



**Accommodations Tax Advisory  
Committee** 11:00 a.m., Tuesday,  
November 16, 2021  
Council Chambers 1207 Palm Boulevard  
Isle of Palms, South Carolina

**Public Comment:**

Citizens may provide public comment here:  
<https://www.iop.net/public-comment-form>

**Agenda**

1. **Call to Order** and acknowledgment that the press and the public had been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of Previous Meeting's Minutes** - October 27, 2021
3. **Financial Statements** – Debbie Suggs, City Treasurer
4. **Old Business - None**
5. **New Business**
  - a. Discussion of accounting of expenditures from FY21 30% ATAX allocation distributed to the Charleston Visitor's Bureau
  - b. Discussion and consideration of FY22 budget of proposed expenditures by the Charleston Visitor's Bureau
6. **Miscellaneous**

Date of next meeting: 11:00 a.m., December \_\_\_\_, 2021
7. **Adjournment**



## **ACCOMMODATIONS TAX ADVISORY COMMITTEE**

**11:00am, Wednesday, October 27, 2021**

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

**broadcasted live on YouTube: <https://www.youtube.com/user/cityofisleofpalms>**

### **MINUTES**

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

**Present:** David Nelson, Doug Truslow, Ray Burns, Glenda Nemes, Malcolm Burgiss, Sally Muhlig

**Absent:** Rusty Williamson

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

#### **2. Approval of the previous meetings' minutes – September 8, 2021**

**MOTION: Mr. Burgiss made a motion to approve the minutes of the September 8, 2021 meeting. Mr. Williamson seconded the motion. The minutes passed unanimously.**

#### **3. Financial Statements – Treasurer Suggs**

Treasurer Suggs said there is \$1.8M in the ATAX account. There are currently \$30,000 in liabilities due to the General Fund covering the restroom attendant salary. No quarterly payment has been received from the State yet. She reviewed expenditures, which come to \$50,000 year-to-date.

**MOTION: Mr. Burns made a motion to move Item 5A up in the agenda to be discussed before Old Business. Mr. Truslow seconded the motion. The motion passed unanimously.**

#### **4. New Business**

##### **A. Discussion of new reporting requirements by the Tourism Expenditure Review Committee**

Mr. Burns said a new court ruling has given stricter oversight to TERC over ATAX monies. New reporting forms are now available. He said, "The recent court ruling has been interpreted by our legal counsel to mean that the budget of planned expenditures by the 30% nonprofit organization needs to be approved by the local advisory committee before funds are spent, and the accounting of those funds must be presented to TERC. And then secondly, they say however, for this year and going forward, the reporting form will need to include the basic accounting budget of how funds were spent by the designated 30%."

He added, “Based on the directive there, I feel this committee has a responsibility to review and approve the current CVB budget and then review actual expenses at year end, June 30, 2022.”

He referenced several meetings in which the Committee asked the CVB for transparency and accountability. The Committee would like to see what specific CVB initiatives have directly benefitted the Isle of Palms and at what cost. He distributed a fact sheet about the relationship between the Isle of Palms and CVB.

## **5. Old Business**

### **A. Discussion and consideration of alternatives for the allocation of the 30% of the ATAX funds collected that must be used for advertisement and promotion of tourism currently managed by the Charleston Visitors Bureau**

**MOTION:** Mr. Truslow made a motion that the ATAX Committee recommend that City Council evaluate and determine various alternatives to the currently selected marketing organization. Ms. Nemes seconded the motion.

Mr. Truslow said the Committee should encourage City Council move forward with issue very quickly. He believes that due to the stricter reporting requirements, City Council should look at the issue for accountability and transparency reasons. Discussion ensued as to whether or not to vote on the motion prior to the presentations from Helen Hill.

Administrator Fragoso asked for clarification on the motion. Mr. Burns answered, “The motion is we want City Council to consider other options or other alternatives to the current DMO arrangement. We are not recommending that they do anything. We’re just saying we are pretty much putting the ball in their court and saying we have studied it. We feel there is strong reason to consider alternative DMOs, and the motion is intended to tell them that we are recommending they consider alternatives.”

He added, “The alternatives are they do nothing. We stay the course of how we are now, or they execute the activity to create a non-profit.”

### **A vote was taken as follows:**

Ayes: Muhlig, Burns, Truslow, Nemes

Nays: Burgiss, Nelson

**The motion passed 4-2.**

## **6. New Business**

### **B. Presentation of accounting of expenditures from FY21 30% ATAX allocation distributed to the Charleston Visitor’s Bureau – Helen Hill, CEO of the CVB**

Helen Hill said, “Before I begin my presentation, I’d like to say for the record that the comments by Chairman Burns are absolutely not correct. We have provided a full and complete accounting of Accommodations Tax funds from the 30% from the Isle of Palms every year since we have

received this funding. Most recently, our audit has been presented to your team, so his comments are in many ways disingenuous because he has received that information.”

