

**Accommodations Tax Advisory Committee**  
11:00 a.m., Wednesday, November 14, 2018  
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 June 13, 2018
3. **Citizens' Comments**
4. **Financial Statements** - unavailable
5. **Old Business**
6. **New Business**
  - A. Sponsorship of the 2019 Charleston Wine & Food in the amount of \$5,000
  - B. Sponsorship of the 2019 Dunlop Junior Tennis Championship in the amount of \$5,000
7. **Miscellaneous**  
Date of Next Meeting: 11:00 a.m., Wednesday, \_\_\_\_\_, 2018
8. **Adjourn**

## Accommodations Tax Advisory Committee

11:00 a.m., Wednesday, June 13, 2018

The regular meeting of the Accommodations Tax Advisory Committee was called to order at 11:00 a.m., Wednesday, June 13, 2018 in Council Chambers of City Hall, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Malcolm Burgis, Susan Haynie, Margaret Miller, Julise Spell and Rusty Williamson, Chair Nelson, Interim City Administrator Fragoso, Treasurer Suggs and Clerk Copeland; a quorum was present to conduct business. Sally Leydic-Muhlig was 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. Miller moved to approve the minutes of the regular meeting of May 2, 2018 as submitted; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.**

3. Citizens' Comments – None

4. Financial Statements – Treasurer Suggs

Treasurer Suggs reviewed the ATAX FY19 budget as adopted with the Committee; she noted that it has changed since the Committee looked at it in May. Revenues did not change; the changes to the expenditures are as follows:

• Police Department change to SUVs	+10,000
• Reduction to scope of work to the Public Works building	- 15,000
• Re-budget of PW flatbed truck	<u>+25,000</u>
Net Change	20,000

**MOTION: Chair Nelson moved to approve the changes to the FY19 ATAX budget; Ms. Spell seconded and the motion PASSED UNANIMOUSLY.**

The Balance Sheet through May 31, 2018 shows approximately one million eight hundred eighty thousand dollars (\$1,880,000) in the banks; the majority of the funds are invested with the Local Government Investment Pool that pays “a decent rate of interest.”

In reviewing expenditures, she stated that the renovations to the public restrooms have been completed and are now open; she encouraged the Committee members to check out the improvements and to see firsthand the dramatic change in their overall appearance. The City has paid the deposit for the July 4<sup>th</sup> fireworks display which will be put on by the same company that has done it for the past two (2) years and at approximately the same cost. The final expenses were paid for the Front Beach Fest and Music in the Park; the initial expenses for the Piccolo Spoleto Sand Sculpting Contest were also paid. The budgeted purchase of a bike rack was added to Mayor Carmen R. Bunch Park, and the Police Department made the budgeted purchase of a low speed vehicle which went over budget.

**MOTION: Chair Nelson moved to approve the over-budget expenditure for the low speed vehicle in the amount of \$259; Ms. Spell seconded and the motion PASSED UNANIMOUSLY.**

At the Rec Center, ATAX funds were used to purchase a Rock Duo climber and bike rack; for the Fire Department, ATAX funds were used to purchase four (4) mobile data terminals for the trucks; eight (8) on-street parking kiosks were purchased for the Police Department as budgeted; and the cost to renovate the public restrooms and construct the new boardwalk came from ATAX funds.

**4. Old Business – None**

**5. New Business**

**A. Sponsorship of Carolina Coast Surf Club, Inc. SurfCam in the amount of \$1,000**

Jim Radley noted that 2018 is the fourth year that the surf club has come before the ATAX Committee seeking for their website, which costs approximately four hundred dollars (\$400) a month to operate. In the past two (2) years, they have included in the surf reports a link to the traffic cameras and a list of the City's parking rules. He indicated that he was aware of the changes to the parking plan that were under consideration, and, once they were adopted, he would update their website to reflect them. As Hurricane Irma approached the City, their website had forty-two hundred (4,200) hits the day before the storm hit; the site normally gets about five hundred (500) hits per day.

