



**Accommodations Tax Advisory Committee**

11:00 a.m., Thursday, October 5, 2023

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. **Election of Chair and Vice Chair**
3. **Approval of previous meeting's minutes** – May 16, 2023
4. **Financial Statements** – Finance Director Debra Hamilton
5. **Old Business**
6. **New Business**
  - a. Presentation from Charleston Visitors Bureau of the City's FY23 expenditures of 30% tourism promotion
  - b. Discussion and consideration of request from the IOP Chamber of Commerce for funding for the "Light Up Front Beach" Project
  - c. Report of schedule for FY25 State ATAX Grant applications
7. **Miscellaneous**

Next meeting date
8. **Adjournment**



## **ACCOMMODATIONS TAX ADVISORY COMMITTEE**

**11:00am, Tuesday, May 16, 2023**

**1207 Palm Boulevard, Isle of Palms, SC**

### **MINUTES**

#### **1. Call to order**

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

**Absent:** Doug Truslow

**Staff Present:** Administrator Fragoso, Treasurer Suggs

#### **2. Approval of previous meeting's minutes – March 7, 2023**

Mr. Burns made a motion to approve the minutes of the March 7, 2023 meeting, and Ms. Clarke seconded the motion. The motion passed unanimously.

#### **3. Financial Statements**

Treasurer Suggs reported that there is a \$3.7 million fund balance. The third quarterly payment has been received from the State. She reviewed the expenditures since the March meeting.

**MOTION:** Mr. Burns made a motion to suspend the rules of order to reorganize the agenda to move the updates from FY22 grant recipients to the top of the agenda, to remove the update from the Make-A-Wish Foundation from this agenda, and to combine the CVB's update with their presentation on the FY24 proposed budget. Ms. Bergwerf seconded the motion. The motion passed unanimously.

#### **4. Old Business**

##### **A. Update from FY22 State Accommodations Tax grant recipients**

Mr. Ted Kinghorn of the LENS program said approximately 50% of the funds received from ATAX funding was spent on two police-related activities – National Night Out and a police awards banquet. The decision to direct the funds to these two activities came after concern LENS might use the funds in a manner not in line with the ATAX statute. Mr. Kinghorn consulted with the City who suggested these two activities could be beneficiaries of the ATAX funds.

Mr. Burns noted that the original request was not for the funds to be used in this way, but the ATAX statute does allow for the use of funds to support local police activities. He said the remaining 50% will be used on these same activities in FY24.

Administrator Fragoso confirmed that staff discussed the issue with Mr. Kinghorn and suggested the change to where the funds could be spent to agree with the law. “The original application was for the first year of development of this program. There was no history essentially to show the Committee of where the funds were going to be used. The law is broad and does define tourism-related expenditures to include not only the advertisement of tourism and promotion, but also law enforcement.”

Mr. Beau Stallings of the VFW reported that the elevator is due to be installed on June 9 after delays in the supply chain. He said \$22,357 has been paid out so far and the remainder will be paid when the installation is completed.

The invoice for the work at the Exchange Club has been received and the City will pay out the grant money as approved.

Mr. Ryan Buckhannon, President of the Isle of Palms Chamber of Commerce, and Mr. Pete Bohm of Port City Media Company presented social media analytics for both organic and paid media. They have reached over 200,000 on Facebook and over 20,000 on Instagram. They said the goal of their social media is to drive people to their website. They have spent some of the funds acquiring photo and video assets to be used in future social media posts.

**B. Discussion and consideration of proposed FY24 State ATAX budget for the expenditure of 65% of State Accommodations tax revenue**

Treasurer Suggs explained how the budget is developed and then presented the proposed FY24 State ATAX budget to the Committee.

**MOTION: Mr. Burns made a motion to approve the FY24 State ATAX budget as presented, and Ms. Bergwerf seconded the motion. The motion passed unanimously.**

**5. New Business**

**A. Consideration of application from Media Services, Inc. for State Accommodations grant funding for the *Isle of Palms* magazine in the amount of \$50,000 in FY24**

Mr. Bill Macchio of Media Services, Inc. made a presentation to the Committee of the work he does with *Isle of Palms* magazine and the reach it has in bringing visitors to the island. After some discussion, it was determined that Mr. Macchio request does not meet State ATAX guidelines since he is not yet a 501(c)(3). Administrator Fragoso suggested that he make his request after his company receives its 501(c)(3) status.

**B. Discussion and consideration of proposed FY24 budget from Explore Charleston for the expenditure of the 30% of State Accommodations Tax revenue**

Ms. Catherine Dority and Ms. Laurie Smith of the Charleston Visitor's Bureau presented the proposed FY24 budget from Explore Charleston for the use of the 30% funds from Isle of Palms' State ATAX revenues. Ms. Dority said she will prepare a full report on FY23 after the close of the fiscal year.

The FY24 budget pulls back on print media and places more emphasis on digital media that is easily tracked. They shared a high-level breakdown of the budget as requested by TERC and reviewed the planned expenditures in FY24. An overarching goal is a focus on booking room nights across the island. There will be an increased reach on streaming services.

Ms. Dority reported that the VRBO campaign has resulted in over \$3.1 million in gross revenues to short-term rentals on the Isle of Palms to date with an average daily rate of \$5,000.

Administrator Fragoso explained the purpose of the planned Tourism Management Plan: “This came as a result of some meetings with the Mayor and Ms. Hill and myself, and certainly Council as a whole, is how do we leverage the resources from the CVB in developing a comprehensive tourism management plan. We know we are a tourist destination. We are also a community for full-time residents, and when you see a lot of the major issues that we are dealing with, it’s always how to balance that essentially dual role of our community. The idea was recommended by folks that have gone through this process. The City of Charleston is currently going through a review. I can send you all their documents so you can see how comprehensive it is. It really gets people thinking into a solution-oriented perspective to try to identify the issues that we are grappling with.” She said the ATAX Committee will be involved in the development of the plan and its timeline. She encouraged Committee members to review the City of Charleston’s Tourism Management Plan. She also shared that the walkability study will identify needed infrastructure to connect the islands bikers and pedestrians.

Ms. Smith spoke about the media efforts and visitor services included in the FY24 budget.

When asked about off-season marketing, Ms. Dority said the VRBO campaign is focused on bringing people to the island September through May. There is also an increased focus on SEO in off-season digital marketing.

