Accommodations Tax Advisory Committee
12:00 a.m., Wednesday, February 12, 2020
Council Chambers
1207 Palm Boulevard
Isle of Palms, South Carolina

**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** – October 17, 2019

3. **Citizens’ Comments** – Comments shall be limited to 3 minutes

4. **Financial Statements** – Debbie Suggs

5. **Old Business**

6. **New Business**
   a. Consideration of sponsorship request from Joe Bergstrom and Lynn Pierotti in the amount of $66,500 for an app for locals and visitors to discover the island and book activities and services
   
   b. Consideration of sponsorship request from the City of Isle of Palms in the amount of $2,000 for the purchase of reusable bags for visitors to encourage beach cleanup while visiting the IOP beach
   
   c. Consideration of sponsorship request from Lucky Dog Publishing in the amount of $4,000 for advertising in SIP magazine and Island Eye News paper

7. **Miscellaneous**
   Date of next meeting: _____ a.m., _____________ ________, 2020

8. **Adjournment**
ATAX Committee  
11:00am, Thursday, October 17, 2019  
City Hall Council Chambers  
1207 Palm Boulevard, Isle of Palms, SC  
MINUTES

1. Call to Order

Present: Susan Haynie, Rusty Williamson, Sally Muhlig, Malcolm Burgis, Julise Spell

Absent: Margaret Miller, David Nelson

Staff Present: Administrator Fragoso, Asst. Administrator Hanna, Treasurer Suggs

2. Approval of Previous Meeting’s Minutes

MOTION: Mr. Williamson made a motion to approve the minutes of the September 17, 2019 meeting, and Mr. Burgis seconded the motion. The minutes passed unanimously.

3. Citizen’s Comments – none

4. Financial Statements – Debbie Suggs

Treasurer Suggs reviewed an abbreviated financial statement (due to IT issues within City Hall). She highlighted activity in September, noting the strong cash position with $1.7 million in the ATAX account. September revenue only includes interest on the account which is normal for this time in the year. Expenses included the final payment of the July 4th fireworks show, MUSC sponsorship, and other budgeted expenses.

5. Old Business – none

6. New Business

A. Presentation by the Charleston Visitors Bureau, Perrin Lawson and Frank Fredericks

Perrin Lawson of the Charleston Visitors Bureau gave a presentation on how the relationship with the CVB is beneficial to the Isle of Palms. He shared numerous instances of marketing and advertising spotlighting the Isle of Palms. He noted that the Isle of Palms page on the charlestonareabeaches.com website received over 69,000 visits last year, which is 15,000 more than any other beach page on that site. He shared the CVB has been and continues to focus on group sales to help even out the dips in income across the seasons. Lastly, he detailed other initiatives the CVB is using to bring visitors to the greater Charleston area.
B. Consideration of sponsorship request in the amount of $6,000 from the IOP Turtle Team and IOP Exchange Club for the Isle of Palms Turtle Hatchling Scavenger Hunt

Kitty Riley of the Isle of Palms Exchange Club and on behalf of the Isle of Palms Turtle Team came before the Committee requesting a sponsorship of $6,000 to help fund a scavenger hunt to promote awareness of turtle hatchlings. The activity is intended to draw children and families to the front beach area. The monies will be used to purchase educational plaques for the scavenger hunt. A picture of the proposed plaques was shared with the Committee. The group hopes to unveil the activity at the Front Beach Fest in March of 2020. Ms. Riley indicated that this initiative is a good partnership opportunity between a non-profit organization, a local volunteer group, the local businesses and the City with the goal of engaging and educating tourists.

MOTION: Ms. Spell made a motion to award $6,000 to the IOP Exchange Club and IOP Turtle Team for educational plaques to be used in a scavenger hunt. Mr. Williamson seconded the motion. The motion passed unanimously.

7. Miscellaneous

The date of the next meeting will be Wednesday, January 8, 2020 at 11am.

8. Adjournment

The meeting was adjourned at 11:33am.

Respectfully submitted,

Nicole DeNeane
City Clerk
State Accommodations Tax Advisory Committee  
Isle of Palms, South Carolina  

Application for State Accommodations Tax Funds

A. Project Name: __Isle of Palms App__________________________

B. Applicant Organization: ___Lucky Dog Publishing/ Bergie Digital__________

1. Mailing Address: __PO Box 192___Isle of Palms, SC 29451________________

   Telephone: _814-380-4291__   Fax: __________________

2. Project Director: ___Lynn Pierotti/ Joe Bergstrom____

   Telephone: ___SAME_________   Fax _________________________

3. Description of Organization, Its Goals and Objectives:

Local Media Companies providing an app for all activities and Storefronts on IOP.

C. Description and Location of Project/Event:

App allowing for locals, visitors and vacationers to discover island opportunities and
book activities, services and stays and to be able to make reservations at local restaurants.
The app will include links to local news (Island Eye News) and local government
(IOP.net)

   ___X___ Single Event?       ___ Ongoing Event/Annual Need?

1. Date(s): of Event: __ or Project Start: __ASAP__ Completion: March 31,
2020

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (60%) vs. Isle of Palms residents (40%).
   *Source of tourist data __Initial Data from Lucky Dog Publishing and IsleofPalmsSouthCarolina.com_________
   (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 ________Not an Event_________
   (website hits, surveys, ticket sale information, etc.)

