



Accommodations Tax Advisory Committee

9:00 a.m., Friday, March 19, 2021
1207 Palm Boulevard
Isle of Palms, South Carolina

Virtual Meeting Due to COVID-19 Pandemic:

The public may join the virtual meeting by clicking
here: <https://www.youtube.com/user/cityofisleofpalms>

Public Comment:

Citizens may provide public comment here:
<https://www.iop.net/public-comment-form>

Agenda

1. **Call to Order** and acknowledgment that the press and the public had been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Election of Chair and Vice Chair**
3. **Approval of Previous Meeting's Minutes**
June 15, 2020 – Regular Meeting
February 11, 2021 – Regular Meeting
4. **Financial Statements** – Debbie Suggs
5. **Old Business**
None
6. **New Business**
 - a. Presentation by Charleston Visitor's Bureau regarding the use of accommodations tax funding.
 - b. Consideration of an application for funding by MUSC Hollings Cancer Center's LOWVELO bike ride event in the amount of \$10,000
7. **Miscellaneous**
Date of next meeting: _____ a.m., _____, 2021
8. **Adjournment**



**ATAX Committee Meeting
2:00pm, Tuesday, June 16, 2020
Virtual Meeting via Zoom call due to COVID-19 Pandemic
broadcasted live on YouTube: <https://www.youtube.com/user/cityofisleofpalms>**

MINUTES

1. Call to Order

Present: Susan Haynie, Rusty Williamson, Margaret Miller, Julise Spell, Malcolm Burgiss

Staff Present: Asst. Administrator Hanna, Treasurer Suggs

2. Approval of the previous meeting's minutes – February 12, 2020

Ms. Haynie made a motion to approve the minutes of the February 12, 2020 meeting, and Mr. Williamson seconded the motion. The minutes passed unanimously.

3. Citizens' Comments – none received

4. Financial Statements – Treasurer Suggs

Treasurer Suggs stated the total ATAX fund balance is just over \$2M. Three of four quarterly payments for FY20 have been received from the state, totaling \$1.26M. She reviewed the budgeted expenditures and sponsorships for FY20.

4. Old Business

Review and Consideration of FY21 ATAX Budget

Treasurer Suggs reported that due to the effects of COVID-19 they are expecting significant declines in ATAX revenues. She reviewed the planned funding in the FY21 budget, noting a reduced amount of contributions to CVB and the amount of monies the Committee will be using to approve sponsorships next year. Treasurer Suggs pointed out that the FY21 budget assumes a 25% decrease from FY19, but that could change depending on many unknown and unpredictable circumstances.

MOTION: Ms. Haynie made a motion to approve the budget as presented, and Ms. Spell seconded the motion. The motion passed unanimously.

5. New Business

A. Consideration of a sponsorship request from the South Carolina Aquarium in the amount of \$10,000 for the 2020 Turtle Trek 5k sunset beach run to take place on Saturday, October 10th, 2020.

Stephanie Gabosh of the South Carolina Aquarium came before the Committee requesting their sponsorship of the Turtle Trek in October 2020. She said the monies raised from this popular event support the work of the Sea Turtle Care Center. Mr. Williamson asked for the City to be a named sponsor of the event, and Ms. Gabosh agreed that could be done.

MOTION: Ms. Spell made a motion to approve the request, and Mr. Williamson seconded the motion. The motion passed unanimously.

B. Consideration of a sponsorship request from the Carolina Coast Surf Club, Inc. in the amount of \$1,000 for advertising and promotion of tourism through Surfcam, including a link to the City of Isle of Palms website for beach access, parking, and traffic information.

MOTION: Mr. Burgiss made a motion to approve and Ms. Haynie seconded the motion. The motion passed unanimously.

6. Miscellaneous Business

The next meeting of the ATAX Committee will be determined at a later date.

7. Adjournment

Ms. Haynie made a motion to adjourn, and Ms. Miller seconded the motion. The meeting was adjourned at 2:39pm.

Respectfully submitted,

Nicole DeNeane
City Clerk



ACCOMMODATIONS TAX ADVISORY COMMITTEE
9:00am, Thursday, February 11, 2021
Virtual Meeting via Zoom call due to COVID-19 Pandemic
broadcasted live on YouTube: <https://www.youtube.com/user/cityofisleofpalms>

MINUTES

1. Call to order

Present: Rusty Williamson, Julise Spell, Doug Truslow, Ray Burns

Absent: David Nelson, Malcolm Burgiss

Staff Present: Asst. Administrator Hanna, Treasurer Suggs

2. Election of Chair and Vice Chair

Mr. Williamson nominated Mr. Burgiss as Chair of the ATAX Committee. There being no second the motion failed.

MOTION: Mr. Williamson made a motion to defer the election of the Chair and Vice Chair to the next meeting. Mr. Truslow seconded the motion. The motion passed unanimously.

