



Accommodations Tax Advisory Committee

10:00 a.m., Wednesday, April 23, 2025

City Hall

Council Chambers

1207 Palm Boulevard, Isle of Palms, SC

Public Comment:

All citizens who wish to speak during the meeting must email their first and last name, address, and topic to Nicole DeNeane at nicoled@iop.net no later than **3:00 p.m. the business day before the meeting**. Citizens may also provide public comment here:

<https://www.iop.net/public-comment-form>

Agenda

1. **Call to Order** and acknowledgement that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Old Business**
 - a. Consideration of FY26 Budget for State Accommodations Tax Funds
 - b. Consideration of FY26 CVB Budget for 30% Tourism-related expenses
3. **Miscellaneous**

Next meeting: **Wednesday, May 14, 2025, 10:00am**
4. **Adjournment**

	A	B	M	N	O	P	Q	R	S	T	U	V	W	X	Y
1	DRAFT 1	CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND													
2	GL Number	Description	ACTUAL FY23	ACTUAL FY24	BUDGET FY25	YTD As Of 12/31/24 (6 MOS)	Jan-Dec 2024 12 Months	FORECAST FY25	INCREASE/ (DECR) FROM FY25	BUDGET FY26	INCREASE/ (DECREASE) FROM FY25	FORECAST FY27	FORECAST FY28	FORECAST FY29	FORECAST FY30
3															
4															
5		STATE ACCOMMODATIONS TAX FUND REVENUES													
6	50-3450.4105	ACCOMMODATIONS TAX-RELATED	2,414,112	2,277,948	2,134,751	969,092	2,333,968	2,376,882	242,131	2,329,344	194,593	2,375,931	2,423,450	2,471,919	2,521,357
7	50-3450.4107	ACCOMMODATIONS TAX-PROMO	1,114,201	1,051,361	986,503	447,273	1,077,216	1,097,022	110,519	1,075,082	88,579	1,096,583	1,118,515	1,140,885	1,163,703
8	50-3450.4111	GRANT INCOME		12,352	376,200	4,184	4,184	279,184	(97,016)	499,800	123,600	-	-	-	-
9	50-3500.4501	MISCELLANEOUS INCOME	-	-	-	-	-	-	-	-	-	-	-	-	-
10	50-3500.4504	SALE OF ASSETS	-	-	-	-	-	-	-	-	-	-	-	-	-
11	50-3500.4505	INTEREST INCOME	130,902	269,127	234,290	123,745	265,889	215,288	(19,002)	166,348	(67,942)	100,348	100,348	100,348	100,348
12		TOTAL REVENUES (NO TRANSFERS)	3,659,215	3,610,788	3,731,744	1,544,295	3,681,257	3,968,376	236,632	4,070,574	338,830	3,572,862	3,642,313	3,713,152	3,785,408
13		% Increase/(Decrease) from Prior Year	10%	-1%	60%			6%		9%		-12%	2%	2%	2%
14															
15		GENERAL GOVERNMENT													
16	50-4120.5013	BANK SERVICE CHARGES	-	-	-	-	-	-	-	-	-	-	-	-	-
17	50-4120.5022	WATER AND SEWER	938	324	600	195	331	350	(250)	400	(200)	400	400	400	400
18	50-4120.5025	NON-CAPITAL TOOLS & EQUIPMENT	-	394	6,000	-	-	4,185	(1,815)	6,000	-	6,000	6,000	6,000	6,000
21	50-4120.5077	PROGRAMS/SPONSORSHIPS	108,207	73,578	95,000	69,508	119,812	99,941	4,941	95,000	-	95,000	95,000	95,000	95,000
22	50-4120.5079	MISCELLANEOUS	-	-	1,000	-	-	1,000	-	1,000	-	1,000	1,000	1,000	1,000
23	50-4120.5085	CAPITAL OUTLAY	-	-	108,333	2,156	2,156	62,477	(45,856)	-	(108,333)	-	-	-	-
	50-4120.5090	TOURISM PROMOTION EXP	1,105,340	1,021,403	979,259	433,266	1,040,371	1,097,022	117,763	1,056,082	76,823	1,077,583	1,099,515	1,121,885	1,143,703
24															
25		SUBTOTAL GENERAL GOVT	1,214,484	1,095,699	1,190,192	505,125	1,162,670	1,264,975	74,783	1,158,482	(31,710)	1,179,983	1,201,915	1,224,285	1,246,103
26		% Increase/(Decrease) from Prior Year	9%	-10%	56%			6%		-3%		2%	2%	2%	2%
27															
28		POLICE													
29	50-4420.5025	NON-CAPITAL TOOLS & EQUIPMENT	12,555	11,718	25,000	19,759	21,975	22,249	(2,751)	25,500	500	7,500	7,500	7,500	7,500
30	50-4420.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
31	50-4420.5065	PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	-	-	-	-
32	50-4420.5084	CONSTRUCTION IN PROGRESS	-	-	-	-	-	-	-	-	-	-	-	-	-
33	50-4420.5085	CAPITAL OUTLAY	67,202	47,084	82,921	73,694	80,120	82,921	-	48,000	(34,921)	72,600	103,400	52,600	68,200
34		SUBTOTAL POLICE	79,758	58,802	107,921	93,453	102,095	105,170	(2,751)	73,500	(34,421)	80,100	110,900	60,100	75,700
35		% Increase/(Decrease) from Prior Year	-28%	-26%	-49%			-3%		-32%		9%	38%	-46%	26%
36															
37		FIRE													
38	50-4520.5009	DEBT SERVICE - PRINCIPAL	80,957	82,439	83,947	-	-	83,947	-	85,483	1,536	292,873	303,214	313,955	233,199
39	50-4520.5011	DEBT SERVICE - INTEREST	10,958	9,476	7,967	-	-	7,967	-	6,431	(1,536)	111,117	100,776	90,035	78,876
40	50-4520.5025	NON-CAPITAL TOOLS & EQUIPMENT	-	-	-	-	-	-	-	-	-	-	-	-	-
41	50-4520.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
42	50-4520.5084	CONSTRUCTION IN PROGRESS	-	-	-	-	-	-	-	-	-	-	-	-	-
43	50-4520.5085	CAPITAL OUTLAY	44,116	5,570	153,250	24,165	29,735	153,250	-	157,667	4,417	25,200	76,400	35,000	87,200
44		SUBTOTAL FIRE	136,031	97,485	245,165	24,165	29,735	245,165	-	249,581	4,416	429,190	480,390	438,990	399,275
45		% Increase/(Decrease) from Prior Year	-34%	-28%	-40%					2%		72%	12%	-9%	-9%
46															

