

**Accommodations Tax Advisory Committee**

12:00 p.m., Wednesday, April 4, 2018

Council Chambers

1207 Palm Boulevard

**AGENDA**

1. **Call to Order** and acknowledgement that the press and the public had been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Election of Chair and Vice Chair**
3. **Approval of Previous Meetings' Minutes** – November 13, 2017
4. **Citizens' Comments**
5. **Financial Statements**
6. **Old Business**
7. **New Business**
  - A. Consideration of a Sponsorship for the South Carolina Aquarium Turtle Trek in the amount of \$10,000 (The event is scheduled for September 29, 2018, and it has been approved as an annual event by the City.)
  - B. Consideration of FY19 ATAX Budget
8. **Miscellaneous**

Date of Next Meeting: \_\_\_\_\_, Wednesday, \_\_\_\_\_, 2018
9. **Adjourn**

## **Accommodations Tax Advisory Committee**

11:00 a.m., Monday, November 27, 2017

The regular meeting of the Accommodations Tax Advisory Committee was held at 11:00 a.m., Monday, November 27, 2017 in Council Chambers of City Hall, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Malcolm Burgis, Sally Leydic-Muhlig, Julise Spell, Margaret Miller, and Susan Haynie, Administrator Tucker, Treasurer Suggs, Assistant Administrator Fragoso and Clerk Copeland; David Nelson and Rusty Williamson were absent. A quorum was present to conduct business.

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

2. **Approval of previous Meeting's Minutes**

**MOTION:** Ms. Miller moved to approve the minutes of the regular meeting of September 13, 2017 as submitted; Ms. Spell seconded and the motion **PASSED UNANIMOUSLY.**

3. **Citizens' Comments** – None

4. **Financial Statements** – after New Business

5. **Old Business** – None

6. **New Business**

A. **Consideration of sponsorship in the amount of \$5,000 for the 2018 Dunlop Junior Tennis Championship**

Since the Championship representative Dewey Calder was unable to attend, Clerk Copeland spoke on his behalf. She stated that the tennis tournament has received support from the IOP ATAX Committee since 2014 and that 2018 will be the sixteenth year of the event to be held February 16<sup>th</sup> through February 18<sup>th</sup> at the Family Circle Tennis Center on Daniel Island.

**MOTION:** Ms. Haynie moved to approve a \$5,000 sponsorship for the 2018 Dunlop Junior Tennis Championship; Ms. Spell seconded and the motion **PASSED UNANIMOUSLY.**

B. **Consideration of a sponsorship in the amount of \$5,000 for the 2018 Charleston Food + Wine Festival**

Gillian Zettler, Executive Director of the Charleston Food + Wine Festival, commented that 2018 would be the thirteenth year of the festival and that one (1) of the Signature Dinners held during the festival will be at Coda del Pesce on the Isle of Palms. Holding the event in March brings tourists on the cusp of the season, and having events at multiple venues throughout the area drive tourists to places off the peninsula. Two (2) new platinum corporate sponsors for 2018 will be Chase and Marriott. The event will be held from February 28, 2018 through March 4, 2018 at Marion Square in Downtown Charleston.

**MOTION: Ms. Muhlig moved to approve a sponsorship in the amount of \$5,000 for the 2018 Charleston Food + Wine Festival; Ms. Haynie seconded and the motion PASSED UNANIMOUSLY.**

**C. Consideration of funding \$5,000 for the replacement of the Zodiac rubber boat for the IOP Fire Department**

Chief Graham stated that the City currently has a fourteen foot (14 ft.) rubber boat that is fourteen (14) years old and that the seams on the boat were failing. The Fire Department personnel were told that the boat was beyond economical repair, and they have located a twelve foot (12 ft.) rubber boat that will serve the Department's needs. Although some modifications must be made to the trailer, the Department plans to use its existing trailer and motor. The Chief stated that, to insure to cover all of the requirements for the new boat, she was amending her request to six thousand dollars (\$6,000).

**MOTION: Ms. Spell moved to approve \$6,000 for the IOP Fire Department to replace the rubber boat; Ms. Miller seconded and the motion PASSED UNANIMOUSLY.**

**4. Financial Statements**

Treasurer Suggs explained that the City staff has been converting to new financial software and that the reports before the Committee were generated from that software. She said that the reports the Committee is accustomed to seeing were generated through Excel which left room for error; she expects that the new reports will be more meaningful once actual day-to-day operations are reflected in them.