3. Approval of the previous meeting's minutes – June 16, 2020

Mr. Williams made a motion to approve the minutes of the June 16, 2020 meeting, and Ms. Spell seconded the motion. A vote was taken as follows:

Ayes: Williamson, Spell

Abstain: Truslow, Burns

The motion failed. The approval of the June 16, 2020 minutes will be placed on the next meeting agenda.

3. Financial Statements – Treasurer Suggs

Treasurer Suggs stated the total ATAX fund balance is just over \$2M as of 1/31/2021. She reviewed revenues received from the State. She then reviewed the FY21 expenditures including public restroom operations, beach barrels and Front Beach trash pickup service, City website maintenance, debt service on the Marina bond, Recreation Department playground equipment, various sponsorships like the IOP Connector Walk/Run, and the quarterly payments to the CVB representing 30% of ATAX funds (as required by law).

Committee member discussed the source of ATAX funds as being generated by people spending the night on the island. Among other efforts, the funds are used to create a better and safer place for visitors and residents. Treasurer Suggs is forecasting the ATAX revenues to be \$2M this year and to be back at pre-COVID levels or better next year.

4. **Old Business -- none**

5. **New Business**

A. **Discussion and consideration of new Accommodations Tax Advisory Board grant application and informational documentation for applicants**

Asst. Administrator Hanna thanked Mr. Truslow for his work in updating the grant applications so that it more clearly lays out the process. He briefly reviewed the changes made to the forms.

MOTION: Mr. Williamson made a motion to approve the forms as presented. Mr. Burns seconded the motion. The motion passed unanimously.

Asst. Administrator Hanna said the forms will be uploaded to the City's website.

B. **Discussion of FY22 Budget**

Treasurer Suggs said the FY22 ATAX budget is expected to support similar efforts as those highlighted in the FY21 budget. Some projected FY22 expenses include two new police vehicles, debt service on the new ladder truck, 25% of the cost of the new fire truck, SCBA apparatus replacement, a Z-track power mower, City events, and the operation of the Front Beach public restrooms.

She explained to the Committee members this is the preliminary version of the budget and they will review another draft allowing them to offer changes and additions before making their recommendation to the City Council for final approval.

Asst. Administrator Hanna explained the process, "We are just presenting it [the budget] for it to be heard and understood and for you to collect your thoughts, and then come back. Eventually we will ask for a recommendation."

Treasurer Suggs added, "We are asking for at that point is for the Committee to say we agree with this. There is nothing that looks totally out of line, and we would recommend that Council approve this. Ultimately, Council has the final decision over the budget... We do want to present it to you that way you will have the opportunity to have your say and vote on a recommendation." She further noted that Committee approval is an important part of the report that goes to the TERC.

6. **Miscellaneous Business**

The next meeting of the ATAX Committee will Friday, March 19, 2021 at 9am.

7. Adjournment

Mr. Truslow made a motion to adjourn, and Mr. Burns seconded the motion. The meeting was adjourned at 10:00am.

Respectfully submitted,

Nicole DeNeane
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: _____MUSC Hollings Cancer Center's LOWVELO

B. Applicant Organization: _____MUSC Hollings Cancer Center – MUSC Foundation

1. Mailing Address: _____HCC Office of Development - 86 Jonathan Lucas
Street, MSC 955, Charleston, SC 29425 _____

Telephone: 843-666-2616 _____ Fax: ricesh@musc.edu

2. Project Director: _____Debbie Bordeau

Telephone: _____843-270-2322 _____ Fax
bordeau@musc.edu _____

3. Description of Organization, Its Goals and Objectives:

LOWVELO is a grassroots cycling event that raises money for innovative and lifesaving cancer research at MUSC Hollings Cancer Center in Charleston, SC. It's a fun ride geared towards all fitness levels ages 10 and up to celebrate those who have fought and continue to fight cancer. What makes the ride different is 100% of every participant-raised dollar will go directly to cancer research. The money raised will be the catalyst for groundbreaking and lifesaving projects that will impact cancer care across the state and country. As a partner in LOWVELO, you are powering the movement to fund cancer research at MUSC Hollings Cancer Center. Hollings is the only National Cancer Institute-designated cancer center in the state of South Carolina and one of only 71 in the country. The collaborative research environment is focused on the causes, prevention,

treatment, outcomes and survivorship of cancer. Your partnership will underwrite the event costs and allow us to donate 100% of the participant-raised dollars (\$686,788 in 2019!) straight to the scientists.

