

2014 ATAX Tax Board Recommendations-ATax Distribution

Organization	Event/Project	Amount Reqd	Amt. @ \$500K	Additional @ \$575K	Total @ \$575k	Last Year	Notes	%of Ask@%500K	%of ASK @ \$575k
1 Keep Bft County Beautiful	Clean Waterways Project	\$2,800	\$2,000		\$2,000	\$2,800	4 Clean-ups	71.40%	71.40%
2 Port Royal Sound Found.	Maritime Center project	\$75,000	\$20,000	\$10,000	\$30,000		Contributory	26.70%	40.00%
3 Penn Center	Marketing 31st Heritage days	\$30,000	\$20,000		\$20,000	\$16,000	General	66.70%	66.70%
4 HHI Symphony	TV ads-Jan-May 2013	\$10,000	\$6,000		\$6,000	\$4,000	TV spots	60.00%	60.00%
5 Historic Beaufort	Festival of Homes and Gardens	\$7,500	\$5,000		\$5,000	\$3,200	Advertising	66.70%	66.70%
6 Beaufort Soil & Water	Whale Branch Paddling Trail	\$1,950	\$1,500		\$1,500		Consultant fees	76.90%	76.90%
7 Sandbox	Summer fun series/tourist programs	\$10,762	\$5,000		\$5,000	\$4,700	Operations	46.50%	46.50%
8 Arts Council of BC	Story telling fest.	\$28,307	\$12,000	\$8,500	\$20,500	\$9,000	Advertising & Marketing	42.40%	72.40%
9 Art League of HHI	Craft Hhead	\$10,000	\$3,000		\$3,000	\$2,000	American Craft	30.00%	30.00%
10 Greater Bluffton C of C	Boiled Peanut Festival & Taste of Blft	\$23,750	\$5,000		\$5,000		Marketing	21.10%	21.10%
11 Coastal Discovery Museum	Cultural and Eco Tourism	\$28,500	\$20,000		\$20,000	\$20,000	Eco-marketing	70.20%	70.20%
12 Beaufort Art Assoc.	Print ads for Spring Art Show	\$3,800	\$1,750		\$1,750	\$1,400	Travel section for Our State	46.10%	46.10%
13 Arts Center of Coastal Carolina	Tourism marketing Unincorporated BC	\$20,000	\$13,000		\$13,000	\$9,000	Web,	65.00%	65.00%
14 BC Historical Society	Historic markers	\$10,000	\$4,000		\$4,000	\$5,000	2 markers	40.00%	40.00%
15 Friends of Hunting Is. Park	Digital media tours	\$29,750	\$25,000	\$4,750	\$29,750			84.00%	100.00%
16 Concourse d'Elegance	Car show	\$20,000	\$15,000		\$15,000	\$12,000	Clt, Jax and Atl	75.00%	75.00%
17 BC Black Chamber	Cultural tourism marketing	\$100,000	\$65,000	\$10,000	\$75,000	\$60,000	Preservation and Prevention	65.00%	75.00%
18 Friends of Spanish Moss Trail	Video marketing campaign	\$27,000	\$15,500		\$15,500		E-marketing and web site	57.40%	57.40%
19 Blft Historical Preservation	Heyward House	\$25,000	\$20,000		\$20,000	\$20,000	Ops.	80.00%	80.00%
20 Beaufort Chamber	Tourism marketing	\$130,000	\$81,100	\$19,150	\$100,250	\$95,000	Media advertising	62.40%	77.10%
21 L/C Golf Course Owners Assoc	Golf broadcast campaign	\$25,000	\$15,000		\$15,000	\$18,000	TV spots	60.00%	60.00%
22 Bft Film Society	International Film Festival	\$15,000	\$13,500		\$13,500	\$15,000	Radio and TV and magazines	90.00%	90.00%
23 Daufuskie Historical Found.	Kennedy Trail guide	\$3,000	\$1,500		\$1,500	\$2,000	Guides @ \$1,500 for 5000	50.00%	50.00%
24 Main St. Beaufort	Tourism ad campaign	\$46,350	\$25,000	\$5,000	\$30,000	\$20,000	Prevention, NC/SC, radio, Internet	53.90%	64.70%
25 SC Repertory Co.	New Marketing efforts 2013-14	\$6,000	\$-	\$2,600	\$2,600	\$2,500	Increased marketg.	0.00%	43.30%
26 Experience Green	Sustainability in Golf Symposium	\$12,000	\$6,000		\$6,000	\$2,500	Independent after 2014	50.00%	50.00%
27 HHI Choral Society	Digital and Marketing Phase II	\$6,150	\$2,650		\$2,650	\$2,000	YouTube expenses	43.10%	43.10%
28 Sea Island Rotary Club	Hunting Island Adventure Biathlon	\$3,500	\$-		\$-	\$20,000	Highly profitable	0.00%	0.00%
29 BC Government	HHI Air Day	\$10,000	\$-		\$-		No plan	0.00%	0.00%
30 BC Government	Lady's Is. Air Day	\$10,000	\$-		\$-		No plan	0.00%	0.00%
31 Carolina Cups	Loco Motion walk	\$9,500	\$3,000	\$2,000	\$5,000		TV spots	54.40%	52.60%
32 Mitchelville Preservation	Marketing	\$25,000	\$20,000		\$20,000	\$10,000	Contributory	80.00%	80.00%
33 Lowcountry Resort and Visitors Center	General marketing	\$56,400	\$25,000	\$5,000	\$30,000	\$25,500	Contributory	44.30%	53.20%
34 Blft. Seafood and Arts Festival	Festival	\$5,000	\$5,000		\$5,000	\$5,000	Out of area ads	100.00%	100.00%
35 Exchange Club of Bft/CAPA	Ghost tours	\$3,000	\$1,500		\$1,500	\$1,500	Ad for State newspaper	50.00%	50.00%
36 Center for Svc. Leadership	Culture of serv. Leadership in BC	\$35,000	\$10,000		\$10,000		Start-up	28.60%	28.60%
37 Riverview Charter School	6th Annual Bft. Run & Oyster Roast	\$7,500	\$-		\$-		Ends up a charitable contribution	0.00%	0.00%
38 Heritage Library Foundation	Zion Chapel Refurb.	\$7,250	\$-		\$-			0.00%	0.00%
39 HHI Chamber	Destination marketing/Visitor Center	\$40,000	\$32,000	\$8,000	\$40,000	\$33,500	Billboards	80.00%	100.00%
Totals:		\$919,769	\$500,000	\$75,000	\$575,000	\$421,600		49.69%	53.92%
Amount Total Allowed:		\$500,000							
Total Remaining		\$0							