Accommodations Tax Advisory Committee
8:30 a.m., Friday, May 28, 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. **Approval of Previous Meeting's Minutes**
March 19, 2021 – Regular Meeting

3. **Financial Statements** – Debbie Suggs

4. **Old Business**
None

5. **New Business**
    a. Presentation by Charlie Barrineau of the Municipal Association of South Carolina regarding the requirements for disbursement of Accommodations Tax Funds and the Freedom of Information Act.
    b. Consideration of an application by the South Carolina Aquarium for funding in the amount of $10,000 for the Turtle Trek 5k project
    c. Consideration of an application by Veteran's of Foreign Wars Post 3137 for funding in the amount of $12,000 for facilities maintenance
    d. Discussion of the Charleston Area Visitor's Bureau's funding from the City of Isle of Palms

7. **Miscellaneous**
Date of next meeting:_____a.m.,_____, 2021

8. **Adjournment**

ACCOMMODATIONS TAX ADVISORY COMMITTEE
9:00am, Friday, March 19, 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, David Nelson

Absent: Malcolm Burgiss

Staff Present: Asst. Administrator Hanna, Treasurer Suggs

2. **Election of Chair and Vice Chair**

Mr. Nelson nominated Mr. Williamson as Chair of the ATAX Committee. There was no second for the nomination, but Mr. Williamson accepted the nomination.

Mr. Truslow nominated Mr. Burns as Chair of the ATAX Committee. There was no second for the nomination, but Mr. Burns accepted the nomination.

Mr. Williamson declined the nomination.

The nomination for Mr. Burns as Chair of the ATAX Committee passed unanimously.

Mr. Williamson nominated Mr. Truslow for Vice Chair of the ATAX Committee. Mr. Burns seconded the motion. The motion passed unanimously.

3. **Approval of the previous meetings' minutes – June 16, 2020 and February 11, 2021**

MOTION: Mr. Burns made a motion to approve the minutes of the June 16, 2020 meeting. Mr. Williamson seconded the motion.

VOTE: A vote was taken as follows:

Ayes: Williamson, Spell, Nelson
Abstentions: Truslow, Burns

The motion passed.

MOTION: Mr. Williamson made a motion to approve the minutes of the February 11, 2021 meeting. Mr. Truslow seconded the motion.

DRAFT

Mr. Truslow noted a technicality to the minutes under the nomination of Chair and requested his question regarding the budget process under the FY22 Budget discussion be added.

VOTE: The amended minutes of the February 11, 2021 passed unanimously.

3. **Financial Statements** – Treasurer Suggs

Treasurer Suggs stated the total ATAX fund balance is just over $2M as of 2/28/2021. No additional payments have been received since the February meeting. Year-to-date expenditures are approximately $212,000.

She reviewed a detail expense statement ending 2/28/2021. A brief discussion ensued around expenses for the upcoming Music in the Park.

MOTION: Mr. Nelson made a motion to approve the expense as presented. Mr. Williamson seconded the motion.

However, since this item was not included on the agenda, it was determined that the approval for the event will be deferred to City Council. Mr. Nelson and Mr. Williamson rescinded the motion and the second respectively.

Treasurer Suggs said the $25,000 budget line item the ATAX Committee oversees for distributions to approved applications is normally $50,000, but it was reduced last year due to COVID. She expects that amount to return to $50,000 in this year's budget. She did note that the Committee can approve requests that may total more than $50,000 in a year if necessary.

4. **Old Business -- none**

5. **New Business**

A. **Presentation by the Charleston Visitor's Bureau regarding the use of accommodations tax funding**

Mr. Perrin Lawson, Deputy Director of the Charleston Visitor's Bureau, gave a presentation of how the monies they receive from the Isle of Palms are used to support the tax revenues created by visitors to the island. He shared some of the print and social media placements they have placed over the past year. He also revealed some projects they will be working on in 2021 including a new partnership with the Smithsonian magazine, a relaunch of charlestonexplore.com, and a redesign of the wedding guide and its website.

Mr. Lawson shared some revenue data, suggesting that the summer season for the Isle of Palms could be busy. He clarified the data is reflective of short-term rentals. Revenues from hotel accommodations are configured differently. He reported the CVB outlines its plans for the year in its Bureau Book, but the plans are fluid depending on needs of the area.

Discussion ensued as to how the Charleston Visitor's Bureau uses the monies it receives from the Isle of Palms and whether or not those monies are being used in a way that directly benefits the taxpayers on the island. Mr. Truslow said he would like to see more detail in the audit the CVB provides to the City each year.

B. **Consideration of an application for funding by MUSC Hollings Cancer Center's LOWVELO bike ride event in the amount of $10,000**

MOTION: Mr. Truslow made a motion to defer the presentation for the LOWVELO bike ride event until the updated application is completed by the organization. Mr. Burns seconded the motion. A vote was taken as follows:

Ayes: Burns, Truslow
Nays: Nelson, Williamson, Spell

The motion failed.

Shannon Rice gave a brief presentation about the event to be held on the island on November 6, 2021. She indicated that City Council has already approved the event, noting that the Fire Department has been very helpful. Mr. Truslow asked if this organization is listed as a 501(c)(3), and Ms. Rice said they were under the MUSC Foundation.

MOTION: Mr. Truslow made a motion to defer the vote on this until there is an updated application. There being no second, the motion failed.

MOTION: Mr. Williamson made a motion to approve the application grant as presented. Mr. Nelson seconded the motion. A vote was taken as follows:

Ayes: Nelson, Spell, Burns, Williamson
Nays: Truslow

The motion passed 4-1.

6. **Miscellaneous Business**

MOTION: Mr. Truslow made a motion for the next meeting to be on Friday, May 21, 2021 at 9am. Mr. Williamson seconded the motion. The motion passed unanimously.