C. Description and Location of Project/Event:

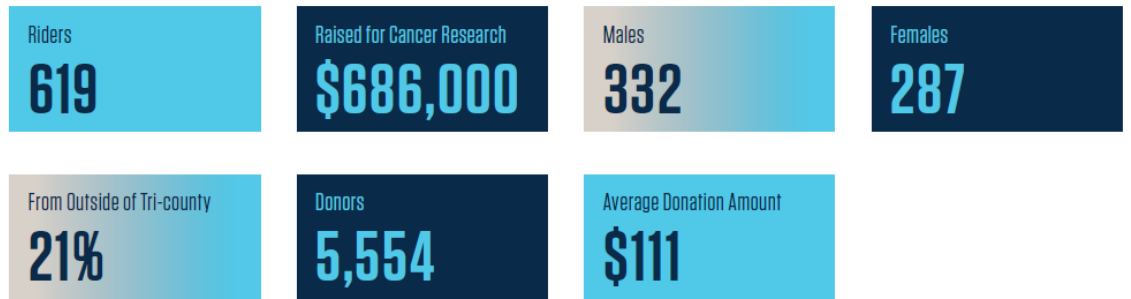
This year's LOWVELO will have a virtual option for anyone who does not feel comfortable joining us in person. For those joining us in person, the 25-mile, 50-mile and 100-mile will leave from Downtown Charleston, cross the Ravenel Bridge, ride around Mount Pleasant, cruise Sullivan's Island and Isle of Palms, trek out to Francis Marion Forest, and finish on Ocean Blvd. for a block party celebration. In addition to those three routes for our more experienced riders, we'll also have an 8-mile ride and three outdoor stationary bike classes. Each rider commits to a fundraising minimum depending upon their chose distance, and 100% of the money they raise goes straight to cancer research at MUSC Hollings Cancer Center. In order to meet our goal of 100%, we rely on our partners to help underwrite the event costs.

As part of overall event finale, we will be working with the IOP businesses to include them in the finale and offer them first right of refusal to cater the reception. We plan to utilize The Palms Oceanfront Hotel and Wild Dunes as a place for our riders to stay.

☒ Single Event? ☐ Ongoing Event/Annual Need?
This is an annual event and we would love to have a continued partnership with IOP.

1. Date(s): of Event: ___ or Project Start: 11/6/21 Completion: 11/6/21
2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (21% attended in 2019 from outside of tri-county region %) vs. Isle of Palms residents (Jimmy Carroll was our only participant from IOP in 2019, plus 6 IOP firefighters %).

LOWVELO 2019



*Source of tourist data _LOWVELO registration site

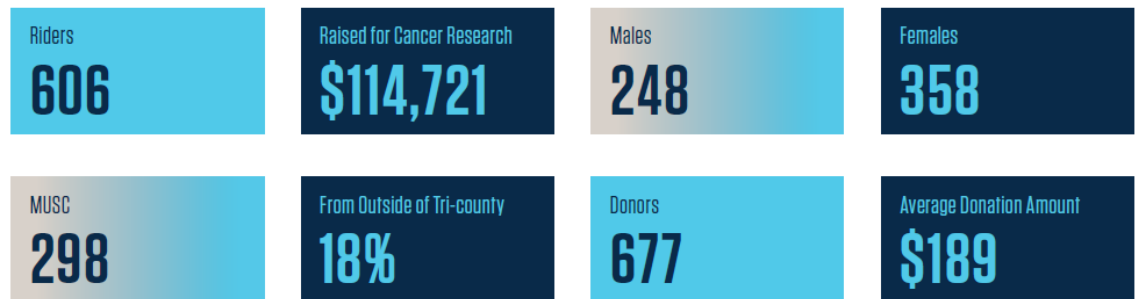
(website hits, surveys, ticket sale information, etc.)

- 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 _18% from outside of tri-county area (virtual event in 2020) 26 States Represented. 6 people had a team on IOP.

LOWVELO 2020

Because of COVID-19, we made LOWVELO20 a virtual event to maintain our momentum and keep participants safe.



____LOWVELO Website_____
(website hits, surveys, ticket sale information, etc.)

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

1. Sponsorships or Fundraising: Amount \$ __\$760,000____ From
_Beemok Family Foundation has committed to support half of the event's expenses, not to exceed \$750,000. \$10,000 from First Capital Bank. Other solicitations are in progress.

2. Entry Fees : Amount \$ _75 per rider until 10/6 then \$99____ From

__Riders_____

3. Donations: Amount \$ _~1,000,000_____ From_____Participant's donors
We expect 1,000+ riders this year and are expecting to raise at least \$1,000,000
for cancer research. _____

4. Accommodations Tax Funds Request: Amount \$ _10,000_____

Date(s) Required: ___11/1/21_____ Lump Sum _____
Installments_____

5. Other:

6. Total Budget: _____\$850,000-\$900,000_____

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 __March 3, 2021

If awarded, funds are requested as follows:

- (1) Lump Sum(s): \$ _10,000_____ before __11/1/21 ____ (date),
\$ _____ on _____ (date),
\$ _____ on _____ (date).