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**MOTION: Ms. Haynie moved to approve the \$1,000 sponsorship to the Carolina Cost Surf Club; Ms. Spell seconded and the motion PASSED UNANIMOUSLY.**

**B. Sponsorship of City of Isle of Palms Magazine with an annual publication of 50,000 magazines in the amount of \$60,000**

Bill Macchio thanked the Committee for allowing him to present to them again, and he commented that, when he presented previously, he learned that the City does not send any type of advertising materials to the various welcome centers in the state. He indicated that he would do an editorial on the renovated public restrooms in the next issue. He added that this magazine would not be a flip magazine; it would be dedicated exclusively to the Isle of Palms. His plan is to publish it near the end of the year and to include all of the events planned by the City for the coming year (2019); in addition, he plans to list all of the businesses on the island, as well as the parking regulations. He reminded the Committee that the IOP Magazine has been sanctioned to go into the welcome centers along with the Mount Pleasant magazine. The informational handout he distributed is attached to the historical record of the meeting; the first page of the handout explains the type of information included in the magazine and the various modes of distribution.

Responding to Chair Nelson, Mr. Macchio said that the advertising would be limited to businesses operating at the Isle of Palms and that he has been sanctioned to put his magazines in the nine (9) welcome centers in the state.

Mr. Macchio said that he has been told that twenty-nine million (29,000,000) pass through the welcome centers in a year.

Ms. Haynie suggested that half a page be dedicated to safety concerns here, such as, snakes do inhabit the island, do not swim more than eight hundred meters (800 meters) from shore, etc.

Mr. Williamson stated that he did not think the City needed to advertise for more people to come here because it was already full; he added that he would prefer to see the City spend sixty thousand dollars (\$60,000) in ATAX funds for beach maintenance and/or infrastructure.

Mr. Macchio contended that the magazine could generate more ATAX dollars for the City.

**MOTION: Ms. Miller moved to approve \$60,000 to sponsor the Isle of Palms magazine; Mr. Burgis seconded, and the motion FAILED on a vote of 1 to 5 with only Mr. Burgis supporting the motion.**

When Chair Nelson suggested that Mr. Macchio try to work through the Charleston Visitors Bureau (CVB), Interim Administrator Fragoso recalled that the Ways and Means Committee had made the same suggestions last year, but the CVB declined.

**7. Miscellaneous Business**

**Next Meeting Date: 11:00 a.m., Wednesday, September 12<sup>th</sup> in Council Chambers**

**8. Adjournment**

**MOTION: Mr. Burgis moved to adjourn the meeting at 11:31 a.m.; Ms. Haynie 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 Office Use Only

A. Project Name: Charleston Wine + Food

B. Applicant Organization: Charleston Wine + Food

1. Mailing Address: 635 Rutledge Avenue – Suite 101 | Charleston, SC 29403

Telephone: (843) 727-9998 Fax: N/A

2. Project Director: Gillian Zettler, Executive Director

Telephone: (843) 727-9998 Fax: N/A

3. Description of Organization, Its Goals and Objectives:

Charleston Wine + Food was founded in July 2004 by a group of dedicated community leaders, who shared a vision of creating an event that would promote + elevate Charleston's culinary brand. The goal was to put Charleston on the map as a culinary destination, with a reputation rivaling that of other well-known food and dining destinations, and to bring national and international attention to the city. In doing so, the festival would attract highly affluent visitors who would return to Charleston throughout the year to help drive the city's economic engine by staying in our hotels, dining in our restaurants, shopping, and otherwise spending money locally. The festival was also strategically timed to create visitor demand during a time of year normally not popular for tourism in Charleston.

Our higher purpose is to be a catalyst for connections that inspire curiosity through thoughtful storytelling and meaningful experiences with a sense of place. Charleston Wine + Food infuses our homegrown flavor with top chefs, winemakers, authors, storytellers, artisans, and food enthusiasts from around the globe for a five-day event that spans the first full weekend each March. Through our thoughtfully curated event programming, venue selection, participating talent and more, we are able to attract guests from all over the world to visit Charleston, attend the festival, and serve as an economic driver for our region.

