; Augusta, GA; Atlanta, GA; Knoxville, TN; and Jacksonville, FL. These targeted audiences will receive multiple marketing collateral highlighting tourism opportunities with regard to the event itself as well as information noting Beaufort accommodations, restaurants, and places to shop.
- Commercials centering on the Heritage festival and the *World Within Worlds: The Visionary Art of Sam Doyle* exhibition that will be featured at the Center's York W. Bailey Museum will frequently air. Doyle's work has been exhibited in at prominent museums including the Smithsonian American Art Museum. In addition, a series of 5-minute videos will be created and embedded into email blasts that will be distributed to over 20,000 contacts on a regional and national level.

#### Impact on Tourism

- a. Penn Center has historically attracted visitors for its three-day Heritage Days Celebration that range between 12,000 to 18,000 attendees. This three-day event began and is the oldest festival in the state of South Carolina that focuses on Gullah Geechee history, art and culture.
- b. Understanding the definition of tourism relates to those who travel "at least 50 miles to attend the event." Penn Center anticipates the number of attendees for its 2023 Heritage Days Celebration will increase from approximately 3,240 tourists to approximately 4,500 tourists. This estimation is based on data from the 2022 Heritage Days Celebration that cited 27% of attendees came from Charlotte, NC (34.2%); Atlanta, GA (17.1%); Greenville-Spartanburg-Ashville-Anderson SC (17.1%), Charleston, SC (16.4%) and Waco-Temple-Bryan, TX (15.4%). By creating a timeline that will begin in August and increase with intensity throughout September, October and the first week in November, Penn Center expects to meet and exceed its target of 4,500 tourists who will attend this year's festival.
- c. Data regarding the number of tourists who attend this year's festival will be gathered via the creation of a QR code that can be easily accessed via one's mobile phone, by issuing a ticket to each attendee as they enter the event and asking attendees to place an admission ticket in glass jars labeled with the name of a state on each jar, and by mobile positioning data gathered by the DMO.
- d. Penn Center's Marketing, Advertising and Promotions Plan utilizes paid, owned and earned channels including digital & print media, broadcast, social media, experiential marketing, content marketing, and more. Penn Center collaborates with tourists' destinations sites throughout Beaufort

County and regional, national and global markets to ensure a seamless and consistent voice that serves the city of Beaufort and its surrounding areas.

**Strategies for Successfully Implementing its Marketing Plan:** Develop a strategic ad campaign and targeted media plan to include advertising via television, radio stations, newspaper outlets throughout South Carolina, North Carolina and Georgia.

- Produce collateral and compelling content that serves to promote the multifaceted reasons for attending this event and for securing lodging, shopping and dining in the city of Beaufort’s restaurants.
- Partner with other strategic entities to stretch marketing dollars and extend marketing reach to include military bases in the Beaufort and Welcome Centers throughout South Carolina, North Carolina, and Georgia.
- Utilize established connections with individuals, universities, museums, newspapers, etc. to publicize and promote the event with clear and efficient messaging.
- Ensure consistent positioning and messaging across all communication tactics – including traditional and non-traditional advertising, publishing, social media, and public relations efforts.
- Utilize Penn Center’s website to convert the “Undecided Traveler” to choose attending the 2023 Heritage Days Celebration as the perfect time to experience not only the festival but to experience the City of Beaufort.
- Utilize tools within the Center’s newly designed site to continually provide strong visuals and authentic content about its 2023 Heritage Days Celebration event.
- Highlight captivating, destination specific visuals so visitors get a true sense of the destination.
- Routinely upload images to Penn Center’s website and social media platforms to provide authentic information about the event.
- To include content for the purpose of increasing the conversion of “Trip Extenders,” by showcasing that there is too much to do in Beaufort to stay for less 2 days.
- 90.7 percent of our target audiences use Google as a search engine for targeted interests. Additional internet marketing is included with all the paid print media purchases referenced and itemized in the budget section of this application. A broad network of sites will be employed based on specific geographical locations, demographic data, job titles, keyword searches and online content choices, as well as a combination of behavior indicators. Mobile based technology will be used for the purpose of allowing the targeting of a specific location with precision and accuracy including areas of interest.

#### **Determination for the above Marketing Plan**

The determination was made by carefully analyzing information gleaned from tourists who consistently visit Penn Center. All visitors are asked to sign the guest registry when they enter the museum and the Welcome Center. Visitors note their name, hometown, email address and comment on their visit. Analysis of this information has demonstrated that tourists represent a steady increase in the following areas:

- a) Black tourists who are interested in broadening the scope of their history, culture and familial (ancestral) ties to Africa, especially West Africa.
- b) White tourists who are interested in learning more about the history of Penn Center and see this history as important information that connects with their history as citizens of the United States of America.
- c) Tourists who want to learn more about the life of Rev. Martin Luther King, Jr.
- d) International tourists who come with the purpose of learning more about the history of the south through the lens of Penn Center's history.
- e) Established and young scholars who are conducting extensive research on a particular aspect of Penn Center's history: the establishment of Penn School and the reasons for the founding of this school; the teaching of various trades at the school, the implementation of a school for midwifery, the anchor the center played during the Civil Rights Movement, and more.

### **Coordination and Collaboration to Leverage Impact**

The following additional media, print and digital sources will be utilized to reach individual and group travelers.

- National Parks Service
- Beaufort Regional Chamber of Commerce
- Black Chamber of Commerce
- Gullah Geechee Cultural Corridor
- Designated Marketing Organization (DMO), Rob Wells, President and CEO, Greater Beaufort and Port Royal Convention and Visitors Center
- International African American Museum
- Welcome and Visitors Centers in South Carolina, North Carolina and Georgia
- Southern Travel & Lifestyle
- Atlanta Tribune
- Charlotte Observer
- Charleston Post and Courier
- The Post and Courier
- Asheville Citizen
- The Sun News
- The State
- Greenville News.
- The Island Packet.
- Anderson Independent
- Lowcountry Weekly
- Garden and Gun
- Savannah Tribune
- Black Enterprise
- National Association of Black Journalists
-

### **Fiscal Stability and Administrative Ability**

Penn Center has consistently presented its Heritage Days Celebration for thirty-nine years, with the only exceptions being 2019 and 2020, the height of the COVID 19 Pandemic. Each year the institution has demonstrated fiscal stability in covering all incurred expenses. The festival is overseen by prominent members of the St. Helena Gullah community, Penn Center staff, the Executive Director and the Board of Trustees. Final reports have been delivered prior to due dates and budgets have been presented accurately and without errors or discrepancies.

### **Prior History and Success with City of Beaufort ATAX Grants**

Research has shown that Penn Center, Inc. submitted and received an ATAX Grant in 2020 in the amount of \$10,000.00 for the institution's 2020 Heritage Day's Celebration Event. The final cost for the presentation of this event was \$80,000. Revenue outside of the ATAX award totaled \$70,000. The institution successfully generated said revenue via campus tours, museum fees, sponsorship and vendor fees. 4000 tourists attended the event.

### **Grants that have been received in the last five years. Identify the project and amount awarded.**

Penn Center did not receive an award for the submission of a 2022 ATAX grant, but prior history has shown that ATAX funding was awarded in 2016 and 2015 for this event.

### **Describes the success and or obstacles in carrying out the project and what was learned.**

- a. Success has always been multifaceted. Penn Center's mission has always been met with the presentation of this event. Hotels and bed and breakfast establishments have always shown complete occupancy at the time the three-day Heritage Days Celebration takes place. With bookings for lodging, city restaurants, gas stations, and shops increase their revenue.
- b. What becomes apparent, and, therefore, learned, is that the interest in Gullah Geechee history and culture continues to grow. The economic impact to city establishments also increases. Tourists who come to this event return to Beaufort for future vacations, road trips and weekend getaways. A revisiting to Penn Center is always a high priority.
- c. In the past, obstacles have always centered on documenting the number of tourists who attend this event. However, advances in technology and digital platforms for marketing the event have assisted in closing this gap and rendering a more accurate count of tourists who attend this event.

**What was the impact on tourism including the number of tourists involved and how they were documented.**

As stated earlier, the weekend for hosting this event, which is the second weekend in November, has consistently demonstrated that Beaufort hotels and bed and breakfasts skyrocketers. In fact, there is great difficulty in securing any form of accommodation in the Beaufort area during the weekend of the Heritage Days Celebration. In the past, tourists have been documented via sign-on sheets and surveys that are distributed and collected from all attendees. However, with the presentation of its 2023 39<sup>th</sup> Heritage Days Celebration, Penn Center will also utilize mobile phone tracking collected by the DMO, creation of QR code, surveys/sign-in sheets, and distribution of tickets that will be deposited in city/ state identified jars.

**Fiscal Stability and Administrative Ability**

Penn Center has consistently presented its Heritage Days Celebration for thirty-nine years, with the only exceptions being 2019 and 2020, the height of the COVID 19 Pandemic. Each year the institution has demonstrated fiscal stability in covering all incurred expenses. The festival is overseen by prominent members of the St. Helena Gullah community, Penn Center staff, the Executive Director and the Board of Trustees. Final reports have been delivered prior to due dates and budgets have been presented accurately and without errors od discrepancies.