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

Category	COA	Item	2021 DRAFT 1,000 RIDERS	2021 DRAFT 800 RIDERS	2021 DRAFT 600 RIDERS
Friday Night Celebration	100	A/V and Stage	\$0.00	\$0.00	\$0.00
	105	Talent & Entertainment	\$0.00	\$0.00	\$0.00
	110	Awards and Décor & Corn Hole	\$0.00	\$0.00	\$0.00
	115	Flowers	\$0.00	\$0.00	\$0.00
	120	Food & Beverage (Catering)	\$30,000.00	\$24,000.00	\$18,000.00
	123	Beer/Wine	\$0.00	\$0.00	\$0.00
	125	Gifts/SWAG - moved to REGISTRATION	\$0.00	\$0.00	\$0.00
	130	Invitations/Ticketing System	\$0.00	\$0.00	\$0.00
	135	Security	\$0.00	\$0.00	\$0.00
	140	Tables and Chairs	\$0.00	\$0.00	\$0.00
	145	Transportation/Shuttles/Parking Attendants	\$0.00	\$0.00	\$0.00
	150	Venue Rental	\$0.00	\$0.00	\$0.00
		Fireworks	\$12,500.00	\$10,000.00	\$10,000.00
			\$75,000.00	\$65,000.00	\$60,000.00
Saturday Post Ride Festival	200	A/V - Sound	\$5,000.00	\$5,000.00	\$5,000.00
<i>(Hagood Stadium and Shipyard Park)</i>	205	Concert Stage	\$0.00	\$0.00	\$0.00
	210	Food & Beverage/Participant Breakfast	\$3,000.00	\$2,400.00	\$1,800.00
	215	Food & Beverage/Participant Lunch	\$25,000.00	\$20,000.00	\$15,000.00
	217	Beer/Wine/Sodas	\$0.00	\$0.00	\$0.00
	220	Ice	\$600.00	\$400.00	\$300.00
	220	KidZone & Activities	\$0.00	\$0.00	\$0.00
	225	Permits	\$200.00	\$200.00	\$200.00
	230	Talent & Music - DJ	\$3,000.00	\$3,000.00	\$3,000.00
			\$36,800.00	\$31,000.00	\$25,300.00
Event/Venue Production	300	800 Emergency Number	\$35.00	\$35.00	\$35.00
<i>(Hagood Stadium and Shipyard Park)</i>	305	Event Venue Rental	\$20,000.00	\$20,000.00	\$20,000.00

Category	COA	Item	2021 DRAFT	2021 DRAFT	2021 DRAFT
	310	Facility Tools & Equipment	\$2,500.00	\$2,000.00	\$1,500.00
	315	Golf Carts	\$1,500.00	\$1,500.00	\$1,500.00
	320	Parking Lot Attendants	\$1,500.00	\$1,300.00	\$1,000.00
	325	Pedi Cabs	\$0.00	\$0.00	\$0.00
	330	Portable Toilets	\$9,000.00	\$8,000.00	\$7,000.00
	335	Portable Showers	\$0.00	\$0.00	\$0.00
	340	Light Towers	\$0.00	\$0.00	\$0.00
	345	Power/Generator	\$0.00	\$0.00	\$0.00
	350	Roll Away Dumpsters	\$450.00	\$450.00	\$450.00
	355	Scissor Lift/Fork Lift Rental	\$0.00	\$0.00	\$0.00
	355	Site Cleanup	\$0.00	\$0.00	\$0.00
	360	Security Services (overnight/on-site)	\$2,500.00	\$2,500.00	\$2,500.00
	370	Sound Equipment	\$0.00	\$0.00	\$0.00
	375	Big Screen Rental	\$0.00	\$0.00	\$0.00
	380	Trash Removal/Receptacles	\$0.00	\$0.00	\$0.00
	385	Tents, Tables, Chairs	\$14,000.00	\$12,000.00	\$10,000.00
	390	Start/Finish Stage	\$0.00	\$0.00	\$0.00
	395	Start/Finish Truss	\$1,000.00	\$1,000.00	\$1,000.00
			\$52,485.00	\$48,785.00	\$44,985.00
Executive	600	Contingency	\$5,000.00	\$5,000.00	\$5,000.00
		Cell phones	\$350.00	\$350.00	\$350.00
		Website	\$45,000.00	\$45,000.00	\$45,000.00
	605	General Administration	\$5,000.00	\$5,000.00	\$5,000.00
	610	Legal	\$2,000.00	\$2,000.00	\$2,000.00
	615	Mileage/Expense/Parking	\$5,000.00	\$5,000.00	\$5,000.00
	620	Postage	\$300.00	\$300.00	\$300.00
	625	Post Event Storage Unit (12 months)	\$0.00	\$0.00	\$0.00
	630	USA Cycling Membership & Permit Fee	\$350.00	\$350.00	\$350.00