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1	CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND	
2	NOTES	
3		
4		
5	STATE ACCOMMODATIONS TAX FUND REVENUES	
6	ACCOMMODATIONS TAX-RELATED	FY26 budget based on 98% of most recent 12 month actual collections. Increased to match trend and Airbnb settlement inclusion. Long-term forecast assumes 2% annual increase.
7	ACCOMMODATIONS TAX-PROMO	FY26 budget based on 98% of most recent 12 month actual collections. Increased to match trend and Airbnb settlement inclusion. Long-term forecast assumes 2% annual increase.
8	GRANT INCOME	FY26 assumes reimbursable Hazard Mitigation Grant for Waterway total of \$980K split 49% (\$480.2K) to Cap Fund and 51% to State ATax Fund (\$499.8K).
9	MISCELLANEOUS INCOME	
10	SALE OF ASSETS	
11	INTEREST INCOME	
12		
13		
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15	GENERAL GOVERNMENT	
16	BANK SERVICE CHARGES	
17	WATER AND SEWER	Irrigation at Breach Inlet sign
18	NON-CAPITAL TOOLS & EQUIPMENT	Add/replace/maintain benches, etc. at Carmen R Bunch and Leola Hanbury parks (\$1k) and provision for addition/maintenance of beach wheelchairs (\$5k)
21	PROGRAMS/SPONSORSHIPS	Provision for events and sponsorships approved by the Accommodations Tax Advisory Committee (\$50,000) and July 4th Fireworks show (\$45K).
22	MISCELLANEOUS	
23	CAPITAL OUTLAY	
24	TOURISM PROMOTION EXP	Includes State-mandated 30% transfer (\$987,320 less \$34K for City's new Public Relations & Tourism Coordinator) to one or more DMOs (Designated Marketing Organizations) that have an "existing, ongoing tourism promotion program" or a DMO that can demonstrate that "it can develop an effective tourism promotion program". City Council could continue to designate the Charleston Area CVB/Explore Charleston as the City's only DMO and/or designate another organization that meets the State's requirements. Also includes \$15k for City Hall visitor T-shirt program.
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28	POLICE	
29	NON-CAPITAL TOOLS & EQUIPMENT	Body armor as needed (\$7.5k). FY26 includes computer servers per VC3.
30	MAINT & SERVICE CONTRACTS	
31	PROFESSIONAL SERVICES	
32		
33	CAPITAL OUTLAY	FY26 incl a ATV (\$22K), Speed Radar & Trailer (\$20K), 1/2 PSB Gate (\$6K). Forecast periods = 20% of the annual Police Dept capital needs per the 10-yr plan
34		
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37	FIRE	
38	DEBT SERVICE - PRINCIPAL	Debt service for 75' ladder truck. FY27+ includes new purchase for new Ladder Truck.
39	DEBT SERVICE - INTEREST	Debt service for 75' ladder truck. FY27+ includes new purchase for new Ladder Truck.
40	NON-CAPITAL TOOLS & EQUIPMENT	
41	MAINT & SERVICE CONTRACTS	
42		
43	CAPITAL OUTLAY	FY26 includes 1/3 cost of High Water Vehicle (\$121,667) 1/3 cost of High Water Equipment (\$10) 1/2 cost of Thermal Imaging Camera (\$20K) and 1/2 cost of PSB Gate (\$6K). Forecast periods = 20% of the annual Fire Dept capital needs per the 10-yr plan.
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	A	B	M	N	O	P	Q	R	S	T	U	V	W	X	Y
1	DRAFT 1		CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND												
2	GL Number	Description	ACTUAL FY23	ACTUAL FY24	BUDGET FY25	YTD As Of 12/31/24 (6 MOS)	Jan-Dec 2024 12 Months	FORECAST FY25	INCREASE/ (DECR) FROM FY25	BUDGET FY26	INCREASE/ (DECREASE) FROM FY25	FORECAST FY27	FORECAST FY28	FORECAST FY29	FORECAST FY30
3															
47	PUBLIC WORKS														
