Accommodations Tax Advisory Committee
11:00 a.m., Thursday, November 17, 2022
1207 Palm Boulevard
City Hall Council Chambers

Public Comment:
Citizens may provide written public comment here:
https://www.iop.net/public-comment-form

Agenda

1. **Call to order** and acknowledgment that the press and the public have been duly notified of the meeting in accordance with the Freedom of Information Act.

2. **Approval of previous meeting's minutes –** October 18, 2022

3. **Financial Statements –** Finance Director Debbie Suggs

4. **Old Business**
   a. Quarterly presentation from the CVB – Laurie Smith and Chris Campbell
   b. Review of ATAX application guidelines

5. **New Business**
   a. Consideration of ATAX application from the LENS program for a $10,000 sponsorship
   b. Consideration of ATAX application from the Exchange Club for a $30,000 sponsorship for the seawall and walkway
   c. Approval of over budget expenditures in FY23:
      - July 4th 2022 Fireworks – over by $2009.
      - Front Beach Holiday Tree – over by $812
      - Police Dept Low Speed Vehicle – over by $36
      -

6. **Miscellaneous** – Date of next meeting

7. **Adjournment**

ACCOMMODATIONS TAX ADVISORY COMMITTEE
1:00pm, Tuesday, October 18, 2022
1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. **Call to order**

Present: Doug Truslow, Ray Burns, Barb Bergwerf, Chas Akers, Gloria Clarke, Rebecca Kovalich, Chrissy Lorenz

Staff Present: Administrator Fragoso, Treasurer Suggs

2. **Approval of the previous meeting's minutes**

MOTION: Ms. Bergwerf made a motion to approve the minutes of the August 23, 2022 meeting. Ms. Kovalich seconded the motion. The minutes passed unanimously.

3. **Financial Statements**

Treasurer Suggs reported that there is $2.7million in cash in the ATAX account. No quarterly payments have been received as of yet. She then reviewed the expenditures to date. Administrator Fragoso pointed out that the new loading zone at the Windjammer, paid for with ATAX funds, came as result of quarterly meetings with local business owners and helps alleviate traffic backups during the season. Treasurer Suggs said the overage for the cost of the fireworks will be brought to the Committee next month for a vote.

4. **Old Business -- none**

5. **New Business**

A. **Quarterly Presentation from the CVB – Laurie Smith and Chris Campbell**

Laurie Smith and Chris Campbell gave a quarterly review to the ATAX Committee including a general vacation rental market overview, a review of the IOP rental market, and recent and upcoming IOP-specific marketing plans via the CVB.

Mr. Campbell shared that traveler behavior is returning to pre-COVID levels. While hotel occupancy seems to be plateauing, vacation rentals continue to grow. The Average Daily Rate has increase 15% over January-September of 2021. Looking forward, the Average Daily Rate is expected to increase 14% from October 22-March 2023.

IOP-specific marketing efforts included inviting all island businesses to list their businesses on ExploreIOP.com, paid Google ads leading people to ExploreIOP.com, videos featuring IOP, paid and unpaid social media posts, digital investment in ongoing paid streaming TV campaigns, a

DRAFT

media pitch event at the Marina and Islander 71, print ad placements, and participation in numerous tradeshows.

Upcoming IOP-specific marketing plans include working with the City's PR & Tourism Coordinator (upon hire), continued push to island businesses to participate on ExploreIOP.com, a new promotional video with a family focus, new photography, continued paid and unpaid social media posts, and IOP-specific ad placement.

Mr. Campbell explained more about how KeyData works with regards to short-term rental data.

Mr. Akers suggested that some of the advertising seems to focus on daytripper types of activities, and he would like to see a concentration on visitors staying on the island overnight.