Category	COA	Item	2021 DRAFT	2021 DRAFT	2021 DRAFT
	635	Risk Management	\$7,500.00	\$6,000.00	\$4,500.00
			\$70,500.00	\$69,000.00	\$67,500.00
Rally's & Committee Meetings	600	LOC Meeting Venue Rental	\$0.00	\$0.00	\$0.00
	610	LOC Meeting Food	\$500.00	\$500.00	\$500.00
			\$500.00	\$500.00	\$500.00
Marketing	700	Advertising	\$5,000.00	\$5,000.00	\$5,000.00
		Graphic Designers	\$10,000.00	\$10,000.00	\$10,000.00
	720	Photography	\$5,000.00	\$5,000.00	\$5,000.00
	730	Printing - INCLUDED IN ADMIN BUDGET	\$10,000.00	\$10,000.00	\$10,000.00
	740	Shipping-INCLUDED IN ADMIN BUDGET	\$0.00	\$0.00	\$0.00
	750	Sponsor/VIP Gifts (SWAG)	\$5,000.00	\$5,000.00	\$5,000.00
	760	Video/Documentary/Promotional Video	\$5,000.00	\$5,000.00	\$5,000.00
	765	Merchandise Cost (MOQ Hincapie Jerseys)	\$5,000.00	\$5,000.00	\$5,000.00
			\$45,000.00	\$45,000.00	\$45,000.00
Operations	800	Air Fare (Event Staff)	\$10,000.00	\$10,000.00	\$10,000.00
	810	Event Housing	\$13,500.00	\$13,500.00	\$13,500.00
	820	Gas & Tolls	\$2,300.00	\$2,300.00	\$2,300.00
	830	Per Diems	\$3,500.00	\$3,500.00	\$3,500.00
	840	Staff T-shirts	\$385.00	\$385.00	\$385.00
	850	Staff Ground Travel	\$1,000.00	\$1,000.00	\$1,000.00
	860	Vehicle Damages (deductibles)	\$0.00	\$0.00	\$0.00
	870	Vehicle Rental	\$17,500.00	\$17,500.00	\$17,500.00
			\$48,185.00	\$48,185.00	\$48,185.00
Registration	900	Bibs	\$900.00	\$700.00	\$500.00

Category	COA	Item	2021 DRAFT	2021 DRAFT	2021 DRAFT
	905	Volunteer Software	\$1,000.00	\$1,000.00	\$1,000.00
	910	Participant T-Shirts	\$7,000.00	\$5,600.00	\$4,200.00
	912	Participant (and MUSC) Jerseys	\$1,500.00	\$1,500.00	\$1,500.00
	913	Goody Bags	\$2,000.00	\$2,000.00	\$2,000.00
	914	Water bottles	\$5,000.00	\$4,500.00	\$4,000.00
	915	Swag	\$10,000.00	\$0.00	\$0.00
	916	High Tide Club	\$3,000.00	\$3,000.00	\$3,000.00
			\$30,400.00	\$18,300.00	\$16,200.00
Sponsorship	1100	Fulfillment	\$0.00	\$0.00	\$0.00
	1110	Sales Materials & Presentations	\$250.00	\$250.00	\$250.00
	1120	Sponsor Reception	\$2,000.00	\$2,000.00	\$2,000.00
	1125	Lowvelo flags for MUSC campus/event	\$1,500.00	\$1,500.00	\$1,500.00
	1130	Sponsor/Event Signage	\$10,000.00	\$10,000.00	\$10,000.00
			\$13,750.00	\$13,750.00	\$13,750.00
Staffing	1200	Announcer 1	\$0.00	\$0.00	\$0.00
		LOWVELO Staff	\$150,000.00	\$150,000.00	\$150,000.00
		Consultants	\$220,000.00	\$220,000.00	\$220,000.00
	1205	Announcer 2	\$0.00	\$0.00	\$0.00
	1210	Communications & Command	\$0.00	\$0.00	\$0.00
	1215	Construction Crew	\$0.00	\$0.00	\$0.00
	1220	Expo Director	\$0.00	\$0.00	\$0.00
	1225	Expo Staff	\$0.00	\$0.00	\$0.00
	1230	Inventory Manager	\$0.00	\$0.00	\$0.00
	1235	Marshal Cord. & Captains	\$0.00	\$0.00	\$0.00
	1240	Medical Coordinator	\$0.00	\$0.00	\$0.00
	1245	Registration Coordinator	\$0.00	\$0.00	\$0.00
	1250	Rest Stop Coordinator & Crew	\$0.00	\$0.00	\$0.00