Mr. Burns questioned why the City and the CVB use different numbers when budgeting the total amount of monies to be received by CVB from the City’s ATAX revenues. Ms. Smith and Treasurer Suggs stated that the numbers are essentially the same and a product of different methods of budgeting.

Mr. Akers asked for the cost per impression for driving traffic.

**MOTION: Ms. Bergwerf made a motion to approve the FY24 CVB budget for the expenditure of the 30% of State Accommodations Tax revenue. Ms. Lorenz seconded the motion. The motion passed unanimously.**

Mr. Burns said he believes the CVB’s budget numbers should tie directly to the City’s budget numbers.

**C. Approval of over budget expenditures**

**MOTION: Ms. Clark made a motion to approve the budget overages of \$1,286 for body armor, \$338 for the portable radar sign, and \$4,166 for a patrol vehicle. Ms. Bergwerf seconded the motion. The motion passed unanimously.**

**6. Miscellaneous Business**

The next meeting of the ATAX Committee will be determined at a later date but at a time when the CVB is prepared to present the FY23 expenditure report.

**7. Adjournment**

Mr. Burns made a motion to adjourn, and Ms. Bergwerf seconded the motion. The meeting was adjourned at 1:06pm.

Respectfully submitted,

Nicole DeNeane  
City Clerk

**City of Isle of Palms**  
**State Accommodations Tax**  
**Balance Sheet \*\*PRELIMINARY AND UNAUDITED\*\***  
**as of June 30, 2023**

	6/30/2022	6/30/2023
CASH @ TRUIST	\$ 32,533	\$ 15,554
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	2,020,813	3,611,716
ACCOUNTS RECEIVABLE	1,295,293	1,343,741
AMOUNTS DUE FROM OTHER FUNDS	<u>-</u>	<u>-</u>
TOTAL ASSETS	<u>3,348,639</u>	<u>4,971,010</u>
ACCOUNTS PAYABLE	435,483	448,680
AMOUNTS DUE TO OTHER FUNDS	<u>-</u>	<u>368,271</u>
TOTAL LIABILITIES	<u>435,483</u>	<u>816,951</u>
FUND BALANCE Beginning	1,798,371	2,913,157
Excess Revenues Over/(Under) Expenditures	1,114,786	1,240,903
FUND BALANCE	<u>2,913,157</u>	<u>4,154,059</u>
TOTAL LIABILITIES & FUND BALANCE	<u>\$ 3,348,639</u>	<u>\$ 4,971,010</u>

**City of Isle of Palms**  
**State Accommodations Tax**  
**Revenue Statement for the 12 Months Ending June 30, 2023**  
Fiscal Year Ending June 30, 2023 **\*\*PRELIMINARY AND UNAUDITED\*\***

Date	Description	Total
------	-------------	-------

**Revenues**

September Quarterly Payment from State	1,391,774
December Quarterly Payment from State	526,855
March Quarterly Payment from State	265,943
June Quarterly Payment from State	1,343,741

YTD Interest Income	130,902
---------------------	---------

<b>Grand Total</b>	<b>3,659,215</b>
--------------------	------------------

**State Accommodations Tax**  
**Detailed Expense Statement for the 12 Months Ending June 30, 2023**  
Fiscal Year Ending June 30, 2023 **\*\*PRELIMINARY AND UNAUDITED\*\***

		<i>A</i>	<i>B</i>	<i>C</i>	<i>B+C-A</i>
Vendor	Description	Actual Expenditure	FY2023 Budget	Committee Approved	(Over)/ Under
<b>Public Restroom Operations</b>					
Dominion	YTD electricity for restrooms	747	700		
IOP WSC	YTD water & irrigation	12,009	12,000		
Blitch, etc	YTD maintenance	21,013	45,080		
Port City Paper	YTD paper & cleaning supplies	8,909	10,000		
SCMIRF/Wright Flood	YTD property & flood insurance	8,921	8,100		
Quality Touch Cleaning	YTD cleaning	24,733	40,000		
IOP Payroll	YTD attendant	21,121	24,164		
		97,453	140,044		42,591
<b>Beach Barrel &amp; Front Beach Business District Trash Pickup</b>					
JLG Enterprise LLC	YTD trash pickup per contract	83,855			
		83,855	85,000		1,145
<b>Irrigation at Breach Inlet Sign</b>					
IOP WSC	YTD irrigation	938	600		(338)
<b>Beach Trash Barrels</b>					
			7,500		7,500
<b>Repair 4500 linear feet of sidewalk in Front Beach Area</b>					
Truluck Construction	1008 Ocean Blvd curb replacement	25,108			
		25,108	70,000	-	44,892
<b>IOP website T-shirt Promo</b>					
	sold tshirts	(20)			
		(20)	15,000	-	15,020



**State Accommodations Tax**  
**Detailed Expense Statement for the 12 Months Ending June 30, 2023**  
Fiscal Year Ending June 30, 2023 **\*\*PRELIMINARY AND UNAUDITED\*\***

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
<b>Charleston CVB - 30% Tourism Promotion Funds (less cost-share of City's Public Relations/Media Coordinator)</b>					
Charleston Area CVB	30% distribution for Sept Qtr	439,505			
Charleston Area CVB	30% distribution for Dec Qtr	166,375			
Charleston Area CVB	30% distribution for Mar Qtr	83,982			
Charleston Area CVB	30% distribution for Jun Qtr	415,472			
		1,105,334	826,528	-	(278,806)
<b>Transfer to General Fund for CVB Cost-Share of Public Relations/Media Coordinator</b>					
		8,867			
		8,867	-	-	-
<b>Transfer to IOP Marina for 75% of Bond Debt Service</b>					
Isle of Palms Marina Enterprise Fund		250,419	250,419	-	-
<b>4th of July Fireworks - Year 2023</b>					
Costco	water, gatorade, snacks for staff	921			
Munnerlyn Pyrotechnics	July 4th Display Deposit	17,575			
		18,496	35,000	-	16,504
<b>4th of July Fireworks - Year 2022</b>					
	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			
	Additional amount approved by Atax Committee			2,009	
		18,711	-	18,874	163
<b>Recreation Dept Replace or Add Playground Equipment as Needed</b>					
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
<b>Sponsor Isle of Palms Beach Run (annually in July)</b>					
		3,000	3,000	-	-
<b>Sponsor IOP Connector Run and Walk for the Child (annually in October)</b>					
			7,500	-	7,500

