

MEETING MINUTES
 STATE (2%) ACCOMMODATIONS TAX BOARD
 TUESDAY, OCTOBER 26, 2021
 9:00 a.m.
 County Council Chambers
 Administration Building
 Beaufort County Government Robert Small Complex
 100 Ribaut Road
 Beaufort, South Carolina 29901

Board Members:
 Dick Farmer, Chairman Present
 Olivia Young, Vice Chair Present
 Vimal Desai Present
 Anita Singleton-Prather Present
 Jonathan Sullivan Present
 Richard Stewart Present
 Steven Green arrived 9:30 a.m., left at 10:30 a.m.

MEETING WAS HELD AS SCHEDULED

Schedule	Organization	Event/Project	Amount Requested	Received Last Year	Recommended Amount	% of Ask	Name	Notes
9:00 AM 1	Greater Beaufort-Port Royal CVB	Tourism Marketing FY 2021-2022	\$ 175,000.00	\$ 229,300.00	\$ 175,000.00	100.0%	Robb Wells	Fully Funded; Budget is for Marketing Only
9:10 AM 2	Lean Ensemble Theater	Tourism Marketing FY 2020-2021	\$ 6,000.00	\$ 1,500.00	\$ 850.00	14.2%	Blake White	Funds for Chamber Dues
9:20 AM 4	Friends of the Spanish Moss Trail	Spanish Moss Trail Visitor Marketing Video - Phase 2	\$ 3,950.00	\$ 2,000.00	\$ 3,950.00	100.0%	Sissy Perryman	Fully Funded; Budget is to Complete Video that was partially funded in 2020
9:30 AM 5	Daufuskie Island Historical Foundation	Brochure Printing	\$ 6,000.00	\$ -	\$ 4,000.00	66.7%	Nancy Ludtke	Funds for Brochure Printing
9:40 AM 6	HHI Concours d'Elegance	HHI Concours d'Elegance & Motoring Festival	\$ 40,000.00	\$ -	\$ 24,755.00	61.9%	Lindsey Harrell	Funding for Social Media and Chamber Digital Ads
9:50 AM 7	Arts Center of Coastal Carolina	Tourism Marketing of Unincorporated Areas of Beaufort County	\$ 6,000.00	\$ 4,000.00	\$ 3,050.00	50.8%	Andrea Gannon	Funds for Print Ads in Experience Charleston, The Post and Courier and Footlight Payers in Charleston, SC.
10:00 AM 8	Friends of Port Royal Cypress Wetlands	Rack Cards/Guided Tours/Birthday for the Birds	\$ 5,600.00	\$ -	\$ 2,400.00	42.9%	Bernadette Clayton	Funds for Marketing the Guided Naturalist Tours
10:10 AM 9	HHI Land Trust	Fort Howell Historical Tourism Marketing	\$ 20,000.00	\$ -	\$ 3,600.00	18.0%	Linda Hyslop	Funds for Hiring PR Firm to assist with Marketing
10:20 AM 10	Beaufort Area Sports Council	Beaufort Area Sports Marketing & Sales	\$ 40,000.00	\$ -	\$ 40,000.00	100.0%	Christian Kata	Fully Funded; Budget is for Marketing Only
10:30 AM		BREAK						
10:50 AM 11	Hilton Head Symphony Orchestra	HHSO Marketing Programs	\$ 20,000.00	\$ -	\$ 5,250.00	26.3%	Alan Jordan	Funds for Airport Kiosk, Radio Advertising and Social Media
11:00 AM 12	Hilton Head Hospitality Association	Hilton Head Wine and Food Festival	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	100.0%	Jeff Gerber	Fully Funded; Budget is for Marketing Only
11:10 AM 13	Beaufort Festivals & Events Advertising FY 2021-2022	Gullah Festival, Shrimp Festival, Taste of Beaufort	\$ 48,500.00	\$ -	\$ 48,500.00	100.0%	Thomas Hicks	Fully Funded due to Large Number of Room Nights Produced by Events
11:20 AM 14	HHI Sea Turtle Patrol	Sea Turtle GREEN Carpet Event	\$ 7,800.00	\$ -	\$ -	0.0%	Heather Malia Rath	Not Funded; No Tourism Production Impact
11:30 AM 15	Beaufort County Black Chamber of Commerce	Cultural Tourism Marketing	\$ 155,000.00	\$ 32,000.00	\$ 32,000.00	20.6%	Larry Holman	Allocated what County Council Awarded during Last Cycle
11:40 AM 16	Beaufort Film Society	Beaufort International Film Festival (16th)	\$ 30,000.00	\$ 20,000.00	\$ 30,000.00	100.0%	Ron Tucker	Fully Funded due to Large Number of Room Nights Produced by Event
11:50 AM 17	Hilton Head Choral Society	Marketing Expenses	\$ 4,000.00	\$ -	\$ -	0.0%	Margie Lechowicz	Not Funded; All Marketing/Advertising Proposed is Local
12:00 PM		BREAK						
12:50 PM 18	Beaufort County Parks & Recreation Department	Burton Wells Pickleball Complex	\$ 617,400.00	\$ -	\$ 140,000.00	22.7%	Shannon Loper	Partially Funded to Assist with Development of Pickleball
1:00 PM 19	SC Lowcountry & Resort Islands Tourism Commission	Promotion of Beaufort County & the Lowcountry	\$ 49,400.00	\$ 40,000.00	\$ 49,400.00	100.0%	Peach Morrison	Fully Funded; Budget is for Marketing Only
1:10 PM 20	Port Royal Sound Foundation (PRSF)	Family Field Trip Marketing Campaign and Fleet of Kayaks for Salt Marsh Excursions	\$ 52,380.00	\$ 50,250.00	\$ 52,380.00	100.0%	Kat Armstrong	Fully Funded due to Large Number of Room Nights Produced by Programs