Category	COA	Item	2021 DRAFT	2021 DRAFT	2021 DRAFT
	1255	Routing & Signs Manager & Crew	\$0.00	\$0.00	\$0.00
	1260	SAG/Box Truck Drivers	\$0.00	\$0.00	\$0.00
	1265	Staging Crew	\$0.00	\$0.00	\$0.00
	1270	Staging Manager & Crew	\$0.00	\$0.00	\$0.00
	1275	Transportation Manager	\$0.00	\$0.00	\$0.00
	1280	Volunteer Manager	\$0.00	\$0.00	\$0.00
		x	\$24,000.00	\$24,000.00	\$24,000.00
			\$394,000.00	\$394,000.00	\$394,000.00
Technical	1400	Bike Racks	\$800.00	\$800.00	\$800.00
	1405	Chip Timing/Clock	\$0.00	\$0.00	\$0.00
	1410	Communication Equipment Rental	\$1,800.00	\$1,800.00	\$1,800.00
	1415	Crowd Control Fencing	\$9,000.00	\$9,000.00	\$9,000.00
	1420	DOT Costs (State, Local & Equip)	\$12,000.00	\$12,000.00	\$12,000.00
	1425	Emergency Transportation	\$0.00	\$0.00	\$0.00
	1430	EMT Services	\$0.00	\$0.00	\$0.00
	1435	Ice	\$200.00	\$200.00	\$200.00
	1440	Logging/Software	\$0.00	\$0.00	\$0.00
	1445	Maps	\$600.00	\$600.00	\$600.00
	1450	Medical Supplies	\$0.00	\$0.00	\$0.00
	1455	Neutral Support/SAG	\$0.00	\$0.00	\$0.00
	1460	Operational Sign Printing	\$0.00	\$0.00	\$0.00
	1465	Permits	\$400.00	\$400.00	\$400.00
	1470	Police Cost (State & local)	\$17,000.00	\$17,000.00	\$17,000.00
	1475	Rest Stop Food	\$5,000.00	\$4,000.00	\$3,000.00
	1480	Rest Stop Supplies	\$500.00	\$500.00	\$500.00
	1485	Routing Sign Printing	\$5,000.00	\$5,000.00	\$5,000.00
			\$52,300.00	\$51,300.00	\$50,300.00
Recruitment		Food for recruitment and prizes	5,000	5,000	5,000

Category	COA	Item	2021 DRAFT	2021 DRAFT	2021 DRAFT
		Credit Card fees	\$10,000	\$10,000	\$10,000
		Foundation \$ Fee - 1.5%	\$15,000	\$15,000	\$15,000
			\$30,000.00	\$30,000.00	\$30,000.00
Volunteers	1500	Volunteer Appreciation Party	\$500.00	\$500.00	\$500.00
	1510	Volunteer Food & Water (box lunches)	\$3,000.00	\$3,000.00	\$3,000.00
	1520	Volunteer T-Shirts	\$3,500.00	\$3,500.00	\$3,500.00
			\$7,000.00	\$7,000.00	\$7,000.00
			1,000 RIDERS	800 RIDERS	600 RIDERS
		Operating Total Costs	\$855,920.00	\$821,820.00	\$802,720.00

2021 Partnership Playbook



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Raymond N. DuBois, M.D., Ph.D.
MUSC Hollings Cancer Center Director

“100% of participant-raised dollars are used for cancer research to improve the ways that we can more effectively treat our cancer patients now and in the future and to achieve better results with health disparities.”

**We want to improve our
services and treatments
to advance and unite in the
fight against cancer.**

About LOWVELO

LOWVELO is:

No ordinary bike ride.

A grassroots event that raises money for innovative and lifesaving cancer research at MUSC Hollings Cancer Center in Charleston, SC.

A fun ride geared towards all fitness levels ages 10 and up to celebrate those who have fought and continue to fight cancer.

A dedicated group of riders, volunteers, virtual participants and staff members who are driven by compassion and a determination to end cancer.

A moment to honor, support and celebrate our patients of the past, today and tomorrow.

An event designed to bring communities together from throughout the state and beyond to rally together to end cancer.

An opportunity for each rider to commit to the cause by fundraising a minimum amount based on their chosen distance: 8 miles, 20 miles, 50 miles, 100 miles, or an outdoor stationary bike class.

An opportunity to provide a sustainable source of research funding to connect, engage and synergize cancer research at Hollings.



A guarantee that 100% of every participant-raised dollar will go directly to cancer research. The money raised will be the catalyst for groundbreaking and lifesaving projects that will impact cancer care across the state and country.

Due to COVID-19, this year's ride will be a one-day event on Sat., Nov. 6, 2021. On Saturday morning, our riders embark on one of four routes or in a cycling class, as we put our best foot forward in the name of cancer research. The ride culminates in true Charleston fashion with a finish line celebration to remember.