**State Accommodations Tax**  
**Detailed Expense Statement for the 12 Months Ending June 30, 2023**  
Fiscal Year Ending June 30, 2023 **\*\*PRELIMINARY AND UNAUDITED\*\***

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
Music in the Park					
OtherBrother Entertainment	Green Levels band	1,800			
Carroll Brown Music	Carroll Brown	1,500			
		3,300	4,500		1,200
Easter Egg Hunt					
Jump castles, photo booth, face painter, supplies		3,537	4,500		963
Replace Front Beach Christmas Tree					
Display Sales Company	replace 22 ft Holiday Tree	22,812	22,000	812	0
1/3 of Cost to Reconstruct Outdoor Basketball Courts					
Truluck Construction Co		50,000	50,000		-
50% of Cost to Construct 2 Pickleball Courts					
Truluck Construction Co		25,000	25,000		-
Fund Salary & Fringes for Police and all Beach Service Officers					
		198,152	205,730	-	7,578
Police Dept Body Armor					
Premier Body Armor	8 vests including sales tax	8,599			
SCMIT rebate		(213)			
		8,386	7,100	1,286	(0)
Police Portable Radar Sign					
RadarSign portable radar sign		4,169	3,500	669	(0)

**State Accommodations Tax**  
**Detailed Expense Statement for the 12 Months Ending June 30, 2023**  
Fiscal Year Ending June 30, 2023 **\*\*PRELIMINARY AND UNAUDITED\*\***

		A	B	C	B+C-A
Vendor	Description	Actual Expenditure	FY2023 Budget	Committee Approved	(Over)/ Under
Replace 1 Police Patrol SUV					
East Coast Upfitters		10,694			
Performance Ford	2022 Ford Explorer	37,803			
Various	equip and striping for vehicle	669			
		49,166	45,000	4,166	0
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	(0)
Fire Dept Debt Service on 75' Ladder Truck					
3/24/23	Truist Govt Finance	91,915			
		91,915	91,915		0
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
Fire Dept Replacement ATV					
		-	22,000		22,000
Fire Department - 25% of Cost for 2nd Set of Bunker Gear for all Personnel					
Safe Industries	30 Flash hoods	3,280			
Safe Industries	34 Sets of bunker gear (25%)	25,293			
		28,573	34,000	-	5,427

**State Accommodations Tax**  
**Detailed Expense Statement for the 12 Months Ending June 30, 2023**  
Fiscal Year Ending June 30, 2023 **\*\*PRELIMINARY AND UNAUDITED\*\***

Vendor	Description	A Actual Expenditure	B FY2023 Budget	C Committee Approved	B+C-A (Over)/ Under
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	40,439			
		40,439	37,000		(3,439)
Unexpended Projects/Miscellaneous					
	Sponsor IOP Chamber of Commerce	10,000			
	Sponsor Carolina Coast Surf Club	1,000			
	VFW Post 3137 contribution toward building renovation	30,000			
	IOP Exchange Club contribution toward seawall and bulkhead	30,000			
	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	26	1,000		
		71,026	359,000	-	287,974
Grand Total		2,418,312	2,716,088	25,843	332,486

**City of Isle of Palms**  
**State Accommodations Tax**  
**Balance Sheet**  
**as of August 31, 2023**

	8/31/2022	8/31/2023
CASH @ TRUIST	\$ 266,386	\$ 815,122
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	2,527,977	4,145,884
ACCOUNTS RECEIVABLE	-	-
AMOUNTS DUE FROM OTHER FUNDS	-	-
	<hr/>	<hr/>
TOTAL ASSETS	2,794,363	4,961,006
	<hr/>	<hr/>
ACCOUNTS PAYABLE	13,491	458,084
AMOUNTS DUE TO OTHER FUNDS	-	359,404
	<hr/>	<hr/>
TOTAL LIABILITIES	13,491	817,488
	<hr/>	<hr/>
FUND BALANCE Beginning	2,913,157	4,154,059
Excess Revenues Over/(Under) Expenditures	(132,282)	(10,541)
FUND BALANCE	2,780,875	4,143,518
	<hr/>	<hr/>
TOTAL LIABILITIES & FUND BALANCE	\$ 2,794,366	\$ 4,961,006
	<hr/>	<hr/>

**State Accommodations Tax**  
**Detailed Expense Statement for the 2 Months Ending August 31, 2023**  
Fiscal Year Ending June 30, 2024

		<i>A</i>	<i>B</i>	<i>C</i>	<i>B+C-A</i>
Vendor	Description	Actual Expenditure	FY2024 Budget	Committee Approved	(Over)/ Under
<b>Public Restroom Operations</b>					
Dominion	YTD electricity for restrooms	83	700		
IOP WSC	YTD water & irrigation	3,147	12,000		
Blitch, etc	YTD maintenance	-	45,080		
Port City Paper	YTD paper & cleaning supplies	2,190	11,000		
SCMIRF/Wright Flood	YTD property & flood insurance	3,447	10,000		
Quality Touch Cleaning	YTD cleaning	4,111	40,000		
IOP Payroll	YTD attendant	3,914	26,528		
		16,892	145,308		128,416
<b>Beach Barrel &amp; Front Beach Business District Trash Pickup</b>					
JLG Enterprise LLC	YTD trash pickup per contract	27,050			
		27,050	85,000		57,950
<b>Irrigation at Breach Inlet Sign</b>					
IOP WSC	YTD irrigation	69	1,000		931
<b>Non- Capital</b>					
Maintain Benches at Parks		-	1,000		
Markers at Parks			2,000		
Beach Wheelchairs and Maintenance			5,000		
		-	8,000		8,000
<b>Beach Trash Barrels</b>					
Beach Trash Cans			7,500		
		-	7,500		7,500

**State Accommodations Tax**  
**Detailed Expense Statement for the 2 Months Ending August 31, 2023**  
Fiscal Year Ending June 30, 2024

		<i>A</i>	<i>B</i>	<i>C</i>	<i>B+C-A</i>
Vendor	Description	Actual Expenditure	FY2024 Budget	Committee Approved	(Over)/ Under

**IOP Promotions & Events**

Connector Run			7,500		
Easter Egg Hunt			4,500		
Music Events			4,500		
		-	16,500		16,500

**Programs& Sponsorship**

Provisional Events Approved By Committee			50,000		
July 4th Fireworks		699	45,000		
		699	95,000		94,301