B. **Consideration of ATAX application from the Coastal Family Vacation Foundation for a $6,000 sponsorship**

Dina Dockery of Coastal Family Vacation Foundation came before the Committee requesting a $6,000 sponsorship to help bring a family needing a respite from the effects of cancer treatment to IOP for a week-long all-inclusive vacation during the off season, specifically before the end of May 2023. The Foundation is less than a year old, receiving its 501(C)(3) status at the end of 2021. They have raised money and awarded three families vacations to Folly Beach to date. Families have to be nominated by their doctors. Their ad campaigns are in medical offices in the middle and upstate.

Ms. Clarke said that she did not believe this request promoted tourism on the Isle of Palms.

Administrator Fragoso spoke about the Committee should look to State law when making these decisions. She said, "I reached out to Folly Beach who has provided ATAX funding for this organization and their justification was the fact that it could help in the advertisement for the promotion of tourism to develop and increase tourists attendance through the generation of publicity. It is a very worthwhile organization. As it grows, it can bring good, positive publicity to the Isle of Palms being connected and supportive of an organization like that."

She added that the family would need to live more than 50 miles from IOP.

MOTION: Ms. Bergwerf made a motion to approve and Mr. Burns seconded the motion.

Administrator Fragoso said that the Committee has committed $41,000 of the $50,000 earmarked in FY23 for sponsorships. The Committee can make a recommendation to City Council in excess of the sponsorship amount, and it will be up to City Council to approve the request.

Ms. Kovalich said that there are other social agencies that can provide for this sort of charity and it does nothing to promote tourism on the island. Both Mr. Truslow and Mr. Burns said they could not find anything in the law that supports this sponsorship request. Mr. Burns said he would like to see how it could be rental income to IOP.

VOTE: A vote was taken as follows:

Ayes: Bergwerf
Nays: Lorenz, Kovalich, Truslow, Akers, Clarke, Burns

The motion failed 1-8.

C. **Discussion of projects and initiatives for collaboration with the CVB within the 30% allocation**

Mr. Burns said he has been speaking with Laurie Smith about the possibility of using some of the 30% funds for other tourism-related projects. He explained one that had been done in Hilton Head that generated information to help market the island.

Administrator Fragoso reminded the Committee that all expenses in the 30% must be used for the generation of tourism, and they should refer to the State statute when making those types of decisions.

Mr. Truslow said he "fundamentally disagreed" with Administrator Fragoso and that promotion means more than advertising. He suggested looking beyond the statute to the courts to find other ways to promote tourism.

D. **Review of ATAX application guidelines**

Administrator Fragoso reviewed the sheet in the meeting packet listing potential information to be requested on a streamlined application for ATAX funding. The goal is to have this application finalized at next month's meeting so that the application can be posted in December. Previous ATAX recipients will be contacted directly so they are aware of the new application process.

Mr. Akers expressed concern that the new application would not contain enough information for City Council to vote on any funding recommendation from the Committee.

Administrator Fragoso said Committee members should review the draft information and decide what information is good for the application and what are questions better asked in the interview process. Committee members should send their feedback directly to Administrator Fragoso prior to the next meeting so their responses can be considered for the new application.

E. **Discussion of *Post & Courier* Article**

Ms. Kovalich said she would like to be able to answer the question of where the ATAX money goes once the CVB has it.

Ms. Smith answered, "Over the three months that Chris spent back and forth with the journalist, we were asked that question. We responded, and it didn't make the paper. So when we received monies from the State and accounting to do business with British Airways, we went to our banker at the time who was Wells Fargo and said we don't want to hedge out bets on exchange fluctuations. We want to go ahead and put this currency that is intended for international promotion into pounds because that is how we were required to pay British Airways. So we went to Wells Fargo who held their funds in the Cayman Islands. So it never mentions that in the

article. Our funds were held with Wells Fargo who held their funds in the Cayman Islands. We have since pulled that money back and left. We still do business with Wells Fargo, but we moved our foreign account to do business with a regional bank, First National. So First National holds their funds in a different location. But we have always been with a valid banking institution when we converted those funds into pounds."