7. **Adjournment**

Mr. Truslow made a motion to adjourn, and Mr. Nelson seconded the motion. The meeting was adjourned at 10:38am.

Respectfully submitted,

Nicole DeNeane
City Clerk

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for City of Isle of Palms ATAX Grant

For Office Use Only

Date Received:_____ Total Project Cost:_____ Total Accommodations Tax Funds Requested: _____ Recommendation by City of IOP Staff(yes and if so amount ;no; defer to committee; n/a) : _____ Action Taken By Accomodatoins. Tax Advisory Committee: Date_____Approved_____Denied____Amended_____Other_____

(Please Use Additional Paper and Include Pertinent Documentation as May Be Needed)

A. Project Name: **Turtle Trek**

B. Applicant Organization: **South Carolina Aquarium**

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

   Telephone: **843-579-8540** Email: **sgabosch@scaquarium.org**

2. Project Director: **Stephanie Gabosch**

   Telephone: **704-560-1778** Email **sgabosch@scaquarium.org**

3. Description of Organization, Its Goals and Objectives:

Our mission 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.

We're committed to conserving water, wildlife and wild places.
With education, research and community engagement, the South Carolina Aquarium focuses on fostering positive change for the natural world surrounding us through our conservation efforts.

We're saving sea turtles.
All seven species of sea turtles are threatened or endangered. Habitat loss, marine pollution and human impacts are just some of the causes of illness or injury in the sea turtles we treat. Working with the South Carolina Department of Natural Resources (SCDNR), our Sea

Turtle Care Center™ helps rescue, rehabilitate and release sea turtles back to the wild.

We're reducing plastic pollution.
By 2050, the ocean is projected to contain more plastic than fish. Sea turtles, sea birds, marine mammals and fish can mistake it for food or become entangled in it by accident. As it breaks down and becomes microplastic, it enters our food chain and can harm us. With plastic pollution quickly inundating our beloved habitats and animals, we want to reduce and eliminate as much single-use plastic as we can and find solutions to this growing issue.

We're participating in research and fieldwork.
Aquarium staff give their skills and expertise to protect our states' animals and environments. We work alongside numerous agencies and organizations to assist with critical conservation projects in the field, working to ensure a healthy future for South Carolina's water, wildlife and wild places.

We're empowering citizen scientists.
Citizen science allows people of all ages and abilities to collaborate with professional researchers to make a difference. Citizens can help researchers collect and analyze data, while also learning more about the scientific process and getting involved in their communities. Our citizen science projects address important environmental issues like plastic pollution, sea level rise and invasive species.

We're choosing locally sourced seafood.
Consuming responsibly harvested seafood means you're taking into account the long-term viability of the species and the ocean's ecological balance as a whole. That's why our Good Catch program supports local restaurants, purveyors, caterers and collaborators who source their seafood from southeast regional fisheries, which adhere to some of the strongest regulations worldwide – a critical factor in maintaining a balanced ocean.

We're starting conversations about resilience.
The sea level is rising as a result of climate change, and it will have a significant effect on everybody who lives in coastal South Carolina. We have both an obligation and an opportunity to address sea level rise. By leading conversations and creating tools that are accessible to everyone, we provide people with the information they need to protect themselves, their communities and the natural world.

C. Description and Location of Project:

Run for the turtles! The South Carolina Aquarium Turtle Trek, a 5K sunset beach run/walk and kids' fun run will take place **Saturday, October 9** on the Isle of Palms beach. We expect 750 runners to join us for a beach sweep, run and celebration at the Isle of Palms County Park from 3-7pm. Proceeds from the Turtle Trek support the Sea Turtle Care Center™ and the Aquarium's conservation initiatives. We invite you to us before the run takes off for a beach sweep!

The Turtle Trek promotes sea turtle conservation, trash free beaches, and community wellness to all ages from across the US. The Turtle Trek raises awareness for the South Carolina Aquarium Sea Turtle Care Center™ and conservation initiatives. Worldwide, all seven species of sea turtles are listed as threatened or endangered, four of which are found locally: the loggerhead, the Kemp's ridley, the green and the leatherback. To help ensure that sea turtles have a future in our oceans, the South Carolina Aquarium Sea Turtle Care Center aids sick and injured sea turtles in partnership with the South Carolina Department of Natural Resources.

Sea turtles arrive at the Care Center suffering from bacterial or fungal infections, shock from

exposure to cold temperatures, injury from a boat strike or shark bite, or ingestion of plastic from the ocean. Our staff veterinarian diagnoses each turtle and works with Care Center staff and volunteers to provide treatment and rehabilitative care. The Sea Turtle Care Center has rehabilitated and released over 320 healthy sea turtle patients back into their natural habitats.

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 more than 320 sea turtles back into their natural habitats. With your support, we can continue efforts to sustain these species into the next century and beyond.

X Single Event? Ongoing Event/**Annual Need**?

1. Date(s): of project/ event or start date: **October 9th** Completion date: **October 9th**

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists, ie. those coming from more than 50 miles away and expected to spend the night on Isle of Palms **(30%)** compared to Isle of Palms residents **(3%)** vs. visitors from within 50 miles such as "day trippers" **(67%)**

   Source of tourist data Runsignup.com – registration website used for Turtle Trek runners. Data taken from 2020 runner registration report (website hits, surveys, ticket sale information, etc.)

2. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance compared to each of the past threeyears' events?

   N/A

3. Is your event to be conducted entirely on Isle of Palms? **Yes, beach sweep, kids' fun run, 5K and awards celebration will take place on the Isle of Palms beach by the Isle of Palms County Park.**
   If not, please set forth the percentage occurring on Isle of Palms, as well as thespecific locations and the percentages occurring elsewhere.

