

Accommodations Tax Advisory Committee
11:00 a.m., Wednesday, May 22, 2019
Council Chambers
1207 Palm Boulevard, Isle of Palms, South Carolina

AGENDA

1. **Call to Order** and acknowledgement that the press and the public had been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of Previous Meeting's Minutes**
Regular Meeting November 14, 2018
3. **Citizens' Comments**
4. **Financial Statements**
5. **Old Business**
6. **New Business**
 - A. Sponsorship of Carolina Coast Surf Club website in the amount of \$1,000
 - B. Sponsorship of S.C. Aquarium 2019 Turtle Trek in the amount of \$10,000
 - C. Review of and adoption of FY20 ATAX Budget
7. **Miscellaneous**
Date of Next Meeting: 11:00 a.m., Wednesday, _____, 2019
8. **Adjourn**

Accommodations Tax Advisory Committee

11:00 a.m., Wednesday, November 14, 2018

The Accommodations Tax Advisory Committee (ATAX) was called to order at 11:00 a.m., Wednesday, November 14, 2018 in Council Chambers of City Hall, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Committee members Malcolm Burgis, Susan Haynie, Julise Spell, Rusty Williamson and Chair David Nelson, Treasurer Suggs, Interim Administrator Fragoso and City Clerk Copeland; a quorum was present to conduct business. Sally Leydig and Margaret Miller were absent.

1. Chair Nelson called the meeting to order and acknowledged that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.

2. Approval of Previous Meeting's Minutes

MOTION: Ms. Spell moved to approve the minutes of the regular meeting of June 13, 2018 as submitted; Ms. Haynie seconded and the motion **PASSED UNANIMOUSLY.**

3. **Citizens' Comments** – none

4. Financial Statements – Treasurer Suggs

Treasurer Suggs apologized for not having the financial reports ready to be included in the meeting packet; she stated that she was out of the office for the better part of last week attending a BS&A users group meeting in Savannah. She distributed the reports prior to her comments on them.

The Distribution of Funds Received schedule showed that the City has received the Funds for the quarter ended September 30, 2018, and the total was approximately eight hundred forty thousand dollars (\$840,000). The amount that went into the General Fund was forty-seven thousand nine hundred twenty dollars (\$47,920), and the amount going into the State ATAX Fund was five hundred forty-one thousand seven hundred dollars (\$541,700; the balance of two hundred fifty-three thousand dollars (\$253,000) went to the CVB to promote tourism for the Isle of Palms.

Recent expenditures from the State ATAX Fund were as follows:

• 2018 fireworks show	2,000
• 2019 fireworks show deposit	12,500
• Turtle Trek sponsorship	10,000
• Website expenses	3,420
• PSB maintenance@25% - HVAC repairs	
• In-car cameras for Police Dept.	27,000
• Thermal imaging camera for Fire Dept.	8,070
• Mack flatbed truck for Public Works (1/3)	35,000
• Mack garbage packer for Public Works (1/3)	51,000
• 25% to replace underground storage tanks at Public Works site	
• Front Beach restrooms	
• 5 replacement parking kiosks	57,000

5. Old Business – None

6. New Business

A. Sponsorship for the 2019 Charleston Wine & Food in the amount of \$5,000

Gillian Zestler, Executive Director of the Wine & Food festival, addressed the Committee and thanked them for their past support of the festival. She reported that the economic impact of the festival in 2018 was over fifteen million dollars (\$15,000,000), up from nine point six million dollars (\$9,600,000) in 2017; the festival also had a significant increase in attendance. Again in 2019, an event will be held at Coda Del Pesce here on the Isle of Palms, and in partnership with Wild Dunes and Wyndom Vacation Rentals, accommodations for both talent and festival attendees who were making the trip a vacation opportunity. From survey data collected by the College of Charleston, stays for festival attendees increased to just over five (5) nights in 2018, and forty-seven percent (47%) of attendees are from outside the Charleston area, i.e. a distance greater than fifty (50) miles from Charleston. The festival runs from Wednesday, March 6th through Sunday, March 10th and will have one hundred twenty (120) events.

MOTION: Ms. Haynie moved to recommend a sponsorship of \$5,000 for the 2019 Charleston Wine and Food festival; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.

B. Sponsorship for the 2019 Family Circle Junior Tennis Championship in the amount of \$5,000

Dewey Caulder, Tennis Director for the Family Circle, thanked the Committee for its past sponsorships. He announced that in 2019, events will be held at the Daniel Island Club, Live to Play in Mount Pleasant, the Wild Dunes Resort and the Family Circle Tennis Center; from surveys they conducted they learned that many players' families stay in Wild Dunes. The Family Circle Junior Tennis Championship is a Southern Level 3 tennis tournament for eighteen and under juniors; the participants usually bring their parents and coach to these events. This event is a qualifier for bigger events all over the nation, and participants come from all over the country; the participation is estimated at seventy-five percent (75%) out-of-towners. The event is scheduled for February 16th through February 18th.