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

1. Sponsorships or Fundraising: Amount $_________ From ____________________________

2. Entry Fees : Amount $_________ From ____________________________

3. Donations: Amount $_________ From ____________________________

4. Accommodations Tax Funds Request: Amount $__66,500_________
   Date(s) Required: __March 2020__ Lump Sum __Yes__ Installments_________

5. Other:

6. Total Budget: $66,500

E. Financial Analysis

Please Provide Line Item Budget for Event or Project  See Attachment

Date for Submission to Isle Of Palms Treasurer of Financial Report for Event or Project _____January 17, 2020___________________________________________

If awarded, funds are requested as follows:

   (1) Lump Sum(s): $__66,500.00_____ on ____March 1, 2020_____(date),
       $______________ on ___________________________(date),
       $______________ on ___________________________(date).

Revised April 7, 2010
(2) Payment of Invoices as submitted to City Staff. Invoices should be submitted two weeks prior to due date.
Line Item Budget

$27,500 (Basis 50 businesses)
1. A business listing on at app in all relevant categories
2. A business listing on the website in all relevant categories (IsleofPalmsSouthCarolina.com)
3. A listing on the local map (Printed Yearly by Lucky Dog Publishing)
4. A regular listing in any section that makes sense in the Island Eye News

$30,000 is for:
1. Building of the app
2. Yearly maintenance and upgrades
3. Once a quarter changes to the business’s website and app listings

$9,000 is for:
1. Advertising the app locally online with banner ads and in the newspaper
2. Advertising the app and websites online out of the area to provide a one stop shop for visitors and locals alike.
A. Project Name: Beach Clean Up Initiative

B. Applicant Organization: City of Isle of Palms
   1. Mailing Address: Post Office Box 508, Isle of Palms, SC 29451
      Telephone: 843-886-6428  Fax: 843-886-8005
   2. Project Director: Desirée Fragoso
      Telephone: 843-886-6428  Fax: 843-886-8005
   3. Description of Organization, Its Goals and Objectives: Residents and Visitors will be able to pick up a reusable tote to take during their beach visits/walks. Folks of all ages, including tourists participant in clean up events and are motivated to volunteer their time to help maintain the beach they come to enjoy.

C. Description and Location of Project/Event: City to provide reusable, foldable totes assorted colors with the logo, KEEP THE BEACH CLEAN to be given out at the Public Safety Building, City Hall, Building Department and Recreation Department offices for trash, plastic and debris pick up on the beach to encourage clean up.

Single Event? X Ongoing Event/Annual Need?

1. Date(s): of Event: ASAP or Project Start: ASAP Completion: Ongoing
2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (UNKNOWN%) vs. Isle of Palms residents (UNKNOWN%).
   *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 City will collect date of the participants who receive a reusable tote for beach clean up, similar to the t-shirt program.
D. Funding: Sources of Income for This Event or Project

1. Sponsorships or Fundraising: Amount $ N/A From ______________

2. Entry Fees: Amount $ N/A From ____________________________

3. Donations: Amount $ N/A From ____________________________

4. Accommodations Tax Funds Request: Amount $2000.00

   Date(s) Required: ASAP   Lump Sum $2000.00   Installments 1/Net 30

5. Other: N/A

6. Total Budget: $2000.00

E. Financial Analysis

Please Provide Line Item Budget for Event or Project 504120.5077

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

If awarded, funds are requested as follows:

(1) Lump Sum(s): $ 2000.00 on Invoice _________ (date),

   $ ________________ on ________________ (date),

   $ ________________ on ________________ (date).

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

Revised April 7, 2010
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: S I P + I L N A O S

B. Applicant Organization: Lucky Dog Publishing

1. Mailing Address: PO Box 837, S C 29482

   Telephone: 843-876-6317 Fax: _____________

2. Project Director: Lynn Ricotti

   Telephone: 843-876-6317 Fax _____________

3. Description of Organization, Its Goals and Objectives:
   Local magazine and newspaper

C. Description and Location of Project/Event:
   Newspapers & Magazine

   ___ Single Event?   ___ Ongoing Event/Annual Need?

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

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists 50% vs. Isle of Palms residents 50%.
*Source of tourist data ______ Pick up of envelopes ______ (website hits, surveys, ticket sale information, etc.)

3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance versus the past year’s event?
*Source of tourist data
(website hits, surveys, ticket sale information, etc.)

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

1. Sponsorships or Fundraising: Amount $ _______ From ________________

2. Entry Fees: Amount $ _______ From ________________

3. Donations: Amount $ _______ From ________________

4. Accommodations Tax Funds Request: Amount $ 4,000.00
   Date(s) Required: ________________
   Lump Sum __________
   Installments __________

5. Other: 

6. Total Budget: $ 4,000.00

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

If awarded, funds are requested as follows:

   (1) Lump Sum(s): $ 4,000.00 on ____________ (date),
       $ ____________ on ____________ (date),
       $ ____________ on ____________ (date).

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

2.

Revised April 7, 2010