

MEETING MINUTES
 ACCOMMOATIONS TAX (2% STATE) BOARD
 THURSDAY, DECEMBER 3, 2020, 10:00 am

Board Members Present:
 Dick Farmer, Chairman
 Olivia Young, Vice Chair,
 Vimal Desai
 Jonathan Sullivan
 Richard Stewart

2020/2021 ATAX APPLICATIONS

<u>Organization</u>	<u>Event/Project</u>	<u>Amount Requested</u>	<u>Received Last Year</u>	<u>Amount Rec'd #1</u>	<u>Amount Rec'd #2</u>	<u>Total Received</u>	<u>% of Ask</u>	<u>Name</u>	<u>Notes</u>
1 Friends of Hunting Island	Winter Market Research Study	\$ 7,600	\$ 5,000	\$ -	\$ -	\$ -	0.0%	Carol Corbin	Has the money/Withdrew
2 Greater Beaufort-Port Royal CVB	Tourism Marketing FY 2020-2021 Operation of the Heyward House Museum and Welcome Center	\$ 200,000	\$ 120,000	\$ 120,000	\$ 109,300	\$ 229,300	114.7%	Robb Wells	Social Media/Cultural mrktg replacing Black Chamber
3 Historic Bluffton Foundation	Lean Ensemble Theater Marketing	\$ 17,000	\$ 10,000	\$ 10,000	\$ 7,000	\$ 17,000	100.0%	Katie Epps	Ops
4 Lean Ensemble Theater	Spanish Moss Trail Visitor Marketing Video	\$ 6,000	\$ 1,000	\$ -	\$ 1,500	\$ 1,500	25.0%	Blake White	Spectrum
5 Friends of the Spanish Moss Trail	Holiday Tree Lighting, Freedom Day, Marketing and Site Prep / Design for Juneteenth Celebration	\$ 5,950	\$ 5,000	\$ 2,000	\$ 3,950	\$ 5,950	100.0%	Sissy Perryman	Video
11 Historic Mitchelville Freedom Park	Beaufort International Film Festival (15th)	\$ 45,000	\$ 20,000	\$ 5,000	\$ 15,000	\$ 20,000	44.4%	Ahmed Ward	Outbound digital marketing-Juneteenth + Social Media
6 Beaufort Film Society	Don't Take a Vacation from Recycling Campaign Penn Center & Heritage Days Celebration Operations & Marketing	\$ 20,000	\$ 15,000	\$ 20,000	\$ -	\$ 20,000	100.0%	Ron Tucker	
7 Beaufort County Solid Waste & Recycling Department		\$ 44,425	\$ -	\$ -	\$ -	\$ -	0.0%	Ashley Jenkins	
8 Penn Center Inc.	Cultural & EcoTourism Program	\$ 60,000	\$ 31,500	\$ -	\$ -	\$ -	0.0%	Deloris Pringle	\$31.5 from previous year is unspent
9 Coastal Discovery Museum		\$ 32,000	\$ 20,000	\$ 15,000	\$ 10,000	\$ 25,000	78.1%	Natalie Hefter	Mrktg/Dev
Break						\$ -			
10 SC Lowcountry & Resort Islands Tourism Commission	Promotion of Beaufort County & the Lowcountry	\$ 29,700	\$ 40,000	\$ 29,700	\$ 10,300	\$ 40,000	134.7%	Pearch Morrison	Cut request 40% due to expectations: we restored
12 Hilton Head Choral Society	Marketing for Tourist/Visitor Development Tourism Marketing of the Unincorporated Areas of Beaufort County	\$ 4,000	\$ 1,500	\$ -	\$ -	\$ -	0.0%	Margie Lechowicz	
13 Arts Center of Coastal Carolina	Restore and Add Stokes Freedman's Cottage to the Reconstruction Era National Historical Park Network	\$ 9,000	\$ 3,500	\$ 2,000	\$ 2,000	\$ 4,000	44.4%	Linda Bloom	
Community Foundation of the Lowcountry / 14 Reconstruction Beaufort	Repair and Add Grand Army of the Republic Hall to the Reconstruction National Historical Park Network	\$ 179,443	\$ -	\$ -	\$ -	\$ -	0.0%	Billy Keyserling	