**Charleston CVB - 30% Tourism Promotion Funds**

Charleston Area CVB	30% distribution for Sept Qtr				
Charleston Area CVB	30% distribution for Dec Qtr				
Charleston Area CVB	30% distribution for Mar Qtr				
Charleston Area CVB	30% distribution for Jun Qtr				
State Mandated 30% Transfer			976,800		
		-	976,800		976,800

**Transfer to IOP Marina for 75% of Bond Debt Service**

Isle of Palms Marina Enterprise Fund			250,070	-	250,070
--------------------------------------	--	--	---------	---	---------

**State Accommodations Tax**  
**Detailed Expense Statement for the 2 Months Ending August 31, 2023**  
Fiscal Year Ending June 30, 2024

		<i>A</i>	<i>B</i>	<i>C</i>	<i>B+C-A</i>
Vendor	Description	Actual Expenditure	FY2024 Budget	Committee Approved	(Over)/ Under
Police					
	Body Armor		7,500		
	2nd Portable Radar Sign for Traffice		3,500		
		-	11,000		11,000
<b>Capital Outlay</b>					
<b>Police</b>					
	Truck for Code Enforcement Office		46,000		
	Radio for Code Enforcement Office		7,600		
		-	53,600		53,600
<b>Fire</b>					
	Mobile Radios for New Trucks (If needed)		20,000		20,000
<b>Public Works</b>					
	Caterpillar Trash Loader		200,000		
	Waterway Blvd Multi-Use Path		415,000		
		-	615,000		615,000
<b>Recreation</b>					
	Playground Equipment & Scoreboard		20,000		
	Dog Park Fence		60,000		
	Outdoor Fitness Court		55,000		
		-	135,000		135,000
<b>Front Beach &amp; Restrooms</b>					
	To Repair 4500 Linear Ft of Sidewalk		70,000		70,000



**State Accommodations Tax**  
**Detailed Expense Statement for the 2 Months Ending August 31, 2023**  
Fiscal Year Ending June 30, 2024

		<i>A</i>	<i>B</i>	<i>C</i>	<i>B+C-A</i>
Vendor	Description	Actual Expenditure	FY2024 Budget	Committee Approved	(Over)/ Under
<b>Fire Dept Debt Service on 75' Ladder Truck</b>					
Truist Govt Finance	75' Ladder Truck - Principal		82,439		
	75' Ladder Truck - Interest		9,476		
		-	91,915		91,915
<b>Unexpended Projects/Miscellaneous</b>					
	GF-Public Relations & Tourism Coordinator		21,000		
	GF-Firefighters (2)		157,738		
	GF-Paramedics (3)		206,408		
	GF-Police Officer (1)		85,163		
	GF-ALL Beach Service Officers & Marina Parking Attendant		138,636		
	GF-Police Overtime		20,000		
	MF-Marina Maintenance		50,000		
	MF-Beach Run Sponsorship		3,000		
	MF-T Dock		100,000		
	MF- Marina Green Space		50,000		
	MF-Public Dock		250,000		
			1,000		
			1,082,945		1,082,945
<b>Grand Total</b>		44,710	3,664,638	-	3,619,929

**City of Isle of Palms**  
**State Accommodations Tax**  
**Revenue Statement for the 2 Months Ending August 31, 2023**  
**Fiscal Year Ending June 30, 2024**

Date	Description	Total
------	-------------	-------

**Revenues**

September Quarterly Payment from State	-
December Quarterly Payment from State	-
March Quarterly Payment from State	-
June Quarterly Payment from State	-

YTD Interest Income	34,168
---------------------	--------

**Grand Total**

34,168
--------

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 Accommodations Tax Advisory Committee:	
Date _____ Approved _____ Denied _____ Amended _____ Other _____	

---

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

A. Project Name: Light up Front Beach

B. Applicant Organization: Isle of Palms Chamber of Commerce

1. Mailing Address: P.O. Box 625, Isle of Palms, SC 29451

Telephone: 843-224-0667 Email: hello@iopchamber.com

2. Project Director: Ryan Buckhannon

Telephone: 843-224-0667 Email ryan@ryanbuckhannon.com

3. Description of Organization, Its Goals and Objectives:

Please see attachment.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

C. Description and Location of Project:

Please see attachment.

☒ Single Event?

☐ Ongoing Event/Annual Need?

1. Date(s) of project/ event or start date: September 1, 2023 Completion date:
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 ( 75 %) compared to Isle of Palms residents ( 5 %) vs. visitors from within 50 miles such as “day trippers” ( 20 %)

\_\_\_\_\_  
\*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? no  
\*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.  
no
6. Set forth fully the successes and failures you have experienced for your proposed project for which you seek City of Isle of Palms ATAX funding for each of the past three years. Set forth the metrics by which you have

measured success for the past three years, as well as the metrics by which you will measure success for the current year's project/event on the City of Isle of Palms. \_\_\_\_\_

7. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding. \_\_\_\_\_ see attached
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? yes  
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.

\_\_\_\_\_ please see attached  
\_\_\_\_\_  
\_\_\_\_\_

2. Provide all additional economic and other relevant information justifying the grant of ATAX funding by City of Isle of Palms for your project/event, as well as your means of calculation. \_\_\_\_\_ please see attached
3. Set forth the number of tourists attending your project/event on the Isle of Palms for each of the past three years. Include where applicable all relevant documentation along with the methodology by which you have done your calculations.  
\_\_\_\_\_ please see attached
4. Set forth the number of attendees projected for this year's project/event, and well as the means of calculation. \_\_\_\_\_ please see attached

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? yes
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.

please see attached

#### **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.

please see attached

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

1. Sponsorships or Fundraising: Amount \$                      From                     

2. Entry Fees : Amount \$                      From                     

3. Donations: Amount \$ 13,528 From Isle of Palms Chamber of Commerce

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

Date(s) Required:                      Lump Sum                      Installments                     

5. Other:

6. Total Funding:                      Total Budget: 23,528

#### **G. Financial Analysis**

Please Provide a Line Item Budget for your project/event

please see attached

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

Revised February 8, 2021

(1) Lump Sum(s): \$ \_\_\_\_\_ on \_\_\_\_\_ (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 \_\_\_\_\_
  - Marketing Marketing front beach area \_\_\_\_\_
  - Other (Please Explain): \_\_\_\_\_
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 \_\_\_\_\_
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.  
n/a \_\_\_\_\_
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 \_\_\_\_\_
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 indemnify 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.  
\_\_\_\_\_



### B. 3. Description of Organization, Its Goals and Objectives:

Officially chartered in 2022, the Isle of Palms Chamber of Commerce is an organization whose primary purpose is to connect community and support the business community on the Isle of Palms. However, the Chamber goes beyond simply being a platform for professional partnerships. It aims to create a sense of camaraderie and friendship among its members, viewing them as champions and allies.