4. To your knowledge, does anyone else promote projects similar to yours within the city limits of Isle of Palms? If so, how is your project similar and/or unique? Given the parameters, please explain why your project is entitled to City of Isle of Palms ATAX funding.
   No. Our project is unique because it is the only sunset beach run in this area. This is the run is the only run that supports sea turtles and beach conservation. We have had tremendous support from runners all over the country who love supporting sea turtles. ATAX funding helps us reach out of state runners to bring them to Isle of Palms. We use this funding to support advertising, billboards, radio, tv, etc.

5. Set forth fully the successes and failures you have experienced for your proposed project for which you seek City of Isle of Palms ATAX funding for each of the past three years. Set forth the metrics by which you have measured success for the past three years, as well as the metrics by which youwill measure success for the current year's project/event on the City of

Isle of Palms.

	2020	2019	2018
Revenue	$65,724	$71,117	$76,085
# of runners	825	853	690

The City of Isle of Palms ATAX funding has been a major factor to the success of this event. Every year we are able to raise $75,000 towards our Sea Turtle Care Center and engage more and more runners with this event. The ATAX funding is a critical component to the success and market reach of this event.

Last year we had to move the event to a virtual event due to covid and we have decided to continue with that format again this year. Safety for our staff and runners is our #1 priority. Last year, we were able to engage 825 runners from 32 different states in our virtual run and this year our goal is 1,000 runners!

Our run sells out every year, we would love to engage as many runners as possible but the capacity for the run has been set by the Isle of Palms County Park staff. They set a limited run capacity due to the parking restraints in their lot. In 2019, we encouraged runners to also park in the front beach parking lot and walk over.

6. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding.

Our event supports sea turtle conservation and trash free beaches. This messaging is very important to keep the Isle of Palms beaches clean and align the city with our beloved Sea Turtle Care Center. We use the ATAX funding for out of state advertising and billboards to target runners in drive markets and out of state. Our goal is to engage runners from all over South Carolina and the US through various marketing channels.

Our race registration website receives ~20,000 views and our Facebook event receives ~100,000 views. We ran two weeks of digital billboards in 10 different locations that received 1,811,838 views. The Isle of Palms logo was added to websites, billboards and t-shirts. We run email campaigns that go to 30,000 subscribers.

7. If your project is granted City of Isle of Palms ATAX funding and realizes a profit, do you commit to returning the profit to the City of Isle of Palms?

No, the proceeds from this event support the South Carolina Aquarium Sea Turtle Care Center. Many turtles are rescued and rehabilitated from Isle of Palms each year and treated at our Sea Turtle Care Center.

If not, please explain fully, to include what you will do with the money. **Note**: It is impermissible to donate or "pass through" City of Isle of Palms ATAX grants to any other organization, except as authorized by City of Isle of Palms.

Further, the City of Isle of Palms does not approve of "carry forwards" of ATAX grants for use in ensuing years, absent extraordinary and compelling reasons in the sole discretion of the City of Isle of Palms. Excess funds must be returned to the City of Isle of Palms.

8. Please attach your budget reflecting the amounts and sources of all related income and donations from others for the project/event, as well as expenditures for each of the last three years. In addition, set forth projected income and expenses for this year's project/event, as well as all expenses, both incurred and paid, as well as projected.

Revenues	**2020**	**2019**	**2018**
Sponsorship	$ 27,000.00	$ 37,000.00	$ 45,900.00
Race Registrations	$ 28,550.00	$ 30,275.00	$ 24,268.00
Donations/Fundraising	$ 9,374.00	$ 1,950.00	$ 3,977.00
Day of $$$ - donations, raffle, merch sales	$ 800.00	$ 1,892.00	$ 1,940.00
Total Gross Revenue	**$ 65,724.00**	**$ 71,117.00**	**$ 76,085.00**

Expenses	**2020**	**2019**	**2018**
Entertainment	$ -	$ 750.00	$ 400.00
Race and t-shirts	$ 13,344.00	$ 9,003.00	$ 7,778.00
Rentals	$ -	$ 2,681.00	$ 2,784.00
Food/Bev	$ -	$ 5,482.00	$ 4,914.00
Print and marketing	$ 1,500.00	$ 2,871.00	$ 4,025.00
Total Expenses	**$ 14,844.00**	**$ 20,787.00**	**$ 19,901.00**

Net Program Revenue	**$ 50,880.00**	**$ 50,330.00**	**$ 56,184.00**

2021 Projected Revenue

- **Sponsorship & ATAX funding: $35,000**
- **Race entry registration fees: $35,000**
- **Donations/merchandise purchases: $5,000**

2021 Projected Expenses

- **Marketing: $10,000 (billboards, digital ads, print ads, appearances, printing, press release, posters, postcards, etc)**
- **Race director/timing/mailing: $2,000**
- **Rentals: $2,000**
- **Food & Beverage: $3,000**
- **T-shirts/prizes/giveaways: $3,000**

D. **Financial Justification** ("heads on beds" and ancillary benefits)

1. Describe fully and provide relevant documentation for each of the past three years reflecting:
- Where, as a specific result of your project/event, have tourists spent the night on Isle of Palms, ie. those incurring accommodations taxes for lodging.

Include the lodging providers addresses phone numbers, rooms utilized, costs and nights stayed.
-Where do you project tourists for this year's project to spend the night (ie. lodging for those expected to pay accommodations taxes, to include hotels, condos, house rentals, etc.)? What is the basis for your projection? As an illustration, you may set forth blocks of rooms in hotels that have been reserved, private lodging that has been booked or are expected to be booked, etc.

We don't capture hotel accommodations for Turtle Trek participants. We do partner with Wild Dunes Resort on this event. Wild Dunes offers room discounts for Turtle Trek participants and a shuttle to the run location. Wild Dunes has sponsored the Turtle Trek for the past few years and enjoys sharing the event with their staff and guests.

