



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 an 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

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: 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)

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).

(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 maintance 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.

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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: 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 visit/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.

2.

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Action Taken By City Council: Date Approved _____	Denied _____
Documentation required for payment: ___ line item budget, ___ invoices, ___ Financial Report	

For Office Use Only

A. Project Name: SIP + IEN ADS

B. Applicant Organization: Lucky Dog Publishing

1. Mailing Address: PO Box 837 SI SC 29482

Telephone: 843-886-6397 Fax: _____

2. Project Director: Lynn Pierotti

Telephone: 843-886-6397 Fax _____

3. Description of Organization, Its Goals and Objectives:

LOCAL MAGAZINE and newspaper

C. Description and Location of Project/Event:

IN PAPERS & MAGAZINE

Single Event? Ongoing Event/Annual Need?

1. Date(s) of Event: ___ or Project Start: MAY 2020 Completion: 2021

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 PERIODICALS
(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 \$ 4000⁰⁰
Date(s) Required: MARCH 30 Lump Sum Installments _____

5. Other: 0 FULL PAGE AD IN M T BAZINE

6. Total Budget: 4000⁰⁰ 0 HALF IN PAPER

E. Financial Analysis

Please Provide Line Item Budget for Event or Project MAY
JUNE
JULY & AUGUST

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): \$ 4000⁰⁰ on MARCH 30 (date),
\$ _____ on _____ (date),
\$ _____ on _____ (date).

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