The Chamber's overarching vision for the Isle of Palms is "Connecting Community" and creating an environment where all local entities can flourish. This community includes business owners, residents, and visitors to the island. The Chamber recognizes that the entire community's well-being is essential for sustained growth and success.

The Isle of Palms Chamber of Commerce is committed to providing various support and assistance to achieve its goals, including working with the city government and organizing networking events, educational workshops, and seminars to help the community thrive. The Chamber also acts as a resource hub, offering guidance and information on business development, marketing strategies, and community engagement.

Furthermore, the Chamber sees its role as advocating for its members and the community. It promotes local businesses' interests and needs, ensuring their voices are heard and represented in matters affecting the Isle of Palms. By advocating for favorable business conditions and collaborating with local authorities, the Chamber aims to create a positive economic environment.

Ultimately, the Isle of Palms Chamber of Commerce dedicates itself to supporting and uplifting its residential neighbors, recognizing them as the true heart and soul of the community. By fostering a strong and united business community, the Chamber strives to enhance the quality of life for residents, create memorable experiences for visitors, and contribute to the long-term prosperity of the Isle of Palms.

### C. Description and Location of Project:

The Isle of Palms Chamber of Commerce has undertaken an exciting "Light Up the Front Beach" project to enhance the ambiance and appeal of the city's front beach area. The Chamber plans to initiate phase one of the project in collaboration with Carolina Landscape Lighting, a trusted contractor known for their excellent work in Christmas light installations for the city. This phase involves the installation of café-style lights along Ocean Blvd., specifically from JC Long Blvd. to Pavilion Blvd.

By implementing café-style lights on stainless steel aircraft cables in the median from the Windjammer to Pavilion Drive, as well as above the sidewalk from the Windjammer to Pavilion Drive, the Chamber aims to create a visually stunning and inviting atmosphere along the city's front beach area. These lights will be securely fastened to the cables, ensuring their durability and safety.

Installing café-style lights will offer numerous benefits to tourism and safety. Firstly, these lights will significantly enhance the area's aesthetic appeal, providing a warm and inviting ambiance

for both residents and visitors. The light's soft, subtle glow creates a charming and intimate atmosphere, ideal for evening strolls, outdoor dining experiences, and socializing. This improved ambiance can attract more tourists, boosting tourism and encouraging longer stays as visitors enjoy the beautiful surroundings.

Additionally, the café-style lights contribute to enhanced safety along the promenade. The increased illumination provided by these lights ensures better visibility during nighttime hours, making it easier for pedestrians and drivers to navigate the area safely. The well-lit environment helps reduce the risks of accidents, enhancing overall public safety.

Before commencing the project, the Chamber took proactive steps to ensure the feasibility and approval of their plans. They held meetings with key stakeholders such as Fire Chief Oliverius, Police Chief Cornett, and Public Works Assistant Director Asero, who all reviewed and endorsed the project's concept, design, and installation. This collaboration with relevant authorities ensures that safety measures and regulations are followed.

The Chamber has committed to covering the lighting maintenance to maintain the lights' functionality and appearance. Regular quarterly inspections will be conducted to ensure the lights are in proper working condition and securely fastened. This proactive maintenance approach ensures that the lights remain attractive along the promenade, consistently contributing to the area's appeal and safety.

Overall, the installation of café-style lights along Ocean Blvd. in Isle of Palms' phase one of the "Light Up the Front Beach" project promises to be a transformative initiative. By creating an enchanting atmosphere, attracting more tourists, and improving safety conditions, the Chamber of Commerce aims to enhance the overall experience of residents and visitors alike.

**Objective:** The primary objectives of the project are as follows:

1. **Enhance Tourism Appeal:** The "Light up Front Beach" project aims to attract more tourists to the City of Isle of Palms by creating an enchanting and memorable ambiance along the Front Beach area. The visually appealing lighting will contribute to a positive and unique visitor experience, encouraging longer stays and repeat visits.
2. **Boost Economic Vitality:** The project intends to stimulate economic growth and support local businesses by increasing tourism. The enhanced aesthetics and inviting atmosphere will likely draw more visitors to the Front Beach area, leading to increased foot traffic and patronage for restaurants, shops, and other establishments. This, in turn, will generate additional revenue and job opportunities for the local community.
3. **Community Engagement:** The project aims to foster a sense of community pride and engagement by transforming the Front Beach area into a vibrant and inviting public space. Residents will benefit from the improved aesthetics, which can positively impact their quality of life. The project will also provide local businesses, residents, and community organizations opportunities to collaborate and participate in the event planning and implementation processes.

Funding Request: The Isle of Palms Chamber of Commerce is seeking funding from the City of Isle of Palms Accommodations Tax to support the "Light up Front Beach" project. The requested funds will be utilized to purchase and install the decorative lighting fixtures.

Qualification for Accommodations Tax Funding:

1. Tourism Promotion: The "Light up Front Beach" project directly aligns with the purpose of the City of Isle of Palms Accommodations Tax, which is to promote tourism and attract visitors to the area. The enhanced aesthetics and visually appealing lighting will create a unique and memorable experience for tourists, encouraging them to choose the Isle of Palms as a destination.
2. Economic Impact: By increasing tourism and foot traffic, the project will directly impact the local economy. The enhanced Front Beach area will attract more visitors, who will likely spend money on accommodations, dining, shopping, and other activities. This increased economic activity will generate additional revenue, create employment opportunities, and support local businesses.
3. Community Benefit: The "Light up Front Beach" project is not solely focused on tourism but also aims to benefit the local community. The improved aesthetics will enhance the quality of life for residents, providing them with an inviting public space to enjoy. Additionally, the project will foster community engagement and collaboration by involving local businesses, residents, and community organizations in the event planning and implementation processes.