2. Provide all additional economic and other relevant information justifying the grant of ATAX funding by City of Isle of Palms for your project/event, as well as your means of calculation.

   Our race registration website receives ~20,000 views and our Facebook event receives ~100,000 views. We ran two weeks of digital billboards in 10 different locations that received 1,811,838 views. The Isle of Palms logo was added to websites, billboards and t-shirts.

3. Set forth the number of tourists attending your project/event on the Isle of Palms for each of the past three years. Include where applicable all relevant documentation along with the methodology by which you have done your calculations.

   In 2018 we had 690 registered runners, in 2019 we had 853 and in 2020 we had 825. We estimate that we have around ~1,500 onsite for each event, which includes runners, family/friends and spectators.

4. Set forth the number of attendees projected for this year's project/event, and well as the means of calculation.

   We are projecting 1,000 runners to participate this year. This number was calculated based on our participant growth from 2018 to 2019. We sell out every year !

5. Is the project/event for which you seek City of Isle of Palms ATAX funding during the "off season" or "shoulder season"? If not, please explain the justification. Are proposed dates flexible so as to be amenable to off-season and/or shoulder season scheduling? **This event is very close to the off-season/shoulder season with it being on Saturday, October 9th.**
6. Describe fully all potentially negative aspects of your project/event, if any. This would include, by way of illustration, the potential for overcrowding particularly during warm weather months, parking challenges, health and safety issues, added responsibilities and difficulties imposed on first responders, impact on peace and tranquility- especially in residential neighborhoods and for tourists and factors potentially impacting adversely on the character of the City of Isle of Palms.

   There has never been negative aspects reported by beach goers or city officials the past 5 years. We moved the event from September to October so that there would be less beach goers during that time of year.

E. Marketing Plan

Describe fully your past three years marketing for your project/event, as well as your current year's advertising and marketing plan, to include all means of broadcast. Please include and attach all applicable documentation and the projected costs involved.

Our marketing and communications plan runs from June 1-October 17th. It includes the following items:

- Website (Go Race Productions registration website and SCA website)
- Social Media via Instagram (31,000 followers) , Facebook (50,000 followers) and Twitter (20,000 followers)
- E-blasts and newsletters (38,000 email subscribers)
- Press release and media alert
- Online calendar listings
- On air news appearances
- Digital and print ads (Charleston City Paper, Charleston Magazine and Charleston Scene)
- Digital billboards across various locations in South Carolina
- Posters, postcards, t-shirts, race bibs, race bags

***** all items can include IOP City seal*****

F. **Funding**: Sources of Income for This Project/Event (Please attach all supporting documents)

1. Sponsorships or Fundraising: Amount **$21,500** From **Crews Subaru of Charleston, Aardvark Straws, Ameriprise Financial and Publix Super Markets Charities**

2. Entry Fees : Amount **registration is not open yet TBD** From _____

3. Donations: Amount **registration is not open yet TBD** From_____

4. Accommodations Tax Funds Request: Amount **$10,000**

   Date(s) Required: **10/09/2021** Lump Sum **flexible** Installments **flexible**

5. Other:

6. Total Funding: _____ Total Budget: _____

G. Financial Analysis

Please Provide a Line Item Budget for your project/event

Revenue Type	Goal	Actual
Sponsorship	$35,000	$22,000
Race Entry	$35,000	
Online fundraising	$2,500	
Merchandise purchases (online and onsite)	$2,500	
	$ 75,000	**$22,000**

$0 expenses to date but anticipating $20,000 total for 2021.

If awarded, Isle of Palms ATAX funds are requested as follows:

(1) Lump Sum(s): $10,000 on 10/09/2021
$_____on_____(date),
$_____on_____(date).

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

H. Miscellaneous

1. In what category do you place your project/event and why?
   - Festival_____
   - Marketing_____
   - Other _(Please Explain): **nonprofit run for adults and children that supports the Sea Turtle Care Center**

   _____

2. Have you affirmatively reached out to the City of Isle of Palms staff for initial review for your project/event and if not, please explain. If you have reached out, what feedback did you receive, both positive and negative and specifically from whom? **Yes, spoke with Ronald Hanna. He thought our request would be well received and the committee would be happy to have the event back on the island in an off-season.**

   _____

3. If applicable, explain why you have not sought funding from sources other than the City of Isle of Palms for the funding of your project/event. If you have sought alternate or additional funding, explain fully the results to include the source(s) for funding, from whom received and set forth all amounts received or expected to be received from other sources. **We have sought funding through sponsorships and have raised $22,000 to date and we expect some additional to come in.**

   _____

4. Does your project/event have applicable liability insurance, to include the City of Isle of Palms, its employees and agents and if so, what are the liability limits? If not, please explain why not and explain who will agree to bear the costs, burdens, damages and legal fees for your project/event in case claims for damages are made against the City of Isle of Palms, its employees and agents as a result of your project/event. A minimum of $300,000 of liability insurance is typically required unless that requirement is specifically waived in writing by the City of Isle of Palms in its sole discretion. If there is applicable insurance, do you commit to making the City of Isle of Palms, its employees and agents additional insured(s)? If not, explain fully the basis. If applicable, you must include a copy of the relevant insurance policy reflecting the City of Isle of Palms, its employees and agents are additional insured(s) for your project/event. **Yes**
5. Do you assert that the project/event for which you seek City of Isle of Palms ATAX funding is sustainable in the future? If so, please explain fully. If not, please explain fully. **Yes, it's annual event that has grown every year. We have had a wait list every year so that shows that this event is in demand.**
6. In the event City of Isle of Palms grants your project/event ATAX grant funding, do you acknowledge that no such funds can be spent for the purchase of alcohol or tobacco products?**Yes** If not, please explain your justification. _