The Board of Directors was formed in March 2005, and the festival received its non-profit 501 (c)(3) designation from the IRS in March 2006. Over the last 14 years, the festival has welcomed nearly 280,000 attendees and generated \$74.3 million in economic impact.

### C. Description and Location of Project/Event:

Now in its 14th year, Charleston Wine + Food stimulates Charleston's international reputation as a food and leisure destination. The early March time frame of the event was strategically chosen to attract visitors to the area during a period that research indicated was a slower time on the tourism calendar. The festival's 13th installment in 2018 welcomed approximately 29,000 guests and generated an economic impact of \$15.3 million in just five days, a significant increase from 23,462 guests in 2017 and an economic impact of \$9.6 million. According to research from the College of Charleston's Office of Tourism Analysis, 47% of attendees came from outside of the Charleston area, and 95% of survey respondents indicated that they have plans to return to Charleston within the next year. Out-of-town guests travel from direct fly/drive markets with Atlanta, New York, Washington DC, and Boston at the forefront. International attendees hailed from the UK, Canada, Australia, Ireland, Spain, and more. Of the 47% of outside visitors, 74% stayed in a paid accommodation and their average length of stay was 5 nights. Additionally, Charleston Wine + Food works closely with hotels and restaurants to design an extended week that offers 130 events at multiple price points, held throughout the greater Charleston area, with a goal to attract culinary travelers from all over the world. A group of our most sought-after events include Signature Dinners, where a local restaurant hosts a guest chef for a once-in-a-lifetime multicourse menu collaboration. Coda Del Pesce, an Isle of Palms mainstay, continues to be a favorite Signature Dinner event among our guests. Their Signature Dinner, featuring owner and executive chef, Ken Vedrinski alongside guest chef, Rita Sodi of I Sodi in New York City, sold out on the day of ticket launch. Chef Ken Vedrinski will also be participating in another Signature Dinner at Trattoria Lucca as well as one of our Signature Events, Opening Night.

\_\_\_\_\_ Single Event?

\_\_\_X\_\_\_ Ongoing Event/Annual Need?

1. Date(s): of Event: March 6 – 10, 2019  
Project Start: August 2018  
Project Completion: March 2019
2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (47%) vs. locals (53%), which are considered people who live within a 50-mile radius of Charleston. \*Source of tourist data is collected from the College of Charleston's Office of Tourism Analysis (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?

2008: 13,000 total (6,110 tourists) – 47% Tourists  
2009: 16,500 total (6,500 tourists) – 39% Tourists  
2010: 19,000 total (7,600 tourists) – 40% Tourists  
2011: 21,000 total (8,400 tourists) – 40% Tourists  
2012: 21,250 total (8,500 tourists) – 40% Tourists  
2013: 23,000 total (8,280 tourists) – 36% Tourists  
2014: 21,500 total (7,740 tourists) – 36% Tourists  
2015: 23,500 total (7,285 tourists) – 31% Tourists  
2016: 23,000 total (10,009 tourists) – 44% Tourists  
2017: 23,462 total (11,496 tourists) – 49% Tourists  
2018: 29,072 total (13,780 tourists) – 47% Tourists

\*Source of tourist data College of Charleston's Office of Tourism Analysis (website hits, surveys, ticket sale information, etc.)

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

1. Sponsorships or Fundraising
  - a. Amount: \$555,850 as of October 9, 2018
  - b. From: Partners (*the full list of Charleston Wine + Food partners can be found at <https://charlestonwineandfood.com/our-partners/>*)
2. Entry Fees: Ticket prices range from \$65 to \$850, depending on the event
3. Donations
  - a. Amount: \$80,000
  - b. From: Friends of the Festival, VIP Donors

4. Accommodations Tax Funds Request: Amount \$5,000  
Date(s) Required: before the close of our 2019 fiscal year (6/30/19)  
Lump Sum: as desired; Installments: as desired
5. Other: Charleston Wine + Food also receives grant funding from other local municipalities including: City of Charleston, Charleston County, City of North Charleston, and Town of Mount Pleasant.
6. Total Budget: 2,749,145.08

#### E. Financial Analysis

Please Provide Line Item Budget for Event or Project:  
Please find this information included in the Charleston Wine + Food FY2018 Profit + Loss Document accompanying this application.