48	50-4620.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
49	50-4620.5065	PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	-	-	-	-
50	50-4620.5079	MISCELLANEOUS	3,939	2,798	7,500	-	-	7,500	-	7,500	-	7,500	7,500	7,500	7,500
51	50-4620.5085	CAPITAL OUTLAY	36,500	188,405	570,000	-	-	570,000	-	1,020,000	450,000	39,400	19,400	86,000	114,000
52	SUBTOTAL PUBLIC WORKS		40,439	191,202	577,500	-	-	577,500	-	1,027,500	450,000	46,900	26,900	93,500	121,500
53	% Increase/(Decrease) from Prior Year		390%	373%	1417%					78%		-95%	-43%	248%	30%
54	RECREATION														
57	50-4820.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-	-
58	50-4820.5085	CAPITAL OUTLAY	112,658	124,622	124,334	-	23,110	124,334	-	65,000	(59,334)	27,800	35,000	19,500	4,000
59	50-4830.5092	SPECIAL ACTIVITIES	6,837	15,163	16,500	7,602	15,266	16,500	-	16,500	-	16,500	16,500	16,500	16,500
60	SUBTOTAL RECREATION		119,495	139,786	140,834	7,602	38,376	140,834	-	81,500	(59,334)	44,300	51,500	36,000	20,500
61	% Increase/(Decrease) from Prior Year		1075%	17%	1104%					-42%		-46%	16%	-30%	-43%
62	FRONT BEACH AND FRONT BEACH RESTROOMS														
64	50-5620.5020	ELECTRIC AND GAS	747	631	750	247	583	750	-	750	-	750	750	750	750
65	50-5620.5022	WATER AND SEWER	12,009	11,922	12,500	7,658	12,555	12,500	-	12,500	-	12,500	12,500	12,500	12,500
66	50-5620.5026	MAINT & SERVICE CONTRACTS	21,013	14,685	45,000	3,476	17,400	40,831	(4,169)	45,000	-	20,000	20,000	20,000	20,000
67	50-5620.5044	CLEANING/SANITARY SUPPLY	8,909	9,210	11,000	4,651	10,300	10,506	(494)	11,000	-	10,000	10,000	10,000	10,000
68	50-5620.5062	INSURANCE	8,921	10,911	13,200	6,726	6,726	10,726	(2,474)	10,941	(2,259)	11,159	11,383	11,610	11,842
69	50-5620.5065	PROFESSIONAL SERVICES	-	80	80	-	-	80	-	80	-	80	80	80	80
70	50-5620.5067	CONTRACTED SERVICES	108,588	108,277	125,000	56,364	109,221	117,110	(7,890)	125,000	-	125,000	125,000	125,000	125,000
73	50-5620.5085	CAPITAL OUTLAY	25,108	-	170,000	-	-	70,000	(100,000)	95,000	(75,000)	170,000	-	-	-
74	SUBTOTAL FR BEACH RESTRMS		185,295	155,717	377,530	79,123	156,784	262,503	(115,027)	300,271	(77,259)	349,489	179,713	179,940	180,172
75	% Increase/(Decrease) from Prior Year		22%	-16%	158%			-30%		-20%		16%	-49%	0%	0%
76															
77	TOTAL STATE ATAX FUND EXPENDITURES		1,775,501	1,738,691	2,639,142	709,469	1,489,660	2,596,147	(42,995)	2,890,833	251,691	2,129,963	2,051,317	2,032,815	2,043,250
78	% Increase/(Decrease) from Prior Year		11%	-2%	67%			-2%		10%		-26%	-4%	-1%	1%
79															
80	NET INCOME BEFORE TRANSFERS		1,883,714	1,872,097	1,092,603	834,826	2,191,598	1,372,229	279,627	1,179,741	87,138	1,442,900	1,590,995	1,680,337	1,742,158
81															
82	TRANSFERS														
83	50-3900.4901	OPERATING TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	-	-	-
84	50-3900.5901	OPERATING TRANSFERS OUT	(642,811)	(1,133,147)	(1,450,294)	(27,976)	(1,143,430)	(1,450,294)	-	(1,460,781)	(10,487)	(2,992,968)	(1,404,415)	(1,651,386)	(1,699,665)
85	NET TRANSFERS IN/(OUT)		(642,811)	(1,133,147)	(1,450,294)	(27,976)	(1,143,430)	(1,450,294)	-	(1,460,781)	(10,487)	(2,992,968)	(1,404,415)	(1,651,386)	(1,699,665)
86															
87	NET INCOME AFTER TRANSFERS		1,240,903	738,950	(357,691)	806,850	1,048,168	(78,065)	279,627	(281,040)	76,651	(1,550,068)	186,580	28,951	42,493
88															
89	ENDING FUND BALANCE		4,154,059	4,893,009	3,796,367			4,075,994		3,794,954		2,244,886	2,431,466	2,460,417	2,502,910