**Budget**

Item	Cost	ATAX Grant	Penn Center's Contribution
Heritage Days Save the Date Postcards	\$1000.00 Distributed to Welcome Centers in South Carolina, North Carolina, and Georgia	500.00	500.00
Heritage Days Flyers	\$800.00 Distributed to Real Estate Companies in South Carolina, North Carolina and Georgia as well as local hotels.	400.00	400.00
Heritage Days Rack Cards	\$3000.00 Distributed to Welcome Centers in South Carolina, North Carolina, and Georgia	1500.00	1500.00
Heritage Day Programs	\$3600.00 Programs will list local hotels, restaurants, and real estate dealers.	1800.00	1800.00
Bryn Marketing	\$6,000.00 Digital Marketing Package	3000.00	3000.00

WHHI TV	\$750.00 Broadcasting of the event.	325.00	325.00
Postage	\$300.00	150.00	150.00
Coastal Magazine	\$700.00	350.00	350.00
Posters	\$650.00	325.00	325.00
Brochures	\$1000.00	500.00	500.00
Total	\$17,800	8,900.00	8,900.00

**Note: See the completed budget that was contained in the 2023 Accommodations Tax Application Packet**

Organization Name: Penn Center, Inc. \_\_\_\_\_ Project Name: 2023 39<sup>th</sup> Heritage Days Celebration

Event/Project Revenue Projected	\$27,000.00
Admissions Receipts	N/A
Private Donations	\$5000.00
City of Beaufort ATAX Requests	\$8,900
Port Royal ATAX Requests	0
Hilton Head ATAX Requests	0
Bluffton ATAX Requests	0
Beaufort County ATAX Requests	0
Other Area ATAX Requests	0
<b>Total Revenues</b>	<b><u>40,900.00</u></b>

**Expenses:**

Sales Promotions Expenses	1000.00
Publicity Materials Expense	\$7000.00
Newspaper Advertising	\$600.00
Radio Advertising	0
Magazine Advertising	\$ 600.00
Television Advertising	\$400.00
Billboard Advertising	0
Printing	\$500.00
Direct Mail Expenses	\$1,000.00
Brochure Printing	\$3,600.00
Flyer Printing	\$800.00
Other Promotional Items	\$1,000.00
Postage Supplies	\$600.00
Equipment Rental	\$3,150.00
Service Rental	\$5,200.00
Entertainment Fees	\$12,500.00
Speaker Fees	\$1,000.00
Hospitality Fees	
Decorations	<u>\$250.00</u>

Refreshments \$350.00

Other Expenses (detail below)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total Expenses \$48,900.00

Event Profit (Loss) Total Request for ATAX Grant \$8,900.00

**Prior History and Success with City of Beaufort ATAX Grants**

Research has shown that Penn Center, Inc. submitted and received an ATAX Grant in 2020 in the amount of \$10,000.00 for the institution's 2020 Heritage Day's Celebration Event. The final cost for the presentation of this event was \$80,000. Revenue outside of the ATAX award totaled \$70,000. The institution successfully generated said revenue via campus tours, museum fees, sponsorship and vendor fees. 4000 tourists attended the event.

**Grants that have been received in the last five years. Identify the project and amount awarded.**

Penn Center did not receive an award for the submission of a 2022 ATAX grant, but prior history has shown that ATAX funding was awarded in 2016 and 2015 for this event.

**Describes the success and or obstacles in carrying out the project and what was learned.**

- d. Success has always been multifaceted. Penn Center's mission has always been met with the presentation of this event. Hotels and bed and breakfast establishments have always shown complete occupancy at the time the three-day Heritage Days Celebration takes place. With bookings for lodging, city restaurants, gas stations, and shops increase their revenue.
- e. What becomes apparent, and, therefore, learned, is that the interest in Gullah Geechee history and culture continues to grow. The economic impact to city establishments also increases. Tourists who come to this event return to Beaufort for future vacations, road trips and weekend getaways. A revisiting to Penn Center is always a high priority.
- f. In the past, obstacles have always centered on documenting the number of tourists who attend this event. However, advances in technology and digital platforms for marketing the event has assisted in closing this gap and rendering a more accurate

count of tourists who attend this event.

**What was the impact on tourism including the number of tourists involved and how they were documented.**

As stated earlier, the weekend for hosting this event, which is the second weekend in November, has consistently demonstrated that Beaufort hotels and bed and breakfasts skyrocketed. In fact, there is great difficulty in securing any form of accommodation in the Beaufort area during the weekend of the Heritage Days Celebration. In the past, tourists have been documented via sign-on sheets and surveys that are distributed and collected from all attendees. However, with the presentation of its 2023 39<sup>th</sup> Heritage Days Celebration, Penn Center will also utilize mobile phone tracking collected by the DMO, creation of QR code, surveys/sign-in sheets, and distribution of tickets that will be deposited in city/ state identified jars.

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

**A separate application is required for each event or project for which funding is requested.**

1. Name of Applicant: Tabernacle Baptist Church

2. Mailing Address PO Box 1564 Beaufort SC 29901

3. Project Director: Kenneth F. Hodges

Project Treasurer or Administrative Official: Barbara Glaze

Telephone #: (843)441-1628 Fax #: (843)524-0376 Email: lybensons@aol.com

4. Event or Project Name: Harriet Tubman Monument Dedication /Combahee River Raid Observance

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

\$10,000 last year

List Accommodations Tax funding that you have received in the previous years for other events or projects.

No funds previously awarded

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

Beaufort County 3% ATAX

5. Date you will begin and complete work on your event or project: Work already begun

Begin – Month/Year June 2016 End – Month/Year June 2024

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

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

Government or governmental agency

For-profit organization

7. Federal Employee Identification number (EIN): 57-101051-9

8. Total Estimated Costs of the Proposed Event or Project: \$ 540,000.00

Accommodation Tax Funds Requested: \$ 25,000.00

Project Funding from Other Sources: \$ 515,000.00

9. Source of Applicant's Other Funds: 50% already raised from Private sector, \$250, 000 from County 3%ATAX , balance will be raised from Private sector and possible other grants

10. What is the anticipated total attendance for your event? 3,500

Total "tourist" anticipated? 1,500

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:

The CVB will execute the marketing/Advertising for the event as a partner.

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

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

Using CVB tourism data from Zartico, STR, Key Data.

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated? Visitor spending lift will be tracked through CVB Zartico database.

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director: Kenneth F. Hodges

Date: 8/31/23

Organization Name: Tabernacle Baptist Church  
Combahee River Raid/HTM Dedication

Project Name: Harriet Tubman Monument/160<sup>th</sup> Anniversary of the

Event/Project Revenue Projected	_____
Admissions Receipts	_____
Private Donations	_____
City of Beaufort ATAX Requests	_____
Port Royal ATAX Requests	_____
Hilton Head ATAX Requests	_____
Bluffton ATAX Requests	_____
Beaufort County ATAX Requests	<u>\$25,000</u>
Other Area ATAX Requests	_____
<b>Total Revenues</b>	<b><u>\$25,000</u></b>

**Expenses:**

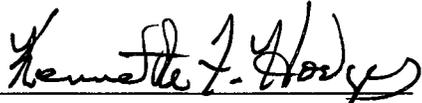
Sales Promotions Expenses	_____
Publicity Materials Expense	<u>\$1,000</u>
Newspaper Advertising	_____
Radio Advertising	<u>\$1,000</u>
Magazine Advertising	<u>\$1,000</u>
Television Advertising	_____
Billboard Advertising	_____
Printing	_____
Direct Mail Expenses	_____
Brochure Printing	<u>\$1,500</u>
Flyer Printing	<u>\$1,000</u>
Other Promotional Items	_____
Postage Supplies	_____
Equipment Rental	_____
Service Rental	_____
Entertainment Fees	_____
Speaker Fees	_____
Hospitality Fees	_____
Decorations	_____
Refreshments	_____
Wayside Signs creation and installation	<u>\$7,000</u>
Souvenir booklets	<u>\$5,500</u>
_____	_____
_____	_____
_____	_____
Other Expenses (detail below)	
Digital/Social Media Advertising	<u>\$7,000</u>
<b>Total Expenses</b>	<b><u>\$25,000</u></b>

**Event Profit (Loss) Total Request for ATAX Grant** \_\_\_\_\_

Return to: **CITY OF BEAUFORT**  
**Attn: Finance Department**  
**C/O TDAC**  
**1911 Boundary Street**  
**Beaufort, SC 29902**

Only submit pages 6-8 including the event budget as part of this packet. Pages 1-5 are for the applicant's records.

I Kenneth F. Hodges\_\_\_\_\_ have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 2-4 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2019-2020 Accommodations Tax Funds.

Kenneth F. Hodges            8/31/23  
Printed Name                      Signature                      Date

CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT

ATTACHMENT: TABERNACLE BAPTIST CHURCH FUNDING REQUEST

C. A summary description of the proposed event or project.

Tabernacle Baptist Church launched a campaign to honor Harriet Tubman with a monument for her services in Beaufort during the Civil War and for her role in the Combahee River Raid in June of 1863. The monument is near completion.

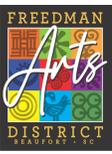
June of 2023 marks the 160<sup>th</sup> Anniversary of the Combahee River Raid. Tabernacle is launching an Inaugural Event to celebrate Harriet Tubman and the Combahee River Raid annually. The event will be held in Beaufort on June 1, 2, and 3, 2024. The event will also serve as the dedication of the Harriet Tubman Monument.

D. Describe how the proposed even or project relates to the organization's purposes and identify who is expected to benefit.

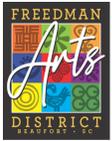
The Tabernacle Baptist Church building has existed on Craven Street in Beaufort since 1811.

The Tabernacle Baptist Church was home to a school during the Civil War and held an Emancipation Day service on January 1, 1863. Its members served as community leaders in Reconstruction era Beaufort, and today is the final resting place of Congressman Robert Smalls. Tabernacle Baptist Church is a part of the Reconstruction Era National Historic Network and the National Park Service Underground Railroad Network to Freedom.

The Harriet Tubman Monument and an event celebrating Harriet Tubman and the Combahee River Raid should prove to be beneficial to Beaufort, Beaufort County, South Carolina, and the Tourism Industry.