MOTION: Ms. Spell moved to recommend a sponsorship of \$5,000 for the 2019 Family Circle Junior Tennis Championship; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.

7. Miscellaneous Business

Next Meeting Date: 11:00 a.m., Wednesday, January 9, 2019 in Council Chambers

8. Adjourn

MOTION: Mr. Burgis moved to adjourn the meeting at 11:15 a.m.; Chair Nelson seconded and the motion PASSED UNANIMOUSLY.

Respectfully submitted:
Marie Copeland, City Clerk

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

Date Received: _____	Total Project Cost: _____
Total Accommodations Tax Funds Requested: _____	
Action Taken By Accom. Tax Advisory Committee: Date Approved _____ Denied _____	
Action Taken By Ways & Means Committee: Date Approved _____ Denied _____	
Action Taken By City Council: Date Approved _____ Denied _____	
Documentation required for payment: _____line item budget, _____invoices, _____Financial Report	

For Official Use Only

A. Project Name: Advertising and Promotion of Tourism through Surfcam, including Link to City of IOP Website for Beach Access, Parking, and Traffic Information

B. Applicant Organization: Carolina Coast Surf Club, Inc.

1. Mailing Address: P.O. Box 161, Sullivan's Island, SC 29482
Telephone: _____ Fax: _____
2. Project Director: Jim Radley
Telephone: 843-886-6297 (h), 703-328-4711 (c) Fax: _____
3. Description of Organization, Its Goals and Objectives:
Preserve and protect the IOP beaches and ocean. This includes participating in the SCDHEC-OCRM Adopt-A-Beach program to clean the beach from the 9th Avenue beach access to the Sea Cabins pier. Promote surfing as a healthy, family-oriented activity on IOP.

C. Description and Location of Project/Event:

Real time camera image of beach and surf conditions on IOP displayed on the surf camera web page (www.carolinacoastsurfclub.org/surfcam.php). City of IOP would continue to have its logo as a sponsor on the surfcam page with a link to the City's home page. Daily surf report on surf camera web page will continue to include an IOP Parking section and IOP traffic section that describe how to navigate to the corresponding City of IOP web page for beach access, parking, and IOP Connector traffic.

☒ X Single Event?

_____ Ongoing Event/Annual Need?

1. Date(s): of Event: website or Project Start: _____ Completion: _____

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (95%) vs. Isle of Palms residents (5%).
*Source of tourist data: Internet traffic – 641 website page hits per day average from 8 May 2018 to 8 May 2019, with a high of 1,450 hits per day in September and a low of 300 hits per day in January.
(website hits, surveys, ticket sale information, etc.)
3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance versus the past year's event?
*Source of tourist data _____
(website hits, surveys, ticket sale information, etc.)

D. Funding: Sources of Income for This Event or Project

1. Sponsorships or Fundraising: Amount \$5,000 From: private sponsors
2. Entry Fees : Amount \$ _____ From _____
3. Donations: Amount \$ _____ From _____
4. Accommodations Tax Funds Request: Amount \$1,000
Date(s) Required: 9/1/2019 Lump Sum \$1,000
Installments _____
5. Other:
6. Total Budget: \$6,000

E. Financial Analysis

Please Provide Line Item Budget for Event or Project

Date for Submission to Isle Of Palms Treasurer of Financial Report for Event or Project _____

If awarded, funds are requested as follows:

- (1) Lump Sum(s): \$1,000 on 9/1/2019 (date),
\$ _____ on _____ (date),
\$ _____ on _____ (date).

- (2) Payment of Invoices as submitted to City Staff. Invoices should be submitted two weeks prior to due date.

SurfCam and Report

[Home](#) / [SurfCam](#)



Isle of Palms Weather



COASTAL CANTINA




Waves	At 7:45 AM, waves are thigh high, short period and breaking in sections.
Busy Information	Edisto Buoy is reporting a wave height of 4.9 ft and a dominant wave period of 11 seconds.
Wind	1 mph from the SSW (onshore), and forecast to increase to 12 mph from the ESE (onshore) later this morning and through the afternoon.
Air temperature	72 deg F, with a forecast high of 78 deg F.
Tides	Low Tide 5:40 AM, Sunrise 6:24 AM, High Tide 11:38 AM, Low Tide 5:42 PM, Sunset 8:06 PM, High Tide 11:57 PM

Carolina Coast Surf Club


Not secure | www.carolinacoastsurfclub.org/surfcam.php

AppsImported From Fire...