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1	CITY OF ISLE OF PALMS STATE ACCOMMODATIONS TAX FUND	
2	NOTES	
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47	PUBLIC WORKS	
48	MAINT & SERVICE CONTRACTS	
49	PROFESSIONAL SERVICES	
50	MISCELLANEOUS	Annual provision for beach trash cans.
51	CAPITAL OUTLAY	Includes approx. 51% (\$1,020M) of the Waterway Blvd multi-use path elevation project funded by 51% of FEMA Hazard Mitigation grant (\$499.80K). Forecast periods = 20% of Public Works 10 Year Capital Plan totals for non-drainage related capital expenses.
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55	RECREATION	
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58	CAPITAL OUTLAY	FY26 incl \$20K cost of playground equipment /scoreboards when failed and (\$45K of \$190K) cost of reconstruct 2 Tennis courts. Forecast period annual amts = 20% of 10 Yr Cap Plan totals
59	SPECIAL ACTIVITIES	Connector Run (\$7,500), Easter egg hunt (\$4,500), music event (\$4,500).
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63	FRONT BEACH AND FRONT BEACH RESTROOMS	
64	ELECTRIC AND GAS	
65	WATER AND SEWER	Includes outside showers
66	MAINT & SERVICE CONTRACTS	Includes \$20,000 for maintenance of public restrooms and \$25,000 to rehab approx. 250 LFt of white fencing in front beach areas.
67	CLEANING/SANITARY SUPPLY	Supplies for front beach restrooms
68	INSURANCE	General Liability SCMIRF and Flood Wright National
69	PROFESSIONAL SERVICES	Backflow tests
70	CONTRACTED SERVICES	Includes \$40k for year-round cleaning and maintenance of public restrooms and \$85k year-round business district (on street) & beach trash collection. Cost of PT attendant payroll expenses (\$30k) is now included in the General Fund, but offset by a Transfer In from the State Atax Fund.
73	CAPITAL OUTLAY	FY26 - FY26 includes \$70k per year to repair 4500 linear ft of sidewalks on Ocean Blvd between 10th and 14th (1/5 or 900 linear ft per year). Benches for front beach (\$25K) and resurface city owned portion of Ocean Blvd in FY27 (\$100k).
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82	TRANSFERS	
83	OPERATING TRANSFERS IN	
84	OPERATING TRANSFERS OUT	Incls xfers to Gen Fund for Public Relations & Tourism Coordinator (\$41.5), 3 firefighters (\$294.1k), 3 Paramedics (\$331.2k), 2 police officer (\$212.3k), 100% of BSOs and Marina Parking Attendant (\$60k), Police OT (\$20k), Front Beach restroom attendant (\$30k), STR Coordinator (\$78.1K) and Code Enforcement Officer (\$80K). Also includes 75% of annual debt svc on Marina dock bond (\$249.8k), and Beach Run sponsorship (\$3k). FY2 Incls transfers to Marina fund for Marina green space (\$50k). \$225k in FY27 for 50% of bulkhead recoating if necessary. \$1.5M Transfer to Beach Preservation.
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MEMORANDUM