**FREEDMAN ARTS DISTRICT  
2024 CITY OF BEAUFORT ATAX GRANT APPLICATION**



**Executive Summary:**

The Freedman Arts District, a 501(c)(3) is requesting \$15,000 of ATAX assistance to support the local and regional promotion and startup of an annual two-day chalk art festival, “Chalk it Up!” on March 23<sup>rd</sup> and 24<sup>th</sup> 2024. Patterned after 16<sup>th</sup> century Italian festivals where artists paid tribute to the religious figure of Madonna on city streets. These artists would travel around the country, making any money that they could from those who admired their art. These artists were deemed “Madonnari” and this art form was practiced in Italy until World War II.

“Chalk it Up!” is performance art, where the process of creating the work is more important than the finished piece and dialogue with spectators can be as rewarding as creating a masterpiece. Art lovers can view the work in all stages of progress, from layout and design, to applying colors, to the finished creation.

The festival will host approximately 63 professional and amateur artists transforming several parking lots into colorful pavement museums and highlighting local artists, attracting regional and national chalk artists, and increasing art tourism. The juried event will be accompanied by local music, a possible children’s corner, and concludes with a celebratory awards ceremony. A District tour highlighting its rich history and importance of the Freedman Arts District’s renovation and restoration projects will also be offered.

The Freedman Arts District’s “Chalk it Up!” Festival aims to be a catalyst for increasing Beaufort’s reputation for cultural enjoyment and arts education to a southeastern audience while showcasing its housing restoration efforts which assist long-term Beaufort families in building generational wealth.

**A. “Chalk It Up!” Detailed Project Budget (see page 8)**

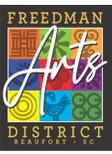
**Revenue:**

Revenue is expected from two primary sources. Approximately **\$39,000** may be raised through sponsorships or in-kind donations from local and regional businesses and institutions to cover operating expenses (including marketing and PR) and to pay for promotional materials such as T-Shirts, Awards Ceremony Event and Final Artists Awards.

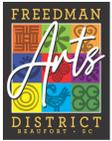
Additional revenue may come from sales of the Chalk Arts “Squares” to participating artists. Assuming a reasonable participation of 63 Artists paying an average of \$300 a square (depending on the size), the Total Square Revenue: **\$18,900**.

**TOTAL ESTIMATED REVENUE: \$57,900**

**TOTAL ESTIMATED EXPENSES: \$44,312**



**FREEDMAN ARTS DISTRICT  
2024 CITY OF BEAUFORT ATAX GRANT APPLICATION**



**B. ATAX Request:**

The Freedman Arts District will launch a Sponsorship Campaign this Fall with the goal of raising \$39,000 in cash or in-kind donations before the “Chalk it Up!” event March 23 - 24, 2024. Sponsorships and square sales will cover the balance of the costs. The Freedman Arts District will cover all startup expenses until sponsorships are solidified.

Our marketing strategy focuses on targeting visitors along the I-95 Corridor to the festival. With an overall Marketing, Advertising, and Festival Project Materials Budget of \$31,312 we are asking for \$15,000 from ATAX to help cover these expenses. A copy of the budget is below, including the defined budget for the costs for which we are seeking the ATAX funding.

**PROMOTION, MARKETING and START UP BUDGET**

**Radio:**

- 1. Four Weeks prior to event:  
100 - 30 second commercials on WSAV, CW and METV  
25 - :05 billboards on WSAV, Monday thru Sunday from 5AM to Noon.  
Total Cost: **\$3500**

**Print:**

- 1. Print ads in Beaufort Gazette \$3300
- 2. Ads in Courier & Post, Savannah Morning News \$1637
- 3. Low County Weekly \$260
- Total Print Costs: **\$5197**

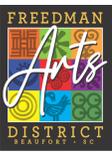
Talk to interested parties about allowing Chalk It Up! marketing to be played or printed along with compatible digital, radio, or print buys already in place.

**Billboards:**

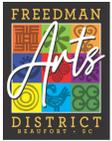
Using Adams Outdoors, 8 Billboards with 1.2 m impressions, reaching 80.5%  
Design and placement costs: **\$8,000**

**Social Media:**

- 1. Create and execute digital creative for all platforms (Mobile, Tablet, Desktop) with 500,000 to 1,000,000 digital impressions delivered to targeted adults in Charleston, Savannah and Beaufort County.
- 2. Google Ads: no direct cost
- 3. Facebook weekly in major target areas (Charleston to Savannah) for 4 weeks leading up to event. At \$150 per targeted areas 4 weeks: \$2400
- 4. Cost of graphic design at \$150 and hour for 5 hours: \$750  
Total Cost: **\$3150**



**FREEDMAN ARTS DISTRICT  
2024 CITY OF BEAUFORT ATAX GRANT APPLICATION**



**Local Signage and Materials:**

- |   |       |
|---|-------|
| 1. Banner at Bay and Ribaut - \$675 plus fee \$125.   | \$790 |
| 2. 4000 Flyers  | \$250 |
| 3. Posters: 100 large and 200 mini for display in retail windows, public libraries, municipal Building, USCB. | \$948 |
| 4. Design for all of the above  | \$517 |
| 5. Sign at the bottom of the Woods Bridge   | \$150 |
| <b>Total Cost: \$2655</b>   |       |

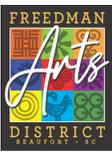
**Selected Start Up Material Costs:**

- |   |         |
|---|---------|
| 1. Equipment Rental (Shuttles, tents, porta johns, generator, chairs, tables) | \$3,900 |
| 2. Artist Chalk and set up supplies   | \$4,360 |
| 3. Permits  | \$500   |
| <b>Total Selected Start Up Material Costs: \$8,850</b>                        |         |

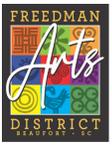
**Total Promotion, Marketing, and Start Up Material Costs: \$31,312  
(Total Budget and Grant Budget in Appendix D)**

- C. The Freedman Arts District’s, “Chalk it Up!” two-day Chalk Art Festival will host approximately 63 professional and amateur artists transforming several parking lots into colorful pavement museums. The festival will highlight local artists, attract regional and national chalk artists, and increase art tourism. Patterned after 16<sup>th</sup> century Italian festivals and accompanied by local music, a children’s corner, and District tour, the juried event concludes with a celebratory awards ceremony. The festival will expand Beaufort’s reputation for cultural enjoyment and arts education and showcase our housing restoration efforts which assist long-term Beaufort families in building generational wealth.
- D. The mission of the Freedman Arts District is to promote and encourage artists and artistic endeavors within its boundaries. (Appendix A). This effort includes supporting art events with focused social media, targeted outreach, and partnerships with other organizations. Our vision is to assist in the continued promotion of a thriving arts district rich in arts, cultural experiences, and opportunities; support appropriate economic revitalization; and expand arts education, enrollment, and programming.

The mission and vision of the “Chalk it Up!” festival directly relate to the mission of the organization. *The “Chalk it Up!” festival mission is to teach and inspire the artistic processes, promote Beaufort’s historic cottages and culture, and highlight businesses and partners that enrich the arts community.* The vision is to provide an annual event that celebrates the artistic process while drawing the community together.



## FREEDMAN ARTS DISTRICT 2024 CITY OF BEAUFORT ATAX GRANT APPLICATION

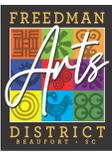


The Freedman Arts District's active Board of Directors, Advisory Board and staff (Executive and Marketing Director) (Appendix B) and proposed "Chalk Arts Festival Team" (Appendix C) are individuals skilled in the areas of Arts, Business, Marketing, Hospitality, Promotion, Non-Profit Administration and Event Management. In addition to this group, the "Chalk It Up!" Chalk Art Festival is supported by the Beaufort CVB, Beaufort Area Hospitality Association, Beaufort Arts Council, Gullah Geechee Heritage Corridor and USCB.

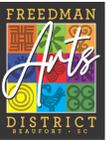
Since receiving official 501(c)(3) status in May of 2022, the Freedman Arts District has hosted an Art Studio Tour on March 18, 2023, collaborated with the Gullah Geechee Heritage Corridor and the Beaufort Arts Council on the "Arts in the Arsenal" Program (June - August 2023), and is currently spearheading a Bike Rack Design Competition and the promotion of "Artist Sunday" on November 26, 2023. In addition, we have multiple homes under renovation in the Freedman Arts District.

One of the Freedman Arts District Board of Directors was instrumental in producing a successful Chalk Arts Festival in November 2001 held at the Beaufort Shopping Plaza on Boundary Street.

- E. Beneficiaries of the "Chalk It Up!" festival include artists, arts organizations, galleries, and education institutions within Beaufort. The event will bring greater economic impact to Beaufort in the form of local and visitor expenditures. Art lovers and enthusiasts can have more discretionary income to spend on tourist related activities. Additional beneficiaries of the festival include restaurants, hotels, merchants, event sponsors and partners. This event fits into the DMO sub-brands of "Arts," "Events and Festivals," and "History and Culture".
- F. Based on other Chalk Art festivals (including a 12-year successful program in Fredericksburg/Stafford Virginia), our Beaufort CVB estimates an attendance of 12,000-15,000 individuals with tourists comprising 30% (beyond 50 miles). We expect the non-direct benefits of the festival will enhance recognition of Beaufort as an active arts center and contribute to Beaufort becoming a top Arts Small Town. As this happens, more students will consider USCB as a school choice thereby increasing student and parent visitation to Beaufort.
- G. We will work with the CVB to measure the effectiveness of the festival based on zip code collections at the festival, short term rental data, CVB visitor spending impact, and geo location data.