Mr. Truslow said he believed that the City and the ATAX Committee looked good in the article. He said his takeaway from the article is that the City needs to better communicate its desires to the CVB. He said, "We want the tax money spent to benefit the Isle of Palms rather than have it go somewhere else."

6. **Miscellaneous Business**

The next meeting of the ATAX Committee will be held on Thursday, November 17, 2022 at 11am.

8. **Adjournment**

Mr. Truslow made a motion to adjourn, and Ms. Bergwerf seconded the motion. The meeting was adjourned at 12:49pm.

Respectfully submitted,

Nicole DeNeane
City Clerk

City of Isle of Palms
State Accommodations Tax
Balance Sheet
as of October 31, 2022

	10/31/2021	10/31/2022
CASH @ BB&T	$ (75,573)	$ 646,889
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	1,813,867	3,440,397
ACCOUNTS RECEIVABLE	-	-
AMOUNTS DUE FROM OTHER FUNDS	-	-
TOTAL ASSETS	1,738,294	4,087,287
ACCOUNTS PAYABLE	2,349	443,292
AMOUNTS DUE TO OTHER FUNDS	22,440	-
TOTAL LIABILITIES	24,790	443,292
FUND BALANCE Beginning	1,798,371	2,913,157
Excess Revenues Over/(Under) Expenditures	(84,866)	730,838
FUND BALANCE	1,713,504	3,643,995
TOTAL LIABILITIES & FUND BALANCE	$ 1,738,294	$ 4,087,287

City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 4 Months Ending October 31, 2022
Fiscal Year Ending June 30, 2023

Date	Description	Total
Revenues		
	September Quarterly Payment from State	1,391,774
	December Quarterly Payment from State	
	March Quarterly Payment from State	
	June Quarterly Payment from State	
	YTD Interest Income	19,584
Grand Total		1,411,358

State Accommodations Tax

Detailed Expense Statement for the 4 Months Ending October 31, 2022

Fiscal Year Ending June 30, 2023

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
Public Restroom Operations					
Dominion	YTD electricity for restrooms	177	700		
IOP WSC	YTD water & irrigation	4,717	12,000		
Blitch, etc	YTD maintenance	626	45,080		
Port City Paper	YTD paper & cleaning supplies	3,433	10,000		
SCMIRF/Wright Flood	YTD property & flood insurance	2,756	8,100		
Quality Touch Cleaning	YTD cleaning	10,215	40,000		
IOP Payroll	YTD attendant	8,009	24,164		
		29,933	140,044		110,111
Beach Barrel & Front Beach Business District Trash Pickup					
JLG Enterprise LLC	YTD trash pickup per contract	37,329			
		37,329	85,000		47,671
Irrigation at Breach Inlet Sign					
IOP WSC	YTD irrigation				
		734	600		(134)
Beach Trash Barrels					
		-	7,500		7,500
Repair 4500 linear feet of sidewalk in Front Beach Area					
Truluck Construction	1008 Ocean Blvd curb replacement	25,108			
		25,108	70,000	-	44,892
IOP website T-shirt Promo					
	sold tshirts	(20)			
		(20)	15,000	-	15,020