April 8, 2025

TO: Chairman Park Williams
Isle of Palms Accommodations Tax Committee Chairman

Douglas Kerr
Administrator, City of Isle of Palms

FROM: Laurie Alderson Smith 
Chief of Staff, Explore Charleston

RE: FY 2025/26 Budget

Attached to this memorandum is the proposed FY 25/26 budget developed by our team over the last few weeks. As a reminder, we are early in Explore Charleston's budget cycle. Our media partners have only begun their strategic pitches to us. We appreciate having the opportunity to collaborate with you in our preparation of these materials, and we look forward to continuing to work together in the coming fiscal year for the benefit of the City of Isle of Palms and the greater Charleston region.

Our budget is based on revenue estimates from Isle of Palms for FY 25/26 that total \$1,075,082. Expenses are separated into the categories prescribed by the South Carolina Tourism Expenditure Review Committee (TERC) guidelines:

<u>Project Category</u>	<u>Anticipated Spend</u>
1 - Advertising & Marketing	\$ 680,344.00
3 - Marketing Support	\$ 218,055.00
4 - Group Sales Efforts & Tradeshow	\$ 67,040.00
5 - Media Efforts	\$ 131,094.00
6 - Visitor Services	\$ 4,000.00
<i>Category Totals</i>	\$ 1,100,533.00

As the regional promotional organization, it is our charge at Explore Charleston to look through several lenses. We've worked together for several years to strike a meaningful balance that a) adds value through local, Isle of Palms-specific initiatives, b) lifts Isle of Palms through our islands / beaches campaigns, and c) engages Isle of Palms as an essential part of our region's promotion.

CHARLESTON AREA CONVENTION & VISITORS BUREAU

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In the FY 25/26 budget, \$371,000 in expenses are planned for Isle of Palms-specific initiatives, which are included in TERC Project Categories 1, 3, and 5.

When allocating funds for projects that focus beyond Isle of Palms alone, we continue to use the formula mutually agreed upon several years ago - percentage of room inventory. Isle of Palms currently has 41.4% of the islands / beaches lodging inventory in the community, so we apply that amount of our expense to the city for our initiatives in this space. The \$336,891 allocated from Isle of Palms will assist Explore Charleston's targeted island / beaches campaign, reflected in TERC Project Categories 1 and 3.

Isle of Palms' share of luxury lodging inventory in the community is 16.5%, and the city's share of full-service (group) room inventory is 8.1%. Efforts to attract the lucrative group market are essential to the tourism economy. Applying the lodging formula to Explore Charleston's group sales initiatives designates a modest \$67,040 towards this important effort. TERC reflects this official expense category as 4.