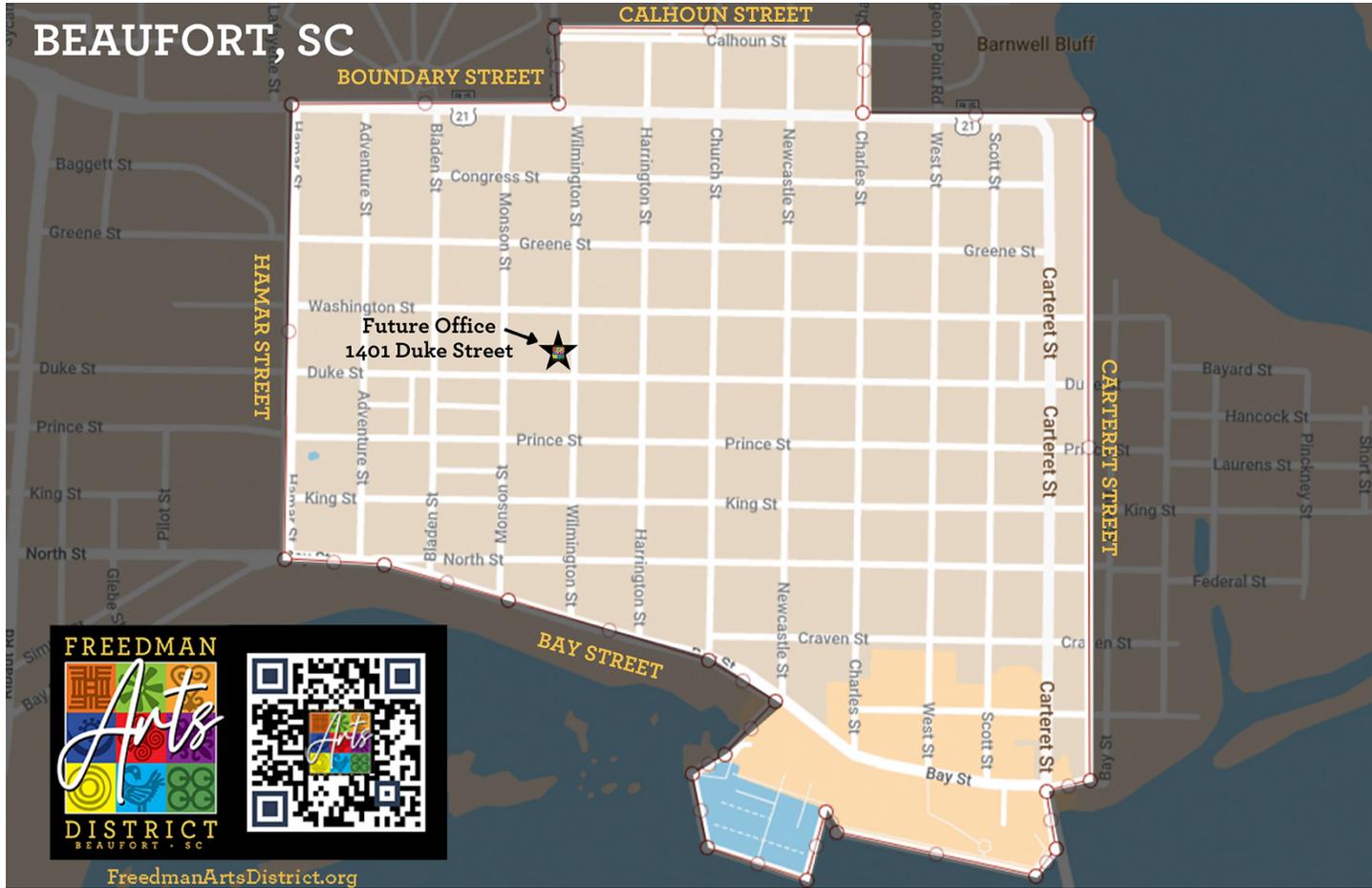


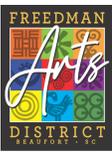
# FREEDMAN ARTS DISTRICT 2024 CITY OF BEAUFORT ATAX GRANT APPLICATION



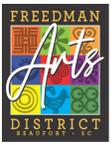
## APPENDIX A

### LOCATION OF THE FREEDMAN ARTS DISTRICT





# FREEDMAN ARTS DISTRICT 2024 CITY OF BEAUFORT ATAX GRANT APPLICATION



## APPENDIX B

### FREEDMAN ARTS DISTRICT INC.

Organization ID #88-2601196

<http://FreedmanArtsDistrict.org>

PO Box 987

Beaufort, SC 29901

### BOARD OF DIRECTORS

**Bill Quarles** - Chief Financial Officer Owner, Aurora Business Consulting, LLC

**Emily Durso** - Retired expert in Economic Development, Marketing, Consulting, Business Management and Higher Education

**Amiri Farris** - Multi-disciplinary contemporary artist whose work has been featured in more than 100 exhibitions internationally

**Ashlee Houck** - President and CEO, Beaufort Area Hospitality Association

**Valinda Littlefield, Ph.D.** - Director of the Institute for the Study of the Reconstruction Era

**Martha Moriarty** - Associate Vice Chancellor for Academic Affairs Interim Dean, Beaufort Campus Institutional Accreditation Liaison

**Megan Morris** - Vice President, Beaufort Regional Chamber of Commerce

**Linda Silk Sviland** – Artist, NWQ Resident, Owner of Wink Ventures, LLC, 30 years’ experience in graphic design and advertising, Prior Arts Board President for multiple Arts Organizations

**Victoria Smalls** - Executive Director, Gullah Geechee Cultural Heritage Corridor

**Dick Stewart** - Lifetime Entrepreneur

**Robb Wells** - President & CEO, Greater Beaufort Port Royal Convention and Visitors Bureau

### ADVISORY BOARD

**Dan Blackmon** – President of the NWQ Neighborhood Association

**Amanda Dickman** – Director of the Beaufort County Library

**Bonnie Hargrove** – Director of the USCB Center for the Arts

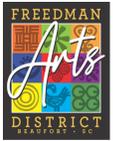
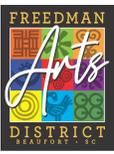
**Kelli Mitchell** – Volunteer Advocate

**Peggy Simmer** – Secretary of the Old Commons Neighborhood Association

### STAFF

**Stacy Applegate** - Executive Director

**Jennifer Phillips** – Marketing Director



**APPENDIX C**

**“Chalk It Up!” Chalk Art Festival Team and Positions**

**Linda and Marc Sviland, Stella Scott (BAA V.P.), Kelly Mitchell, Peggy Simmer, Rita and Barry Wilson,  
Other Freedman Arts District Board and Advisory Board Members \***

**General Chair**, who is responsible for making sure the other committee members perform their tasks according to the plan, making Major Sponsor presentations, and being the spokesperson. Also responsible for recruiting the “signature” Pro Chalk Artists.

**Operations Chair**, who is responsible for the nitty-gritty such as getting permits, laying out the site, ordering chalk, renting tents, golf carts and port-a-johns, arranging for trash pick-up, and the like.

**Artist Chair**, who is responsible for recruiting the 60 non-professional chalk artists who will create the chalk paintings over the two days in 4x4, 6x6, 8x8 squares.

**Sales Chair**, who is responsible for recruiting a half-dozen or more other people who will sell sponsorship of the squares.

**Co-Volunteer Chairs**, who are responsible for recruiting 80+ volunteers who will help just before and during the event.

**Marketing/Social Media Chair**, who is responsible for setting up the website and making frequent posts.

**PR/Adv Chair**, who is responsible for placing the press releases, arranging pre-event feature stories and setting up day-of-event coverage.

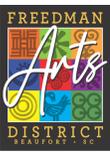
**Merchandise & Collateral Chairs**, who are responsible for determining what merchandise (t-shirts, mouse pads, etc) will be sold, and for ordering and pricing it, and for arranging musicians and food & drink vendors for the event.

**ARTIST & VOLUNTEER GOAL:**

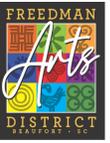
63 artists (3 paid Out of Town Professional Chalk Artist + 60 local/regional participants)

80 volunteers (set-up and day of)

\*More team members will be added



# FREEDMAN ARTS DISTRICT 2024 CITY OF BEAUFORT ATAX GRANT APPLICATION



## APPENDIX D

### Total Budget and Requested Grant Budget

Revenue	Amount	Grant Expense
Event/Project Revenue	\$18,900	
Projected Admissions Receipts	\$0 (this is a free public event)	
Private Donations	\$39,000 (cash or in kind)	
<b>Total Revenues</b>	<b>\$57,900</b>	
Expenses		Grant Expense
Sales Promotions Expenses	\$3,150	\$3,150
Publicity Materials Expense	\$517	\$517
Newspaper Advertising	\$5,197 (Post&Courier, Savannah Morning News)	\$5,197
Radio Advertising	\$3,500	\$3,500
Magazine Advertising	\$0	
Television Advertising	\$0	
Billboard Advertising	\$8,000	\$8,000
Printing	\$948 (posters)	\$948
Direct Mail Expenses	\$0	
Brochure Printing	\$50	\$50
Flyer Printing	\$250	\$250
Other Promotional Items	\$940 (Ribaut Rd Banner and Woods Sign)	\$940
Postage Supplies	\$0	
Equipment Rental	\$3,900 (tents, porta johns, chairs, tables, power, shuttles)	\$3,900
Service Rental	\$0	
Entertainment Fees	\$1,500 (musicians)	
Speaker Fees	\$3,000 (professional chalk artists)	
Hospitality Fees	\$2000 (hotel)	
Decorations	\$400	
Refreshments	\$100	
<b>Other Expenses</b>		
Artist chalk	\$4,000	\$4,000
Set-up supplies for chalk art sites	\$360	\$360
Awards Ceremony	\$6,000 (includes \$1,000 in prize money)	
Permits	\$500	\$500
<b>Total Expenses</b>	<b>\$44,312</b>	<b>\$31,312</b>

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

A separate application is required for each event or project for which funding is requested.