State Accommodations Tax

Detailed Expense Statement for the 4 Months Ending October 31, 2022

Fiscal Year Ending June 30, 2023

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
Charleston CVB - 30% Tourism Promotion Funds					
Charleston Area CVB	30% distribution for Sept Qtr	439,505			
Charleston Area CVB	30% distribution for Dec Qtr				
Charleston Area CVB	30% distribution for Mar Qtr				
Charleston Area CVB	30% distribution for Jun Qtr				
		439,505	826,528	-	387,023
Transfer to IOP Marina for 75% of Bond Debt Service					
Isle of Palms Marina Enterprise Fund			250,419	-	250,419
4th of July Fireworks - Year 2023					
		-	35,000	-	35,000
4th of July Fireworks - Year 2022					
carryover from FY22				16,865	
Costco, Walmart, Sams	staff meal	1,211			
Munnerlyn Pyrotechnics	balance on 7/4/22 show (10k incr fr 2019)	17,500			
		18,711	-	16,702	(2,009)
Recreation Dept Replace or Add Playground Equipment as Needed					
Peggs Recreation	Replacement deck steps and rails	3,649			
Peggs Recreation	Freestyle vertical net climber	7,781			
Peggs Recreation	New outdoor swingset	3,416			
		14,846	15,000	-	154
Sponsor Isle of Palms Beach Run (annually in July)					
		-	3,000	-	3,000

State Accommodations Tax

Detailed Expense Statement for the 4 Months Ending October 31, 2022

Fiscal Year Ending June 30, 2023

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
Sponsor IOP Connector Run and Walk for the Child (annually in October)					
			7,500	-	7,500
Music in the Park					
		-	4,500		4,500
Easter Egg Hunt					
		-	4,500		4,500
Replace Front Beach Christmas Tree					
Display Sales Company	replace 22 ft Holiday Tree	22,812	22,000		(812)
1/3 of Cost to Reconstruct Outdoor Basketball Courts					
		-	50,000		50,000
50% of Cost to Construct 2 Pickleball Courts					
		-	25,000		25,000
Fund Salary & Fringes for Police and all Beach Service Officers					
			205,730	-	205,730
Police Dept Body Armor					
SCMIT rebate		(213)			
		(213)	7,100		7,313

State Accommodations Tax

Detailed Expense Statement for the 4 Months Ending October 31, 2022

Fiscal Year Ending June 30, 2023

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
Police Portable Radar Sign					
		-	3,500		3,500
Replace 1 Police Patrol SUV					
East Coast Upfitters		10,694			
		10,694	45,000		34,306
Digital License Plate Reader for parking enforcement					
		-	60,000		60,000
Police Department - replace Low Speed Vehicle					
Baker Motor Company	Polaris GEM E2 LSV	18,036			
		18,036	18,000		(36)
Fire Dept Debt Service on 75' Ladder Truck					
		-	91,915		91,915
Fire Dept Replacement Radio Repeater					
		-	17,000		17,000
Fire Dept Replacement Jet Ski					
Velocity Power Sports	Jet Ski and Trailer	15,543	18,000		2,457

State Accommodations Tax

Detailed Expense Statement for the 4 Months Ending October 31, 2022

Fiscal Year Ending June 30, 2023

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
Fire Dept Replacement ATV					
		-	22,000		22,000
Fire Department - 25% of Cost for 2nd Set of Bunker Gear for all Personnel					
		-	34,000	-	34,000
Fire Department - 38% of Cost for Exhaust Systems at Both Stations					
		-	75,000	-	75,000
Fund Salaries & Fringes for 2 Firefighters					
			161,252	-	161,252
Public Works - Replace Pickup Truck					
Vic Bailey Ford	2022 F-150 Pickup Truck	36,500			
		36,500	37,000		500

State Accommodations Tax

Detailed Expense Statement for the 4 Months Ending October 31, 2022

Fiscal Year Ending June 30, 2023

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
Unexpended Projects/Miscellaneous					
	Sponsor IOP Chamber of Commerce	10,000			
	Sponsor Carolina Coast Surf Club	1,000			
	Budget provision for expenditures recommended by Atax Committee		50,000		
	Add/replace/maintain fixtures at Carmen Bunch Park		1,000		
	Add marker at Leola Hanbury Park		2,000		
	Add/maintain beach wheelchairs		5,000		
	50% of Marina T Dock Improvements		200,000		
	50% of Marina Greenspace Improvements		50,000		
	Marina maintenance		50,000		
	Miscellaneous/undesignated	3	1,000		
		11,003	359,000	-	347,997
Grand Total		680,520	2,716,088	16,702	2,052,270