She said that she has met with a member of TERC who said the CVB’s reporting for the 10 municipalities it serves do meet and exceed the current TERC requirements.

She said that while this time during and following COVID has been difficult for tourism, “Specifically on the Isle of Palms, the average daily rate was up 28% over the previous year, our best year to date. And the best part was that the revenue was 40% higher. Meaning you got the higher-yield visitor that we were hopeful to get.”

Chris Simpson of Blue ION reviewed the facets of the proposed standalone website for the Isle of Palms and its businesses, including short-term rentals

Ms. Hill said that in FY22 the CVB will be focused in off-season group sales on the Isle of Palms. She shared a sample advertising schedule and will share advertising data with the ATAX Committee and City Council quarterly. The advertising is meant to help “drive the consumer to make the decision” to stay on the Isle of Palms. She told Committee members that they are welcome to copies of any of their past audits.

Administrator Fragoso reminded the Committee that the 30% must be spent on tourism promotion and there is more flexibility in how the remaining funds are spent within the City.

Mr. Burns said that the email of accounting for FY21 included in the meeting packet is not what he is looking for. “I’m looking for a detailed accounting of expenditures...I am looking for something that I can look at that basically is a profit and loss statement showing revenues, showing costs of goods sold, showing administrative, and getting to a bottom line.”

Ms. Hill said she would be happy to provide the same monthly accounting to the Committee that is provided to the CVB Board.

When asked whether or not the 30% accommodations tax is a procurement issue, Administrator Fragoso responded, “Our attorney has recommended a special meeting with this group to provide advice on that. It has come up before whether or not the City would be required to competitively procure the services that are provided by the CVB.”

**C. Presentation and consideration of FY22 budget of proposed expenditures by the Charleston Visitor’s Bureau – Helen Hill, CEO of the CVB**

Treasurer Suggs said, “What needs to be provided for TERC includes an annual proposed budget for the DMO which needs to be reviewed by the local Accommodations Tax Advisory Committee and approved by the municipal assembly.”

Administrator Fragoso added that the Committee can review it, not take action, but the budget still has to go through Council for them to approve or reject it. However, there is an expectation that the Committee will provide City Council with some direction. It will be necessary to ask TERC for an extension since the approval is due on November 1.

Ms. Nemes would like to see how funds are spent to benefit specifically the Isle of Palms and the ROI on each spend. Mr. Burns stated the budget as presented is too general. He said that Folly Beach pays a lot less to the CVB and receives “equal billing” in advertisements. Ms. Hill said that more time and energy is focused on the Isle of Palms since they have more units than Folly Beach or Sullivan’s Island.

Ms. Nemes said that she does not believe that the huge increase ATAX funds for the Isle of Palms can be attributed completely to the work of the CVB. Mr. Burns said he would like to see “activity-based economy on what specifically you are doing for the Isle of Palms and come up with a way for use to understand.”

Ms. Hill clarified, “So what you are looking for things that are specific to the overall destination sale and things that are specific for the Isle of Palms including all the auxiliary things like staffing.”

**MOTION: Ms. Nemes made a motion to reject the proposed budget for planned expenditures presented by the CVB for FY22. Mr. Burns seconded the motion. The vote was taken as follows:**

Ayes: Burns, Truslow, Nemes

Nays: Burgiss, Muhlig, Nelson

**The motion failed.**

#### **6. Miscellaneous Business**

The next meeting of the ATAX Committee will be Tuesday, November 9, 2021 at 11am.

#### **7. Adjournment**

Mr. Nelson made a motion to adjourn, and Ms. Muhlig seconded the motion. The meeting was adjourned at 12:56pm.

Respectfully submitted,

Nicole DeNeane

City Clerk

## DESTINATION MARKETING

Destination Marketing has one goal: promote the Charleston area as the country's premier overnight destination. In developing and implementing Explore Charleston programs we ask ourselves how will this expenditure generate an overnight visitor. All area tourism economic activity flows from overnight visitation.

\$ 398,627.90

*Our marketing strategy had layered advertising mediums that evolved as we navigated the pandemic and associated recovery. Innovative electronic promotions were integral and print publications remained relevant.*

Depending on the campaign, television and direct mail were also incorporated.

*Titles in our print media plan for FY 20/21 included Travel & Leisure, Departures, Southern Living, Conde' Nast Traveler, Garden & Gun, Food Network, Vogue and various AAA publications. Wedding specific advertising placements included Grace Ormond, The Knot, and Heart of North Carolina.*

*Publications created in-house for promotion as response pieces included: the Charleston Area Visitors Guide, the Charleston Area Destination Planning Guide (group business), and a completely redesigned Charleston Area Wedding Guide.*

Explorecharleston.com remained a cornerstone in Explore Charleston's digital promotional efforts, including as we communicated with visitors about our industry's efforts to safely welcome guests back to the area. We had several websites that corresponded to the printed publications mentioned above, and these sites were routinely updated for content and creative.

