

AUGUST 5<sup>th</sup>, 2021

MR. RAY BURNS  
CHAIR, ACCOMMODATIONS TAX ADVISORY COMMITTEE  
CITY OF ISLE OF PALMS  
POST OFFICE DRAWER 508  
ISLE OF PALMS, SC 29451

CC: ISLE OF PALMS CITY COUNCIL

Dear Mr. Burns:

The Charleston Area Convention & Visitors Bureau (dba Explore Charleston) has been working hard on behalf of the City of Isle of Palms since the late 1980's. During this time the island has seen visitation and spending grow significantly. Most importantly, the total dollar return per visitor has dramatically increased. We've also seen a notable increase in visitors during the spring and fall seasons when the business is most needed. My company manages both the Palms hotel and Seaside Inn on Isle of Palms and we have seen firsthand the revenue growth and improvement in year round occupancy resulting from Explore Charleston's marketing of Isle of Palms and the surrounding area.

The stellar reputation of the Charleston area as a premier visitor destination has been the result of the strategic and consistent promotional efforts of Explore Charleston. The awards that have been won in all the major travel media and the increase in air service have each played a role in making the Isle of Palms even more appealing and accessible to visitors.

I urge you to keep the Charleston Area Convention & Visitors Bureau as the designated recipient of the Isle of Palms' 30% allocation for tourism marketing. Our continued success depends on it.

Sincerely,



Chris Harvey  
Corporate Director of Operations



August 6, 2021

Mr. Ray Burns  
Chair, Accommodations Tax Advisory Committee  
City of Isle of Palms  
Post Office Drawer 508  
Isle of Palms, SC 29451

Dear Mr. Burns,

The Charleston Area Convention & Visitors Bureau (dba Explore Charleston) has been working hard on behalf of the City of Isle of Palms since the late 1980's. During this time the island has seen visitation and spending grow significantly. Most importantly, the total dollar return per visitor has dramatically increased. We've also seen a notable increase in visitors during the spring and fall seasons when the business is most needed.

The stellar reputation of the Charleston area as a premier visitor destination has been the result of the strategic and consistent promotional efforts of Explore Charleston. The awards that have been won in all the major travel media and the increase in air service have each played a role in making the Isle of Palms even more appealing and accessible to visitors.

I urge you to keep the Charleston Area Convention & Visitors Bureau as the designated recipient of the Isle of Palms' 30% allocation for tourism marketing. Charleston Area Convention & Visitors Bureau is a professional organization delivering professional results.

Sincerely,

  
Alex Stone IV  
Island Realty.



August 6, 2021

Mr. Ray Burns  
Chair, Accommodations Tax Advisory Committee  
City of Isle of Palms  
Post Office Drawer 508  
Isle of Palms, SC 29451

Dear Mr. Burns,

The Charleston Area Convention & Visitors Bureau (dba Explore Charleston) has been working diligently for the City of Isle of Palms since the late 1980's. Over the years, increasing numbers of people have come to enjoy the island thanks to the editorial exposure, group sales efforts, and advertising created through Explore Charleston. We have been members and supporters of Explore Charleston since 2015.

It is hard to argue with success. The efforts of Explore Charleston have resulted not just in more visitors, but in visitors who spend more for the privilege of visiting the Isle of Palms. This increased spending has generated higher tourism tax collections for the island, which helps both residents and business owners. Turning this responsibility over to a group of volunteers with no experience in destination marketing would not be a wise choice.

I respectfully request that the Isle of Palms keep the Charleston Area Convention & Visitors Bureau as the designated recipient of its 30% state accommodations allocation for tourism marketing in order to ensure the continued health and prosperity of our tourism economy.

Sincerely,

A handwritten signature in black ink, appearing to be "Karen Johnson", written over a large, light blue circular scribble.