CHARLESTON
WATERKEEPER®

Waves	At 7:45 AM, waves are thigh high, short period and breaking in sections.
Buoy Information	Edisto Buoy is reporting a wave height of 4.9 ft and a dominant wave period of 11 seconds.
Wind	1 mph from the SSW (onshore), and forecast to increase to 12 mph from the ESE (onshore) later this morning and through the afternoon.
Air temperature	72 deg F, with a forecast high of 78 deg F.
Tides	Low Tide 5:40 AM, Sunrise 6:24 AM, High Tide 11:38 AM, Low Tide 5:42 PM, Sunset 8:06 PM, High Tide 11:57 PM
Water Temperature	72 deg F at the IOP pier
Barometer	30.12 inHg and steady. (Note that standard atmospheric pressure at sea level is 1013 mb = 29.92 inHg.)
Other information	Waves are forecast to remain in the thigh high range today, but with increasing chop with an increasing onshore wind. The forecast through the weekend continues to call for waves in the knee to thigh high range, and thunderstorms Sunday afternoon.
Become a Member	If you enjoy this surfcam please consider becoming a member of or renewing your membership with The Carolina Coast Surf Club. New and renewing members click on either the "JOIN" or "RENEW" tabs above. You may now pay annual dues online!
Current IOP Traffic	To view current traffic conditions at both the IOP and Mount Pleasant ends of the IOP Connector, do the following: (1) click on the City of Isle of Palms seal on the upper left of this web page; (2) select "The Island" at the upper right of the home page, and from the pull down menu click on "Beach"; (3) at the left of the Beach web page, click on "Beach Access & Parking"; (4) click on the "SCDOT 511 system" link in the second paragraph.
IOP Parking	Public parking is specified on the Isle of Palms City web site by first performing steps (1), (2) and (3) above; then, (4) public parking locations not requiring a permit or fee are described in the "Road Right-of-Ways" and "Parking Guide" paragraphs and links.
	This surf report was updated on Thursday May 9 by Jim Radley.



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5/9/2019

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

Date Received: _____	Total Project Cost: _____
Total Accommodations Tax Funds Requested: _____	
Action Taken By Accom. Tax Advisory Committee:	Date Approved _____ Denied _____
Action Taken By Ways & Means Committee:	Date Approved _____ Denied _____
Action Taken By City Council:	Date Approved _____ Denied _____
Documentation required for payment: _____line item budget, _____invoices, _____Financial Report	

For Office Use Only

A. Project Name: South Carolina Aquarium – Turtle Trek

B. Applicant Organization: South Carolina Aquarium

1. Mailing Address: 100 Aquarium Wharf, Charleston, SC 29401

Telephone: 843-579-8540 **Fax:** _____

2. Project Director: Stephanie Gabosch

Telephone: 843-579-8540 **Fax** _____

3. Description of Organization, Its Goals and Objectives:

The mission of the South Carolina Aquarium is to inspire conservation of the natural world by exhibiting and caring for animals, by excelling in education and research, and by providing an exceptional visitor experience. Founded by a task force of community volunteers and business leaders, led by Mayor Joseph P. Riley, Jr., the Aquarium was built as the state's foremost informal science education center, providing structured environmental science education for students of all ages across the state.

In 2014, the Aquarium launched the Watershed Campaign, a six-year strategic initiative to scale and optimize our existing programs, while implementing new conservation and education initiatives. Through the campaign, which will conclude in 2020, the Aquarium aims to inspire conservation of the natural world through the following goals and objectives:

1) Becoming a world leader in sea turtle conservation and research

- a. To date, the South Carolina Aquarium has rehabilitated and released 274 turtles back to their natural habitats.
- b. It is our mission to “Protect What You Love” and when it comes to our South Carolina sea turtles, we encourage our audience to reduce single use plastic, share the messaging around beach conservation (lights out, sand castles, and leave with what you came with) and practice safe boating to ensure the sea turtles have a long, healthy future in our oceans.
- c. In May 2017, the Aquarium opened Zucker Family Sea Turtle Recovery, a state-of-the-art sea turtle rehabilitation facility and learning landscape open to all of our 450,000 annual guests. This exhibit allows up to inspire the next generation of environmental stewards, ensuring the future protection of threatened and endangered animals and their habitats.
- d. The establishment of the McNair Center for Sea Turtle Research and Conservation in 2017 will enable the Aquarium to revolutionize rehabilitative care for sea turtles through a slate of projects including: utilization of an exercise pool to improve patients’ post-treatment strength; investigation of sea turtles’ use of sound for navigation and site fidelity; analysis of sea turtle impactation data to chart trends in microplastics consumption; research surrounding cause(s) of recurring cataract condition