Beginning with the Balance Sheet, the Treasurer pointed out that the new reports shows two (2) year's data for comparison. From the categories listed on the Balance Sheet, she stated that the line "Investments" referred to the ATAX funds being held at the Local Government Investment Pool (LGIP), and, under Liabilities, the "Due to Other Funds" line was the amount of State ATAX payments due to the Charleston Visitors Bureau and to the City's General Fund. She did acknowledge that a change needed to be made to the balance lines because all ATAX funds should be considered restricted. The next three (3) pages show the revenues versus expenditures; in this report, the expenditures are now shown by department. In the area for income, the Treasurer reported that the income under Miscellaneous was the money received by the City from the various sponsors of Christmas light displays. At the end of October 2017, the ATAX 2018 budget was eighty-two thousand dollars (\$82,000) "to the good" i.e. revenues greater than expenditures. The remaining six (6) pages report on revenues and expenditures in a more detailed manner showing the expenditure and the vendor name; on the report for October 31, the numbers reflect the input of beginning balances for the new system.

Ms. Haynie stated that not being an accountant, the new reports were "meaningless;" she recalled that the old report had line numbers making it much easier to follow when the Treasurer was reviewing information with the Committee; she asked if the new reports could have line numbers in the future.

The final report entitled "Distribution of Funds Received" was a historical account of ATAX quarterly disbursements to the City and the City's distribution to various funds and the CVB as required by law. Treasurer Suggs pointed out that the City's collections for the September 2017 quarter were less than received for the September 2016 quarter despite receiving an additional six thousand dollars (\$6,000) from Charleston County for ATAX funds sent to them in error. The funds from Charleston County were handled the same as the disbursement from the State – five percent (5%) to the General Fund, sixty-five percent (65%) to the ATAX fund and the remaining thirty percent (30%) to the CVB.

**7. Miscellaneous Business**

**Next Meeting Date: 11:00 a.m., Wednesday, January 10, 2018**

**8. Adjournment**

**MOTION: Vice Chair Burgis moved to adjourn the meeting at 11:35 a.m.; Ms. Miller seconded and the motion PASSED UNANIMOUSLY.**

Respectfully submitted:

Marie Copeland  
City Clerk

State Accommodations Tax Advisory Committee  
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

Date Received: _____	Total Project Cost: _____
Total Accommodations Tax Funds Requested: _____	
Action Taken By Accom. Tax Advisory Committee:	Date Approved _____ Denied _____
Action Taken By Ways & Means Committee:	Date Approved _____ Denied _____
Action Taken By City Council:	Date Approved _____ Denied _____
Documentation required for payment: _____line item budget, _____invoices, _____Financial Report	

For Office Use Only

**A. Project Name:** South Carolina Aquarium – Turtle Trek

**B. Applicant Organization:** South Carolina Aquarium

**1. Mailing Address:** 100 Aquarium Wharf, Charleston, SC 29401

**Telephone:** 843-579-8540    **Fax:** \_\_\_\_\_

**2. Project Director:** Stephanie Gabosch

**Telephone:** 843-579-8540    **Fax** \_\_\_\_\_

**3. Description of Organization, Its Goals and Objectives:**

The mission of the South Carolina Aquarium is to inspire conservation of the natural world by exhibiting and caring for animals, by excelling in education and research, and by providing an exceptional visitor experience. Founded by a task force of community volunteers and business leaders, led by Mayor Joseph P. Riley, Jr., the Aquarium was built as the state's foremost informal science education center, providing structured environmental science education for students of all ages across the state.