Date for Submission to Isle of Palms Treasurer of Financial Report for Event or Project: October 10, 2018

If awarded, funds are requested as follows:

Charleston Wine + Food is flexible in regard to the timing of receipt of funds. We are grateful to be considered for funding and will adhere to the timing of payment(s) that the City of Isle of Palms deems appropriate. Our 2019 festival fiscal year runs July 1, 2018 to June 30, 2019.



**Charleston Wine + Food**  
**Profit and Loss**  
July 2017 - June 2018

		<b>TOTAL</b>
<b>Income</b>		
4000 PARTNERSHIPS	\$	806,850.00
5500 TICKETING	\$	2,055,192.77
6700 OTHER REVENUE	\$	384,295.10
<b>Total Income</b>	\$	<b>3,246,337.87</b>
<b>GROSS PROFIT</b>	\$	<b>3,246,337.87</b>
<b>Expenses</b>	\$	<b>2,708,509.58</b>
<b>NET OPERATING INCOME</b>	\$	<b>537,828.29</b>
Other Income		12,410.00
Other Expenses	\$	40,635.50
<b>Net Other Income</b>	\$	<b>(28,225.50)</b>
<b>Net Income</b>	\$	<b>509,602.79</b>

Thursday, Oct 11, 2018 11:14:35 AM GMT-7 - Accrual Basis

State Accommodations Tax Advisory Committee  
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

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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: 2019 Family Circle Junior Tennis Championship

B. Applicant Organization: Family Circle Tennis Center

1. Mailing Address: 161 Seven Farms Drive, Charleston, SC 29492

Telephone: (843)849-5305 Fax: (843)849-5392

2. Project Director: Rob Eppelsheimer/Dewey Caulder

Telephone: (843)300-7419 Fax (843)849-5392

3. Description of Organization, Its Goals and Objectives:

To offer a quality Southern Level 3 junior tennis tournament to local as well as outside the area players, coaches, and family members. We have multiple hotel room nights, house and condos that will be booked on Isle of Palms. The local restaurant scene will be visited by tournament participants and families. By offering this tournament, we will introduce people to the area that might otherwise not come here in the future. Many will be coming back (and have) from previous years. IOP/Wild Dunes/The beach are the big hits while here.

C. Description and Location of Project/Event:

Family Circle Tennis Center, Daniel Island

The Daniel Island Club

Live to Play, Mt. Pleasant

Wild Dunes Resort, Isle of Palms

\_\_\_\_\_ Single Event?

17th Ongoing Event/Annual Need?

1. Date(s): of Event: or Project Start: February 16, 2019 Completion: February 18, 2019
2. Impact on Tourism: What percentage of persons benefitting from this project are tourists ( 75%) vs. Isle of Palms residents ( ??will know better at registration).  
\*Source of tourist data  
(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 same numbers as last year, offering doubles brought more players  
(website hits, surveys, ticket sale information, etc.)

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

1. Sponsorships or Fundraising: Amount \$From Mt. Pleasant, ATAX
2. Entry Fees : Amount \$ 54.25 From Ages: 12-18/\$38.13 ages 8-10, \$13.00 for 2<sup>nd</sup> event/\$13.00 for doubles from participants
3. Donations: Amount \$ \_\_\_\_\_ From\_\_\_\_\_
4. Accommodations Tax Funds Request: Amount \$5,000.00  
Date(s) Required: February 1, 2019 Lump Sum \$5,000.00 Installments
5. Other:
6. Total Budget: \$5,000.00

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 will submit when completed

Revised April 7, 2010

If awarded, funds are requested as follows:

(1) Lump Sum(s): \$5,000.00 on February 1, 2018(date),  
\$ \_\_\_\_\_ on \_\_\_\_\_ (date),  
\$ \_\_\_\_\_ on \_\_\_\_\_ (date).

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