And Isle of Palms has 8.2% of all hotel rooms and vacation rental units in the Charleston area. Applying the formula to initiatives across Explore Charleston equates to \$325,602 spent in projects, campaigns and services that benefit the region as a whole. These expenses correspond to TERC Project Categories 1, 3, 5, and 6. Isle of Palms is an integral part of the Charleston area.

It is our pleasure to be your partner, and we look forward to continuing to representing the City of Isle of Palms. Please call me directly at 843-805-3063 or any member of our team at 843-853-8000.

MEMORANDUM

TO: Municipalities/Counties Subject to Reporting Requirements for Accommodations Tax
FROM: Tourism Expenditure Review Committee
DATE: August 24, 2021
SUBJECT: Revised Reporting Form and Requirements

At its meeting held August 9, 2021, the Tourism Expenditure Review Committee ("TERC") adopted a revised reporting form for use by municipalities and counties required to submit annual reports to TERC under S. C. Code §6-4-25. This form, copy attached, replaces the form previously used.

Some of the revisions are made to better organize the previously required information and reflect that the certification applies to all expenditures of accommodations tax revenues.

Other revisions add reporting requirements, including a requirement that documentation be provided supporting the designation of a non-profit organization under S.C. Code §6-4-10(3) that engages in the "advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity." These organizations are the recipients of accommodations tax revenues generally referred to as the "30 percent funds." **The documentation required to be provided includes the annual proposed budget for such organization, which needs to be reviewed by the local accommodations tax advisory committee** and approved by the municipal or county council, and the accounting submitted to the municipal or county council at the end of the fiscal year under this code section. It will also include any other documentation provided to a council by a designated organization that demonstrates that it has, or can develop, "an effective tourism promotion program." An example of such a document would be a marketing plan adopted by the designated organization.

The South Carolina Supreme Court, in its opinion in *DomainsNewMedia.com LLC vs. Hilton Head Island-Bluffton Chamber of Commerce*, Opinion Number 27803 issued May 23, 2018, has emphasized the importance of the statutory provisions governing review of expenditures of accommodations tax (specifically including those made from the 30 percent funds) at both the local and state level. These revised reporting requirements are consistent with that emphasis.

Should you have any questions about the revised form and reporting requirements, you can contact Damita Holcomb at Damita.holcomb@dor.sc.gov or by calling 843-992-7232.

30 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)

Name of Government: City of Isle of Palms

Contact Person: Debra Hamilton

Phone: 843-256-5708

Email: dhamilton@iop.net

Name of Organization Designated to Receive Special Fund:* Charleston Area Convention & Visitors Bureau / Explore Charleston

Atax Amount: \$1,075,082

*Only one organization per form. Please duplicate this form as necessary.

<u>Project Category and Brief Explanation</u>	<u>Amount Budgeted for 24-25</u>	<u>Amount Budgeted for 25-26</u>
1. Advertising & Marketing	\$529,132	\$680,344
3. Marketing Support	\$215,056	\$218,055
4. Group Sales	\$97,823	\$67,040
5. Media Efforts	\$98,043	\$131,094
6. Visitor Services (Centers, Call/Chat Centers)	\$125,635	\$4,000
Total:	\$1,065,689	\$1,100,533

Project Categories - All must attract or provide for tourists.

1 - Advertising (Print, digital, broadcast, social, etc.)

2 - Promotional Materials/Publications

3 - Marketing support (creative, photography, videography)

4 - Group Sales Efforts and Tradeshow

5. Media Efforts

6. Visitor Services (Centers, Call/Chat Centers)

7. Other

Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws. (Please type YES or NO below. If NO, please offer explanation)

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.