In 2014, the Aquarium launched the Watershed Campaign, a six-year strategic initiative to scale and optimize our existing programs, while implementing new conservation and education initiatives. Through the campaign, which will conclude in 2020, the Aquarium aims to inspire conservation of the natural world through the following goals and objectives:

- 1) Becoming a world leader in sea turtle conservation and research**
  - a. In May 2017, the Aquarium will open Zucker Family Sea Turtle Recovery, a state-of-the-art sea turtle rehabilitation facility and learning landscape open to all of our 450,000 annual guests
  - b. The establishment of the McNair Center for Sea Turtle Research and Conservation in 2017 will enable the Aquarium to revolutionize rehabilitative care for sea turtles through a slate of projects including: utilization of an exercise pool to improve patients' post-treatment strength; investigation of sea turtles' use of sound for navigation and site fidelity; analysis of sea turtle impactation data to chart trends in microplastics consumption; research surrounding cause(s) of recurring cataract condition
- 2) Establishing a Conservation Department to design and implement a slate of measurable conservation and fieldwork initiatives**
  - a. MPA artificial reef research in partnership with SCDNR
  - b. Robust redhorse population conservation
  - c. Horseshoe crab breeding and population research
  - d. Exploration of noise pollution impacts on dolphin echolocation in partnership with NOAA
  - e. Citizen Science to engage students and communities in hands-on learning experiences
  - f. Plastic pollution education initiative to connect communities with solutions to a mounting environmental threat to wildlife and human health
  - g. The Resilience Initiative for Coastal Education (RICE) to prepare communities for the threat of sea level rise
- 3) Providing complementary science education programs for students and teachers across the state of South Carolina, and beyond**
  - a. Serve more students by increasing our statewide reach by 66% through the Rovers Education Outreach Program, and increasing open access opportunities for those otherwise unable to attend the Aquarium due to financial limitations or health concerns
  - b. Serve students of all ages through the establishment of an early learning initiative and an adult learning series
  - c. Improve our learning package by establishing a distance learning program and improving our on-site classroom technological components
- 4) Presenting an exceptional visitor experience**
  - a. Building of Kids Coast, an on-site dedicated play space and educational learning center for toddlers, and their families
  - b. SkyTrail, an interactive climbing structure that promotes exploration, discovery, and movement
  - c. Updates to the Piedmont Gallery and the freshwater exhibits within to

reflect the importance of freshwater resources in our state for health and wellness, recreation and quality of life, and our state's economy

### **C. Description and Location of Project/Event:**

The 2018 Turtle Trek is our 3<sup>rd</sup> annual 5k sunset beach run and kids fun run that will take place on Saturday, September 29<sup>th</sup> at the Isle of Palms Country Park. The Turtle Trek promotes sea turtle conservation, trash free beaches, and community wellness.

We expect the event to sell out again this year with 500 5K runners and 150 Kids' Fun Run participants. The event begins at 3:30pm with a beach sweep followed by the Kid's Fun Run and 5K, and will end with an after party and awards presentation at the Windjammer.

All proceeds from the Turtle Trek support the South Carolina Aquarium's sea turtle conservation and research initiatives.

**Single Event?** - Yes

**Ongoing Event/Annual Need?** - Yes

1. **Date(s) of Event:** September 29, 2018
2. **Impact on Tourism: What percentage of persons benefitting from this project are tourists (98%, 610 runners) vs. Isle of Palms residents (2%, 12 runners).**  
*\*Source of tourist data Runsignup.com – registration website used for Turtle Trek runners. Data taken from 2017 runner registration report (website hits, surveys, ticket sale information, etc.)*
3. **If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance versus the past year's event? –**  
For 2016, we had 4% and 2017, 2% of our overall runners were Isle of Palms residents. We expect the same number of attendees as shown above and very similar numbers for tourist attendance. Last year, we had runners between the ages of 2-76 years old coming from 15 different states.  
*\*Source of tourist data – Go Race Productions (website hits, surveys, ticket sale information, etc.)*

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

1. **Sponsorships or Fundraising:** To date, we have secured \$5,000 out of our goal of \$30,000 from TD Bank.

2. **Entry Fees:** 5K Registration = \$40; Kid's Fun Run = \$20  
Total expected entry fees = \$20,000
3. **Donations:** We expect to raise an additional \$10,000 from raffles, merchandise sales, and third party fundraising outlets (local give back days, crowdfunding, etc.)
4. **Accommodations Tax Funds Request:** \$10,000  
  
**Date(s) Required:** September 29, 2018  
**Lump Sum:** Flexible  
**Installments:** Flexible
5. **Other:** N/A
6. **Total Budget:** \$28,936