City of Isle of Palms

SC State Accommodations Tax - Distribution of Funds Received

		Sep-22	Total FY22	Jun-22	Mar-22	Dec-21	Sep-21	Total FY21	Jun-21	Mar-21	Dec-20	Sep-20	Total FY20
Total Payment Received From State		1,471,275	3,507,426	1,369,717	265,979	540,555	1,331,176	2,469,730	1,007,541	209,721	393,960	858,508	1,707,133
Percentage Increase from prior year		**11%**	**42%**	**36%**	**27%**	**37%**	**55%**	**45%**	**165%**	**47%**	**38%**	**-5%**	**-16%**
Less 1/4 of $25,000 (transferred to Gen Fund)		6,250	25,000	6,250	6,250	6,250	6,250	25,000	6,250	6,250	6,250	6,250	25,000
Remainder		1,465,025	3,482,426	1,363,467	259,729	534,305	1,324,926	2,444,730	1,001,291	203,471	387,710	852,258	1,682,133
5% to General Fund		**73,251**	174,121	**68,173**	**12,986**	**26,715**	**66,246**	122,237	**50,065**	**10,174**	**19,386**	**42,613**	84,107
65% To Acc Tax Tourism Related		**952,270**	2,263,580	**886,253**	**168,824**	**347,299**	**861,205**	1,589,078	**650,839**	**132,256**	**252,012**	**553,971**	1,093,386
30% to Acc Tax Tourism Promotion (CVB):		**439,505**	**1,044,725**	**409,040**	**77,919**	**160,292**	**397,475**	**733,416**	**300,387**	**61,041**	**116,313**	**255,674**	**504,640**
		1,465,025	**3,482,426**	**1,363,467**	**259,729**	**534,305**	**1,324,926**	**2,444,730**	**1,001,291**	**203,471**	**387,710**	**852,258**	**1,682,133**
Journal Entry - Cash Received													
DR: 101010.1030	GF Conc Cash	79,501	199,121	74,423	19,236	32,965	72,496	147,237	56,315	16,424	25,636	48,863	109,107
DR: 501010.1020	Acc Tax Rel Ckg	1,391,774	3,308,305	1,295,293	246,742	507,590	1,258,679	2,322,494	951,226	193,298	368,325	809,645	1,598,026
DR: 501010.1023	Acc Tax Promo Ckg		-					-					-
CR: 103500.4511	Trans fr Acc Tax	(79,501)	(199,121)	(74,423)	(19,236)	(32,965)	(72,496)	(147,237)	(56,315)	(16,424)	(25,636)	(48,863)	(109,107)
CR: 503450.4105	Acc Tax Rebate-Related	(952,270)	(2,263,580)	(886,253)	(168,824)	(347,299)	(861,205)	(1,589,078)	(650,839)	(132,256)	(252,012)	(553,971)	(1,093,386)
CR: 503450.4107	Acc Tax Rebate - Promo	(439,505)	(1,044,725)	(409,040)	(77,919)	(160,292)	(397,475)	(733,416)	(300,387)	(61,041)	(116,313)	(255,674)	(504,640)
		-	-	-	-	-	-	-	-	-	-	-	-

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: LENS (Law Enforcement Neighborhood Support)

B. Applicant Organization: Isle of Palms Community Corporation

1. Mailing Address: IOP CC/LENS, PO Box 131, IOP,SC 29451

Telephone: _____ Email: kinghorn.ted@gmail.com

2. Project Director: Ted Kinghorn

Telephone: 703-203-1238 Email kinghorn.ted@gmail.com

3. Description of Organization, Its Goals and Objectives:

Providing law enforcement and first responders with support to strengthen the community, tourist relations and public safety on the Isle of Palms. Enhance the care and confidence of our tourists and visitors, through our public safety officers.

