

**AGENDA
TOWN OF EDISTO BEACH
ACCOMMODATIONS TAX ADVISORY BOARD MEETING
NOVEMBER 2, 2017 10:00 a.m.**

- I. Call to Order**

- II. Approval of Minutes**
 - A. August 3, 2017**

- III. New Business**
 - A. ATAX Fund Balance – \$102,821.61**
 - B. Applications**
 - 1. Edisto Chamber of Commerce – Off Season Marketing and Advertising 2017/2018
(expanded and 6-hour combined application)**

- IV. Adjournment**

**TOWN OF EDISTO BEACH
ACCOMMODATIONS TAX ADVISORY BOARD
MINUTES
Aug 3, 2017
10:00 a.m.**

Town of Edisto Beach
Town Hall
2414 Murray Street
Edisto Beach SC 29438

Present: Judith Blancett, Leslie Varner Hurley, Matthew Kizer, Van Maxwell, Paul Oakley, Stephanie Jumper. Absent: Pieter Knot (prior notice)

Call to Order: Chairman Kizer called the meeting to order.

Approval of Minutes: Leslie Varner Hurley moved to approve the minutes of February 2, 2017, seconded by Judy Blancett and approved 6 – 0.

New Business:

A. ATAX Fund Balance - \$50,992.77 - Chairman Kizer asked if the balance was severely impacted by Hurricane Matthew. The ATAX fund balance sheet was provided to the Board from the August 2016 meeting showing a \$20,000 (estimated) reduction in funds.

B. Information from the Edisto Chamber of Commerce – The ATAX Board discussed a letter from Chamber Director Lisa Harrell stating that ‘The 2016/2017 expanded market application has a remaining \$10,288. We plan to purchase an additional \$10,288 in expanded market ads in 2017 and submit against the 2016 application soon. We have budgeted to request \$50,000 in ATAX funds for the 2017/2018 budget year (subject to ATAX board approval). We will submit that application at the next ATAX board meeting.’

The Board decided to have the next regularly scheduled meeting (November 2, 2017) at 10:00 a.m.

Adjournment: Leslie Varner Hurley moved to adjourn the meeting, seconded by Paul Oakley and approved 6 – 0.

APPROVED BY THE ATAX BOARD

November 2, 2017

Deborah Hargis

From: Lisa Harrell <Lisa@EdistoChamber.com>
Sent: Wednesday, October 18, 2017 1:23 PM
To: Deborah Hargis
Subject: 2017/2018 ATAX Application for Offseason Marketing
Attachments: 2017 ATAX Application - Offseason Marketing Combined - Edisto Chamber.pdf

Deborah,

Please see attached application. I combined Expanded and 6 hour on 1 application at the request of Matthew Kizer (from last year's meeting). Hopefully it will make sense.

Please note that I still have \$10,288 remaining to claim on last year's application. I don't know the exact deadline, but I believe that Iris said it was 2 years from app date. If you can confirm this for me prior to the 11/2 meeting, I will be better prepared.

Also, I can put together the Final Report and send it over, but wasn't sure if I should since I still had the outstanding amount. Please advise and thank you!!



EDISTO
A COASTAL ISLAND
DESTINATION
A state of mind ...
anytime, any season.

Lisa Harrell
Executive Director
Edisto Chamber of Commerce
P. O. Box 206
42 Station Court
Edisto Island, SC 29438
843-869-3867
888-333-2781 (toll free)

chamber@edisto-chamber.com
www.edisto-chamber.com

ATAX 65% FUND
as of October 18, 2017

July 27, 2017 Cash Balance	117,842.69
July Interest	52.14
August Interest	51.85
September Interest	50.95
June Qtr Ending Distribution received 8/09/17	<u>51,673.90</u>
	169,671.53
Expenses since last report	
Summer Beach Patrol	4,884.94
Bell Bond	<u>50,000.00</u>
	54,884.94
Cash Balance as of October 18, 2017	114,786.59
Balance on approved projects	
Edisto Chamber	10,288.00
Beach Patrol	1,676.98
Available Balance	102,821.61

State Quarter Distributions are:

First quarter ending in September is received in November

Second quarter ending in December is received in February

Third quarter ending in March is received in May

Fourth quarter ending in June is received in August

ACCOMMODATION TAX FUNDING APPLICATION

FESTIVAL/EVENT **MARKETING-PROMOTIONS-ADVERTISING**
PUBLIC FACILITIES WATERFRONT EROSION VISITOR INFORMATION CENTER TOURIST
SHUTTLE LAW ENFORCMENT FIRE PROTECTION WASTE COLLECTION
CONSTRUCTION-MAINTENANCE-OPERATION CIVIC OR CULTURAL FACILITY

Please check appropriate category.