#### **E. Financial Analysis**

##### **Please Provide Line Item Budget for Event or Project**

- Marketing: \$13,936 (billboards, digital ads, print ads, appearances, t-shirts, race bibs, printing, press release, posters, postcards, etc)
- Food & Beverage: \$3,500
- Rentals: \$2,500
- Entertainment: \$1,000
- Race director/timing: \$2,500
- Other (EMS, police, awards, misc supplies): \$5,000

**Date for Submission to Isle of Palms Treasurer of Financial Report for Event or Project: TBD**

**If awarded, funds are requested as follows:**

**(1) Lump Sum(s):**

\$10,000 by September 1, 2018

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





**WHAT** The Turtle Trek is the South Carolina Aquarium's 3<sup>rd</sup> Annual 5k Sunset Beach Run & Kids' Fun Run

**WHEN** Saturday, September 29, 2018 - Packet Pickup 4:00-5:00pm, Beach Sweep 4:00-5:00pm, Kids Fun Run 5:00pm, 5k Run 5:30pm, After Party & Awards 6:00-9:00pm

**WHERE** Isle of Palms County Park & the Windjammer

**WHO** The Turtle Trek has sold out the past two years with 600 runners between the ages of 2-76, representing 15 different states.

**WHY** The Turtle Trek raises awareness for the Aquarium's sea turtle rescue program and conservation initiatives. All proceeds support our Sea Turtle Care Center.

**REGISTRATION** 5K and Kids' Fun Run registration includes: t-shirt (unisex, technical shirts), race packet and After Party entry which includes; awards, food and music!

**AWARDS** Presented to the Top 3 Overall (M/F) and Top 3 in Age Categories (M/F): 1-9, 10-19, 20-29, 30-39, 40-49, 50-59, 60+. Ribbons will be presented to all kids' fun run participants.

**MORE INFORMATION** For questions or sponsorship information, please contact Stephanie Gabosch at 843-579-8540 or [sgabosch@scaquarium.org](mailto:sgabosch@scaquarium.org)

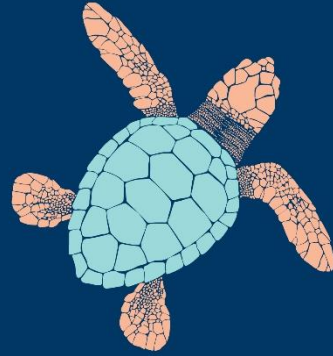
**Register today:** [scaquarium.org/turtletrek](http://scaquarium.org/turtletrek)



SOUTH CAROLINA AQUARIUM

# TURTLE TREK5K

A SUNSET BEACH RUN



MARKETING ITEM	DATES	EXPENSE	IMPRESSIONS/QUANTITY
Posters	7/29/2018 – 9/29/2018	n/a	~500 distributed
Postcards	7/29/2018 – 9/29/2018	\$300	500 printed
Facebook header image & linked in details text	6/29/2018 – 9/23/2018	n/a	~68,000 reached
T-shirts (5K & Kids' Fun Run)	9/28/2018 – 9/29/2018	\$3,900	650 t-shirts
Race Bibs (5K & Kids' Fun Run)	9/29/2018	\$195	650 bibs
Race bags	9/28/2018 - 9/29/2018	\$650	500 bags
Onsite signage	9/29/2018	\$660	4 posters, 10 signs
Onsite banner	9/29/2018	\$400	1 banner
Go Race Productions website	7/29/2018 – 9/29/2018	n/a	~15,000 page views
Tributaries Magazine Ad	May 2018	n/a	~9,000 households
Charleston Scene Ad	8/10/2018	\$856	~60,000 copies
City Paper Ad	7/20/2018	\$632	~149,000 copies
Charleston Scene Ad	7/27/2018	\$856	~60,000 copies
Charleston Scene Ad	8/17/2018	\$856	~60,000 copies
Charleston Scene Ad	8/31/2018	\$856	~60,000 copies
Charleston Scene Ad	9/7/2018	\$856	~60,000 copies
City Paper Ad	8/30/2018	\$632	~149,000 copies
Charleston Magazine Ad	9/1/2018	\$1,200	~130,000 copies
Lowcountry Parent Magazine (September issue)	9/1/2018	\$642	~42,000 copies
Digital Billboard	8/28/2018 – 8/30/2018	\$267	~8,913 screen plays
Digital Billboard	9/20/2018 – 9/21/2018	\$178	~2,528 screen plays

**Total Marketing Expense = \$13,936**