C. Description and Location of Project:

Primary function is to allow IOP Officers and First Responders to support immediate needs of our tourists and visitors that find themselves in need of financial assistance.

https://www.lensiop.org/

_____ Single Event? x Ongoing Event/Annual Need?

1. Date(s): of project/ event or start date: January 2023 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 (10 %) compared to Isle of Palms residents (15 %) vs. visitors from within 50 miles such as "day trippers" (N/A %)

   Provide interaction with toursists, visitors and residents through websites, published information, special events and social media

   *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? Provide added value to tourists, visitors and residents through law enforcement.
   *Source of tourist data _____
   (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.

   _____

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.
   To our knowledge there are no other similar projects.

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. See attached

7. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding. Fill immediate financial needs of tourists, visitors and others.
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? Not for Profit 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.
   Visitor safety and care are critical to hospitality, sustainability and growth. Promoting a family friendly environment increases " heads in beds".
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. Special events will highlight safety
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.
   See attached for 2022 sponsored events.
4. Set forth the number of attendees projected for this year's project/event, and well as the means of calculation. See attached for 2022 sponsored events.

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? Supports events throughout the year.
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.
   No negative impact

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.

Promotion through website, social media, events and published materials.

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

1. Sponsorships or Fundraising: Amount $ $13,500 From _____
   Individuals, Businesses, Civic Organizations, Special Events
2. Entry Fees : Amount $ _____ From _____
3. Donations: Amount $ _____ From_____
4. Accommodations Tax Funds Request: Amount $ 10,000

   Date(s) Required: January 2023 Lump Sum _____ Installments_____
5. Other:
6. Total Funding: $23,500 Total Budget: $23,500

G. **Financial Analysis**

Please Provide a Line Item Budget for your project/event

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

(1) Lump Sum(s): $ 10,000 on January 1, 2023 (date),
$_____ 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 Ongoing in support of Police Week
   - Marketing Ongoing in conjuction with Giving Tuesday
   - Other _(Please Explain):
     Annualized support of Law Enforcement requests
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?
   Very positive support from IOPPD, Mayor and Council
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.
   Additional funding through Individuals, Businesses, Civic Organizations,
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, see attached
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 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.
   _____"Founding Sponsor" designation_____

November 06, 2022

Re: SC ATAX Grant Application for 2023 LENS Request Attachment

Please visit our website at: https://www.lensiop.org/

Mission: Providing law enforcement with support to strengthen community relations and improve public safety on The Isle of Palms, SC.

Section C of Grant Application-
Description of Project

This grant for the LENS program is to be used to promote our: local community, tourism, and tourism related activities. Providing support to law enforcement and first responder initiatives for support to tourist, visitors, and others in need of assistance. To enhance their experiences on IOP, with an emphasis on improving the qualitative experiences and support to "heads on beds". We expect to have a positive economic benefit to tourism promotion.

In 2022, LENS provided Visitor assistance to the following:

1. a domestic abuse case from a visiting family that needed a safe place for a pregnant young mother and her two-year-old to stay. We provided temporary hotel housing, aiding the police department and gave safe shelter for a family in need.

2. temporary hotel housing for an employee of an island business.

3. financial support to family, that works on the island, who lost a young daughter to a tragic automobile accident.

In 2022, LENS provided IOPPD assistance to the following:

1. awarded college scholarship to an IOPPD dependent, attending a university in South Carolina seeking a degree in education.

2. financially supported an IOPFD family who lost their mother due to an illness.

In 2022, LENS provided Citizenship assistance to the following:

1. provided funds to support an active community battling cancer.

In 2022, LENS provided Community assistance to the following:

1. provided financial assistance to an officer whose wife sustained lengthy hospitalizations for dire condition.

2. aided with timely child support for an Isle of Palms Fire Department single parent.

IOPCC is a 501 c (3) non-profit organization, no profit will be realized.
Proceeds are expected to be utilized to enhance the tourism experiences of IOP's tourists and others on a year around basis. As such funds received will be expended towards the LENS mission. The program will ensure continuity to meet law enforcement and first responder needs of the island.