1. Name of Applicant Organization: Edisto Chamber of Commerce
2. Mailing Address: PO Box 206, Edisto Beach, SC 29438
3. Name of Project: Off Season Marketing & Advertising 2017/2018 (Expanded + 6 hour -Combined Application)
4. Date of Festival/Event: N/A
5. Dates you will begin and complete work on your project: November 2017 thru June 2018
Project Director: Lisa Harrell Title: Director
Telephone #: 843-869-3867 Fax #: N/A
Email address: Chamber@Edistochamber.com
6. Applicant Category: (Check the description that best describes your organization).
Government Agency, **Non-profit**, Private Business, Other
7. Please check which tax status applies to your organization:
 Not-For-Profit as registered with the Secretary of State of South Carolina
Date of Incorporation 5/21/1987 Charter # 22889
 Federal Exempt under IRS Code 501(c)
Date of IRS Tax Exempt Determination Letter 12/9/98
(Attach copy of letter.)
Federal Employee Identification Number (EIN) 57-0863922
(Please provide proof of Exemption Status and Federal Employee Identification Number)
8. Amount of Request: \$50,000 (combined Expanded & 6 hour)
9. Have you received funds from the Accommodations Tax Fund previously? **Yes** No.
If yes, how much? \$47K, 47K & \$24,712 YTD What Years? 2014, 2015 & 2016

Applicants must complete this application in its entirety. Supplemental information shall be no more than 2 pages in length. Projects submitted for consideration must demonstrate a relationship to or impact on the visitor and tourist industry within the community. Funding recipients must recognize the Town of Edisto Beach as a sponsor on all promotional materials.

Applications will be reviewed quarterly.

Lisa Harrell
Project Director (SIGNATURE)

10/16/17
Date

Project: Off Season Marketing/Advertising 2017/18 (Expanded & 6 hour combined)

10. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, please classify your current budget request only into the following authorized categories:

1-Destination Advertising/Promotion	<u>100</u> %
2-Tourism-Related Events	<u> </u> %
3-Tourism-Related Facilities	<u> </u> %
4-Tourism-Related Public Services	<u> </u> %
5-Tourist Public Transportation	<u> </u> %
6-Waterfront Erosion/Control/Repair	<u> </u> %
7-Operation of Visitor Information Centers	<u> </u> %
Total	100 %

Project: Off Season Marketing/Advertising 2017/18 (Expanded & 6 hour combined)

Note: See TERC authorized category descriptions below:

1-Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.

2-Promotion of arts and cultural events.

3-Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.

4-The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.

5-Tourist shuttle transportation.

6-Control and repair of waterfront erosion.

7-Operating visitor information centers.

11. Briefly describe your project and its goals and objectives.

The goal is to increase tourism in the offseason through digital and print advertising plus social media. We will focus on both the "2-6 hour drive market" and the "expanded/fly market". The objective of these advertising campaigns will target short and long term visitors during the offseason. Our geographic targets will be based on local property management data, input from our partner at the Low Country Tourism Commission and results from website search "retargeting" results.

12. Describe how your project will enhance the visitor and tourist trade within Edisto Beach. (State estimated tourist/visitor dollars to the community, # of visitors expected, other verifiable objectives, etc.)

Advertising will promote the advantages of visiting Edisto in the offseason (lower rates, uncrowded & pet friendly beaches, golf, fishing and our restaurants). These ads will direct potential visitors to our website, where we will monitor traffic and retarget those visitors based on their web searches. Increased tourism can be measured by tracking ATAX funding from the state, State Park attendance and statistics gained from the local Property managers that we promote.

13. If festival or event, who will be your target audience? What is your estimated total attendance? How many out of town visitors/tourists* do you anticipate attending? If overnight visitors are expected, how many room nights are anticipated? Please fill out attached worksheet. (*Tourists are defined as those who travel at least 50 miles to attend.)

N/A

14. If requesting funding for marketing promotions, what is the medium, target audience for the promotional package and estimated number of readers?

The medium is digital, print (advertising and Social Media.

The target audience would be long term winter visitors, those in search of a wedding destination, naturalists, bird watchers, golfers, boaters/fishing, history seekers and tourists that enjoy a slower pace.

