

Accommodations Tax Advisory Committee
11:00 a.m., Tuesday, September 17, 2019
Council Chambers
1207 Palm Boulevard, Isle of Palms, South Carolina

AGENDA

1. **Call to Order** and acknowledgement 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**
Regular Meeting May 22, 2019
3. **Citizens' Comments**
4. **Financial Statements - Debbie Suggs**
5. **Old Business**
6. **New Business**
 - A. Sponsorship request from Pure Theater in the amount of \$8,000
 - B. Sponsorship request from LOWVELO in the amount of \$10,000
7. **Miscellaneous**
Date of Next Meeting: 11:00 a.m., Wednesday, _____, 2019
8. **Adjourn**

Accommodations Tax Advisory Committee

11:00 a.m., Wednesday, May 22, 2019

The regular meeting of the Accommodations Tax Advisory Committee (ATAX) was held at 11:00 a.m., Wednesday, May 22, 2019, in Council Chambers of City Hall, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Committee members Burgis, Haynie, Muhlig, Nelson, Spell and Williamson, Interim City Administrator Fragoso, Treasurer Suggs and Clerk Copeland; Ms. Miller was absent, but a quorum of members were present to conduct business.

1. Acting Chair Nelson called the meeting to order and acknowledged that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.

2. Approval of Previous Meeting's Minutes

MOTION: Mr. Burgis moved to approve the minutes of the regular meeting of November 14, 2018 as submitted; Ms. Haynie seconded and the motion PASSED UNANIMOUSLY.

3. **Citizens' Comments – none**

4. Financial Statements

Treasurer Suggs reported that revenue from State Accommodations Taxes were in-line with previous years and possibly higher. In reviewing expenditures of ATAX funds by the various departments in the City, the Treasurer noted that all were below budget except General Government that was on-budget, and the FY19 ATAX budget was three hundred forty-eight thousand dollar (\$348,000) ahead. The fund is forecasted to end the year with a balance of approximately one million six hundred thousand dollars (\$1,600,000).

5. **Old Business – none**

6. New Business

A. Sponsorship of Carolina Coast Surf Club website in the amount of \$1,000

Jim Radley was present representing the Surf Club and noted that, if approved, this would be the fifth time the City has supported their website. The site contains a constantly updating surf report and links to the IOP website for parking regulations and SC511 for traffic updates; it also is linked to the traffic cameras for the IOP Connector.

MOTION: Ms. Spell moved to approve the \$1,000 sponsorship of the Carolina Coast Surf Club website; Mr. Williamson seconded and the motion PASSED UNANIMOUSLY.

B. Sponsorship of S.C. Aquarium 20196 Turtle Trek in the amount of \$10,000

Stephanie Gabosch, Officer in Strategic Partnerships for the SC Aquarium, told the Committee that this was the fourth year that the Turtle Trek has been at the Isle of Palms, and this year looks to be bigger and better than 2018. The event is scheduled for Saturday, September 21st beginning at 4:00 p.m. with a beach sweep, and Wild Dunes is offering participants a special room rate and

will run a shuttle between the hotel and Front Beach. Due to parking issues, the number of participants has been capped at six hundred (600); last year, seven hundred (700) participants between the ages of one and seventy-eight (1 – 78) came from twenty-five (25) states and Canada to be a part of the festivities.

MOTION: Ms. Spell moved to approve a sponsorship in the amount of \$10,000 for the 2019 Turtle Trek; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.

C. Review of and adoption of the FY20 ATAX budget

Treasurer Suggs stated that, based on historical trends, the ATAX revenue is budgeted to increase by three percent (3%), and the new hotel in Wild Dunes will be a new source of revenue. The budget for General Government is projected to increase by four percent (4%) due primarily to the increased amount due to the CVB from the increased revenue.