1. Name of Applicant: Linda Miller, President, Friends of Hunting Island State Park

2. Mailing Address: 149 Collin Campbell      Beaufort      SC      29906  
Street Address or P. O. Box      City      State      Zip

3. Project Director: Linda Miller, President - Friends of Hunting Island State Park

Project Treasurer or Administrative Official: Crystal Mason,

Telephone #: 203-450-5927      Fax #: \_\_\_\_\_      Email: FOHIorg@gmail.com

4. Event or Project Name: Construction of 1st Order lens exhibit building at Hunting Island Lighthouse and preparation of the lens for display

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

None

List Accommodations Tax funding that you have received in the previous years for other events or projects.

2020 Hunting Island State Park Nature Center and Interpretive Classroom,  
2022

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

5. Date you will begin and complete work on your event or project: \_\_\_\_\_

Begin – Month/Year January 2024      End – Month/Year December 2024

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

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

Government or governmental agency

For-profit organization

7. Federal Employee Identification number (EIN): 57-1012715

8. Total Estimated Costs of the Proposed Event or Project: \$ 80,000

Accommodation Tax Funds Requested: \$ 40,000

Project Funding from Other Sources: \$ 40,000

9. Source of Applicant's Other Funds: Friends of Hunting Island State Park, Inc.

10. What is the anticipated total attendance for your event? 1 M + Annually

Total "tourist" anticipated? 80%

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:

US Lighthouse Society, Organization's research files will provide information on similar light station buildings. Other national and regional lighthouse organizations will publicize the lens restoration new exhibit at Hunting Island  
**12. Provide the information below as an attachment to your application:**

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director: Linda Miller-Friends of Hunting Island State Park, Inc.

Date: 8/29/2023



Only submit pages 7-10 including the event budget as part of this packet. Pages 1-6 are for the applicant's records.

I Linda Miller have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.

<u>Linda Miller</u>	<u>Linda Miller</u>	<u>8/29/2023</u>
Printed Name	Signature	Date

## Fresnel Lens Host Building - Element 1

Item	Explanation	Cost Estimate
Support SCRP/SHPO approval	Various types of documentation	200
Prelim Building Plans	Concept	500
Building Plans	Detailed engineering drawings	2300
Building site preparation	verify no underground utilities	
Foundation	Concrete pour & foundation block/brick walls	15000
Building Materials (for skeleton)	lumber, windows and door	31300
Construction Labor	Framing labor	4500
Roof	Mats & labor Assuming shingles	9200
Fitting out	Exterior and interior walls	7000
	<b>Grand Total</b>	<b>70000</b>
Electricity - Park		3500
Sprinkler System - Park		4000

## Frame and Fabrication - Element 2

Item	Explanation	Cost Estimate
Frame	Design	3,000
Frame	Fabrication and Reassembly	7,000
Grand Total		10,000

# ACCOMMODATIONS TAX APPLICATION

FISCAL YEAR 2024



CITY OF BEAUFORT

TOURISM DEVELOPMENT ADVISORY COMMITTEE

**Submitted by:**

**The Gullah Traveling Theater, Inc.**

EIN: 46-1806147

711 Bladen Street, 3<sup>rd</sup> Floor, Beaufort, SC 29902

**Denise Mason Bullitt, Grant Strategist**

[sankofainspirit@gmail.com](mailto:sankofainspirit@gmail.com) • 843-593-0904

**Anita Singleton Prather, Executive Director**

[auntpearliesue@yahoo.com](mailto:auntpearliesue@yahoo.com) • 843-263-5229

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

**A separate application is required for each event or project for which funding is requested.**

1. Name of Applicant: Gullah Traveling Theater, Inc. (GTTI)

2. Mailing Address: 711 Bladen Street, 3<sup>rd</sup> floor, Beaufort, SC 29902  
Street Address or P.O. Box                      City                      State                      Zip

3. Project Director: Anita Singleton Prather

Project Treasurer or Administrative Official: Denise Mason Bullitt

Telephone #: 843-593-0904 Fax #: \_\_\_\_\_ Email: sankofainspirit@gmail.com

4. Event or Project Name: Gullah Symposium, Gullah Christmas, and Taste of Gullah

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

None, previously received.

List Accommodations Tax funding that you have received in the previous years for other events or projects.

FY2023 - \$15,000 from Beaufort City and \$30,000 ATAX funding from Beaufort County (2% State Accommodations Tax)

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

\$0

5. Date you will begin and complete work on your event or project: June 2023

Begin – Month/Year 6 / 23                      End – Month/Year 12/23

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

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

Government or governmental agency

For-profit organization

7. Federal Employee Identification number (EIN): 46-1806147

8. Total Estimated Costs of the Proposed Event or Project: \$ 104,261

Accommodation Tax Funds Requested: \$ 39,370

Project Funding from Other Sources: \$ 77,875 (Event Revenue)

9. Source of Applicant's Other Funds: Ticket sales, vendor revenue, participant fees

10. What is the anticipated total attendance for your event? 3,300

Total "tourist" anticipated? 40%

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration: **GTTI will be working with Robb Wells and the Greater Beaufort-Port Royal CVB.**

---

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

- A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).
- B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**
- C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.
- D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.
- E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.
- F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**



**Event or Project Director:** \_\_\_\_\_

**Date:** August 30, 2023

Gullah Traveling Theater, Inc.  
 ATAX Detailed Budget FY2024

Organization Name:  
**Gullah Traveling Theater, Inc.**

Project Name: **Gullah Symposium, Christmas,  
 and Taste of Gullah 2023**

**Event/Project Revenue Projected:**

Admissions Receipts	\$ 77,875
Private Donations	_____
City of Beaufort ATAX Requests	39,370
Port Royal ATAX Requests	_____
Hilton Head ATAX Requests	_____
Bluffton ATAX Requests	_____
Beaufort County ATAX Requests	_____
Other Area ATAX Requests	_____
<b>Total Revenues</b>	<b>\$ 117,245</b>

**Event/Project Expenses Projected:**

Sales Promotions Expenses	\$ 2,750
Publicity Materials Expense	2,500
Newspaper Advertising	1,500
Radio Advertising	3,500
Magazine Advertising	2,500
Television Advertising	5,000
Billboard Advertising	4,000
Printing	3,000
Direct Mail Expenses	_____
Brochure Printing	1,500
Flyer Printing	1,000
Other Promotional Items	1,500
Postage & Supplies	1,000
Equipment Rental	5,000
Venue Rental	7,620
Entertainment Fees (Awards & presentations)	4,000
Speaker Fees	3,000
Hospitality Fees	_____
Decorations (set, props & set engineers)	1,100
Refreshments (Symposium luncheon & cast meals)	15,000
Other Expenses (detail below)	_____
Insurance	1,500
Custodial & Maintenance Expenses	1,500
Ground Transportation	2,000
VIP Tour Groups	2,000
Salaries & Wages	31,791
<b>Total Expenses</b>	<b>\$ 104,261</b>

**Projected Event Profit (Loss)** **\$ 12,984**

Return to: **CITY OF BEAUFORT Attn: Finance Department 1911 Boundary Street Beaufort, SC 29902**  
 Any questions, please contact Jay Phillips at 843-525-7071 or [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org).

**12.B. Defined Budget**

The Gullah Traveling Theater, Inc. will use the funds received from the Beaufort City ATAX award to:

- a. Work in coordination and collaboration with Beaufort City’s Designated Marketing Organization - Greater Beaufort-Port Royal Convention Visitors Bureau and other community partners to promote and market its upcoming Sea Island Gullah Christmas Celebration to continue its efforts to make Beaufort a seasonal destination during the holidays.
- b. Promote, celebrate, and share the Gullah/Geechee and Sea Islands' history and culture.
- c. Host a premier arts event that highlights our region’s outstanding performing and literary arts.
- d. To provide economic impact for our region’s history, culture, arts, and hospitality workforce.

Specifically, we are seeking an award of \$39,500 to underwrite advertising, marketing, print and digital media, ground transportation, and accommodations for out-of-state presenters and honorees. Once awarded, we will sit down with Beaufort City’s DOM to determine the best use of available dollars to grow our tourist audience from 34% in 2022 to 40% in 2023. Our goal is to rely on the expertise and data of the GB to develop a comprehensive marketing and public relations plan taking advantage of television, radio, print, and digital media outlets to reach markets like Atlanta and Augusta, GA – Orangeburg, Statesboro, Charleston, Myrtle Beach, and Georgetown, SC – Baltimore, MD, Washington DC, Philadelphia, PA.

Projected Costs included:

Sales Promotions Expenses	\$ 2,750	New & expanded AD Book promoting local businesses
Publicity Materials Expense	2,500	
Newspaper Advertising	1,500	
Radio Advertising	3,500	
Magazine Advertising	2,500	
Television Advertising	5,000	
Billboard Advertising	4,000	
Printing	3,000	
Brochure Printing	1,500	
Flyer Printing	1,000	
Other Promotional Items	1,500	
Postage & Supplies	1,000	
Venue Rental	7,620	USCB
VIP Tour Groups	<u>\$ 2,000</u>	Hosting out of town tour operators introducing them to Beaufort as a destination venue.
<b>Total Requested</b>	<b>\$ 39,370</b> =====	

Our 2023 Campaign:  
***“Kickoff Your Holiday Season in Historic Beaufort, SC!  
 Come back to where it all began and where we  
 celebrate Gullah Geechee Heritage  
 365 days a year!”***

Gullah Traveling Theater, Inc.  
Beaufort City ATAX – FY 2024  
Submission Narrative

Additionally, we will work with community partners like those listed below to leverage our advertising and marketing impact to make our Sea Island Christmas Celebration and our beloved Beaufort a seasonal destination. All sponsors will be included in our marketing and advertising, and we will follow tourism guidelines required by Beaufort City and the CVB.