*A robust social media presence was critical to support promotional campaigns and reach a diverse audience. Our team created informative, inspiring, customized editorial content for Instagram, Facebook, Twitter, Youtube and Pinterest, as well as our charlestononly.com/blog. Explore Charleston global followership grew by ~60K and exceeded 480K at year end.*

All creative was developed in-house to protect and properly convey the brand of the Charleston area. Ongoing investments were made in photography, videography, and written content.

*Explore Charleston's advertising is based on solid, current tourism research. Investments in research continued in FY 20/21 in order to inform sound advertising decisions. Various sources were utilized such as Destinations International, US Travel, TravelClick, Inntopia/Destimetrics, and Smith Travel Research. A new resource, Key Data, was introduced late in the fiscal year to enhance vacation rental analysis.*

*Locally, our paid partnership with the Office of Tourism Analysis in the Business Department at the College of Charleston ensured our ability to compile and analyze tourism metrics. The College played an integral role in capturing and collecting data as well, particularly through several unique surveys and customized reports about COVID-19's impact on traveler sentiment.*

*Improved and increased air service into Charleston International (CHS) remained a major focus for Explore Charleston. Over 4.8 million people traveled through our airport in 2019 and passenger volume was trending higher prior to Covid-19. In spring 2020, the pandemic reduced those numbers by 95%. Fortunately, strong market positioning and established airline partnerships enabled CHS to consistently outperform national averages in air service recovery throughout the year.*

Working with existing carriers to restore and expand service significantly enhanced our pandemic recovery efforts. JetBlue launched the state's first nonstop flight to California with service from CHS to Los Angeles. Partnerships were also forged with new carriers. Silver Airways initiated service at CHS in fall 2020. Breeze Airways, a brand new airline, selected Charleston as one of its inaugural launch cities, a major accomplishment for the region. Breeze serves 11 destinations from CHS.

## MEDIA RELATIONS

*Media Relations and communications about the Charleston area were critical components of the promotion of our community.*

\$ 63,897.51

Explore Charleston worked to maintain relationships with writers, editorial boards and other journalists throughout the downturn as well as to highlight the region's safe reopening and promote the Charleston experience through earned media.

*As interest in leisure travel grew and journalists started to travel again, we created unique and engaging itineraries for media visiting the region.*

Robust photo and video libraries were updated. These resources assisted journalists and broadcasters in telling their stories about our community.

*Paid advertorial opportunities with D Weddings and Hearst Magazines were implemented. Taking an advertorial approach complemented our other media efforts because it appeared editorial in nature, yet we were able to control the content.*



**Explore Charleston****FY 2020/21 Program of Work ACTUAL****Isle of Palms**

Business development through media relations powerhouse Lou Hammond Group continued to prove beneficial to expand the reach of media pitches and introduce new journalists to our community.

*Other development channels for Explore Charleston's media team included activity through the Society of American Travel Writers, US Travel Association, and the British Guild of Travel Writers.*

**GROUP SALES**

Sales initiatives intended to bring group business to Charleston County remained vital to Explore Charleston's program of work. **\$ 117,459.37**  
*With the near complete shutdown of group travel, our sales department dedicated itself to reenforcing and deepening its relationships with planners and executives in the corporate, association, and SMERF markets. This effort paid off as the number of inquiries, RFPs, and bookings increased significantly once travel perceptions began to improve in conjunction with the vaccine rollout. The old adage, "people do business with people they know" proved true, and our commitment to being readily accessible for our clients continues to pay dividends.*

Sports initiatives were especially important to rebuilding group business. Team competitions such as youth baseball, gymnastics competitions, volleyball tournaments, etc. comprised much of the group travel that occurred during the fiscal year.

*Promotion of area businesses that are able to service our convention / group business is an important piece of group promotion. Once a group has booked its accommodations, they then look for off-site function venues, dining, and tour options.*

**VISITOR SERVICES**

*Visitor Services expenditures for the operation of four area visitor centers (downtown Charleston, Kiawah Island, Mount Pleasant, North Charleston) continued.* **\$ 119,981.79**

Information distribution, directions, assistance in visitor planning, access to public facilities and general promotion of our community were day-to-day responsibilities as Centers reopened.

*Area tours were booked through our centers, spreading economic benefit to regional businesses.*

Last minute, same-day hotel rooms were also booked through the centers for our lodging partners as a notable percentage of travelers arrived in our area without lodging reservations.