Save as an Excel or PDF Document and Return to Tourism Expenditure Review Committee via email at damita.holcomb@dor.sc.gov

BUDGETED INCOME FY 25/26: City of Isle of Palms, Spring 2025								
Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	100% IOP	IOP Share Based on Islands Inventory at 41.4%*	IOP Share Based on Luxury (Group) Room Inventory at 16.5%**	IOP Share Based on Full Service (Group) Inventory at 8.1%***	IOP Share Based on Community Inventory at 8.2%****	
IOP Dedicated Coverage (100%)		<i>IOP's estimated atax contributions of \$1,075,082 to Explore Charleston / anticipated atax revenue from all governments of \$11,983,082 = 8.97% of atax</i>						
		<u>IOP-specific coverage via https://www.charlestoncvb.com/areas-to-explore/isle-of-palms/</u>	\$2,700					
Website - maintenance	IOP featured municipal page							
Advertising - digital campaign	VRBO	IOP specific ads pointing to vacation rentals	\$175,000					
Advertising - social media campaigns	Pinterest, TikTok, YouTube	paid promotion for the region - 12 months	\$28,750					
Research for IOP	IOP Thrives Task Force Semi Annual Reporting conducted through The McNair Group	Four areas of focus: Safety, Quality of Life, Environment, Seasonal Impacts	\$25,000					
Research for IOP	Walkability Study through BCD COG	Evaluate bike & pedestrian infrastructure on the island	\$30,000					
Branding / Creative	IOP Branding Campaign	Working with an outside agency to create new brand for Isle of Palms	\$50,000					
Video Production	Informational Video	Fun, engaging video providing information and various uses for city use	\$20,000					
Signage	Spread the Hope, Love, Joy Holiday Campaign	Annual off season holiday signage and mapping activation campaign	\$4,550					
Public Relations Staffing	Public Relations	Media, Public Relations, and Crisis Communications for the city	\$35,000					
			\$371,000					
IOP Share Based on Islands Inventory (41.4%)****								
Website - maintenance	Site presence: IOP on Beaches site	<u>IOP-specific coverage via https://www.charlestoncvb.com/beaches/isle-of-palms/</u>		\$1,118				
Website - Search Engine Marketing (SEM)	Adwords and Facebook/IG, Islands / Beaches Site	Paid promotion for IOP Beach page on Beaches site		\$207,000				
Commercial - distribution	Sinclair Broadcasting	Beach specific targeted campaign for distribution of a beach specific : 30 sec commercial, emphasis on off-season		\$51,750				
Advertising - digital campaign	The Knot	store front annual, wedding specific		\$7,419				
Advertising - print	Discover SC	Annual state vacation guide - beach specific ad		#				
Advertising - print	Coastal Living	Spreads in Fall issue		#				
Market Research - Key Data	Key Data Research, specific to Islands / Beach communities	Historical performance and forward-looking pacing data for vacation rentals in area island communities		\$15,675				
Sponsorship	WCIV / Channel 4, Know Before You Go Campaign	Helping public know traffic, parking and weather for the beaches		\$16,106				
				\$336,891				
IOP Share Based on Luxury (Group) Room Inventory (16.5%)***								
Sales - Luxury Tradeshows, most difficult to sell	American Society of Association Executives	Tradeshow: Los Angeles, CA - August 2025			\$3,548			
Sales - Luxury Tradeshows, most difficult to sell	CONNECT Marketplace	Appointment show: Destination Southeast, Miami, FL - August 2025; Destination East, Washington, DC - December 2025; Independent Planner Education Conference, Las Vegas, NV April 2026			\$4,851			
Sales - Luxury Tradeshows, most difficult to sell	Northstar Meetings	Attendance at 4 tradeshows; cost to host small and boutique meetings locally			\$12,623			
Sales - Luxury Tradeshows, most difficult to sell	Financial & Insurance Conference Professionals	Membership only			\$165			
Sales - Luxury Tradeshows, most difficult to sell	HelmsBriscoe	Appointment show: TBD - May 2025; Preferred Partner Destination membership			\$4,175			
Sales - Luxury Tradeshows, most difficult to sell	IMEX America	Appointment & Tradeshow: Las Vegas, NV - October 2025			\$9,075			
Sales - Luxury Tradeshows, most difficult to sell	International Luxury Travel Market	Tradeshow: Location TBD - Dec 2025			\$7,242			