   _____

7. In the event your project/event is awarded City of Isle of Palms ATAX grant

funding, but is postponed for more than 180 days of receipt of funding, do you acknowledge that you must return to the City of Isle of Palms all ATAX grantmoney received from Isle of Palms absent extraordinary circumstances and within the sole discretion of the City of Isle of Palms? Do you agree? **Yes** If you do not agree, please set forth fully your reasons._____

8. In the event your project/event is granted City of Isle of Palms ATAX grant funding, you must and do hereby agree by the filing your application personally to hold harmless and indemnity the City of Isle of Palms, its employees and agents from and against any claims for damages to include, *inter alia*, legal fees relative to your project/event. Do you agree? **Yes**. If not, please explain. _____
   If not, please explain fully your basis._____
9. In the event the City of Isle of Palms provides ATAX grant funding for your event/project, set forth in detail how you will acknowledge the City of Isle of Palms as a grantor of funding. **We will add the City of Isle of Palms logo to all of our marketing materials as a sponsor. We will send an acknowledgement letter to be used for tax purposes as well.**

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for City of Isle of Palms ATAX Grant

For Office Use Only

Date Received:_____ Total Project Cost:_____
Total Accommodations Tax Funds Requested: _____
Recommendation by City of IOP Staff(yes and if so amount ;no; defer to committee; n/a) :
_____
Action Taken By Accomodatoins. Tax Advisory Committee:
Date_____Approved_____Denied____Amended_____Other_____

(Please Use Additional Paper and Include Pertinent Documentation as May Be Needed)

A. Project Name: VFW Post 3137

B. Applicant Organization: Same

1. Mailing Address: 1004 Ocean Blvd, IOP, 29451

Telephone: 843-886-6840 Email: vfwpost3137@gmail.com

2. Project Director: DennisHamilton, Quartemaster

Telephone: same Email vfwpost3137gm@gmail.com

3. Description of Organization, Its Goals and Objectives:

Support Veterans and their familes Locally,Statewide and Nationally

C. Description and Location of Project:

VFW Posr 3137 needs assistance with building facilities ongoing mantaniance

_____ Single Event? X Ongoing Event/Annual Need?

1. Date(s): of project/ event or start date: immediate Completion date: ongoing

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists, ie. those coming from more than 50 miles away and expected to spend the night on Isle of Palms (25 %) compared to Isle of Palms residents (25 %) vs. visitors from within 50 miles such as "day trippers" (50 %)
recor books, personaltestimony and personal experiences

Daily Logbook, purchase records
*Source of tourist data (website tracking, surveys, lodging data, sales information, etc.)

3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance compared to each of the past three years' events? we have averaged over 14,000 people per year.
*Source of tourist data Putting IOP first with heads on beds, in restuarants, at cultural events and in retail es (website tracking, surveys, lodging data, sales information, etc.)

4. Is your event to be conducted entirely on Isle of Palms? yes If not, please set forth the percentage occurring on Isle of Palms, as well as the specific locations and the percentages occurring elsewhere.
N/A

5. To your knowledge, does anyone else promote projects similar to yours within the city limits of Isle of Palms? If so, how is your project similar and/or unique? Given the parameters, please explain why your project is entitled to City of Isle of Palms ATAX funding.
No

6. Set forth fully the successes and failures you have experienced for your proposed project for which you seek City of Isle of Palms ATAX funding for each of the past three years. Set forth the metrics by which you have

measured success for the past three years, as well as the metrics by which you will measure success for the current year's project/event on the City of Isle of Palms. Consistantly top Post statewide and Nationally

7. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding. Putting heads on beds, in restuarant, with rental companies and retail shoppe
8. If your project is granted City of Isle of Palms ATAX funding and realizes a profit, do you commit to returning the profit to the City of Isle of Palms? N/A If not, please explain fully, to include what you will do with the money. **Note**: It is impermissible to donate or "pass through" City of Isle of Palms ATAX grants to any other organization, except as authorized by City of Isle of Palms. Further, the City of Isle of Palms does not approve of "carry forwards" of ATAX grants for use in ensuing years, absent extraordinary and compelling reasons in the sole discretion of the City of Isle of Palms. Excess funds must be returned to the City of Isle of Palms.
9. Please attach your budget reflecting the amounts and sources of all related income and donations from others for the project/event, as well as expenditures for each of the last three years. In addition, set forth projected income and expenses for this year's project/event, as well as all expenses, both incurred and paid, as well as projected.

D. **Financial Justification** ("heads on beds" and ancillary benefits)

1. Describe fully and provide relevant documentation for each of the past three years reflecting:
   - Where, as a specific result of your project/event, have tourists spent the night on Isle of Palms, ie. those incurring accommodations taxes for lodging. Include the lodging providers addresses phone numbers, rooms utilized, costs and nights stayed.
   -Where do you project tourists for this year's project to spend the night (ie. lodging for those expected to pay accommodations taxes, to include hotels, condos, house rentals, etc.)? What is the basis for your projection? As an illustration, you may set forth blocks of rooms in hotels that have been reserved, private lodging that has been booked or are expected to be booked, etc.
   See attached
2. Provide all additional economic and other relevant information justifying the grant of ATAX funding by City of Isle of Palms for your project/event, as well as your means of calculation. See attached
3. Set forth the number of tourists attending your project/event on the Isle of Palms for each of the past three years. Include where applicable all relevant documentation along with the methodology by which you have done your calculations.
   14,000 per year visit our Post. This numbner is from purchase sales at the bar.
4. Set forth the number of attendees projected for this year's project/event, and well as the means of calculation. same: The above number only reflects paid tickets and not total in one`s p

5. Is the project/event for which you seek City of Isle of Palms ATAX funding during the "off season" or "shoulder season"? If not, please explain the justification. Are proposed dates flexible so as to be amenable to off-season and/or shoulder season scheduling? year round
6. Describe fully all potentially negative aspects of your project/event, if any. This would include, by way of illustration, the potential for overcrowding particularly during warm weather months, parking challenges, health and safety issues, added responsibilities and difficulties imposed on first responders, impact on peace and tranquility- especially in residential neighborhoods and for tourists and factors potentially impacting adversely on the character of the City of Isle of Palms.
none

E. **Marketing Plan**

Describe fully your past three years marketing for your project/event, as well as your current year's advertising and marketing plan, to include all means of broadcast. Please include and attach all applicable documentation and the projected costs involved.