2) Establishing a Conservation Department to design and implement a slate of measurable conservation and fieldwork initiatives

- a. MPA artificial reef research in partnership with SCDNR
- b. Robust redhorse population conservation
- c. Horseshoe crab breeding and population research
- d. Exploration of noise pollution impacts on dolphin echolocation in partnership with NOAA
- e. Citizen Science to engage students and communities in hands-on learning experiences
- f. Plastic pollution education initiative to connect communities with solutions to a mounting environmental threat to wildlife and human health
- g. The Resilience Initiative for Coastal Education (RICE) to prepare communities for the threat of sea level rise

3) Providing complementary science education programs for students and teachers across the state of South Carolina, and beyond

- a. Serve more students by increasing our statewide reach by 66% through the Rovers Education Outreach Program, and increasing open access opportunities for those otherwise unable to attend the Aquarium due to financial limitations or health concerns
- b. Serve students of all ages through the establishment of an early learning initiative and an adult learning series

- c. Improve our learning package by establishing a distance learning program and improving our on-site classroom technological components

4) Presenting an exceptional visitor experience

- a. Building of Kids Coast, an on-site dedicated play space and educational learning center for toddlers, and their families
- b. SkyTrail, an interactive climbing structure that promotes exploration, discovery, and movement
- c. Updates to the Piedmont Gallery and the freshwater exhibits within to reflect the importance of freshwater resources in our state for health and wellness, recreation and quality of life, and our state's economy

C. Description and Location of Project/Event:

The 2019 Turtle Trek is our 4th annual 5k sunset beach run and kids fun run that will take place on Saturday, September 21st at the Isle of Palms Country Park. The Turtle Trek promotes sea turtle conservation, trash free beaches, and community wellness to all ages from across the US.

We expect the event to sell out again this year with 550 5K runners and 150 Kids' Fun Run participants. The event begins at 4pm with a beach sweep followed by the Kid's Fun Run and 5K, and ends with an after party and awards presentation at the Windjammer.

Our goal is to raise \$75,000, all proceeds from the Turtle Trek support the South Carolina Aquarium's sea turtle conservation and research initiatives. To date, we have rehabilitated and released 274 sea turtles back to their natural habitats.

Single Event? - Yes

Ongoing Event/Annual Need? - Yes

1. Date(s): of Event: September 21, 2019

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (98%, 672 runners) vs. Isle of Palms residents (2%, 18 runners).

**Source of tourist data Runsignup.com – registration website used for Turtle Trek runners. Data taken from 2018 runner registration report (website hits, surveys, ticket sale information, etc.)*

3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance versus the past year's event? –
Since 2016, we have been steadily increasing attendees but year over year, we are still seeing only 2% of registrations come from Isle of Palm, and the

remaining 98% of registrations come from cities from 14 different states. We expect the same number of attendees as shown above and very similar numbers for tourist attendance. Last year, we had runners between the ages of 1-77 year's old coming from 14 different states.

**Source of tourist data – Go Race Productions (website hits, surveys, ticket sale information, etc.)*

D. Funding: Sources of Income for This Event or Project

- 1. Sponsorships or Fundraising:** To date, we have secured \$6,500 out of our goal of \$40,000 from TD Bank and Ameriprise Financial. Waiting for final approval from Crews Subaru of Charleston and Publix Super Market Charities. We would be happy to offer Isle of Palms ATAX sponsor logo visibility on all marketing materials such as ads, billboard, t-shirts, posters, etc.
- 2. Entry Fees:** 5K Registration = \$40; Kid's Fun Run = \$20
Total expected entry fees = \$25,000
- 3. Donations:** We expect to raise an additional \$10,000 from raffles, merchandise sales, and third party fundraising outlets.
- 4. Accommodations Tax Funds Request:** \$10,000

Date(s) Required: September 21, 2019
Lump Sum: Flexible
Installments: Flexible
- 5. Other:** N/A
- 6. Total Budget:** \$29,936

E. Financial Analysis

Please Provide Line Item Budget for Event or Project

- Marketing: \$14,936 (billboards, digital ads, print ads, appearances, t-shirts, race bibs, printing, press release, posters, postcards, etc)
- Food & Beverage: \$4,000
- Rentals: \$2,500
- Entertainment: \$1,000
- Race director/timing: \$2,500
- Other (EMS, police, awards, misc supplies): \$5,000

Date for Submission to Isle of Palms Treasurer of Financial Report for Event or Project: TBD

Revised April 7, 2010

If awarded, funds are requested as follows:

(1) Lump Sum(s):

\$10,000 by September 1, 2019

(2) Payment of Invoices as submitted to City Staff. Invoices should be submitted two weeks prior to due date.