A platform to form lasting corporate and community partnerships and forge friendships for one great cause.



Denis Guttridge, Ph.D., director of Darby Children's Research Institute and associate director of Translational Sciences at MUSC Hollings Cancer Center, participates in LOWVELO every year. Here's what he has to say:

Forge friendships for one great cause.

“Research isn't done in a silo. It takes the collaboration of an entire team, from the scientists and their labs who make the discoveries, to the physicians and their staffs who pull those discoveries into the hospital for our patients. The efforts are always in sync, and that's exactly why we have LOWVELO.

For me, being on the bike with a team supporting each other is absolutely no different than my lab and my collaborator in the clinic working together to make that next discovery possible for our cancer patients in South Carolina. I believe in my core that this is the only way a comprehensive cancer center should function.”





Power the Movement

As a partner in LOWVELO, you are powering the movement to fund cancer research at MUSC Hollings Cancer Center. Hollings is the only National Cancer Institute-designated cancer center in the state of South Carolina and one of only 71 in the country. The collaborative research environment is focused on the causes, prevention, treatment, outcomes and survivorship of cancer. Your partnership will underwrite the event costs and allow us to donate 100% of the participant-raised dollars (\$686,788 in 2019!) straight to the scientists.

Your partnership is the fuel for innovative research.

Together we can change what's possible in cancer care!

Choose your partnership level to join us.

The partnership benefits, listed below, will be presented on a tiered basis based on the partnership level that's chosen. All riders are still responsible for their fundraising minimums. We are happy to customize any item for you and make this a unique experience for you and your company!

Partnerships may be monetary or in-kind.

Presenting Partner (exclusive)

Sold

Premier Partner (non-exclusive)

\$100,000

Platinum Partner (non-exclusive)

\$50,000

Gold Partner (non-exclusive)

\$25,000

Silver Partner (non-exclusive)


































































\$10,000



















































Bronze Partner (non-exclusive)

\$5,000

Signature Partner (non-exclusive)

\$2,500

Benefit	Presenting	Premier	Platinum	Gold	Silver	Bronze	Signature
Presented by Company Name in Title							
Expo Tent on MUSC Day							
Social Media Recognition							
Event T-shirt	Logo	Logo	Logo	Logo	Logo	Name	Name
Logo on Jersey**							
Logo on Website							
Logo on Event Emails							
Logo on Photo Background							
Logo on Start Line Truss (Horizontal)							
Logo on Start Line Truss (Vertical)							
Logo on Mesh Signage at Start Lines							
Logo on Mesh Signage at Finish Lines							
Event Program	Logo	Logo	Logo	Logo	Logo	Name	Name
Logo on Event Screens	Solo	Solo	Solo	Solo	Group	Group	Group
Opportunity to provide swag to riders ~1,000 pieces							
Opportunity to provide digital promo to riders & volunteers							
Logo on volunteer shirts ~ 250							

Benefit	Presenting	Premier	Platinum	Gold	Silver	Bronze	Signature
Complimentary rider registrations*	25	20	15	10	8	5	3
Promoted through Strava							
VIP parking on Sat.							
VIP rider check-in							
Training Rides Sponsored by (company name)							
Recognition in HCC Newsletter (digital)							
HCC lunch 'n learn							
Logo included on Advertising							
Opportunity to staff and decorate a rest stop							
Changing What's Possible in Cancer Care							

Disclaimer: These sponsorship benefits are subject to change if this year's in-person event ends up being canceled due to COVID-19. Our riders and volunteers' safety and well-being are our top priority. Our modified, live event is planned in conjunction with COVID-19 safety protocols, and will be ever evolving. Our planning decisions are being guided by MUSC medical experts and public health guidelines, and we will keep participants and sponsors readily informed.

*Riders are still required to fundraise.