In conclusion, the "Light up Front Beach" project proposed by the Isle of Palms Chamber of Commerce qualifies for funding from the City of Isle of Palms Accommodations Tax. The project aligns with the tax's objectives of promoting tourism, boosting economic vitality, and benefiting the local community. The requested funds will be used to purchase and install decorative lighting fixtures and support event planning and promotion efforts, all of which enhance the visitor experience and attract more tourists to the Isle of Palms.

**Project:**  
**Isle of Palms – Chamber of Commerce**  
**Front Beach Bistro Lighting**  
**Prepared by:**  
**CAROLINA LANDSCAPE LIGHTING**

**Prepared Exclusively for:**

**Isle of Palms Chamber of Commerce**  
**CAROLINA LANDSCAPE LIGHTING**  
[www.carolina-light.com](http://www.carolina-light.com)  
**Owner: Scott Edge**  
**Direct Line: 843.817.9797**  
[scott@Carolina-Light.com](mailto:scott@Carolina-Light.com)

July 24, 2023

## **Scope:**

Scope of project is to install Bistro Lighting along the front beach parking areas of Isle of Palms, SC.

Listing of light locations and approximate quantities are included below.

## **Summary:**

Plan and install Bistro Lighting as described in the Proposal. Option for maintenance is included in the Proposal. All lighting is LED.

## **Timing:**

The project will be completed by August 18, 2023. By signing below representative of each party agrees to the terms of the contract.

## **Payment:**

Project deposit of 25% is due by August 1, 2023.

Balance of project payment total price is due within 7 days of project completion.

By signing below representative of each party agrees to the terms of the contract.

---

Isle of Palms – Chamber of Commerce -Representative

---

Scott Edge  
Carolina Landscape Lighting  
Owner

## Carolina Landscape Lighting

843.817.9797

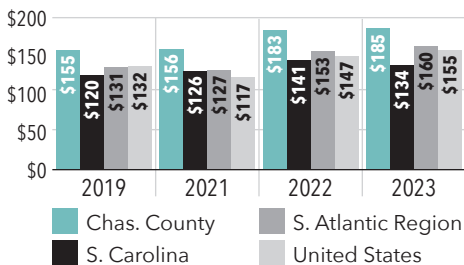
scott@carolina-light.com

www.carolina-light.com

**Client:** Isle of Palms - Chamber of Commerce  
**Contact:** Marty Christensen  
**Address:** Ocean Blvd.  
Isle of Palms, SC 29451  
**cell:** 402.660.2929  
**Email:** [admin@iopchamber.com](mailto:admin@iopchamber.com)

	Description	Quantity	Item	Price Per Unit	Total
<b>Section 1</b> <b>Median</b> <b>Windjammer to Pavilion</b>	Front of Windjammer	106	LED - Bistro Lights		
	Windjammer to benches	507	LED - Bistro Lights		
	Square with benches	99	LED - Bistro Lights		
	Benches to Pavilion Dr.	253	LED - Bistro Lights		
	Total Feet of Lights	965	LED - Bistro Lights	\$2	\$1,930
	Attachments for bistro lights	1	Materials	\$193	\$193
	1/8" aircraft cable for support	1061	Galvanized Cable	\$0.50	\$531
	Equipment to attach aircraft cable	1	Clasps, Carabiners	\$265	\$265
	Power from tree up to lights	6	Extension Cord	\$45	\$270
	Labor to install cable and install lights	64	Labor	\$85	\$5,468
	<b>Total</b>				<b>\$8,657</b>
	Description	Quantity	Item	Price Per Unit	Total
<b>Section 2</b> <b>Median</b> <b>Pavilion to 14th St.</b>	Pavilion to 14th St.	578	LED - Bistro Lights		
	Total Feet of Lights	578	LED - Bistro Lights	\$2	\$1,155
	Attachments for bistro lights	1	Materials	\$116	\$116
	1/8" aircraft cable for support	635	Galvanized Cable	\$0.50	\$318
	Equipment to attach aircraft cable	1	Clasps, Carabiners	\$159	\$159
	Power from tree up to lights	2	Extension Cord	\$45	\$90
	Labor to install cable and install lights	39	Labor	\$85	\$3,273
	<b>Total</b>				<b>\$5,109</b>
	Description	Quantity	Item	Price Per Unit	Total
<b>Section 3</b> <b>Sidewalk</b> <b>Windjammer to Pavilion</b>	Seaside Inn and Windjammer	209	LED - Bistro Lights		
	Papis	61	LED - Bistro Lights		
	Smugglers	66	LED - Bistro Lights		
	Coda del Pesce and Coconut Joes	226	LED - Bistro Lights		
	1140 Ocean Blvd.	121	LED - Bistro Lights		
	Total Feet of Lights	682	LED - Bistro Lights	\$2	\$1,364
	Attachments for bistro lights	1	Materials	\$136	\$136
	1/8" aircraft cable for support	750	Galvanized Cable	\$0.50	\$375
	Equipment to attach aircraft cable	1	Clasps, Carabiners	\$188	\$188
	Power from tree up to lights	6	Extension Cord	\$45	\$270
	Labor to install cable and install lights	45	Labor	\$85	\$3,865
	<b>Total</b>				<b>\$6,198</b>
	Description	Quantity	Item	Price Per Unit	Total
<b>Section 4</b> <b>Sidewalk</b> <b>Pavilion to 14th St.</b>	Sea Cabins	178	LED - Bistro Lights		
	Sea Cabins - 2nd section	211	LED - Bistro Lights		
	Total Feet of Lights	389	LED - Bistro Lights	\$2	\$779
	Attachments for bistro lights	1	Materials	\$78	\$78
	1/8" aircraft cable for support	428	Galvanized Cable	\$0.50	\$214
	Equipment to attach aircraft cable	1	Clasps, Carabiners	\$107	\$107
	Power from tree up to lights	4	Extension Cord	\$45	\$180
	Labor to install cable and install lights	26	Labor	\$85	\$2,207
	<b>Total</b>				<b>\$3,565</b>
<b>Total for all sections</b>					<b>\$23,528</b>
<b>Quarterly Maintenance</b>					<b>\$300</b>

## CITY OF ISLE OF PALMS • SUMMER 2023

HOTEL AVERAGE DAILY RATE  
JAN - AUG MEAN COMPARISON

*The Charleston area has consistently outpaced state, regional and national performance in hotel ADR and demand, and that trend is expected to continue.*

