

2014-2015 Accommodations Tax Board Recommendations & Distribution

Organization	Event/Project	Amount Requested	Amount Received	Last Year Allocation	Notes	Percent of Recomm.
Arts Center of Coastal Carolina	Marketing	\$13,000	\$12,000	\$13,000	Various marketing strategies	92.3%
Beaufort Black Chamber	Tourism Marketing	\$100,000	\$75,000	\$65,000	Various marketing strategies	75.0%
Beaufort Chamber	Tourism Marketing	\$105,000	\$75,000	\$19,150	Various marketing strategies	71.4%
Beaufort Film Society	International Film Festival	\$17,500	\$17,500	\$13,500	Advertising, materials, workshops	100.00%
Bluffton Historical Preservation	Heyward House	\$25,000	\$20,000	\$20,000	Daily operations of Heyward House	80.0%
Coastal Discovery Museum	Cultural and Eco Tourism Programs	\$28,500	\$20,000	\$20,000	Marketing, brochures, exhibitions, maintenance	70.2%
Colleton River Plantation Club	2015 USGA Jr. Amateur Golf Tourney	\$20,000	\$10,000	\$0	Advertising, Food, course maintenance, printing	50.0%
Community Foundation	Public Art Exhibition	\$20,000	\$10,000	\$0	Print and TV Ads	50%
Daufuskie Island Foundation	Daufuskie Day	\$15,000	\$15,000	\$0	Regional advertising campaign	100.00%
Daufuskie Island Historical Foundation	Historical brochures	\$3,000	\$3,000	\$1,500	Printing	100.00%
Fort Fremont	Interpretive center & picnic pavilion	\$75,000	\$10,000	\$0	Planning, building costs	13.3%

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Friends of Fort Fremont	Grand opening ceremony	\$23,000	\$12,000	\$0	Advertising, brochures, food	52.2%
Friends of Hunting Island	Fitness Trail	\$36,000	\$0	\$25,000		0.0%
Friends of the Spanish Moss Trail	Various additions to enhance trail	\$22,000	\$10,000	\$15,500	Water fountains, signage, rack cards, web enhancements	45.0%
Green's Sustainability	Triple Bottom Line promotion	\$14,000	\$6,000	\$6,000	Advertising and marketing	42.9%
Penn Center	Heritage Days	\$50,000	\$30,000	\$20,000	Marketing, speaker's fees, travel	60.0%
Heritage Library	Zion Chapel of Ease Cemetery	\$2,625	\$0	\$0	Sensor to count # of visitors	\$0
HHI Choral Society	Digital marketing	\$10,300	\$3,000	\$2,650	Creation of documentary, additional TV ads	29.1%
HHI Concours	Automobile & Airplane show	\$20,000	\$20,000	\$15,000	Marketing, promotion	100.0%
HHI Symphony	Concert series	\$10,000	\$6,000	\$6,000	TV ads	60.0%
HHI-Bluffton Chamber	Spring TV and digital marketing	\$30,000	\$25,000	\$32,000	Marketing	83.3%
HH-Bluffton Visitors Cntr.	Meetings and conferences	\$250,000	\$0	\$0		0.0%
Historic Beaufort Foundation	Fall Festival of Gardens	\$11,430	\$5,000	\$5,000	Marketing	43.7%
Lowcountry Golf Club Owner's Assoc.	Golf Broadcast Campaign	\$35,000	\$12,000	\$15,000	Radio, TV, print advertising	34.3%
Main Street Beaufort	Shrimp Festival & Taste of Bfort	\$15,600	\$15,000	\$25,000	Promotion of both events	96.2%

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Mitchelville Preservation Project	Dawn of Freedom Exhibit	\$60,000	\$30,000	\$20,000	Promotion of new exhibit	50.0%
NIBCAA	Gullah Celebration	\$50,000	\$20,000	\$0	Promotion of event	40.0%
The Sandbox	Imagination Hour Program	\$8,500	\$2,500	\$5,000	Enhance program that is now only offered seasonally	29.4%
SC Birding Trail Inc.	Operational costs	\$50,000	\$0	\$0		0.0%
SC Lowcountry Resort Tourism	Promotion and marketing	\$43,500	\$30,000	\$25,000	General advertising	69.0%
Shark Tooth Fairy	Materials and marketing	\$25,000	\$0	\$0	Does not have 501(C)3 status	0.0%

	<u>Amt. Requested</u>	<u>Amt. Recommended</u>	<u>Last Year Allocation</u>
Totals:	\$1,199,155	\$500,000	\$373,300
Amount Total Allowed:	\$500,000		
Total Remaining	\$0		