2023 LENS Budget for Visitor Support and Promotion

Revenue	
$ 10,000	A-Tax Contribution
$ 11,500	LENS Donor Support (match)
$ 2,000	A-Tax carry over from CY 2022
$ 23,500	Sub Total:
Expenses	
$ 5,000	Visitor Assistance
$ 4,000	Emergency Guest Support
$ 2,000	National Night Out Sponsorship
$ 1,000	Spoleto Program
$ 3,500	Visitor Promotion
$ 4,000	City Hardship support
$ 2,500	Off island resident support
$ 1,000	Holiday Support for IOPPD
$ 500	Miscellaneous and materials
$ 23,500	**Sub Total**
$ -	**Balance**

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: IOP Exchange Club Seawall & Walkway

B. Applicant Organization: Isle of Palms Community Corporation

1. Mailing Address: P.O. Box 131, Isle of Palms, SC 29451

Telephone: 843-412-8070 Email: kittyriley4@hotmail.com & Robbie Berg, Telephone: 217-493-7407, Email: robbie34bw@gmail.com

2. Project Director: Pat Gillespie

Telephone: 843-412-3632 Email: kpgillespie@gmail.com

3. Description of Organization, Its Goals and Objectives:

The IOPCC is a 501 (c)(3) non-profit that is the foundation arm of the IOP Exchange Club, consisting of the following Programs of Service: Americanism , Child Abuse Prevention, Youth/Scholarships, and Community Service. These programs give back to the community by supporting Veterans, Youth, Child Abuse Prevention Agencies, and our community (IOPPD, City of IOP, Residents, Visitors).

C. Description and Location of Project:

The project is building a seawall and walkway to protect the property that is utilized by the Exchange Club for numerous community service projects which bring visitors to the area, as well as rented at reasonable rates for weddings, rehearsal dinners, reunions, etc., Visitors to the area also frequent our parking lot to view the beautiful sunsets. The new walkway will also provide a safe way to view these sunsets for our visitors, renters, etc. Work will be done at 201 Palm Blvd.

___X Single Event? ____ Ongoing Event/Annual Need?

1. Date(s): of project/ event or start date:09/12/2022; Completion 01/31/2023 to include walkway
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 (_20___%) compared to Isle of Palms residents (_40__%) vs. visitors from within 50 miles such as "day trippers" (__40__%)

   Estimated from rental data from IOP Exchange Club (See Exhibit for more info.)

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? _____

   *Source of tourist data _____ (website tracking, surveys, lodging data, sales information, etc.)

4. Is your event to be conducted entirely on Isle of Palms? Yes

5. ~~If not~~ please set forth the percentage occurring on Isle of Palms, as well as the specific locations and the percentages occurring elsewhere.

   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. There are no other non-profit organizations in the City that support Veterans, Youth, Community & focuses on Child Abuse Prevention. We sponsor the IOP Connector Run, Oyster Roast, and host other events that attract visitors to our area. Also events such as weddings, reunions, birthdays, anniversaries are held at our facilility & which attract many visitors to the area from out of town.

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. _We successfully completed waterfront project to preserve land in 2019. We have raised $168K with an additional $60K needed.

7. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding. As stated above we host a number of events that attract many visitors to the IOP. (See exhibit pg for more detail.)

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? NA 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. (See Section G)

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 exhibit for additional information.
   _____
   _____
   _____

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 Exhibit

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. See exhibit page for visitor draw.
   _____

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

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-seasonand/or shoulder season scheduling? Work on seawall is being completed in the shoulder/off season. Also several of our events (i.e. IOPRUN, Oyster roast, shag dance & several weddings) are in shoulder/off season.

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. The building of the seawall would maintain critical parking for events at the club and allow visitors to view the beautiful sunsets. The walkway will also maintain a safe way to view these sunsets. This project will not cause negative impacts.