## Demand Continues to Normalize

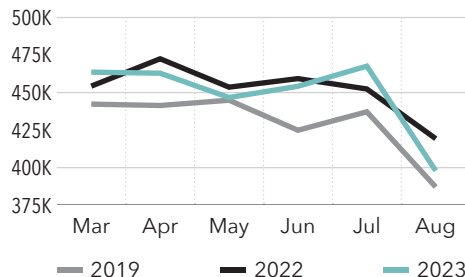
## HOTELS

Consistent with patterns noted in the spring, **lodging demand continued to normalize from the strong '22 results.** Performance varied by month and by submarket throughout the summer. June was a weaker month compared to last year, but the Charleston area enjoyed a modest rebound in July. The threat of Hurricane Idalia ahead of Labor Day weekend contributed to softer demand countywide in August. As anticipated, **average daily rate (ADR) continued to moderate from last year's record-setting levels.**

Context is important. Occupancy remained on par with pre-pandemic performance, even with increased room inventory. **Room nights sold, the best apples-to-apples comparison, were down this summer compared to the remarkable pace of the last two years but exceeded June - August '19 by over 50,000 room nights.**

## BEACH VACATION RENTALS

A summary comment in a recent KeyData report referencing national trends is equally applicable to the region's vacation rental performance. "A falling back to Earth after the (vacation) rental boom makes the year-over-year figures for the U.S. appear worse than they are." **Occupancy was behind prior year by several percentage points this summer but remained well ahead of pre-pandemic levels**

CHARLESTON COUNTY HOTEL  
ROOM NIGHTS SOLD

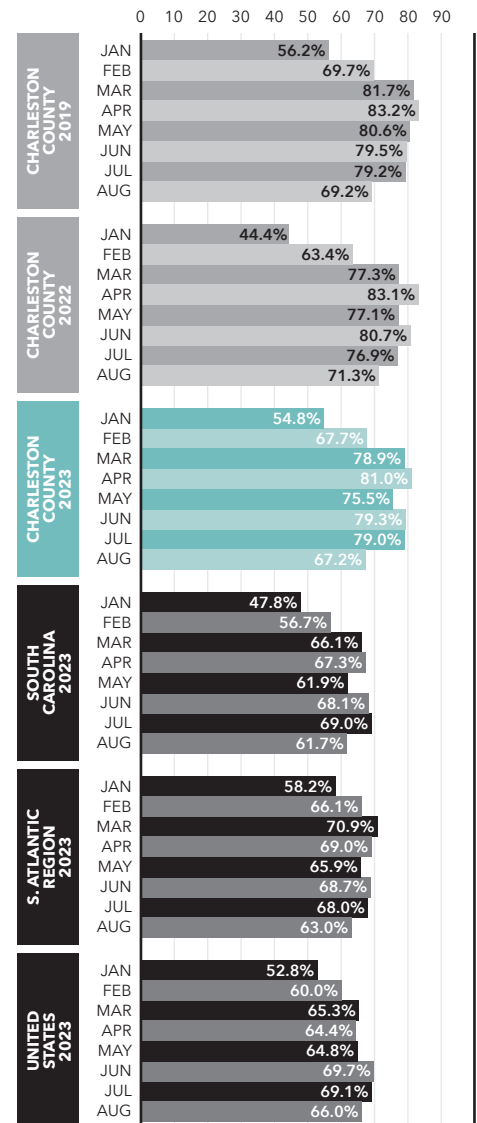
across all Charleston area island communities. **ADR continued to moderate but approximated, and in some cases exceeded, prior year.** Persistently shorter booking windows make forward-looking (pacing) reports harder to assess. Sometimes travelers delay booking because they anticipate plenty of options and lower rates, other times it signals weakening consumer sentiment and pressures on discretionary spending.

## Looking Ahead

No single factor stands out as the driver of the pullback in lodging demand. **Tourism Economics and STR acknowledged in an August report the conflicting signs related to a U.S. economic slowdown and its potential impact on traveler sentiment.** For example, research indicates the luxury segment nationally has been impacted by some travelers reducing leisure spending and others opting for overseas trips. (The number of Americans traveling abroad in June was 20% higher than June '22). Americans' savings continue to erode as well, which often signals cutbacks in spending.

Still, as noted in a recent US Travel Association analysis, **overall travel-related spending has remained largely resilient compared to earlier predictions and despite inflation for services.** Nationally, travel companies and hoteliers are optimistic for growth in the middle-to-higher end of the market. Expedia reported in its Fall Travel Forecast that the upward trend in travel interest observed this summer is carrying into the autumn season. It also indicated a 15 percent increase in flight searches for the fall.

HOTEL AVERAGE OCCUPANCY

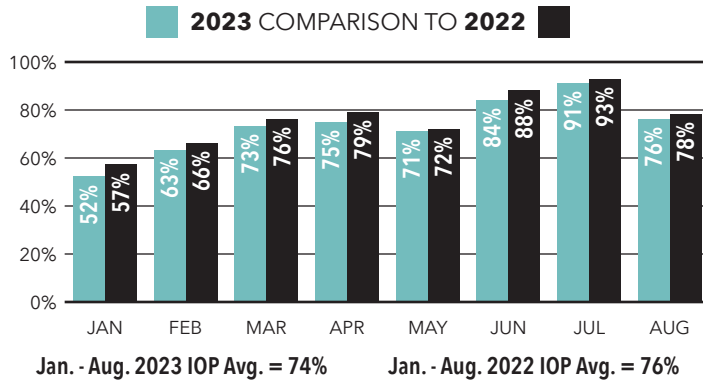


**Moderating ADR and a return to more traditional seasonality in demand are anticipated locally.** The Charleston region remains **well positioned to realize overall demand growth compared to pre-pandemic performance** thanks to factors such as consumers' emphasis on experiential travel, growth in group business, new attractions and events, and expanded air service.