**Visitor Information SUPPORT**

Serving visitors and callers via our 1-800 phone lines was critically important to our recovery efforts as we launched 'welcome back' campaigns. As more traditional advertising and media efforts resumed, visitor inquiries grew considerably both by phone, digital chat and social media. **\$ 31,182.17**

*Our Visitor Inquiry Service (VIS) operators served a pivotal role during hurricane season and throughout the pandemic. VIS operators continually gathered and disseminated the most up-to-date information to potential travelers to our community.*

Total Expenditure Applied to Municipality **\$ 731,148.75**

Total Atax Received per Municipality **\$ 545,133.00**

Difference **\$ 186,015.75**

Explore Charleston  
FY 2021/22 Program of Work - City of Isle of Palms - BUDGET

	Expenses	Percentage of Expense
<b>DESTINATION MARKETING</b>		
<p>Destination Marketing has one goal: promote the Charleston area as the country's premier overnight destination. We ask ourselves one question: Will this expenditure generate an overnight visitor? All area tourism economic activity flows from overnight visitation: <i>Our marketing strategy has layered advertising mediums that are constantly evolving. Innovative electronic promotions are integral, yet print publications continue to be relevant.</i></p> <p>Depending on the campaign, radio, television, and billboard advertising may be utilized and direct mail may be employed. <i>Titles in our media plan for FY 21/22 include AFAR, Better Homes &amp; Gardens, Coastal Living, Condé Nast Traveler, ESSENCE Magazine, Garden &amp; Gun, Midwest Living, Smithsonian Magazine, Southern Living, Travel &amp; Leisure, and Western NC Magazine. Bon Appetit, Food Network, Food &amp; Wine and various AAA publications are also in our paid media schedule. Wedding specific advertising placements are planned with The Knot, Heart of North Carolina and Grace Ormonde.</i></p> <p>Marketing plans support our important group sales initiatives through placements with CONNECT and Northstar Meetings Magazine. Active involvement through Virtuoso and Signature Travel Network are also important pieces of our promotional strategy in getting these exclusive and highly-sought-after travel advisors to recommend our area to avid travelers.</p> <p><i>Publications created in-house for promotion through response pieces include Charleston Area Visitors Guide, Charleston Area Wedding Guide and the Charleston Area Destination Planning Guide for group business.</i></p> <p>Explorecharleston.com and CharlestonAreaBeaches.com are cornerstones in our promotional efforts. We have several other sites that correspond to the printed publications mentioned above, and sites are updated for content and creative daily. <i>A robust social media presence is critical to support promotional campaigns and reach a diverse audience. Our team creates inspiring, customized editorial content for Instagram, Facebook, Twitter, Youtube and Pinterest, as well as our charlestonly.com/blog. Explore Charleston has garnered hundreds of thousands of followers from across the world and consistently outperforms industry averages for audience engagement.</i></p> <p>All creative is developed in-house to protect the brand of the Charleston area and its islands. Ongoing investments in photography, videography, and written content keep the message fresh, and ensure complimentary voice and aesthetic. <i>All of our advertising is based on solid, current tourism research. Research is expensive, and necessary in making sound advertising decisions. Various sources are utilized such as Destinations International, US Travel, Key Data, TravelClick, Datafy, and Smith Travel Research.</i></p> <p>Locally, our paid partnership with the Office of Tourism Analysis in the Business Department at the College of Charleston has proved invaluable in ensuring our ability to synthesize, analyze, and impact our tourism metrics. The College plays an integral role in capturing and collecting data as well. <i>Improved and increased air service into Charleston International (CHS) continues to be a major focus for Explore Charleston. Working with Southwest, JetBlue, Alaska Airlines, Breeze Airways and legacy carriers has significantly expanded access to and from the region.</i></p> <p>Over 4.8 million people traveled through our airport in 2019 and passenger volume was trending higher prior to Covid-19. This effort is essential to keep ticket prices affordable through CHS so that we can continue to expand direct fly markets, strengthen tourism, and support regional economic development opportunities.</p>	\$ 428,613.55	56.74%
<b>MEDIA RELATIONS</b>		
<p><i>Media Relations and communications about the Charleston area are critical components of the promotion of our community:</i></p> <p>Relationship development is key in these efforts as we work with travel writers, editorial boards and other journalists to promote the Charleston experience through earned media.</p> <p><i>Creating unique and engaging itineraries for media visiting the region is essential in telling the Charleston area's story. Writers want new ideas and opportunities to continue producing fresh material for their readers.</i></p> <p>Robust photo and video libraries have been built and updated regularly to ensure content is current and relevant. This is essential as we work to assist journalists and broadcasters in telling their stories about our community. A picture is worth a thousand words.</p> <p><i>Paid, advertorial opportunities through D Weddings and Hearst are planned. Taking an advertorial approach complements our efforts because it appears editorial in nature, yet we are able to control the content.</i></p> <p>Business development through media relations powerhouse Lou Hammond Group continues to prove beneficial in attracting new journalists to our community. <i>Other development channels for our media team include activity through the Society of American Travel Writers, the Public Relations Society of America, the US Travel Association, and the British Guild of Travel Writers. These groups provide invaluable opportunities to interact with media that we might not otherwise engage.</i></p>	\$ 69,737.64	9.23%
<b>GROUP SALES</b>		
<p>Sales initiatives intended to bring group business to Charleston County include:</p> <p><i>Over 39 vetted tradeshow, solely focused on lodging "fits" for our area such as corporate sales, association, government and incentive business, national and international tour operators, weddings, and SMERF (social, military, educational, religious, fraternal) markets.</i></p> <p>Sports initiatives are also crucial to group business, filling venues and hotel rooms countywide, whether it's a large event like the Volvo Car Open, or traveling team sports such as soccer clubs, gymnastics competitions, volleyball tournaments, etc.</p> <p><i>Promotion of area businesses that are able to service our convention / group business is an important piece of group promotion. Once a group has booked its accommodations, they then look for meeting venue, dining and tour options.</i></p>	\$ 128,053.69	16.95%