Included in the FY20 ATAX budget is five hundred thousand dollars (\$500,000) from the Fire Department and an equal amount from the Police Department toward the remediation of the Public Safety Building. The investigative work on the building has been completed, and Trident Construction has estimated the total cost to rehabilitate it is approximately six point two million dollars (\$6,200,000). This estimate includes approximately six hundred thousand dollars (\$600,000) to replace those things that have reached the end of their useful life; their recommendation is to remove the siding and the roof to seal the building tightly. The City has accumulated the four million dollars (\$4,000,000), the earlier estimate; one million dollars (\$1,000,000) will come from ATAX, another million (\$1,000,000) from Municipal Accommodations Tax and two million (\$2,000,000) from the General Fund. The City will issue a General Obligation (GO) bond for the remaining two point two million dollars (\$2,200,000). Responding to Ms. Muhlig, the Treasurer stated that one hundred thousand dollars (\$100,000) is in the budget for offices for personnel while the building is under construction. When Ms. Spell asked about the proceeds from the lawsuit, Treasurer Suggs replied that the money was held in the General Fund and earmarked for this rehabilitation project. To pay for the 75' foot ladder truck, the City will enter into a municipal lease with the debt to be serviced with ATAX funds budgeted for the Fire Department. The City will obtain a revenue bond for the dock replacements along Morgan Creek and dredging in the amount of four million dollars (\$4,000,000), and ATAX funds will service that debt at approximately three hundred thousand dollars (\$300,000) a year. The original intent was to phase the dock replacements over five (5) years, but they have reached such a state of disrepair that they are not safe, and ATM has recommended that they be replaced at one time and sooner rather than later. Assuming that the City receives the permits early in 2020, the construction should take place in the fall and winter of 2020 and take four to five (4 – 5) months. In the ATAX budget for the Front Beach and public restrooms, the funding for contracted services has been increased in anticipation of a new contractor for the daily upkeep of the restrooms.

MOTION: Ms. Haynie moved to approve the FY20 ATAX budget as presented; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.

Treasurer Suggs cautioned the Committee that a fourth version of the budget would be forthcoming and that the numbers could change.

7. Miscellaneous Business

Next meeting date: 11:00 a.m., Wednesday, August 14, 2019 in Council Chambers

8. Adjourn

MOTION: Mr. Burgis moved to adjourn the meeting at 11:50 a.m.; Ms. Haynie seconded and the motion PASSED UNANIMOUSLY.

Respectfully submitted:

Marie Copeland
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: ___Osceola's Muse_____

B. Applicant Organization: ___PURE Theatre_____

1. Mailing Address: _____134 Cannon Street. Charleston, SC 29403_____

Telephone: ___843.723.4444___ Fax: _____

2. Project Director: ___Sharon Graci_____

Telephone: _____843.723.4444_____ Fax _____

3. Description of Organization, Its Goals and Objectives:

PURE Theatre is a professional theatre company based in Charleston, SC. We produce regional premieres of award winning plays and we develop world premiere plays and musicals, which become a part of both the national and internationally cannon of contemporary theatre. We make three promises to our audiences: We will only tell you stories worth listening to. We will always strive for excellence. We will always give you something to talk about when you leave the theatre. PURE regularly tours productions both locally and regionally.

C. Description and Location of Project/Event:

Osceola's Muse is an interactive theatre event, which will be performed at Battery Gadsden on Sullivan's Island, October 11, 12, 18, & 19 with a special school performance for students at Sullivan's Island Elementary School on October 18th. Sullivan's Island where Osceola is buried. The overgrown remnants of Fort Moultrie batteries give an inkling of the conditions he and his tribe endured while prisoners there. Fables of his bravery and leadership blow on the sea breezes as historians continue to debate the issues of deceit and heroism that framed this important part of South Carolina history. In benefit of the Battery Gadsden Cultural Center, this pivotal historic episode will be dramatized within the Fort

Moultrie battery where the tribe was held captive and will include live actors, music, artifacts, original costumes and scenery along with audience interaction.

Osceola's Muse is a collaboration between PURE Theatre, visual artist, Jonathan Green, Keepers of the Word, Native American musician Delia Chariker, The Gullah Society, and producer Carol Antman. The story's themes are galvanizing: forced migration, assimilation, racism and cultural misunderstanding. Using artistic license, *Osceola's Muse* will juxtapose authentic history with spectacle to provide an entertaining experience that is historically based and enlightening.

Yes Single Event? Ongoing Event/Annual Need?

1. Date(s) of Event: 10/11, 12, 18, 19 or Project Start:
Completion:

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (28%) vs. Isle of Palms residents (%).