15 Sons of Union Veterans of the Civil War of Beaufort SC	Restore and Add Brick Church Cottage to the Reconstruction Era National Historical Park Network	\$ 96,263	\$ -	\$ -	\$ -	\$ -	0.0%	Elijah Washington	
25 Brick Baptist Church	Hilton Head Wine and Food Festival	\$ 326,790	\$ -	\$ -	\$ -	\$ -	0.0%	Reverend Abraham Murray	
16 Hilton Head Hospitality Association	The Gullah Festival	\$ 10,000	\$ 6,000	\$ 5,300	\$ 4,700	\$ 10,000	100.0%	Jeff Gerber	
17 The Original Gullah Festival of South Carolina, Inc.	Historic Port Royal Exhibition Displays	\$ 15,000	\$ 35,000	\$ -	\$ -	\$ -	0.0%	Thomas Hicks	No show for interview
18 Historic Port Royal Foundation	Concierge Informational Event	\$ 10,000	\$ -	\$ -	\$ 10,000	\$ 10,000	100.0%	Deborah S. Johnson	
19 First Tee - The Lowcountry		\$ 1,500	\$ 1,500	\$ -	\$ -	\$ -	0.0%	Pat Zuk	
Break						\$ -			
20 Beaufort County Black Chamber of Commerce	Cultural Tourism Marketing/Events	\$ 135,000	\$ 64,000	\$ -	\$ -	\$ -	0.0%	Kevin Holman	
21 NIBCAA	Hilton Head Island Gullah Celebration	\$ 42,400	\$ 23,000	\$ 15,000	\$ 5,000	\$ 20,000	47.2%	Courtney Young	SM/Media-Out of local market only
22 Lowcountry Golf Course Owners Association	Golf Tourism Broadcast Golf Channel TV Campaign	\$ 20,000	\$ 8,000	\$ -	\$ 15,000	\$ 15,000	75.0%	Barry Fleming	
23 Beaufort Area Hospitality Association	Northern Beaufort Visitors Map	\$ 15,000	\$ -	\$ 10,000	\$ 5,000	\$ 15,000	100.0%	Ashlee Houck	
24 Gullah Museum Hilton Head Island	Permanent Exhibit/Renovation Project	\$ 25,000	\$ -	\$ -	\$ -	\$ -	0.0%	Natahia Aiken	
26 Daufuskie Marsh Tacky Society	2nd Annual Daufuskie Marsh Tacky Rally	\$ 10,500	\$ -	\$ -	\$ 10,500	\$ 10,500	100.0%	Erica Veit	Start up
27 Port Royal Sound Foundation (PRSF)	Exhibit and Signage Renovation at the Maritime Center	\$ 56,750	\$ 26,500	\$ 26,000	\$ 30,750	\$ 56,750	100.0%	Jennifer E. Jenkins	
TOTAL:		\$ 1,254,671	\$ 379,000	\$ 260,000	\$ 240,000	\$ 500,000	39.9%		
AMOUNT AVAILABLE:		\$ 260,000							
Amount Remaining:		\$ -							

Total Available #2:	\$	240,000
Amount Remaining #2:	\$	-

On November 16, 2020, the Finance Committee allocated additional funds in the amount of \$240,000.

The ATAX Board reconvened today to distribute the additional monies to applicants.

Mr. Hayes Williams, Beaufort County Finance Director, joined the meeting briefly, via phone conference, to discuss a few of the applications and to answer questions posed by the Board. The phone conference ended and the Board proceeded with the meeting.

Board members came to a consensus on all recommended dollar amounts noted above.

Chairman Farmer will present these recommendations to the Finance Committee on Monday, December 14, 2020.