

2020/2021 ATAX APPLICATIONS

12/21/2020

Organization	Event/Project	Amount Requested	Received Last Year	Amount Rec'd #1	Amount Rec'd #2	Total Received	% of Ask	Name	Notes
1 Friends of Hunting Island	Winter Market Research Study	\$ 7,600	\$ 5,000	\$ -	\$ -	\$ -	0.0%	Carol Corbin	Has the money/Withdraw
2 Greater Beaufort-Port Royal CVB	Tourism Marketing FY 2020-2021	\$ 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	Operation of the Heyward House Museum and Welcome Center	\$ 17,000	\$ 10,000	\$ 10,000	\$ 7,000	\$ 17,000	100.0%	Katie Epps	Ops
4 Lean Ensemble Theater	Lean Ensemble Theater Marketing	\$ 6,000	\$ 1,000	\$ -	\$ 1,500	\$ 1,500	25.0%	Blake White	Spectrum
5 Friends of the Spanish Moss Trail	Spanish Moss Trail Visitor Marketing Video	\$ 5,950	\$ 5,000	\$ 2,000	\$ -	\$ 2,000	33.6%	Sissy Perryman	Video
11 Historic Mitchelville Freedom Park	Holiday Tree Lighting, Freedom Day, Marketing and Site Prep / Design for Juneteenth Celebration	\$ 45,000	\$ 20,000	\$ 5,000	\$ 15,000	\$ 20,000	44.4%	Ahmed Ward	Outbound digital marketing-Juneteenth + Social Media
6 Beaufort Film Society	Beaufort International Film Festival (15th)	\$ 20,000	\$ 15,000	\$ 20,000	\$ -	\$ 20,000	100.0%	Ron Tucker	
7 Beaufort County Solid Waste & Recycling Department	Don't Take a Vacation from Recycling Campaign	\$ 44,425	\$ -	\$ -	\$ -	\$ -	0.0%	Ashley Jenkins	
8 Penn Center Inc.	Penn Center & Heritage Days Celebration Operations & Marketing	\$ 60,000	\$ 31,500	\$ -	\$ -	\$ -	0.0%	Deloris Pringle	\$31.5 from previous year is unspent
9 Coastal Discovery Museum	Cultural & EcoTourism Program	\$ 32,000	\$ 20,000	\$ 15,000	\$ -	\$ 15,000	46.9%	Natalie Hefter	Mrktg/Dev
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 most of that
12 Hilton Head Choral Society	Marketing for Tourist/Visitor Development	\$ 4,000	\$ 1,500	\$ -	\$ -	\$ -	0.0%	Margie Lechowicz	
13 Arts Center of Coastal Carolina	Tourism Marketing of the Unincorporated Areas of Beaufort County	\$ 9,000	\$ 3,500	\$ 2,000	\$ 2,000	\$ 4,000	44.4%	Linda Bloom	
14 Reconstruction Beaufort	Restore and Add Stokes Freedman's Cottage to the Reconstruction Era National Historical Park Network	\$ 179,443	\$ -	\$ -	\$ -	\$ -	0.0%	Billy Keyserling	Withdrew app
15 Sons of Union Veterans of the Civil War of Beaufort SC	Repair and Add Grand Army of the Republic Hall to the Reconstruction National Historical Park Network	\$ 96,263	\$ -	\$ -	\$ -	\$ -	0.0%	Elijah Washington	Withdrew app
25 Brick Baptist Church	Restore and Add Brick Church Cottage to the Reconstruction Era National Historical Park Network	\$ 326,790	\$ -	\$ -	\$ -	\$ -	0.0%	Reverend Abraham Murray	Withdrew app
16 Hilton Head Hospitality Association	Hilton Head Wine and Food Festival	\$ 10,000	\$ 6,000	\$ 5,300	\$ 4,700	\$ 10,000	100.0%	Jeff Gerber	
17 The Original Gullah Festival of South Carolina, Inc.	The Gullah Festival	\$ 15,000	\$ 35,000	\$ -	\$ -	\$ -	0.0%	Thomas Hicks	No show for interview
18 Historic Port Royal Foundation	Historic Port Royal Exhibition Displays	\$ 10,000	\$ -	\$ -	\$ 5,950	\$ 5,950	59.5%	Deborah S. Johnson	
19 First Tee - The Lowcountry	Concierge Informational Event	\$ 1,500	\$ 1,500	\$ -	\$ -	\$ -	0.0%	Pat Zuk	
20 Beaufort County Black Chamber of Commerce	Cultural Tourism Marketing/Events	\$ 135,000	\$ 64,000	\$ 32,000	\$ -	\$ 32,000	23.7%	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	\$ -	\$ 7,500	\$ 7,500	37.5%	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	\$ 24,250	\$ 50,250	88.5%	Jennifer E. Jenkins	
TOTAL:		\$ 1,254,671	\$ 379,000	\$ 292,000	\$ 208,000	\$ 500,000	39.9%		
	AMOUNT AVAILABLE:	\$ 260,000							
	Amount Remaining:	\$ (32,000)							
	Total Available #2:	\$ 240,000							
	Amount Remaining #2:	\$ 32,000							

NOTE: Please see attached document to note the Board's intentions for the allocation for the Beaufort County Black Chamber of Commerce

Motion of Recommendation
Atax 2% funding
December 2020.

The Beaufort County Accommodations Advisory Committee is created as required by SC State Law and charged with the responsibility to recommend to Beaufort County Council expenditures of SC State 2% accommodations tax funds as defined by SC State Law and pursuant to an established procedure for evaluating applications received by the Committee on behalf of Beaufort County.

The Committee met in October 2020 and reviewed applications including an application from the Beaufort County Black Chamber of Commerce ("BCBCC"). Since making a recommendation to Beaufort County Council that funding be made available to BCBCC, the Committee has learned of legal and organization irregularities that appear to put the BCBCC at risk to qualify for the ATAX funding recommended by the Committee. Just this past week on December 16, 2020, Beaufort County Judge Dukes ruled that the Board of Directors is "improperly constituted" and that the tax-exempt status of the BCBCC may be "immediately jeopardized". The Committees responsibility to recommend ATAX funding from the 2% state pool of funds, requires that the Committee consider legal status, governance, and financial management in making its recommendations. Fortunately, the funds recommended by the Committee do not impact ongoing BCBCC operations but instead are for future marketing expenses only. The Committee recommends County Council reserve Thirty-Two Thousand Dollars (\$32,000) in ATAX funding and that such funding be released to the BCBCC only to reimburse future marketing expenses, as documented by vendor receipts, as provided in SC state law for 2% ATAX funding and provided that BCBCC meets the State and County requirements for such distributions. Should the BCBCC lose its eligibility for receiving funds under the 2% funding guidelines, the \$32,000 should either be reallocated to qualified applicants by the Accommodations Board or maintained in an account for future allocation.

The Committee is aware that the County has access to 3% local ATAX funds which are not reviewed by the Committee.

Approved by vote of Committee on December 21, 2020.

Signed: 
Dick Farmer, Chairman