*Source of tourist data Ticketing 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 n/a
(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 \$ 35 – 55.00; \$6,036

3. From Donations: Amount \$4,000 Fort Moultrie; \$3,100 individuals

4. Accommodations Tax Funds Request: Amount \$ 8,000

Date(s) Required: 9/30/19 Lump Sum

Installments

5. Other:

6. Total Budget: 20,136

E. Financial Analysis

Please Provide Line Item Budget for Event or Project (see attached)

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): \$__8,000__ on _9/30/19_____(date),
\$ _____ on _____(date),
\$ _____ on _____(date).

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



Sharon Graci
Artistic Director

Megan Wildebour
Managing Director

Osceola's Muse Budget Document

Board of Directors

James Marino -
President

Barry Abrams -
Treasurer

Michael Culler -
Secretary

David Albenberg,
MD

Peter Calcagno

Amy Gaffney

Susan Meloy

Income	Amount	Notes
Tech	8,000	Lighting, projection, cabling, personnel
Business license for PURE	236	
Sound	1,600	
Costume and scenery production	3,000	
Marketing	1,000	
Actors	3,600	
Music	400	
Keepers of the Word	400	
Insurance	900	
Misc.	1,000	
Total	20,136	

Income	Amount	Notes
Grants	4000	Fort Moultrie National Monument
Individual Contributions	3100	
City Grants	8000	IOP Atax request
Ticket Sales	6036	
Total	20,136	

SIGN-UP TO HELP END CANCER

NOT JUST ANOTHER RIDE...LOWVELO is an outdoor bike ride around the Lowcountry that will raise money for life-saving cancer research to support everyone in South Carolina. We estimate more than 1,000 riders will participate and over \$1,500,000 will be raised through LOWVELO19, earmarked for cancer research at Hollings Cancer Center, Medical University of South Carolina.

EMBRACE THE COMMITMENT

Every rider commits to fundraising a minimum amount specific to the route selected. Three route options are available to appeal to all levels of cycling strength from approximately 25 to 100 miles. Fundraising commitments range from \$750 to \$1,500 depending on the route selected. 100% of every rider-raised dollar is proudly directed to cancer research at Hollings Cancer Center, Medical University of South Carolina. A one-time registration fee of \$99 is required upon signing up for LOWVELO19 at LOWVELO.org.

REVEL IN THE MOMENT

Join us November 2, 2019, for an exhilarating ride, entertainment and volunteerism.

WHERE THE MONEY GOES

LOWVELO's operating expenses are covered by funding partners so that 100 percent of every dollar raised by LOWVELO riders, virtual riders and volunteers goes to cancer research.

The designated beneficiary of LOWVELO is Hollings Cancer Center at the Medical University of South Carolina (MUSC). The money is designated to support innovative research that will bring better treatments and outcomes for those impacted by cancer.



ABOUT LOWVELO

Established in Charleston, South Carolina, LOWVELO is a grassroots outdoor bike ride that raises money for innovative and life-saving cancer research.

LOWVELO riders include cancer survivors, cycling enthusiasts and anyone interested in having fun for a good cause. Many people ride in honor of a friend or family member who is fighting or has fought the disease. The two-day event, hosted in November, begins with an opening ceremony, dinner and short program on Friday evening for registered LOWVELO riders and their guests. On Saturday morning, riders embark on one of three routes, designed to appeal to cyclists of all levels.

FUNDRAISING GOALS

All routes start and finish at Riverfront Park in North Charleston. Riders may choose from among three specially-designed routes that feature support stations, rest stops, medical aid and cheering sections. All three routes explore Charleston. The 50-mile extends over the Ravenel Bridge through Mount Pleasant, Sullivan's Island and Isle of Palms. The 100-mile continues to the Francis Marion Forest. When arriving back at Riverfront Park, riders will be welcomed by friends, family, food and fun!

25-MILE ROUTE FUNDRAISING GOAL

\$750

50-MILE ROUTE FUNDRAISING GOAL

\$1,250

100-MILE ROUTE FUNDRAISING GOAL

\$1,500



HIGH TIDE CLUB

Riders who raise **\$5,000 or more** will earn membership into the LOWVELO High Tide Club.