Our community partners include:

- CCCADI (JUNETEENTH)	- USCB	- WEGOJA
- CITY OF BEAUFORT	- GULLAH FESTIVAL	- PENN CENTER
- BEAUFORT CVB	- BEAUFORT COUNTY SCHOOL DISTRICT	- CHATTANOOGA TENNESSEE
- SCPRT	- BOYS & GIRLS CLUB OF AMERICA, SIOUX CITY IOWA	- HILTON HEAD MLK COMMITTEE
- BAHA	- GULLAH GEECHEE CULTURAL HERITAGE CORRIDOR COMMISSION	- SCETV
- BCBCC	- GULLAH GEECHEE VISITOR'S CENTER	- MITCHELVILLE PROJECT
- PATHFINDERS MAGAZINE	- NIBCAA	- SEA ISLAND HERITAGE ACADEMY
- FAMBUL TIK	- BEAUFORT REGIONAL CHAMBER	- SIERRA LEONE GULLAH GEECHEE HERITAGE ALLIANCE

**12.C. Summary Description of Proposed Event**

***“Kickoff Your Holidays in Historic Beaufort, South Carolina!”***

Come back to where it all began and enjoy a Sea Island Holiday Celebration, November 30 - December 2, 2023. Enjoy 3 days of festive Gullah Geechee traditions. On Thursday, participant in the Gullah Geechee-Sierra Leone Cultural Connection Symposium and luncheon. On Friday, relive history through the musical spectacular *"Gullah Kinfolk Christmas Wish... Freedom,"* portraying the journey to freedom on Dec 20, 1860. Saturday's *Gullah Taste of Christmas & Rice Cookoff* at Henry C. Chamber Waterfront Park with art vendors, food trucks, rice tastings, activities and more. Secure your spot at [www.gullahkinfolktravelingtheater.org](http://www.gullahkinfolktravelingtheater.org).

**12.D. Describe how the proposed event or project relates to the organization’s purposes and identify who is expected to benefit.**

The Gullah Traveling Theater, Inc.’s mission is to preserve the history of the Gullah Geechee people and keep alive the special role of the Gullah people in the livelihood and culture of Historic Beaufort. Our work, mission, and art form are vested in the story of our region. We work tirelessly to ensure that the sacrifice and significance of this region are celebrated as a national treasure and that it provides a positive economic impact for our region.

While our cherished Lowcountry is well known as a spring and summertime destination, many have not considered Beaufort as a holiday destination. By holding our Sea Island Christmas Celebration Weekend following Thanksgiving, we are drawing visitors to our area during our non-peak season. It is more affordable, the weather remains seasonally pleasant, and our visitors can enjoy a unique holiday experience in Historic Downtown Beaufort with shopping, dining, and entertainment.

We have been purposeful in structuring this celebration holiday weekend to encourage participants to arrive Wednesday night and stay through Sunday. On Thursday, visitors will participate in the Gullah Geechee-Sierra Leone Cultural Connection Symposium and luncheon. That evening visitors will be encouraged to enjoy holiday shopping in beautiful and festive Historic Downtown Beaufort that will be all lit up for the occasion.

On Friday, we will host student performances at a discounted rate. Families and visitors will be encouraged to enjoy a local tour of the city or a Gullah Geechee tour on our rented vans with historical characters as their guides. No tour is complete without a stop in Downtown Beaufort, where our guests can stretch their legs and stop by local businesses for gift shopping and a snack. In the evening they can attend the first of two performances of the musical spectacular *"Gullah Kinfolk Christmas Wish... Freedom"* staying overnight to enjoy Saturday's *A Taste of Gullah* at Waterfront Park. That event will be supported by Beaufort's local artists and businesses at our Christmas Marketplace and will end just as the annual Christmas boat parade begins. We will further encourage our guests to stay over Saturday night by providing invitations from local churches to worship with them on Sunday morning, drop into one of our many historical museums, or drop pass the Tabernacle Baptist Church where Robert Smalls worshipped, and our new Harriett Tubman statue will adorn its new home.

Our theme this year is *"Kickoff Your Holiday Season in Historic Beaufort, SC! Come back to where it all began and where we celebrate Gullah Geechee Heritage 365 days a year!"* This will send a message to all that participate or have access to our marketing reach that any day is a good day to celebrate, learn, and enjoy a visit to our beloved Beaufort.

**12.E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.**

According to data received from the Greater Beaufort-Port Royal Convention Visitors Bureau, the Gullah Christmas performance and Rice Cookoff has historically primarily been a local event. However, 2022 saw our visitor data rise to 34%, which we believe is due to the expanded weekend format we initiated in 2021. By adding the Symposium, Christmas Marketplace, and Rice Cookoff over a 3-day period we are growing a new base of visitors for this region during a period when our local capacity has the space and need to accommodate them. Our goal for 2023 is to grow that percentage to at least 40% and continue the trajectory forward in the years to come. Additionally, we are launching Gullah Geechee tours that will provide visitors access to our historic places with all tours stopping in Historic Beaufort.

**12.F. Describe how the effectiveness of the event or project in attracting or providing for tourists will be evaluated?**

We will utilize data from the Greater Beaufort-Port Royal Convention Visitors Bureau to identify visitors and help us connect our success to the marketing plan we are developing for this weekend's celebration. Additionally, we are looking to sell 2,300 tickets for the various performances and the symposium. We are also expecting at least 1,000 people to show up for *A Taste of Gullah*. This data will be used to evaluate our success and opportunities for continued growth as we look forward to 2024 and the 20<sup>th</sup> anniversary of Gullah Kinfolk's Christmas performance.

###

I, Anita Singleton Prather have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.



Anita Singleton Prather  
Printed Name

Signature

August 30, 2023  
Date

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

A separate application is required for each event or project for which funding is requested.

1. Name of Applicant: South Coast Cyber Center
2. Mailing Address: 500 Carteret St, Beaufort SC 29902
- |                            |      |       |     |
|----------------------------|------|-------|-----|
| Street Address or P.O. Box | City | State | Zip |
| Warren Parker              |      |       |     |
3. Project Director: \_\_\_\_\_
- Project Treasurer or Administrative Official: Warren Parker
- Telephone #: 843-476-7300 Fax #: \_\_\_\_\_ Email: warren.parker@ymail.com
4. Event or Project Name: South Coast Cyber Summit

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

None

---

List Accommodations Tax funding that you have received in the previous years for other events or projects.

None

---

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

None

---

5. Date you will begin and complete work on your event or project: \_\_\_\_\_

Begin – Month/Year 10/23 End – Month/Year 3/24

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

- 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
- Government or governmental agency
- For-profit organization

7. Federal Employee Identification number (EIN): 84-4278997

8. Total Estimated Costs of the Proposed Event or Project: \$ \$49,700

Accommodation Tax Funds Requested: \$ \$9,900

Project Funding from Other Sources: \$ \$40,000

9. Source of Applicant's Other Funds: Sponsorships, attendance fees

10. What is the anticipated total attendance for your event? 300

Total "tourist" anticipated? 125

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration: Beaufort Regional Chamber of Commerce; Beaufort Visitors Bureau Chamber to market local business/nonprofits; VB marketed regionally and nationally

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

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director: 

Date: 28 Aug 2023

Organization Name: South Coast Cyber Center

Project Name: South Coast Cyber Summit

Event/Project Revenue Projected	\$24,400
Admissions Receipts	\$6500
Private Donations	
City of Beaufort ATAX Requests	\$9,900
Port Royal ATAX Requests	
Hilton Head ATAX Requests	
Bluffton ATAX Requests	
Beaufort County ATAX Requests	
Other Area ATAX Requests	
<b>Total Revenues</b>	<b>\$40,800</b>

**Expenses:**

Sales Promotions Expenses	\$6100
Publicity Materials Expense	
Newspaper Advertising	
Radio Advertising	
Magazine Advertising	
Television Advertising	
Billboard Advertising	
Printing	\$1000
Direct Mail Expenses	
Brochure Printing	\$500
Flyer Printing	\$600
Other Promotional Items	\$1000
Postage Supplies	
Equipment Rental	\$9500
Service Rental	
Entertainment Fees	
Speaker Fees	\$3000
Hospitality Fees	
Decorations	
Refreshments	\$29,000

Other Expenses (detail below)

_____	_____
_____	_____
_____	_____

**Total Expenses** \$50,700

**Event Profit (Loss) Total Request for ATAX Grant** \$9,900

Return to: **CITY OF BEAUFORT**  
**Attn: Finance Department**  
**1911 Boundary Street**  
**Beaufort, SC 29902**

Any questions, please contact Jay Phillips at 843-525-7071 or [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org).

Only submit pages 7-10 including the event budget as part of this packet. Pages 1-6 are for the applicant's records.

I Thomas W. Parker have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.

THOMAS WARREN PARKER            28 Aug 2023  
Printed Name                      Signature                      Date

# ACCOMMODATIONS TAX APPLICATION

FISCAL YEAR 2024



CITY OF BEAUFORT

## TOURISM DEVELOPMENT ADVISORY COMMITTEE

This Grant Application is for funding from the Beaufort Accommodations Tax Fund (BATF). It will be reviewed by the City of Beaufort Tourism Development Advisory Committee (TDAC), who will make funding recommendations to the Beaufort City Council. Beaufort City Council makes all final BATF grant determinations for the City of Beaufort.

**Mandatory Learn and Share Workshops:** The City of Beaufort will hold mandatory workshops for applicants at Beaufort City Hall, 1911 Boundary Street, Community Development Conference Room on Tuesday, August 8th at 2:00 PM and Thursday, August 10th at 9:00 AM and Wednesday, August 23<sup>rd</sup> at 2:00 PM. **All potential applicants are required to attend one of these workshops.** The purpose of the workshops is to assist potential applicants with completing the application, review the applicant evaluation method and identify other organizations for collaboration opportunities for Accommodations Tax funds.