Explore Charleston

FY 2021/22 Program of Work - City of Isle of Palms - BUDGET

	<u>Expenses</u>	<u>Percentage of Expense</u>
Sales training for our industry partners is part of our programming. A meeting planner must first be sold on a destination, rather than a hotel, so it's important that hotel sales staff can talk knowledgeably about Charleston County.		
<b>VISITOR SERVICES</b>		
<i>Visitor Services expenditures for our operation of four area visitor centers (downtown Charleston, Kiawah Island, Mount Pleasant, North Charleston):</i>	\$ 105,211.01	13.93%
Information distribution, directions, assistance in visitor planning, access to public facilities and general promotion of our community are day-to-day responsibilities.		
<i>Area tours are booked through our centers, spreading economic benefit to regional businesses.</i>		
Last minute, same-day hotel rooms are also booked through the centers as our lodging partners look to book the day's remaining inventory.		
<i>Visitor Services also serve large groups that come to the Charleston area, via setting up mini Visitor Centers to help disseminate the same information that can be found in our "official" facilities.</i>		
<b>Visitor Information SUPPORT</b>		
Serving visitors and callers via our 1-800 phone lines is a vital link in supporting our marketing efforts. Ads are placed, articles are published, and our phone lines ring in response.	\$ 23,792.82	3.15%
<i>Our Visitor Inquiry Service (VIS) operators also serve a pivotal role during times of crisis, whether it is a weather event such as a hurricane, or more recently, the Covid-19 pandemic. VIS operators play a critically important role by continually gathering and disseminating the most up-to-date information to potential travelers to our community.</i>		
Total Expenditures	\$ 755,408.71	
Total Atax Budgeted to Receive from City of Isle of Palms in FY 2021/2022	\$ 598,279.00	
New Expenses Related to Isle of Palms Website and Other Programs (such as Coast is Clean)	\$ 157,129.71	20.80%
		120.80%