100% OF EVERY RIDER-RAISED DOLLAR BENEFITS CANCER RESEARCH AT



Hollings Cancer Center
An NCI-Designated Cancer Center

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

Date Received: <u>June 10, 2019</u>	Total Project Cost: <u>\$699,020</u>
Total Accommodations Tax Funds Requested: <u>\$10,000</u>	
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: LOWVELO bike ride for cancer research

B. Applicant Organization: MUSC Foundation

1. Mailing Address: 18 Bee Street, MSC 450, Charleston, SC 29425

Office Telephone: (843) 792-2677 Fax: _____

2. Project Director: Janet Bolin

Telephone: (843) 666-9480 Fax: CamScanner to Janet@LOWVELO.org
or bolinj@musc.edu

3. Description of Organization, Its Goals and Objectives:

The MUSC Foundation operates under a three-part mission of cutting-edge research, compassionate patient care and world-class education. To accomplish our goals, we rely upon the generous support of thousands of alumni, patients, like-minded citizens and friends of the University, businesses and foundations — donors who share our belief in the paramount importance of better health. As a state institution with limited resources, our excellence as a leader in health care for our state and region is only made possible through philanthropy.

C. Description and Location of Project/Event:

LOWVELO is a grassroots bike ride around the lowcountry with the purpose of raising funds for cancer research at Hollings Cancer Center. Hollings is the only NCI-designated cancer center in South Carolina and we are ranked 24th in the country. Our goals for year one are to raise over \$1M for cancer research and connect with great partners, like yourself, to help us underwrite the event as well as participate.

On November 2, 2019, the inaugural LOWVELO bike ride for cancer research will embark on a one-day ride around the lowcountry starting at Riverfront Park in North Charleston. LOWVELO is a fun ride geared towards all fitness levels age 15 and up to celebrate those who have fought and continue to fight cancer. Three (3) routes of various distances are available including 25, 50 and 100 miles. The 25-mile will start and end at Riverfront Park. The 50 and 100-mile routes will start at Riverfront Park and finish at Shipyard Park. Each route has a minimum fundraising component of which 100% of the rider-raised funds are dedicated to cancer research. Hollings Cancer Center is the designated beneficiary for LOWVELO19. To learn more about Hollings Cancer Center, please visit HollingsCancerCenter.org. To learn more and to sign-up to ride, volunteer or donate to LOWVELO19, please visit LOWVELO.org.

No. Single Event?

Yes, please. Ongoing Event/Annual Need?

1. Date(s) of Event: 11/2/2019 or Project Start: inaugural event planning started 4/16/2018 including event name, branding, communication and we launched the LOWVELO.org website on 11/12/2018 . Completion: 11/2/2019
(NOTE: Planning for 2020 event is underway with plans to announce the 2020 event date during the inaugural event on 11/2/2019.)

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (**90%**) vs. Isle of Palms residents (**10%**).

*Source of tourist data:

1. **Registered Riders for LOWVELO found under the “Profiles” tab on LOWVELO.org**
2. **Registered Volunteers**
3. **Ticket Sales for Friday night ‘Opening Ceremonies’**
4. **Google Analytics for LOWVELO.org from ‘registration open’ to ‘registration closed’ time period.**

(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:

1. **Registered Riders for LOWVELO found under the “Profiles” tab on LOWVELO.org**
2. **Registered Volunteers**
3. **Ticket Sales for Friday night ‘Opening Ceremonies’**
4. **Google Analytics for LOWVELO.org from ‘registration open’ to ‘registration closed’ time period.**

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

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

1. Sponsorships or Fundraising: **Amount \$ 203,450**. From: Boeing, Intertech, Shipyard Park, Coca-Cola Consolidated, Sunbelt Rentals, Thermo Fischer Scientific, TD Bank, Merck Oncology, Alliance Oncology, Avantor/VWR, CMS Roofing, City of North Charleston, Channel 5, ISM Connect, Rack Room Shoes, and more.
2. Entry Fees: Amount **\$ 99.00** From: **Registered Riders for LOWVELO;**
NOTE: Fee is waived at official LOWVELO rider recruitment events and for official partners of the event.
3. Donations: Amount \$ **45,727.90** From: **November 12, 2018 to June 7, 2019;**
NOTE: 100% of rider raised funds through donations are designated for cancer research. Community members are invited to be part of special committees to vote on research projects funded by the money raised by riders of LOWVELO.
4. Accommodations Tax Funds Request: Amount **\$ 10,000**

Date(s) Required: 9/6/2019 Lump Sum: *Lump Sum is welcome or installments Installments: *Installments are welcome
5. Other:
6. Total Budget: **\$699, 020**

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): \$ _____ 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.