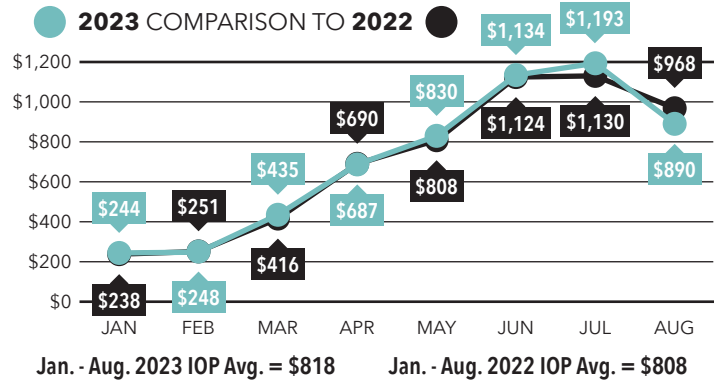
## Isle of Palms Vacation Rental Occupancy and Average Daily Rate

Copyright Key Data, LLC 2023

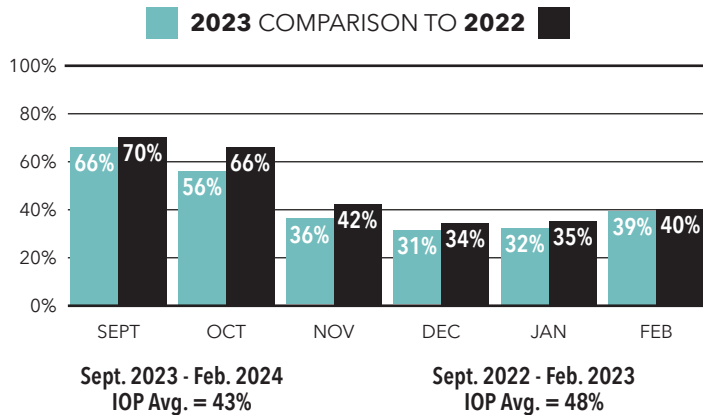
## PAID AND OWNER OCCUPANCY



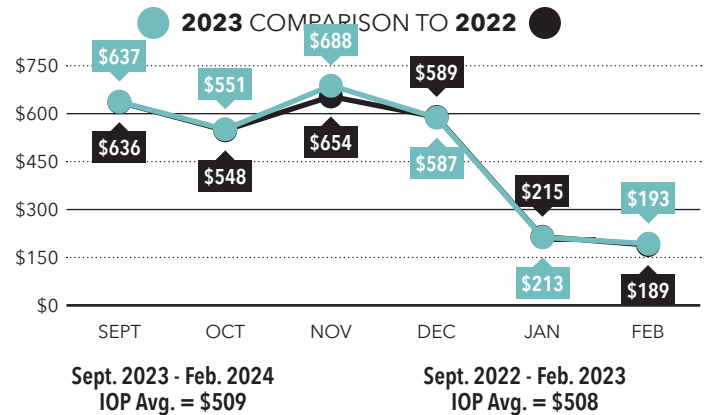
## AVERAGE DAILY RATE



## BOOKING PACE



## BOOKED AVERAGE DAILY RATE



NOTE: Booking Pace and Booked Rate data reflect only confirmed business as of mid-Sept. 2023, compared to confirmed business at the same point in time in 2022.

## Group Sales Activity

The end of the summer vacation season traditionally signals a shift for companies to increase corporate business travel. **National data indicate group hotel bookings continue to improve, which helps midweek offseason demand.** Additionally, despite a possible economic slowdown, travel advisors remain optimistic for future growth.

Similarly, **the outlook for group sales in Charleston County remains positive.** The volume of leads serviced by Explore Charleston's sales team was down slightly in the second quarter of '23. However, **in a change from recent post-pandemic trends, the average number of room nights and/or attendees per lead sourced is up, indicating a steady return of larger groups.** Current projections of committed group occupancy in the Charleston region for the remainder of '23 and through early '24 are ahead of prior year.

Consistent with the spring analysis, potential headwinds include inflation-impacted company budgets, travel hassles and increased costs.

ISLE OF PALMS  
Q2 COMPARISON: 2019-2023

APR-JUN '23

130

GROUP SALES  
LEADS GENERATED  
REPRESENTING

51,566

POTENTIAL ROOM  
NIGHTS AND

22,958

POTENTIAL  
ATTENDEES

APR-JUN '22

119

GROUP SALES  
LEADS GENERATED  
REPRESENTING

44,210

POTENTIAL ROOM  
NIGHTS AND

19,803

POTENTIAL  
ATTENDEES

APR-JUN '21

79

GROUP SALES  
LEADS GENERATED  
REPRESENTING

25,595

POTENTIAL ROOM  
NIGHTS AND

10,948

POTENTIAL  
ATTENDEES

APR-JUN '19

98

GROUP SALES  
LEADS GENERATED  
REPRESENTING

42,226

POTENTIAL ROOM  
NIGHTS AND

16,802

POTENTIAL  
ATTENDEES

**City of Isle of Palms, South Carolina**  
**Accommodations Tax Advisory Committee**  
**IOP State ATAX Grant Application**  
**FY25 State Accommodations Tax Grant Applications Process:**

**Grant Period: July 1, 2024 – June 30, 2025**

The City of Isle of Palms has an annual process for the submittal and consideration of grant requests for state accommodations tax funds.

**Application Deadline:** The ATAX grant application must be submitted electronically no later than 5:00 p.m., Friday, February 2, 2024.

**Applicant Workshop:** The City will host a workshop on Friday, January 12, 2024, at 10:00 a.m. The purpose of the workshop is to review application guidelines and criteria and assist potential applicants with completing the applications.

**Application Process:** Applications received by the deadline will be reviewed by staff for compliance with the law to determine eligibility. The applicants passing the initial review will be asked to make a presentation to the ATAX Committee. The presentations are scheduled for March 12, 2024.

The ATAX Committee will meet on April 16, 2024, to make grant award recommendations to City Council. The recommendations will be presented to City Council for inclusion in the FY25 Budget.

**Application Timeline:**

<b>Action:</b>	<b>Date:</b>
Advertise Solicitation/Request for Applications	December 1, 2023
ATAX Application Workshop for interested applicants	January 12, 2024
Application Deadline	February 2, 2024
Staff reviews applications for compliance	February 5 – 9, 2023
Applicants notified of presentation to ATAX	February 9, 2024
Applicant interviews/presentations before ATAX Committee	March 12, 2024
ATAX Committee Meeting to Finalize Award Recommendations	April 16, 2024
ATAX Committee recommendations presented to City Council	April 23, 2024
Grant Award notifications	June 1, 2024
Council approved ATAX Applications included in the FY24 Budget	FY24 Budget July 1, 2024 – June 30, 2025
Mid-year reports	January 31, 2025
Final Reports	July 1, 2025