BUDGETED INCOME FY 25/26: City of Isle of Palms, Spring 2025								
Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	100% IOP	IOP Share Based on Islands Inventory at 41.4%*	IOP Share Based on Luxury (Group) Room Inventory at 16.5%**	IOP Share Based on Full Service (Group) Inventory at 8.1%***	IOP Share Based on Community Inventory at 8.2%****	
<i>Sales - Luxury Tradeshows, most difficult to sell</i>	Luxury Travel Industry	Atlanta & New York (TBD) travel advisors			\$4,645			
<i>Sales - Luxury Tradeshows, most difficult to sell</i>	Meeting Professionals International: World Education Congress	World Education Congress, Local TBD - June 2026			\$1,733			
<i>Sales - Luxury Tradeshows, most difficult to sell</i>	Professional Convention Mgmt Assoc.	Tradeshow: Houston, TX - January 2025			\$4,694			
<i>Sales - Luxury Tradeshows, most difficult to sell</i>	Signature Travel Network	Appointment show: Las Vegas, NV - November 2025; Annual membership			\$3,548			
<i>Sales - Luxury Tradeshows, most difficult to sell</i>	Society of Incentive Travel Executives (SITE) Southeast Chapter	Annual Meeting: Location TBD - December 2025			\$1,130			
					\$57,426			
IOP Share Based on Full Service (Group) Inventory (8.1%) **								
<i>Sales - Other Tradeshows</i>	Association Executives of North Carolina	Annual Meeting: Raleigh, NC - July 2025; Tradeshow: Raleigh, NC - December 2025				\$605		
<i>Sales - Other Tradeshows</i>	Georgia Society of Association Executives	Annual Meeting: Location TBD - August 2025; Ongoing events throughout the year				\$1,835		
<i>Sales - Other Tradeshows</i>	Holiday Showcase Association Forum	Tradeshow: Chicago, IL - December 2025				\$891		
<i>Sales - Other Tradeshows</i>	South Carolina Society of Association Executives	Annual Meeting: Location TBD - June 2026; Ongoing events throughout the year				\$1,258		
<i>Sales - Other Tradeshows</i>	Tennessee Society of Association Executives	Tradeshow: Nashville, TN - December 2025				\$543		
<i>Sales - Other Tradeshows</i>	Virginia Society of Association Executives	Fall Expo: Richmond, VA - September 2025				\$502		
<i>Sales - Other Tradeshows</i>	Meeting Professionals International: Carolinas	Chapter Meeting: Charlotte, NC - August 2025; Annual Meeting: Beaufort, NC - November 2025; Business Exchange: Location/Date TBD				\$784		
<i>Sales - Other Tradeshows</i>	Meeting Professionals International: Tennessee	Tradeshow: Nashville - March 2026				\$259		
<i>Sales - Other Tradeshows</i>	Destination Celebration	Various meetings and locations through the Midwest				\$1,280		
<i>Sales - Other Tradeshows</i>	Professional Conference Managers Association	Various meetings and locations; Annual Conference: Location/Date TBD				\$1,131		
<i>Sales - Other Tradeshows</i>	Convention South - Rendezvous South	Tradeshow: Myrtle Beach, SC - March 2026				\$527		
						\$9,614		
IOP Share based on Community Inventory (8.2%) *								
<i>Website - maintenance</i>	ExploreCharleston.com	Main site for regional promotion					\$3,936	
<i>Website - Search Engine Marketing (SEM)</i>	Adwords and Facebook/IG, ExploreCharleston core visitor site	Paid promotion for the region					\$68,745	
<i>Advertising - digital & print campaign</i>	Off Season Campaign	Off season campaign to include holiday promotion					\$0	
<i>Commercial - distribution</i>	Sinclair Broadcasting	distribution of :30 sec commercial across the US (12 months x \$88,000 /month) new West Coast cities and Canada					\$79,704	
<i>Advertising - digital & print campaign</i>	Signature Travel	Digital and print advertiging with in the travel agent consortia that results in direct bookings for Isle of Palms hotels & resorts					\$4,100	
<i>Advertising - digital campaign</i>	Amadeaus GDS campaign	Digital travel agent booking platform that generates bookings for Isle of Palms hotels & resorts					\$12,300	
<i>Market Research</i>	Office of Tourism Analysis at College of Charleston - research; (Examples: Datafy - visitor behavior; geolocation platform; CoStar; TravelClick; Build Central; STR - formerly Smith Travel Research)	Research is at the core of everything we do in order to understand market-specific and global travel trends, determining the most effective ways to connect with travelers, and measure industry performance. As this is a regional effort, we have allocated the cost between funding communities.					\$56,723	