11.12.21

## FY 21/22 BUDGETED INCOME:

City of Isle of Palms

\$598,279

Type	EXPENSE SPECIFIC TO ISLE of PALMS	Fully Attributed to IOP	Cost to	IOP Share,
			Explore Chas	100%
Paid Digital Marketing	Adwords, Beaches Site Account	Dynamic Campaign - IOP Specific	\$16,750	\$16,750
	Facebook remarketing	The Perfect IOP Beach Vacation Spot Close to Charleston, SC. Book Now!	\$3,750	\$3,750
	Site presence: Beaches site landing page,	Where Award-Winning Beaches meet World-Class Hospitality & Resorts. Start Planning Your Trip to Isle of Palms Here.	\$30,000	\$30,000
	New - Neighborhoods section	Discover Where to Stay, Play and Dine on Isle of Palms. Find Everything You Need to Plan Your Charleston Beach Trip Here.	\$2,000	\$2,000
	<u>Subtotal</u>	Charleston Beach Lodging - IOP Hotels	\$52,500	\$52,500
		Isle of Palms, SC   Beach Hotels & Resorts   Find an Isle of Palms Hotel		
		charlestoncvb.com/isle-of-palms/beach-hotels		
		A Top Resort, World-Class Golf, & Miles of Oceanfront fun. Book Today. Visit the Official Charleston Beaches Website to Start Planning Your Vacation.	\$16,750	\$16,750
		<a href="https://fb.me/1LUGnmTFseF09cM">https://fb.me/1LUGnmTFseF09cM</a>	\$3,750	\$3,750
		<a href="https://www.charlestoncvb.com/beaches/isle-of-palms/">https://www.charlestoncvb.com/beaches/isle-of-palms/</a>	\$30,000	\$30,000
		TBD, specific to IOP	\$2,000	\$2,000
			\$52,500	\$52,500
Type	EXPENSE SPECIFIC TO ISLANDS / BEACHES	Attributed to Each of Three Participating Islands	Cost to	IOP
			Explore Chas	Share*, 33.33%
Research	Key Data Research, specific to islands / beaches	Historical and forward-looking projections on beach rental performance / key metrics (IOP, Folly, Kiawah)	\$40,000	\$13,333
Issue Campaign	Coast is Clean Campaign	One-third of summer 2021 costs (IOP, Folly, Sullivan's)		
*Based on three participating island communities		Charleston Magazine (Sept. 2021 and March 2022), including design	\$4,345	\$1,448
		CHSToday content (July-Sept. 2021; March - April 2022)	\$4,000	\$1,333
		Video production	\$750	\$250
		Blue Ion webpage development	\$1,050	\$350
	<u>Subtotal</u>		\$50,145	\$16,715
Type	EXPENSE SPECIFIC TO ISLANDS / BEACHES	Attributed to Each Island Based on Lodging Inventory	Cost to	IOP
			Explore Chas	Share*, 34.23%
Advertising	AAA Living - full page - june/july/aug	<a href="https://www.dropbox.com/sh/b0f7xml5m00pc51/AAC_j7Lus8g-lzafnlESBEcBa?dl=0">https://www.dropbox.com/sh/b0f7xml5m00pc51/AAC_j7Lus8g-lzafnlESBEcBa?dl=0</a>	\$12,773	\$4,372
*Based on share of room inventory in island / beach communities:	AAA World - Full Page - Sept/Oct	<a href="https://www.dropbox.com/s/joyzmr7zomqu4xm/aaa_world_septoct21_fp_02.pdf?dl=0">https://www.dropbox.com/s/joyzmr7zomqu4xm/aaa_world_septoct21_fp_02.pdf?dl=0</a>	\$12,500	\$4,279
	Afar - Spread - Nov/Dec	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$50,000	\$17,115
1004 Short Term Rental units + 424 Hotel Rooms = 1,428 IOP Total Lodging Inventory / 4172 islands IOP has 34.23% of all Island / Beach Inventory in Charleston area.	Better Homes & Gardens - Spread - Sept	<a href="https://www.dropbox.com/s/17a0krctb6ktfdj/better_homes_sept21_spread_01.pdf?dl=0">https://www.dropbox.com/s/17a0krctb6ktfdj/better_homes_sept21_spread_01.pdf?dl=0</a>	\$175,000	\$59,903
	Better Homes & Gardens - Spread - Nov	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$90,000	\$30,807
	Conde Nast Traveler - spread- Sept/Oct	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$65,000	\$22,249
	D Weddings - Spread - Summer 2021	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$2,500	\$856
	Heart of NC Weddings - summer 2021	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$4,915	\$1,682
	Midwest Living - spread-july/aug	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$60,000	\$20,538
	Midwest Living - spread-sept/oct	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$64,000	\$21,907
	southern living - spread - dec	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$110,000	\$37,653
	southern living - spread - nov	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$78,000	\$26,699
	southern living - spread - sept	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$156,000	\$53,399
	WNC - spread-summer	<a href="https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0">https://www.dropbox.com/s/705s3602abz3qbk/afar_novdec21_spread_02.pdf?dl=0</a>	\$6,400	\$2,191
	Midwest Living - spread - Jan/Feb 2022	Future placements, creative yet to be decided, based on analysis	\$64,000	TBD
	Conde Nast Traveler - spread- Jan/Feb 2022	Future placements, creative yet to be decided, based on analysis	\$65,000	TBD
	D Weddings - Spread - Summer 2022	Future placements, creative yet to be decided, based on analysis	\$2,500	TBD
	Grace Ormond - spread - Summer 2022	Future placements, creative yet to be decided, based on analysis	\$15,500	TBD
	Your AAA - full page - February	Future placements, creative yet to be decided, based on analysis	\$7,933	TBD
	Better Homes & Gardens - spread - February	Future placements, creative yet to be decided, based on analysis	\$175,000	TBD
	Southern Living - spread Jan/Feb	Future placements, creative yet to be decided, based on analysis	\$78,000	TBD
	Signature - The Travel Magazine - 2-page-	Future placements, creative yet to be decided, based on analysis	\$20,000	TBD
	Midwest Living - full page - April	Future placements, creative yet to be decided, based on analysis	\$32,000	TBD
	Southern Living - Full page - March/April	Future placements, creative yet to be decided, based on analysis	\$78,000	TBD

AAA World - Full page - March/April  
Afar - full page - March/April  
Food & Wine - 4 page Gatefold - May  
Afar - spread - May/June

Future placements, creative yet to be decided, based on analysis \$12,500 TBD  
Future placements, creative yet to be decided, based on analysis \$25,000 TBD  
Future placements, creative yet to be decided, based on analysis \$221,700 TBD  
Future placements, creative yet to be decided, based on analysis bonus page TBD  
Dynamic Campaign - Islands / Beach Specific

Hotels  
Planning a Trip to Charleston Starts by Finding the Perfect Hotel for Your Travel Needs. Explore Charleston's Best Hotels and Plan Your Stay Here  
Book Your Stay in Charleston. Romantic Hideaways & Spacious Beach Retreats.  
Book Your Stay in Charleston. Pristine Beaches, Award-Winning Cuisine & More.

Dynamic Campaign - Cuisine  
Start Planning Your Trip Today on the Official Charleston Visitors Website.

Dynamic Campaign - Shopping  
Start Planning Your Trip Today on the Official Charleston Visitors Website.

Dynamic Campaign - Tours & Attractions  
The Best Sights to See, Restaurants to Visit, Tours to Take and Activities to Try. Find All the Best Things to do in Charleston, SC Here.