Word of mouth, National VFW Magazine, Frontbeach Freedom Fest,membership drives

F. **Funding**: Sources of Income for This Project/Event (Please attach all supporting documents)

1. Sponsorships or Fundraising: Amount $ $50,000 From memberships, donations and fundraisers
2. Entry Fees : Amount $ 23,000 From golf tournament
3. Donations: Amount $ 7,000 From members
4. Accommodations Tax Funds Request: Amount $ $12,000

   Date(s) Required: _____ Lump Sum _____ Installments quarterly
5. Other:
6. Total Funding: _____ Total Budget: _____

G. **Financial Analysis**

Please Provide a Line Item Budget for your project/event

See attached

If awarded, Isle of Palms ATAX funds are requested as follows:

(1) Lump Sum(s): $ $4000 on June 1,2021 (date),
$ $4000 on October 1, 2021 (date),
$ $4000 on February 1 2022 (date).

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

H. **Miscellaneous**

1. In what category do you place your project/event and why?
   - Festival_____
   - Marketing_____
   - Other x (Please Explain): see attached list of ongoing needs
     Maintenaince:Our primary cost go to maintain a safe family atmosphere
2. Have you affirmatively reached out to the City of Isle of Palms staff for initial review for your project/event and if not, please explain. If you have reached out, what feedback did you receive, both positive and negative and specifically from whom?
   Yes,all positive
3. If applicable, explain why you have not sought funding from sources other than the City of Isle of Palms for the funding of your project/event. If you have sought alternate or additional funding, explain fully the results to include the source(s) for funding, from whom received and set forth all amounts received or expected to be received from other sources.
   Memberships, fundraising and donations
4. Does your project/event have applicable liability insurance, to include the City of Isle of Palms, its employees and agents and if so, what are the liability limits? If not, please explain why not and explain who will agree to bear the costs, burdens, damages and legal fees for your project/event in case claims for damages are made against the City of Isle of Palms, its employees and agents as a result of your project/event. A minimum of $300,000 of liability insurance is typically required unless that requirement is specifically waived in writing by the City of Isle of Palms in its sole discretion. If there is applicable insurance, do you commit to making the City of Isle of Palms, its employees and agents additional insured(s)? If not, explain fully the basis. If applicable, you must include a copy of the relevant insurance policy reflecting the City of Isle of Palms, its employees and agents are additional insured(s) for your project/event. We will comply and be responsible for our actions, or request a waiver
5. Do you assert that the project/event for which you seek City of Isle of Palms ATAX funding is sustainable in the future? If so, please explain fully. If not, please explain fully. Yes
6. In the event City of Isle of Palms grants your project/event ATAX grant funding, do you acknowledge that no such funds can be spent for the purchase of alcohol or tobacco products? Yes If not, please explain your justification. N/A
7. In the event your project/event is awarded City of Isle of Palms ATAX grant

funding, but is postponed for more than 180 days of receipt of funding, do you acknowledge that you must return to the City of Isle of Palms all ATAX grant money received from Isle of Palms absent extraordinary circumstances and within the sole discretion of the City of Isle of Palms? Do you agree? Yes If you do not agree, please set forth fully your reasons._____

8. In the event your project/event is granted City of Isle of Palms ATAX grant funding, you must and do hereby agree by the filing your application personally to hold harmless and indemnity the City of Isle of Palms, its employees and agents from and against any claims for damages to include, *inter alia*, legal fees relative to your project/event. Do you agree? Yes If not, please explain. _____
   If not, please explain fully your basis._____
9. In the event the City of Isle of Palms provides ATAX grant funding for your event/project, set forth in detail how you will acknowledge the City of Isle of Palms as a grantor of funding.
   In everything we do. We will promote all businesses, festivals and recognize Police and Fire Department acheivm

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
4/10/21	Rosary Lussie	Leslie M. Lussie
4/10/21	Tom Lacy	
4/10/21	Brie Ramsey	Clyde Pollard
4/10/21	Tiffany McDowell	Matthew Leaird
	Ben McDowell	"
4/10	Anna Linder + Taylor Vincent	Cindy Vincent
4/10	Kimberly Moore	Zack Moore
4/10	JEREMY KITCHENS ←→ CHRIS KANE	
4/10	Kelli Ross	William Ross
4/10	Mike Robertson	William Ross
4/10	Shaun Robertson	William Ross
4/10	Carol Caligiuri	
4/10	Frank & Laura Bobalato	
4/10	Brit + Tony	Kay Flemming
4/11	Scott MacDonald/Carmel	Michael Allen
	Laura/Peyton Jamme	Liz Harris
4/13	Jane + Dan Carlson	Dan Carlson
4-13	Life Member	Bill Tysha Alaina
4/14	Georgia Crawford	Patty Herring
4/14	Lisa Tosi	Jay McCarthy
04/15	Donna + Mark Osman	Jay McCarthy
15 Apr. 21	Cameron / Shelby (4)	
~~4/16/21~~	DAVID M. HALLOCK	Comrade, O.H.C.
4/16/21	TODD ALLEN	"
4/16/21	E Truesdale	Todd + Melissa Allen

