

2012 ATAX Tax Board Recommendations-ATax Distribution

	Organization	Event/Project	Amount Requested	Amt. Recom	Notes	2011Atax*	%of Ask
1	Beaufort Art Assoc.	Rack cards for new gallery	\$800	\$500		N/A	62.5%
2	Art League of HHI	New fine arts guild/show	\$3,000	\$1,000	Charleston+elect.	\$1,000	33.3%
3	Main St. Youth Theatre	<i>Beauty and the Beast</i>	\$5,000	\$1,500	Gen marketing		30.0%
4	Penn Center	Heritage Days/150th Plan.	\$40,000	\$10,000	Mrktg of both	\$15,000	25.0%
5	Coastal Discovery	Cultural/Eco tourism	\$23,500	\$8,500	Mrktg/PR	\$9,500	36.2%
6	HH Symphony	Int'l Piano Comp.	\$15,300	\$4,000	Web+Advert.	\$5,000	26.1%
7	HHI Concours	Festival	\$20,000	\$9,000	Mrktg	\$13,000	45.0%
8	Independence Fund	Lt. Dan w/e	\$83,000	\$0	Poor application	N/A	0.0%
9	Community Foundation	Public Art Exhibit	\$50,000	\$10,000	Seed money	N/A	20.0%
10	CAPA/Exchange Club	Ghost Tours	\$3,000	\$1,150	Brochures+on line ads+E	\$1,500	38.3%
11	HHI Choral Society	Marketing	\$3,000	\$1,200	Web devel.	\$1,000	40.0%
	Historic Beaufort						
12	Foundation	Fall Festival Homes & Gardens	\$7,500	\$3,200	Brochures	\$2,500	42.7%
13	Arts Council of BC	Arts Destination Campaign	\$8,000	\$6,150	Trans-media	\$5,000	76.9%
14	BC Black Chamber	Cultural Tourism	\$65,000	\$25,000	Pathfinders+Grp. tours	\$35,000	38.5%
15	BC Historical Society	Historic Markers	\$9,150	\$4,000	2 new signs	\$2,000	43.7%
	Civil War Sesquicentennial,						
16	HHI/Bluffton Chamber	Mitchelville PR, Tubman	\$54,000	\$30,000	Video + net	\$35,000	55.6%
17	Heritage Library	Fort Mitchell Refurb	\$11,000	\$2,500	Lighting	\$4,500	22.7%
18	Archeology Society of SC	Archeological artifact id.	\$4,000	\$0	Doubtful tourism	N/A	0.0%
19	Main St. Beaufort	Tourism ads.	\$34,686	\$9,200	Web, brochure + print	\$17,700	26.5%
	Arts Center of Coastal						
20	Car.	Tourism marketing	\$20,000	\$8,000	Markt.	\$17,000	40.0%
	Hist. Bluffton Arts &						
21	Seafood	Festival	\$5,000	\$2,500	So. Livg. Ad	\$15,000	50.0%
22	Daufuskie Is. Found.	Daufuskie Day	\$8,000	\$1,500	Newspapers + web	\$3,000	18.8%
23	Old Village of Port Royal	Expansion of Visitors Center	\$9,500	\$3,000	web + brochures	\$3,000	31.6%
24	Literacy Volunteers	Storytelling Festival	\$10,000	\$2,500	"Seed"	\$5,000	25.0%
25	BC Open Land Trust	Maintaining "The Green"	\$7,500	\$0	Doesn't draw tourists	\$0	0.0%
26	The Sandbox	Summer fun for tourists	\$10,512	\$2,000	Ads for 3 programs	\$0	19.0%
	BC Soil & Water						
27	Conservation	BC Blueways, Phase III	\$5,000	\$1,500	30hrs of web	N/A	30.0%
28	Mitchelville Preservation	Mitchelville Freedom Park	\$50,000	\$10,000	Web, blasts, brochures	\$8,000	20.0%
29	Friends of Hunting Island	Special Events	\$20,000	\$7,500	>PR	\$5,000	37.5%
30	BGLC	Sea Island Bike Event	\$10,000	\$3,000	Seed	N/A	30.0%
	Beaufort Chamber Conv.						
31	Center	Tourism marketing	\$120,000	\$50,000	On line, SM and engine	\$83,000	41.7%
	Bluffton Historical						
32	Preserv.	Heyward House	\$25,000	\$10,000	Ops	\$15,000	40.0%
	L/C Resort & Visitors						
33	Center	Promotion of BC/LC	\$27,500	\$15,000	General collaterals	\$20,000	54.5%
34	Beaufort Film Society	Int'l Film Festival	\$15,000	\$5,000	PR	\$5,000	33.3%
35	L/C Estuarium	Student trip	\$7,547	\$3,600	Magazine ad	\$1,000	37.5%

	Totals:	\$790,495	\$252,000	\$327,700	33.5%
Amount Total Allowed:		<u>\$252,000</u>	<u>\$252,000</u>	<u>\$327,700</u>	<u>33.5%</u>
Total Remaining		\$0	\$0	\$0	\$0

*Atax and HTAX Combined

Accommodations Tax (2% State) FY 2011-2012 Application Process

Quick Reference

- **June 22, 2011** - applications mailed to 92 email addresses representing 69 organizations. Press release is sent out. Application is posted on the Beaufort County main page as an event slider.
- **July 28, 2011** – email sent out reminding the 69 organizations that applications are due August 1 (35 organizations responded)¹
- **August 1** – Applications due
- **August 2** – Agenda sent out to all applicants (35 organizations)¹
- **August 24** – Reminder email of A-Tax Board meeting on Monday, August 29 sent to all applicants (35 organizations)¹

¹ Emails were sent out with a read receipt and delivery confirmation.