Paid Digital Marketing	Adwords, ExploreCharleston dynamic search campaign	\$4,000	\$1,369
	<b>Subtotal</b>	<b>\$1,688,221</b>	<b>\$305,019</b>

Type	EXPENSE SPECIFIC TO ISLANDS / BEACHES	Attributed Based on Luxury Meeting Lodging Inventory	Cost to Explore Chas	IOP Share*, 24%
Group Sales: Luxury *Based on share of room inventory in luxury meeting properties: 424 IOP / 1765 area wide IOP has 24% of luxury meeting lodging inventory in our community.	American Society of Association Executives	Tradeshows: Washington, DC - August 2021; Ongoing events	\$22,975	\$5,514
	CONNECT Marketplace	Tradeshows: Tampa, FL - August 2021	\$18,050	\$4,332
	CONNECT Florida/Southeast	Tradeshows: San Juan, PR - May 2022	\$8,550	\$2,052
	Destination Southeast/Northstar	Tradeshows: St. Pete Beach, FL - July 2021	\$7,825	\$1,878
	Financial & Insurance Conference	Membership only	\$875	\$210
	HelmsBriscoe	Tradeshows: Dallas, TX - July 2021; Preferred Partner Destination	\$18,750	\$4,500
	IMEX America	Tradeshows: Las Vegas, NV - November 2021	\$38,500	\$9,240
	Independent Planners Education	Tradeshows: Las Vegas, NV - March 2022	\$7,825	\$1,878
	Luxury Meetings Summit	TBD	\$6,450	\$1,548
	Luxury Travel Industry	TBD	\$9,700	\$2,328
	Signature Travel Network	Tradeshows: Las Vegas, NV - November 2021; membership	\$6,350	\$1,524
	Society of Incentive Travel Executives	Annual Meeting: Savannah, GA - December 2021	\$6,800	\$1,632
	Virtuoso	Tradeshows: Las Vegas, NV - August 2021	\$12,000	\$2,880
	<b>Subtotal</b>		<b>\$164,650</b>	<b>\$39,516</b>

Type	EXPENSE SPECIFIC TO ISLANDS / BEACHES	Attributed Based on Area Full-Service Lodging Inventory	Cost to Explore Chas	IOP Share*, 8%
Group Sales: Other *Based on share of area's full-service hotel room inventory: 424 IOP / 4800 area wide IOP has 8% of full-service lodging inventory in our community.	Association Executives of North Carolina	Tradeshows: Raleigh, NC - December 2021; Ongoing events	\$6,275	\$502
	Council of Engineering and Scientific Society Executives	Tradeshows: Virtual; Ongoing events throughout the year Annual Meeting: Jekyll Island, GA - May 2022; Ongoing events throughout the year	\$3,850	\$308
	Georgia Society of Association Executives		\$15,875	\$1,270
	GovTravels	Tradeshows: Washington, DC - March 2022	\$5,050	\$404
	Holiday Showcase Association Forum	Tradeshows: Chicago, IL - December 2021	\$8,230	\$658
	Meeting Professionals International	Tradeshows: San Francisco, CA - June 2022	\$8,850	\$708
	Meeting Professionals International Carolinas	Tradeshows: Raleigh, NC - September 2021; Ongoing events	\$10,475	\$838
	Professional Convention Management	Tradeshows: Las Vegas, NV - January 2022	\$12,650	\$1,012
	South Carolina Society of Association	Tradeshows: Columbia, SC - January 2022; Ongoing events	\$14,000	\$1,120
	Tennessee Society of Association Executives	Tradeshows: Nashville, TN - December 2021	\$4,550	\$364
	Travel South International	Tradeshows: New Orleans, LA - November 2021	\$10,800	\$864
	Virginia Society of Association Executives	Tradeshows: Richmond, VA - October 2021	\$3,820	\$306
	<b>Subtotal</b>		<b>\$104,425</b>	<b>\$8,354</b>

Promoting ourselves regionally prevents us from competing against each other, and gives us buying power to compete against other well-funded destinations