**It is mandatory for all applicants to attend one of the two workshop sessions.**

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

**Friday, September 1, 2023 at 5:00 PM.**

Completed applications can be delivered to City of Beaufort, Finance Department, 1911 Boundary Street, Beaufort, SC 29902, Attention: Jay Phillips. Applications may also be sent by email to the following address: [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org). Submit one (1) portable document format (pdf) file as an email attachment. After sending the completed application by email, applicants must send a separate email without an attachment to advise that an application has been submitted. Applicants will receive a reply to confirm receipt or additional instructions to complete the submission. A file sharing platform (i.e., Dropbox) may be used due email file size limitations. For more information contact Jay Phillips, ATAX Administrator, (843) 525-7071.

## ACCOMMODATIONS TAX FUNDS APPLICATION INSTRUCTIONS

### Policies and Procedures

1. All areas of the application must be completed. Incomplete applications will be deemed unresponsive and will not be considered for funding.
2. If your organizations received funding last year, a copy of the financial statement for this project **must** accompany your application.
3. Funding generally is of the reimbursement method; with appropriate back-up (i.e., signed contract(s), paid invoices, canceled checks, etc.).
4. **All funding should be matched on at least a 50/50 basis with the exception of the City's Designated Tourism Marketing Organization for use in marketing, advertising, and promotion only.** Matching funds may not come from other accommodation tax sources.
5. Applications may be submitted in hard copy format or by email as an attachment in Portable Document Format (PDF).
6. Accommodation tax funds are for use by non-profit organizations, 501C3 and 501C6.
7. Accommodation tax funds may **NOT** be spent purely on local functions.
8. Accommodation 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 Accommodation Tax funding are subject to an audit.
10. A reimbursement request form must be submitted upon completion of the project. Recipients must provide a final accounting for the project, copies of all invoices and canceled checks showing payment, and a completed final evaluation report that includes:
  - a. Percentage of Tourism generated by the event or project;
  - b. Total attendance to the event or project;
  - c. Overall budget of the event or project;
  - d. Description of how the event or project attracts and promotes tourist to the area.
11. **Any profit derived from your program/event may be deducted from your final grant reimbursement check pending the review of the reimbursement request or pending an audit.**
12. Expectation is that organizations would work toward financial autonomy or other funding sources.

## **Guidelines for Tourism**

1. “Tourism-related expenditures” include:
  - a. advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
  - b. promotion of the arts and cultural events;
  - c. construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
  - d. the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
  - e. public facilities such as restrooms, dressing rooms, parks, and parking lots;
  - f. tourist shuttle transportation;
  - g. control and repair of waterfront erosion, including beach re-nourishment;
  - h. operating visitor information centers.
2. “Travel” and “Tourism” mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work. “Tourist” is generally defined as those who travel at least 50 miles to attend an event.
3. Applicants must be able to substantiate how much of the total expenditure is related to tourism, and must be able to provide the “percentage of tourism” to the total budget of the project.
4. That the expenditure must be used for marketing and other qualified expenses directed toward increasing hotel/motel room nights (overnight visitors) and toward bringing people to Beaufort from outside the metropolitan area.
5. Individual organizations with a similar focus, constituency, or concern should work together within the framework of the designations below that are a part of the makeup of the Beaufort community. ATAX funding will be awarded to groups showing a willingness to coordinate their marketing efforts in conjunction with The City’s DMO (Designated Marketing Organization). These ‘sub-brands’ are:
  - a. History & Culture – can include the history and culture of Beaufort; the Beaufort Historic District; history of the Gullah people and culture on the Sea Islands; the Gullah/Geechee Corridor; military history of the Beaufort Area; etc.
  - b. Events & Festivals – includes events and festivals of one day or longer that bring individuals from outside the Beaufort area.
  - c. The Arts – events and activities to support, promote, and highlight the arts in Beaufort. Includes visual, performing, and literary arts, etc.
  - d. Outdoor Recreation – includes watersports, golf, local recreational areas, etc.The expenditure may not be used for an item that would normally be provided by the county or municipality.
6. Allowable expenses include:
  - a. Development of new events or major exhibits and activities.
  - b. Promotional activities that compliment advertising, including materials that create awareness and build or maintain a good image of Beaufort.
  - c. The purchase of recognized media advertising focusing on attracting visitors to Beaufort (print, broadcast, outdoor, digital).

- d. Advertising buys must include markets more than 50 miles from Beaufort or with broadcast radii of 50+ miles. Local media outlets do not normally meet the intended purpose of the grant and will receive less consideration than media outlets located 50+ miles outside of Beaufort.
  - e. No more than 30% of grant funds may be used for postage.
- 7. To maximize the awarded dollars and for the best use of marketing funds all applicants who receive grants for “Marketing and Promotion” for ad buys should be coordinated with the DMO and should fit within the DMO’s current advertising plan. It is critical to note, the DMO is not using its awarded Accommodations Tax Grant or “Advertising and Promotional Fund” to execute ad placements for Accommodations Tax Grant applicants.**
- 8. Organizations applying for funding must list any other Accommodations Tax funding they have requested or received from other municipalities or counties for the same funding year.
  - 9. Grant recipients are required to include certain materials of the City of Beaufort’s Designated Marketing Organization in all of their marketing material:
    - a. Organizations receiving a TDAC A-Tax Grant must have a reciprocal link on their Web site to the designated DMO. The consumer must be able to reach the DMO website in one click.
    - b. Inclusion of the DMO logo on printed pieces and any call-to-action.
    - c. The DMO must be listed as a sponsor in the event program and must be included in any call-to-action.
    - d. The addition of the DMO logo in banner ads with call-to-action.
10. Organizations out of compliance with deadlines and required procedures will result in possible penalties.
- a. Failure to use funds as specified in the contract may result in penalties up to and including a full refund of grant funds.
  - b. Failure to follow the agreed upon procedures and submission of final the report by the deadline is unacceptable and may result in penalties up to and including a full refund of grant funds.
  - c. Applicants who do not comply with all deadlines and procedures may be disqualified as eligible to receive TDAC A-Tax Grant Funds for two years.
11. Applicants that are holding events during the off-season (3<sup>rd</sup> week of July to the end of Sept. and 3<sup>rd</sup> week of Nov. to 1<sup>st</sup> week of March) will be reviewed more favorably.

**Grant Review Criteria – Applications are evaluated and scored based on the following areas:**

**1. Impact on Tourism**

- a. What is the anticipated attendance (number) or number of people who will benefit from this project/event?
- b. How many of the above are anticipated to be tourists (as defined by the guidelines)?
- c. Describe how the impact on tourism will be evaluated and measured? Describe how tourist participation will be measured or documented?
- d. If requesting marketing or promotional funding, describe in detail the marketing/promotional plan and how it will effectively reach tourists and attract them to the City of Beaufort. Explain why marketing or promotional concepts to be funded are the best or most effective, and how this determination was made.

**2. Coordination and collaboration to leverage impact**

- a. How will the applicant coordinate the proposed project or event with other organizations, activities, or events to leverage impact?
- b. What commitments are in place from others related to coordination and collaboration with the proposed project?
- c. Describe how your marketing plan and event fits into one of the DMO's 'sub-brands for tourism' (Arts, Events & Festivals, History & Culture, Outdoor Recreation).

**3. Fiscal stability and Administrative Ability**

- a. Provide a description of the applicant's organizational structure, operating budget, and history with similar projects or events.
- b. What are the organization's goals? How does this project or event fit with the organization's mission?
- c. Explain how project or event expenses will be covered until reimbursement is received.

**4. Budget**

- a. As part of the application each Applicant must submit their event or project budget on the provided budget document. The score will be a result of the review and understanding of the budget.

**5. Prior History and success with City of Beaufort ATAX grants.**

Prior ATAX grants received from the City of Beaufort in the past 5 years. Identify the project and amount awarded.

- a. Describe the success and/or obstacles in carrying out the project, what was learned.
- b. What was the impact on tourism, including number of tourists involved and how they were documented?

# CITY OF BEAUFORT ACCOMMODATIONS TAX GRANT APPLICATION

**A separate application is required for each event or project for which funding is requested.**

1. Name of Applicant: Mather School Museum & Interpretive Center/ Technical College of the Lowcountry

2. Mailing Address: 921 Ribaut Road, Beaufort SC 29902  
Street Address or P.O. Box                      City                      State                      Zip

3. Project Director: Rufus Pinckney

Project Treasurer or Administrative Official: Mary Lee Carns

Telephone #: 912-308-3926 Fax #: \_\_\_\_\_ Email: rpinck@ymail.com

4. Event or Project Name: African American Educational & Women's History Months Programming & Promotion

List below any Accommodations Tax funding that you have previously been awarded from the City of Beaufort for this specific event or project.

Mather School African American Educational History Month Programming & Promotion - \$8,000

List Accommodations Tax funding that you have received in the previous years for other events or projects.

N/A

List any Accommodations Tax funds you have requested or received from other municipalities or counties for this proposed event or project.

Beaufort County ATAX - Summer Programming - \$40,000

5. Date you will begin and complete work on your event or project: \_\_\_\_\_

Begin – Month/Year 02/2024                      End – Month/Year 04/2024

**Note: Event or project must be completed within 12 months from date of award.**

6. Applicant Category (check all that apply)

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

Government or governmental agency

For-profit organization

7. Federal Employee Identification number (EIN): 57-0767384

8. Total Estimated Costs of the Proposed Event or Project: \$ 21,000

Accommodation Tax Funds Requested: \$ \$15,500

Project Funding from Other Sources: \$ \$5,500

9. Source of Applicant's Other Funds: Technical College of the Lowcountry

10. What is the anticipated total attendance for your event? 450-500

Total "tourist" anticipated? 375 - 400

11. All applicants must show a collaborative effort in coordinating their marketing. Please list what organization you will be working with and explain collaboration:

TCL - Calendar & Social Media, Reconstruction Era Nat. Park - Calendar & Social Media,  
USC Beaufort - Calendar & Social Media, City of Beaufort DMO - Calendar, Social Media, Media Buys

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

A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (**complete attached budget template**).