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. See exhibit.

F. Funding:

1. Sponsorships or Fundraising: Total Raised to date = $168,000 ($118K thru fundraising & $50K from Exchg Budget). Cost = $228K (seawall & walkway); $60K left to raise Plan is to hold fundraisers to raise $$ - Shag Dance, Marina Festival
2. Entry Fees : Amount $ _____ From _____
3. Donations: Amount $ _____ From_____
4. Accommodations Tax Funds Request: Amount $ __30,000 Date(s) Required:

   ___01/31/2023 Lump Sum ___X___ Installments__(Note: Lump Sum preferred, but could discuss installment plan.)
5. Other: A loan in the amount of $75K was also taken out to help make timely vendor payments.
6. Total Funding: See above Total Budget: See above

G. **Financial Analysis**

Please Provide a Line Item Budget for your project/event: Total Cost = $228K $198K - Cost to build Seawall; $26K Cost of walkway adjacent to Seawall; $2k for concrete parking blocks; $2K for steel cabling for handrail (installed by club volunteers)

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

(1) Lump Sum(s): $___30K_____ on _01/31/2023_____(date),
$_____ 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**

In what category do you place your project/event and why?

1. - Festival_____
   - Marketing_____ -

   Other _(Please Explain): Preservation of Land to ensure future events which will continue to attract visitors & improve safety/beautification for tourists/visitors.

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 discussed with members of ATAX and City Council & received positive feedback.

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. See info above in section F & Exhibit. We have been & continue to fundraise.

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. The Exchange Club holds a $1M liability policy.

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. This funding will enable us to continue events on IOP and provide visitors/tourists an additional location to enjoy views of the creek. It is sustainable after completion.

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 that 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, but this should not be an issue. Seawall is 70% complete & walkway to be completed after compaction.

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 acknowledge the City with our membership (220+), in the Island Eye, our ribbon cutting & at events. _

Exhibit for
IOP Community Corporation (Exchange Club)
ATAX Request for Seawall/Walkway Funding

Below is an outline of Events/Rentals that are hosted at the IOP Exchange Club, 201 Palm Blvd:

March – Oyster Roast Fundraiser for Scholarships/Veterans --------attendees have averaged 300 up to a high of 500

October – IOP Connector Run/Walk for the Child --------last 2-3 years we have averaged about 900; highest participation was 1500

43 Rentals throughout the year @ an average of 100 = 4300 attendees

5 Charity Events = approximately 375 attendees

The above on the low end totals 5,875 attendees. If we apply the 20% noted in app that would stay overnight that would equal an annual number of 1,175 that would contribute to ATAX. In addition there would be 40% Day trippers (2,350) & 40% IOP residents (2,350). We believe that the 20% visitor is a conservative number. So as you can see we draw a good number of folks to the IOP.

MARKETING:

- We market our events in a number of ways – Facebook, Instagram, Newspapers – Island Eye, Moultrie News, also as a member of IOP Chamber will leverage marketing thru them/IOP Calendar; for the RUN we also tap into a number of running clubs & leverage National Software (Active) which lists all running events.

Financials – as mentioned previously in Application here is a breakdown of finances for Seawall:

Costs:

- Seawall Construction - $198K
- Walkway - $26K
- Concrete Blocks for Parking - $2K
- Cabling for handrail - $2K

TOTAL Costs = $228K

Money Raised thus far:

- Donations/Contributions/Fundraising = $118K
- Exchange Club Budget $$ = $50K

TOTAL Raised = $168K

Total Additional Dollars needed = $60K

Ask for City of IOP ATAX = $30K

Fundraising to be done by IOPCC/Exchange Club = $30K (Shag Dance/January, 2023; Marina Festival (shoulder season; ideally November)

Note: IOPCC also took out a loan on June 30, 2022 for $75K at 4% annual rate ($250 per month) to make timely vendor payments, until all funds could be raised.