Type IOP Specific Promotion in General Marketing

<i>Digital / web marketing</i>	Listing pages with location filter Paid Search Management	<a href="https://www.charlestoncvb.com/plan-your-">https://www.charlestoncvb.com/plan-your-</a>
<i>Digital / Social Media</i>	Instagram highlight - July 2021 (engagement) Instagram highlight - Oct 2021 (engagement) Instagram highlight - Oct 2021 (engagement) Local guides and Campaigns (IOP a top pick), ongoing promotion Local guides and Campaigns (beach focus), ongoing promotion	<a href="https://www.instagram.com/p/CR3r6CmLEIO/">https://www.instagram.com/p/CR3r6CmLEIO/</a> <a href="https://www.instagram.com/p/CUkGRpPixMm/">https://www.instagram.com/p/CUkGRpPixMm/</a> <a href="https://www.instagram.com/p/CVJlBGlj8To/">https://www.instagram.com/p/CVJlBGlj8To/</a> <a href="https://www.charlestoncvb.com/local-guides/chris/">https://www.charlestoncvb.com/local-guides/chris/</a> <a href="https://www.charlestoncvb.com/local-guides/kim/">https://www.charlestoncvb.com/local-guides/kim/</a> <a href="https://www.charlestoncvb.com/blog/spots-to-catch-a-charleston-sunset">https://www.charlestoncvb.com/blog/spots-to-catch-a-charleston-sunset</a>
	Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion	<a href="https://www.charlestoncvb.com/blog/whats-new-summer-2022">https://www.charlestoncvb.com/blog/whats-new-summer-2022</a> <a href="https://www.charlestoncvb.com/blog/frose-in-charleston">https://www.charlestoncvb.com/blog/frose-in-charleston</a> <a href="https://www.charlestoncvb.com/blog/mac-cheese-in-charleston">https://www.charlestoncvb.com/blog/mac-cheese-in-charleston</a> <a href="https://www.charlestoncvb.com/blog/charleston-beach-bucket-list">https://www.charlestoncvb.com/blog/charleston-beach-bucket-list</a>
	Blog, ongoing with rotated promotion	<a href="https://www.charlestoncvb.com/blog/charleston-beach-dining-guide">https://www.charlestoncvb.com/blog/charleston-beach-dining-guide</a>
	Blog, ongoing with rotated promotion	<a href="https://www.charlestoncvb.com/blog/summer-dates-in-charleston">https://www.charlestoncvb.com/blog/summer-dates-in-charleston</a>
	Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion	<a href="#">5 Historic Photos of Charleston's Beautiful Beach Towns - Explore Charleston Blog</a> <a href="https://www.charlestoncvb.com/blog/healthy-charleston-guide">https://www.charlestoncvb.com/blog/healthy-charleston-guide</a> <a href="https://www.charlestoncvb.com/blog/cool-pools-of-charleston">https://www.charlestoncvb.com/blog/cool-pools-of-charleston</a> <a href="https://www.charlestoncvb.com/blog/steak-in-charleston">https://www.charlestoncvb.com/blog/steak-in-charleston</a>
	Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion	<a href="#">5 of the Happiest Seaside Towns in America - Explore Charleston Blog</a> <a href="https://www.charlestoncvb.com/blog/best-beach-hotels">https://www.charlestoncvb.com/blog/best-beach-hotels</a> <a href="https://www.charlestoncvb.com/blog/sunset-spots">https://www.charlestoncvb.com/blog/sunset-spots</a> <a href="https://www.charlestoncvb.com/blog/10000-steps">https://www.charlestoncvb.com/blog/10000-steps</a> <a href="https://www.charlestoncvb.com/blog/most-beautiful-parks">https://www.charlestoncvb.com/blog/most-beautiful-parks</a> <a href="https://www.charlestoncvb.com/blog/golf-courses">https://www.charlestoncvb.com/blog/golf-courses</a> <a href="https://www.charlestoncvb.com/blog/top-sunset-views-hotels">https://www.charlestoncvb.com/blog/top-sunset-views-hotels</a>
	Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Blog, ongoing with rotated promotion Itinerary, ongoing with rotated promotion Itinerary, ongoing with rotated promotion	<a href="#">Top 11 Spa Experiences in Charleston - Explore Charleston Blog</a> <a href="https://www.charlestoncvb.com/blog/what-to-do-in-charleston">https://www.charlestoncvb.com/blog/what-to-do-in-charleston</a> <a href="https://www.charlestoncvb.com/blog/scenic-supper-spots">https://www.charlestoncvb.com/blog/scenic-supper-spots</a> <a href="#">Charleston, SC Island Hopping Adventure   Travel Itinerary</a> <a href="https://www.charlestoncvb.com/itineraries/first-timers-guide/">https://www.charlestoncvb.com/itineraries/first-timers-guide/</a>
	Itinerary, ongoing with rotated promotion	<a href="https://www.charlestoncvb.com/itineraries/pet-friendly-getaway/">https://www.charlestoncvb.com/itineraries/pet-friendly-getaway/</a>
	Itinerary, ongoing with rotated promotion	<a href="https://www.charlestoncvb.com/itineraries/cinema-inspired-getaway/">https://www.charlestoncvb.com/itineraries/cinema-inspired-getaway/</a>
<i>Publications</i>	Visitor Guide: IOP Isited on cover & wedding guide (pgs 6, 50-51, 217, 218 -220) DPG: IOP Isited on cover (pgs: 2, 4, 74, 119,	<a href="#">Link to Guide on ISSUU: https://issuu.</a> <a href="#">Link to Guide on ISSUU: https://issuu.</a> <a href="#">Link to Guide on ISSUU: https://issuu.</a>
<i>Staffing</i>	Explore Charleston has 51 Full-time employees	Marketing strategy; campaign and design / creative development;
<i>Total, that we're able to specifically allocate to</i>		<i>\$2,059,941    \$422,104</i>