1:20 PM	21	Historic Bluffton Foundation	Preservation of Heyward House Summer Kitchen Roof	\$	31,044.00	\$	17,000.00	\$	31,044.00	100.0%	Kelly Graham	Fully Funded to Replace Roof on Welcome Center
1:30 PM	22	NIBCAA	Hilton Head Island Gullah Celebration	\$	41,800.00	\$	20,000.00	\$	37,326.00	89.3%	Courtney Young	Funding for TV Advertising, Billboards and Social Media
1:40 PM	23	Historic Mitchelville Freedom Park	Holiday Tree Lighting, Marketing & Site Preparation/Design for Juneteenth Celebration	\$	35,000.00	\$	20,000.00	\$	35,000.00	100.0%	Ahmed Ward	Fully Funded; Budget is for Marketing Only
1:50 PM	24	Hilton Head Island Airport	Enhancement Plan - HHI Airport Inbound Awareness Campaign	\$	60,000.00	\$	-	\$	-	0.0%	Jon Rembold	Not Funded due to No Tourism Impact
2:00 PM	25	Gullah Traveling Theater	"A Gullah Kinfolk Christmas Wish...Freedom Coming" and "Decoration Day"	\$	30,990.00	\$	-	\$	19,795.00	63.9%	Anita Singleton-Prather	Funding for Facility Rental, Equipment Rental for Video and Video Production
2:10 PM	26	Penn Center	Penn Center Heritage Festival, Operations & Marketing	\$	60,000.00	\$	24,800.00	\$	19,500.00	32.5%	Annette Sumpter	Funding for Video Production, Equipment Rental for Video and Print Ads
2:20 PM	27	Lowcountry Golf Course Owners Association	Golf Tourism Broadcast Golf Channel TV Campaign	\$	20,000.00	\$	7,500.00	\$	10,000.00	50.0%	Barry Fleming	Funding for Golf Channel Ads
2:30 PM	3	Coastal Discovery Museum	Cultural & Eco Tourism Projects	\$	34,500.00	\$	15,000.00	\$	22,200.00	64.3%	Natalie Hefter / Rex Garniewicz	Funding for Web Site, Exhibits and Special Event Marketing
TOTAL REQUESTED:					<u>\$</u>	<u>1,610,364.00</u>		<u>\$</u>	<u>800,000.00</u>			
AMOUNT AVAILABLE:					\$	800,000.00						

The following Board members were recused as follows:

#6 - Dick Farmer

#25 - Anita Singleton-Prather

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

Chairman Farmer will present these recommendations to Council's Finance Committee on Monday, November 15, 2021.