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
4·16·21	Stacie Ringheimer	FRA 290 - Jax FL
4/16/21	Shanna Strickland	FRA 290 - Jax FL
4·16·21	Maria Zervoudakis	guest of ↑
4/17/21	Samantha Crawn	Active USCG
4/17/21	Michael Crawn	Active USCG
~~4/17/21~~ 4/17/21	Justin Sickler	Active USCG
4/17/21	Jessica Sickler	Spouse
4/17/21	Harry Hamm	Dan DiNicola
4/17/21	Ashley Bailey	Dan DiNicola
4/17/21	MARK ALLEN GRADDICK	Dan DiNicola
4/17/21	Russell [illegible]	Kevin [illegible]
4/17/21	Jonas Savage	
4/17/21	Lee Michael	Ken [illegible]
4/17/21	Miguel Guerrero	Rich Schafer

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
4-11-21	Gina Gollett + Jeff Swing	Joni Frazier
4-17-21	Sloan Elisa Kalina	Butch Sullivan
4-16-21	Joe & Rondo Nutter	John Zittnick
4/17	Anna Linder, Amy Moser, Donald Reynolds	Cindy Vincent
4/17	Josh Schafer	Rich Schafer
4/17	Riley Schafer	Rich Schafer
4/17	Rachel Baker	Jess Glasser
4/17	Sloane Kalina + Lisa Peele	Jess Glasser
4/17	Ginny & Savannah Bowlby	David Bowlby
	Kerri Hicks	
4/17	Dave and Matt	Matthew Leaird
4/18	Dana Sisk	Michael Sisk
4/9	Crimson Contreras	Mary Lindsey
4/19	Nate Kusner	Nate Kusner
4/19	Neil Kusner	Nate Kusner
4/19	DANES SISTER	MARK CLUTTER
4/19	Mark Clutter	Mark Clutter
4/19	[illegible]	Lillian Rowland
4/19	Angela Shetler	Michelle Daley
4/19	TATUM GOODWIN	[illegible]
4/19	NancieMcNew	Nancie McNew
4/20		Lillian Rowland
4/20	KRISTI KING	DAVE KING
4/20	[illegible]	Lillian Rowland
"	[illegible]	Post 2859 RH, SC

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
4/21		Post 2889 RH, SC
	Rob Macgregor	Jay McAlister
4/21	ANGEL KOONS	Ryan Hamlett
4/21	Jennifer Smith	Jon Granger
	Janet Smith	
	Mike Loebs	Mike Loebs
	Maureen "	" "
4/21	Miss Ashley	Jon Granger
4/21	Chene Gosier	James Goosen
4/21	GC Parsley	Jay McAllister
4/21	Alexis Hamilton	#129 Jay Fouch
4/23	Brittnie Round	Post 2889 RH, SC
4/23	Laurel Tipton	Post 2889 RH SC
4/23	Tammy Adams	Post 2889 RH SC
4/23	Stephanie Annan	Post 2889 RH SC
4/23	Bill Yeager	6 Page
4/23	Neal Kusner	N. Kusner
4/23	Dew Ginny Bosby	David Bosby
4-23	Ray Kennedy Tricia More	Ray Kennedy
4/23	MARY ANN SEXTON	JOE HOUDEK
4/23	Jerrad Hepler	Lindsey Stegh
4/23	Richard Dworschak	Laura Berrington
	Angie Gore	
	Derold Sharpia	
	Gerri Charpia	
4/23	Justin McClane	Austin Williams
4/23	Anthony Nielojedlo	Dolce

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
4/23/21	Jamie Jessica Walters	Cary White
4/23/21	Joel & Jane Andrews	NOT Registered 10 years Beaufort
4/24/21	LAUREL TIPTON	POST 2889 RH SC
4/24/21	TAMMY ADAMS	POST 2889 RH SC
4/24/21	BRIT RANDS	POST 2889 RH SC
4/24/21	Stephanie ANNAN	POST 2889 RH SC
4/24/21	Ernie Santos	Jim Cooper Post 1637 Hopkins
4/25/21	LAUREL	POST 2889 RH SC
4/25/21	TAMMY	" " "
4/25/21	BRIT	" " "
4/25/21	Stephanie	" " "
4/25/21	Brian Reilly	
4/25/21	KIRSTEN EVANS	DECEASED HOME
4/25/21	RAY CARBONI	DAVE WALKER
4/25/21	SIRIWAN NUMDEE	DAVE WALKER
4/25/21	DOUG FRENCH	DAVE WALKER
		IRVIN QUICK
4/25/21	Tyler Kluck	
"	Anna Linder	Ken Brown
4/25	Taylor Vincent	Cindy Vincent
4/25	CHRIS KNOX	Jeremy K.
4/25	TODD SILVER	Jason K.
4/25	SPENCER LONG	Jason K.
4/25	MAUREEN LOEBS	Mike Loebs
	Tom + Karen Jamrose	C Trustee
	Dolly Cannon	C Trustee
25 APR 21	Kristen Fischer	KITCHENS
4/25		MARK AMES

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
26APR21		JERRITT LACY
26 APR21	Chris Clay	
26 APR	Mayfield	Frank Vestal
26 APR	Josh Fourcroy	VFW POST 5941 N.W
27 APR		F Blythe
27 APR	GEORGE LEST FAMILY	Co. LEST
4/27/21	BRENDA TELLEFSEN	GOOSE CREEK VFW
4/27/21	Kyle Herour	Matthew Medica
4-27-21	Mary Stover	" "
4-27/21	~~ANTHONY~~ Beedy RAUSA	ANTHONY RAUSA
4-28-21	Mike Young & DONA	
4-29	Shawn Ruest	Shawn Ruest 17234
4/29	John Yourcroy	VFW POST 5941 N.W. N.D.
	PAST DIST 17 Comm Cyprus County N.D.	
4/30	marylellen Cole	Monda Nole Boyce
4/30	Monde Boyce	Monde Boyce
4/30	Christy Prince	Mike Prince
4/30	[illegible]	Marsha Prince
4/30	Kenny Rees	
30 APR	Pat Deborah Hutton	Walt Parker
30 APR	Jeff & Mary Fassett	ICEN Aven
4/30	Jimmy & Kristi Gaddy	BRAD
5/1	Shealy Peagler	Jack Bowery
5/1	MARK & Lynn Croll	Rick Cutlip
5/1	CINDY FOLLEY	JACK FOLLEY