Previous and new media outlets could include:

- | | |
|-----------------------------------|---|
| • AAA World Magazine | Circulation 1.2 million(NJ, VA, DC) |
| • Readers Digest | Digital + 1.3 million(NE/Mid-Atlantic) |
| • Travel 50 & Beyond | Circulation 22K (East North Central) |
| • Local Page Pop | Digital Web retargeting (Target area TBD) |
| • Charleston Magazine/Chs Wedding | 130,000/104,000 readers per issue |
| • Charlotte Magazine | 127,000 readers per issue |
| • Atlanta Journal | Digital (impressions TBD) |
| • SC Living | Circulation 573K + Digital |

15. What will it cost to execute this project and what amount is being requested? Provide detailed budget of

Project: Off Season Marketing/Advertising 2017/18 (Expanded & 6 hour combined)

expenditures and revenues. List other sources* of funding if applicable. (*Including amounts funded from other A-tax sources)

Off Season Marketing & Advertising 2017/18			
Expanded/Fly Market	ATAX Request	6 hour Drive Market	ATAX Request
AAA – Various Magazines	\$7,000	Charleston Magazine	\$3,000
Readers Digest	\$8,000	Charleston Wedding	\$2,000
Travel 50 & Beyond	\$250	Charlotte Mag/Parent	\$4,000
Local Page Pop	\$15,000	Atlanta Journal	\$5,000
Facebook Ads	\$500	SC Living	\$5,250
Subtotal for Each Market	\$30,750		\$19,250
TOTAL ATAX REQUEST			\$50,000

16. If you are granted some, but not all of the amount you requested, what impact would such partial funding have on your activities? What would you change to account for the partial funding?

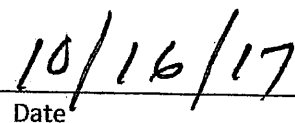
The ATAX requests from the Chamber in the past 3 years were limited to Advertising and did not include requests for Events due to the Town's need to fund the Beach Nourishment project in 2016. For this year, we budgeted to request \$50K, which is an increase of \$15K over last year. Should our total request not be approved, we will reduce overlapping geographical advertising (i.e. Charleston Mag & Charleston Wedding, Charlotte Mag & Charlotte Parent, AAA, etc.)

17. Is Town support required? If so, describe requirements expected including personnel (i.e. police, garbage, public services) and the itemized estimated cost of such services. (Department directors can assist with cost estimates for Town services)

No

18. Other comments for consideration,


Project Director (SIGNATURE)


Date

Project: Off Season Marketing/Advertising 2017/18 (Expanded & 6 hour combined)

Financial Guarantees:

19. Provide a copy of the official minutes wherein the organization approves the application.
N/A

Prior recipient's Report (If you received prior ATAX funds)

20. Include the total annual ATAX funding received each year that you applied.

Previous 3 years ATAX Requests		
Year	Expanded + 6 hour	Total
2014/2015	\$35,000 + \$12,000	\$47,000
2015/2016	\$35,000 + \$12,000	\$47,000
2016/2017	\$14,712** + \$10,000	\$24,712 YTD

** \$10,288 remains on the 2016/17 application and will be utilized. Hurricane Matthew's recovery timeframe was an uncertainty, which prompted a delay for some of the 2016 fall advertising.

21. How did you use the ATAX funds? Were the objectives achieved?

Funds were used for Off-season Marketing. ATAX funding is steadily increasing (with the exception the October weather events in years 2015, 2016 & 2017) which indicates an increase in Tourism.

22. What impact did this have on the community and /or how did it benefit tourism?

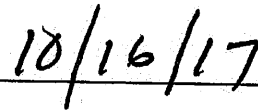
An increase in off season tourism will benefit the economy of the Town of Edisto Beach, which would include local businesses along with an increase in ATAX revenue.

23. Please indicate how your organization measures the effectiveness of both the overall activity and of individual programs.

ATAX revenue, tourist statistics from the State Park and feedback from Property Managers.


Project Director (SIGNATURE)

Date



EDISTO BEACH LODGING ACKNOWLEDGEMENT AGREEMENT

Any event receiving Edisto Beach accommodations tax funding will be required to provide the following lodging listing to all known prospective visitors, participants and sponsors.

PROPERTY	ADDRESS	PHONE	WEBSITE	RENTALS
Atwood Vacations	PO Box 10, Edisto Island, SC	843-869-2151 866-713-5214	Atwoodvacations.com	110 Homes
Edisto Realty	1405 Palmetto Blvd Edisto Beach, SC	843-869-2527 866-856-6538	Edistorealty.com	415 Homes
Kapp Lyons Realty	440 Highway 174 Edisto Island, SC	843-869-2516 800-945-9667	Kapplyons.com	160 Homes
Extra Holidays by Wyndham	1 King Cotton, Edisto Beach, SC	843-869-4500	extraholidays.com	47 Condos
Vacation Rentals by Owner			Vrbo.com	163 Homes
Great Rentals			Greatrentals.com	24 Homes
Home Away			Homeaway.com	119 Homes



 Project Director Signature

10/16/17

 Date