B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. **The Tourism Development Advisory Committee must know specifically how you intend to spend your award.**

C. A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.

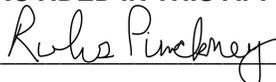
D. Describe how the proposed event or project relates to the organization's purposes and identify who is expected to benefit.

E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a "percentage of tourism" basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.

F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?

SIGNING THIS DOCUMENT CONSTITUTES A STATEMENT OF INTENT TO COMPLY WITH ALL ACCOMMODATION TAX GRANT 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.**

Event or Project Director: 

Date: September 1, 2023

Organization Name: Mather Museum/ TCL

Project Name: Mather School African American Educational & Women's  
History Months Programming & Promotion

Event/Project Revenue Projected	
Admissions Receipts	<u>\$5,000</u>
Private Donations	<u>\$1,500</u>
City of Beaufort ATAX Requests	<u>\$15,500</u>
Port Royal ATAX Requests	<u></u>
Hilton Head ATAX Requests	<u></u>
Bluffton ATAX Requests	<u></u>
Beaufort County ATAX Requests	<u></u>
Other Area ATAX Requests	<u></u>
<b>Total Revenues</b>	<u>\$22,000</u>

**Expenses:**

Sales Promotions Expenses	
Publicity Materials Expense	<u>\$1,000</u>
Newspaper Advertising	
Radio Advertising	<u>\$1,000</u>
Magazine Advertising	<u>\$1,000</u>
Television Advertising	<u></u>
Billboard Advertising	<u></u>
Printing	<u></u>
Direct Mail Expenses	
Brochure Printing	<u>\$1,000</u>
Flyer Printing	<u>\$1,000</u>
Other Promotional Items	<u>\$1,500</u>
Postage Supplies	
Equipment Rental	<u>\$1,000</u>
Service Rental	<u></u>
Entertainment Fees	
Speaker Fees	<u>\$2,000</u>
Hospitality Fees	<u></u>
Decorations	
Refreshments	<u>\$7,500</u>
Other Expenses (detail below)	
GEO Tracking	<u>\$2,000</u>
ART Supplies	<u>\$2,000</u>
	<u></u>
	<u></u>
<b>Total Expenses</b>	<u>\$21,000</u>

**Event Profit (Loss) Total Request for ATAX Grant** \$1,000

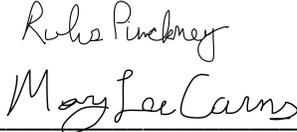
Return to: **CITY OF BEAUFORT**  
**Attn: Finance Department**  
**1911 Boundary Street**  
**Beaufort, SC 29902**

Any questions, please contact Jay Phillips at 843-525-7071 or [jphillips@cityofbeaufort.org](mailto:jphillips@cityofbeaufort.org).

**Only submit pages 7-10 including the event budget as part of this packet. Pages 1-6 are for the applicant's records.**

I Rufus Pinckney & Mary Lee Carns have read the ACCOMMODATION TAX FUNDS APPLICATION INSTRUCTIONS and fully understand the "Policies and Procedures", "Guidelines for Tourism" and "Grant Review Criteria" as noted on pages 3-6 of the application. I acknowledge that a misrepresentation of the required information or failure to provide required information will remove me from consideration of the 2023-2024 Accommodations Tax Funds.

Rufus Pinckney  
Mary Lee Carns



September 1, 2023

Printed Name

Signature

Date

CITY OF BEAUFORT  
 ACCOMMODATIONS TAX GRANT APPLICATION  
 ATTACHMENT

**Mather School African American and Women’s History Months  
 Programming & Promotion**

- A. A detailed Budget showing projected revenues and expenditures for the entire event or project proposed (complete attached budget template).
- B. A defined budget for the particular costs of the event or project for which you are seeking accommodations tax funding. The Tourism Development Advisory Committee must know specifically how you intend to spend your award.

Radio Advertising	\$1,000	- Using City of Beaufort’s Designated Marketing Organization
Magazine Advertising	\$1,000	- Using City of Beaufort’s Designated Marketing Organization
Brochure Printing	\$1,000	- Using City of Beaufort’s Designated Marketing Organization
Digital Advertising	\$1,500	- Using City of Beaufort’s Designated Marketing Organization
Digital Geo Tracking	\$2,000	- Using City of Beaufort’s Designated Marketing Organization
Refreshments	\$5,000	
Art Supplies	\$2,000	
Speaker Fees	\$2,000	
<hr/>		
Total	\$15,500	

- C. **A brief summary description of the proposed event or project. This description will be used in executive summaries and for annual reporting purposes where space is limited. Accordingly, this description must be limited to no more than 100 words.**

This year Mather School Museum is expanding the African American Educational History Month Programming to include Women’s History Month. This will be a series of weekend programming in celebration of African American Education and Women’s History at the Museum. This programming will leverage partnerships with the Reconstruction Era National Historical Park, TCL, BCSD, and USC Beaufort during February & March. Programming includes a new exhibit featuring Rachel Crane Mather, Digital Media Workshops by USCB Communication Studies, the BCSD African American Education Conference, TCL’s Mather Bell Ringing & Mather Founder’s Day Weekend, and scholarly talks by Rachel Crane Mather researchers.

- D. **Describe how the proposed event or project relates to the organization’s purposes and identify who is expected to benefit.**

Purpose: The Mather Museum & Interpretive Center exists to enhance the Mather legacy, expound on the significance this historic institution had on this community, illuminate the work of Rachel Crane Mather and the students, unveiling the events that precipitated this mission; support efforts for the preservation of the Mather School ensuring it is recognized for its significance and educational contributions to Beaufort County and the nation.

The proposed programming below ties beautifully with the Mather Museum & Interpretive Center’s purpose stated above supporting the Mather legacy, expounding the significance on the community, and illuminating the work of Rachel Crane Mather. As the Mather Museum & Interpretive Center works with TCL to grow, this programming is the beginning of that growth. Further, this growth, with this proposed programming, supports the Reconstruction Era National Historical Park (and network) and the City of Beaufort’s History & Culture tourism.

The key to the success of this programming will be a strong marketing effort, coupled with our partnerships. **For marketing, The Mather Museum & Interpretive Center seeks to work with the City of Beaufort's Designated Marketing Organization to advertise the programming, develop marketing cards to be placed in local hotels and businesses, and Geo-track visitors to the Museum.** The Mather Museum & Interpretive Center is officially part of the Reconstruction Era National Historical Park network, currently has partnership MOUs with Technical College of the Lowcountry and Beaufort County School District, and has an ongoing working relationship with University of South Carolina Beaufort's Communication Studies Program.

### **Mather School African American Educational History Month Programming –**

February 1 – 3 - African American Education -

Thursday –

African American History Kick-off Open House  
The Legacy of African American Education of Mather School – Art Activity  
Mather School Podcast Launch

Friday –

African American History Speaker  
The Legacy of African American Education of Mather School – Art Activity

Saturday –

African American Education at Mather Exhibit & Talk  
Digital Media Workshop  
Storytelling Booth (Mather Story Recording)

February 15 – 18 – Mather School Founder's Day Weekend -

Thursday –

Observance of the life of founder, Rachel Crane Mather  
BCSD Programming  
African American Educational Tour – Bus Rental

Friday –

The Mather Annual Bell Ringing  
Student Lunch  
BCSD Programming  
Evening Social of Matherites & Community (at local Hotel Reception) - \$25 ticket price

Saturday –

Founder's Day Keynote Speaker  
BCSD Summer Art Presentation  
African American Education at Mather Exhibit & Talk  
Founder's Day Community Luncheon - \$50 ticket price  
Storytelling Booth (Mather Story Recording)

### **Mather School Women's History Month Programming –**

February 31 – March 2 – Women's History Month -

Thursday –

Women's Month History Kick-off Open House  
The Legacy of Rachel Crane Mather – Art Activity  
Mather School Pilot Walking Tour Launch

Friday –

Rachel Crane Mather History Researcher Speaker  
The Legacy of Rachel Crane Mather – Art Activity

Saturday –

Rachel Crane Mather Exhibit & Talk  
Digital Media Workshop

Storytelling Booth (Mather Story Recording)

February 21 – 23 – Women’s History Month -

Thursday –

Rachel Crane Mather History Speaker

Mather School Cooking Workshop

Friday –

Women’s History Author Book Talk

Mather School Sewing Workshop

Saturday –

Rachel Crane Mather History Researcher Speaker

Digital Media Workshop

Storytelling Booth (Mather Story Recording)

- E. Describe the expected impact on tourism and the tourism industry in the area served. Certain tourism-related expenditures must be awarded on a “percentage of tourism” basis. Applicant must be able to substantiate how much of the total expenditure is related to tourism.**

While this will be the first time holding this series of events, The Mather School & Interpretive Center, in partnership with TCL, has a rich history in hosting Mather School Founder’s Day Weekend. During that weekend, attendance has ranged up to 150 – 200 participants with approximately 125 – 150 of those being out of town tourists. Historically, hotels have partnered with the event and offered block rooms and event space at a group discount. However, with the potential of ATAX funds for promotional purposes, the expansion of the tourist pull is estimated to approximately 25 to 50 per a weekend (100 to 200 over the course of the project).

- F. Describe how the effectiveness of the event or project in attracting or providing for tourist will be evaluated?**

To evaluate the effectiveness of the programming, The Mather Museum & Interpretive Center will track visitors via the visitor log, being sure to ask for Hometown (to track tourists) and **through the DMO’s Geo-tracking**. Additionally, the museum will implement a voluntary exit survey via email that will assess the success of the programming and inquire about additional tourist behavior (hotel stay, restaurants visited, etc.).