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
05/01/2021	J. WITTETED / J. LEIGH	
05/01/2021	Kate Petersen	Zachary Fitzgerald
5/1/21	Anna Linder	Cindy Vincent
5/1/21	Kris Kearns	
5/01/21	Ginny Beasley	David Beasley
5/1/21	Frank Key	Eric Cooke
	Dave Pitt	
	Sheryl Key	
5/2	Michael Madelan	
5/2	Catrin Eller	
5/2	Pam Belle / Deane	
5/2	Mark Cardisco	Veron Cardisco
5/2	BOZENA WILDHART	Donald J. Wildhart 2534
5/2	TIM. TIM Hoppe	Cora (SHUTA) MARINO
5/2	Ray Montes	William Ross MTP
11	Jeremiah Heppler	Lindsey Stefan
5/2/21	Carmelo Vitro	
5/2/21	Kristen Fischer	Kitchens
5/3/21	JANET FOSTER	SELF
5/3/21	PAUL FOSTER	SELF
5/3/21	Ka Steven Andes	Lillian Rawlend
5/4/21	Patrice O'Connell	William O'Connell
5/4/21	Shannon + Trish Nash	William O'Connell
5/4/21	BRENDA PIKAS / EVERYMOM	BILL PIKAS
5/4/21	~~Richard Farris~~	John Farris
	Paul Farris	
	Jim Farris	

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
5-2-2021	Bob Patterson	
5/5/21	DAN MAYLAN	JACK FOLLEY
5/5/21	Robin Moore	Keith Moore
5/6/21	Michalk, M (3 Gs)	3 MICHALK 5633
5/6/21	WASHINGTON Jammie (FC)	MARTHA & JULIO QUINONEZ
5/6/21	Cindy Bernick	Chad Heffner
5/6/21	Ronnie Bump	Chad Heffner
"	JOSH KAISER	ACTIVE DUTY
"	ROB LONGSWORTH	ACTIVE DUTY
5/6/21	Charlie Heffner	Chad Heffner
5/6/21	JERIS COX	Jeris Cox
5/6/21	Marcella Smoker	Marcella (2)
5/6/21	Valorie Borden	VA Borden
5/6/21	Tara (Kempton) Dolinsky	friend JVB
5/7/21	John Sage	Charles Holbrook
5/7/21	RUSSELL & BURNEY	M. Michalk Post 5633
5/7/21	JOHN & EDD COOK	ACTIVE
5/7/21	Roxanne Hall	Clinton Fortune aux
5/7/21	Dan Venable	
5/8/21	Curtis Perz	Ludlow
5/8/21	Michael Smith	Sioux Falls SD #628
5/8/21	Eddie Cook	Vicenza, Italy
5/8/21	Mari DelDuca	Jim Keating
5/8/21	Lynn Gournell	thomas Goodenoe
5/8/21	GORDON BARRINGER	Gordon Barringer
5/8/21	Brian Parker	
5/8/21		MARK Myers

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
5/11	Richard Bell	
	Kathy Shook	
	Virginia Bell	✓
	Emily Cox	
	SARAH PIERCE	
5/14	MONICA REESE	
	Chaz Schroeder	
	Terri Wheeler	Craig Wheeler
	Kane Hall	
	Holly Burnett	
	Jack Beatty	Jeff Moore
	Bruce Wolfe	Michelle Wolfe
	Jon Sylo	
	Doug Lytton	
	Diane Bales	Todd Forslund
	Butch Lunda	Gina Lunda
	Jeff Willis	Linda Forslund
	Melissa Frith	Chelsee
	Steve Rogers	Elizabeth Putman
	Tammy Weeden	Rob Deng
	Chaz Cryer	Ryan
	Joe Sarro	Donovan Powell
	Chris Sarro	Donovan Powell
	Schyuler Yancey	Donovan Powell
	Jason Yancey	Donovan Powell
	Sara Fox	Sissy Henderson
	WAYNE MURPHY	AOC Spouse

VFW GUEST REGISTRATION

2021

Date	Guest Name	VFW Member
4/08/21	MARK AYERS	MARK AYERS
4/08/21	ART SPARKS	KEN ASH
	Betti Mager	KEN ASH
	Jan + Kirk Wurtzel	Carol Truslow
4-8-21	Bill Burke	Soon to be hopefully
4-9-21	Ronald Vitely	Ronald Vitely
	Loma?	
4/9/21	Ethan Burds	Mike Cagle
	Jack Roberge	"
	Jacob Bruno	"
	Cal Archdeacon	"
4-9-21	Blake & Katie Walker	Ethan Walker
4-9-21	Beth + Lance Redden	
	Jessica + Jamie Walter	
4-9-21	Benjamin Listig	Benjamin Listig
	Karina Popek	
	Danielle poole	
	Kristi Brogan	
4-9-21	Katie Payne	Corey Payne
	Jimmy Sapp	" "
	Jim Sapp	" "
	Terri Sapp	" "
	Tommy Gambino	" "
	Pam Gambino	Corey Payne
4-9-21	Beth Joyce	Belva Lynn
4-9-21	Tina Thomas Blodgett	
4-9-21	Aimee Smith	