**Jerseys will be available for purchase & partnerships must be confirmed 8 weeks prior to event.



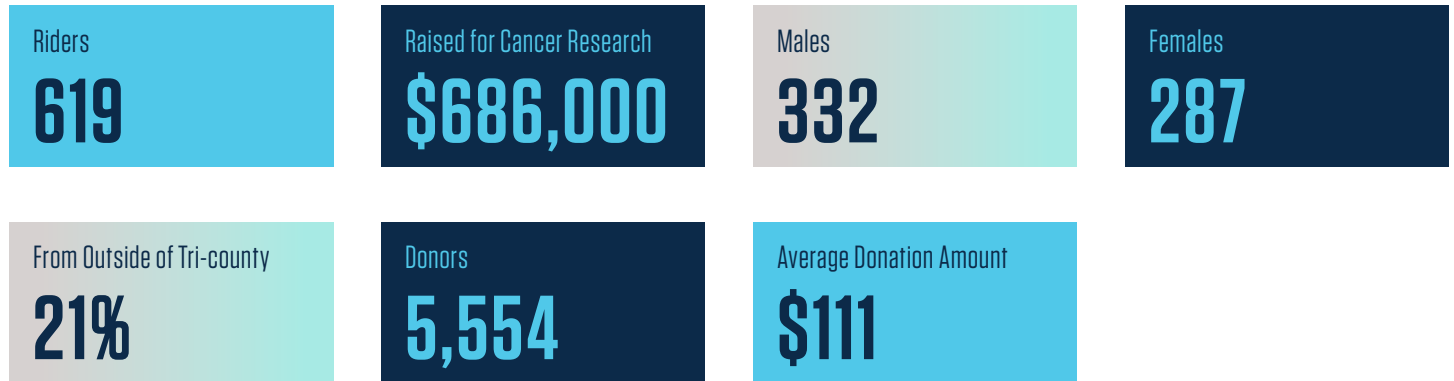


**On behalf of our
mothers, fathers,
brothers, sisters,
children, friends,
coworkers and
neighbors who
have been touched
by cancer.**

Let's join together to change what's
possible in cancer care and be part
of the cure.

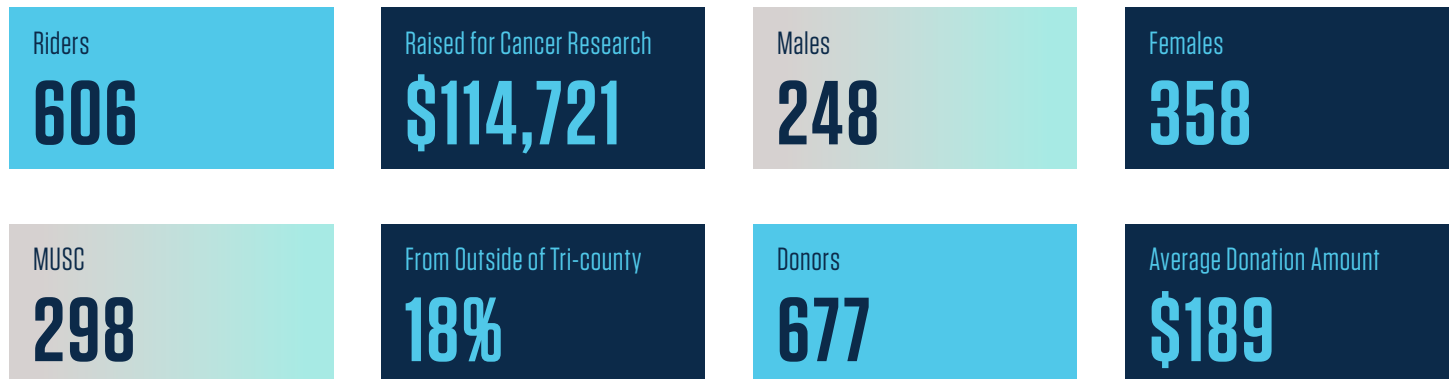
By the Numbers

LOWVELO 2019



LOWVELO 2020

Because of COVID-19, we made LOWVELO20 a virtual event to maintain our momentum and keep participants safe.



MUSC Hollings Cancer Center

At Hollings, specialists across more than 20 academic departments join forces to study and treat cancer from diverse perspectives. Our four research programs include cancer biology, cancer control, cancer immunology, and developmental cancer therapeutics to create new and better methods for preventing and treating this complex disease.

With an annual research funding portfolio of more than \$44 million and more than 200 clinical trials, Hollings focuses on getting this research to where it matters most: in clinics for the benefit of cancer patients. We are dedicated to developing epidemiologic, environmental, and behavioral research to reduce the cancer burden and disparities in South Carolina, with a focus on underserved and rural areas.

Hollings offers clinical expertise and advanced technology that's only available at the nation's best hospitals, including offering the first CAR-T therapy in the state in 2019 and providing multidisciplinary scientific tumor boards to review cancer cases. As part of an elite network of 71 NCI-designated cancer centers across the nation since 2009, Hollings has teams of health professionals from basic researchers to clinicians who collaborate to accelerate scientific discoveries and offer cancer patients more and better treatment options.

As part of our 100% to cancer research model, LOWVELO supports fellows who are conducting cancer research as part of their postgraduate and postdoctoral educations. Their research aims to impact translational work to advance new treatments for our patients. Together, we can change what's possible.



Hollings Cancer Center
An NCI-Designated Cancer Center

Want to know more?

Check out the exciting advances happening at Hollings by visiting our news center:

hollingscancercenter.musc.edu/news



2021 Partnership Playbook

For more information regarding partnership opportunities, please contact Abby Parks at 843-323-8177 or parksab@musc.edu.

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