Karen Johnson  
Island Surf Company

cc: Isle of Palms City Council



August 6, 2021

Mr. Ray Burns  
Chair, Accommodations Tax Advisory Committee  
City of Isle of Palms  
Post Office Drawer 508  
Isle of Palms, SC 29451

Dear Mr. Burns,

Dunes Properties started on the Isle of Palms in 1989, and in the years since we have seen the island become one of the most popular vacation destinations in the Southeast. We have been supporting the Charleston Area Convention & Visitors Bureau (dba Explore Charleston) as an advertiser and sponsor since before I joined Dunes Properties in 2008. Over these years we've seen an exponential increase in vacation guests during not only the summer season, but also the shoulder seasons when the business is most needed. Our analytics show Explore Charleston as a top referrer of traffic - and most importantly - bookings on our website.

We are beyond thrilled with the service they have provided for Isle of Palms and for our business in particular. We truly believe Charleston and the surrounding beach communities have become top vacation destinations due, in part, to the consistent and exemplary marketing efforts by Explore Charleston. I believe them to be such an important part of our success that I am requesting they continue to receive the Isle of Palms' 30% allocation for tourism marketing.

Sincerely,

Traci B. Magnus  
Vice President of Marketing, Dunes Properties  
843.870.8340  
tmagnus@dunesproperties.com



August 6, 2021

Mr. Ray Burns  
Chairman, Accommodations Tax Advisory Committee  
City of Isle of Palms  
Post Office Drawer 508  
Isle of Palms, SC 29451

*Delivery via USPO and e-mail*

Dear Ray:

Lowe has been invested on the Isle of Palms since 1990 when we first began purchasing the resort assets at Wild Dunes Resort. Over the course of thirty years we have continued to invest in the Isle of Palms and are grateful for the successes we have experienced and are proud of the assets we have added to the Resort, the Wild Dunes Community and the Isle of Palms. We would not have achieved this success without the tireless dedication and expertise of the Charleston Area Convention and Visitors Bureau (“Explore Charleston”).

It has come to my attention that the Isle of Palms City Council and its Accommodations Tax Advisory Committee are evaluating whether to maintain the city's relationship with Explore Charleston or create a new entity to manage the island's tourism promotion. Please accept this letter as my request to the Accommodations Tax Advisory Committee and the members of Isle of Palms City Council to continue the longstanding and successful partnership between Isle of Palms and Explore Charleston.

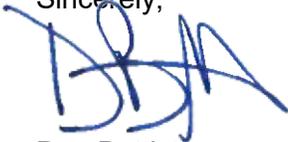
As one of the country's most acclaimed destination marketing organizations, Explore Charleston understands the complexities and nuances of the highly competitive travel industry. They understand that brand awareness alone does not guarantee returns. The investment in cultivating brand affinity creates an emotional bond to a destination that differentiates it from the competition and delivers greater long-term value for residents, businesses and visitors.

Explore Charleston works diligently for the city through established editorial relationships, robust group sales efforts, and innovative advertising. Their team understands how to identify visitors who appreciate the area's attributes, stay longer and spend more. This economic activity reduces the tax burden on residents, supports local jobs, and puts the island in a more favorable financial position to fund essential services that make our community stronger.

Explore Charleston has done a tremendous job promoting the Charleston region and Isle of Palms. For example, except for a small decrease in 2020 due to the pandemic, their success is evidenced by the annual growth in tourism tax collections for the island.

There is no reason to jeopardize the impressive results Explore Charleston has generated for the city's tourism economy. I respectfully reiterate my request that the Isle of Palms maintain Explore Charleston as the designated recipient of its 30% state accommodations allocation for destination promotion in order to ensure the continued health and prosperity of our community.

Sincerely,



Dan Battista

Lowes/Wild Dunes Resort

CC: Randy Bell  
Ryan Buckhannon  
Jimmy Carroll  
John Moyer  
Kevin Popson  
Phillip Pounds  
Susan Hill Smith  
Rusty Streetman  
Jimmy Ward