



The Town of Hilton Head Island
**Accommodations Tax Advisory
Committee**

Thursday, October 3, 2019, 9:00 a.m.
Benjamin M. Racusin Council Chambers

AGENDA

As a courtesy to others please turn off / silence ALL mobile devices during the Accommodations Tax Advisory Committee Meeting. Thank You.

1. **Call to Order**
2. **FOIA Compliance** - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
3. **Approval of Minutes**
 - a. Accommodations Tax Advisory Committee Meeting, August 15, 2019
4. **Unfinished Business**
5. **New Business**
 - a. **Preliminary Review of 2020 Accommodations Tax Grant Applications.**
 - b. **Review and Approval of individual dates and times for Applicant Hearings.**
 - c. **Approval of 2020 Proposes Meeting Dates.**
6. **Adjournment**

Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting



Town of Hilton Head Island
**Accommodations Tax
Advisory Committee**

Thursday, August 15, 2019 at 9:00 am
Benjamin M. Racusin Council Chambers

MEETING MINUTES

Present from the Committee: Brad Marra, *Chairman*; Dru Brown, *Vice-Chairman*; Jim Fluker, Julie A. Smith, Roger Freedman, Richard Thomas and Stephen Arnold

Present from Town Council: Tamara Becker

Present from Town Staff: John Troyer, *Director of Finance*; Rene Phillips, *Web Administrator*; Marcy Benson, *Senior Grants Administrator*; Cindaia Ervin, *Finance Assistant*

Present from Media: None

1. Call to Order

The Chairman called the meeting to order at 9:00 a.m.

2. FOIA Compliance

Public notification of this meeting has been published, posted, and distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of Minutes

- a. Accommodations Tax Advisory Committee, July 11, 2019

Mr. Fluker moved to approve the minutes from July 11, 2019. Mr. Arnold seconded. With no discussion, the motion passed with a vote of 7-0.

4. Unfinished Business - NONE

5. New Business

- a. Calendar Year 2020 Accommodations Tax Grant Applicant Workshop to discuss the Application procedure, expectations and to address Applicant questions and concerns.

Brad Marra, Chairman, highlighted and reviewed the 2020 Accommodations Tax Grant calendar for all present. Mr. Marra invited Rene Phillips, Website Administrator for the Town, to the dais to walk workshop attendees through the 2020 Accommodations Tax Grant online application process. Ms. Phillips explained the application in detail and highlighted common questions she has received from past years. She informed the applicants of helpful hints including not to “cut and paste” responses from Microsoft Word since doing so will add background data that will affect the over-all word count. She also mentioned that when logging in with the organization’s username and

password, the application will pre-populate the 2020 application with information submitted for the 2019 application, including the budgets and financial statements, so that only the current year budgetary information needed to be uploaded. Ms. Phillips emphasized that if an applicant finds they have uploaded a document in error, or if technical assistance is needed, they should contact her for help via phone or email. Finally, she reminded the group that September 6th at 4:00 pm was the absolute deadline for the 2020 Accommodations Tax Grant application submittals. Dru Brown, Vice Chairman, stated that last years grant requests were higher than those allocated so he asked the potential applicants to be precise with requests as funds are expected to come in slightly higher than the previous year. Mr. Marra thanked Ms. Phillips for her guidance on the application and invited the workshop attendees to voice their questions or concerns should they have any during the process.

6. Adjournment

Chairman Marra adjourned the meeting at 9:22 a.m.

Submitted by: Cindaia Ervin, Secretary

Approved: _____

Brad Marra, Chairman

Calendar Year 2020 Accommodations Tax Advisory Committee Recommendations

	2019 GRANTS			2020 GRANTS		
	2019 Applicant Request	ATAC Recommendation	Town Council Award	2020 Applicant Request	ATAC Recommendation	Town Council Award
12 Jewels of Life	N/A	N/A	N/A	54,000		
Art League of Hilton Head	75,000	65,000	65,000	65,000		
Arts Center of Coastal Carolina	404,000	400,000	400,000	406,000		
Beaufort County Black Chamber of Comm.	75,000	-	-	N/A		
BusinessATTRACT Development Fund	50,000	-	-	N/A		
Community Foundation of the Lowcountry	N/A	N/A	N/A	35,000		
David M. Carmines Memorial Fnd	127,000	100,000	100,000	138,000		
Gullah Museum of Hilton Head Island	150,000	50,000	55,000	60,000		
Harbour Town Merchants Assoc.	21,000	21,000	21,000	22,000		
Hilton Head Audunon Society	N/A	N/A	N/A	6,500		
Hilton Head Choral Society	45,000	40,000	40,000	43,000		
Hilton Head Concours d'Elegance	261,000	250,000	250,000	282,000		
Hilton Head Dance Theater	21,000	15,000	15,000	23,000		
Hilton Head Disc Golf	N/A	N/A	N/A	39,000		
Hilton Head Island Airport	100,000	40,000	40,000	180,000		
Hilton Head Island Bridge Assoc.	39,500	20,000	20,000	38,800		
Hilton Head Island Carolina Shag Club	4,000	-	-	N/A		
Hilton Head Island Land Trust	N/A	N/A	N/A	23,000		
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	25,000	30,000		
HHI St. Patrick's Day Parade	22,000	20,000	20,000	25,000		
HHI Wine and Food, Inc.	135,000	130,000	130,000	130,000		
HHI-Bluffton Chamber of Commerce VCB	610,000	535,000	535,000	635,000		
Hilton Head Symphony Orchestra-A Operations	250,000	250,000	250,000	270,000		
Hilton Head Symphony Orchestra-B SoundWaves	70,000	-	-	N/A		
Lean Ensemble Theatre	40,000	30,000	30,000	40,000		
Lowcountry Golf Course Owners Assoc.	50,000	50,000	50,000	50,000		
Lowcountry Gullah	N/A	N/A	N/A	50,000		
Main Street Youth Theater	20,000	15,000	15,000	20,000		
Memory Matters	23,000	-	-	N/A		
Mitchelville Preservation Project	185,000	172,500	172,500	185,000		
Native Island Business & Community	175,000	120,000	120,000	225,000		
Shelter Cove Harbour Company	88,700	80,000	80,000	88,700		
Skull Creek July 4th Celebration	17,737	17,737	17,737	26,900		
The Boys & Girls Club of Hilton Head	20,000	20,000	20,000	22,000		
The Coastal Discovery Museum-Operations	285,000	285,000	285,000	310,000		
The Coastal Discovery Museum-Disc Golf	39,000	25,000	25,000	N/A		
The Coastal Discovery Museum-Mkt Plan	600,000	-	-	N/A		
The Coastal Discovery Museum-Lowcntry Fair	N/A	N/A	N/A	15,000		
The First Tee of the Lowcountry-Operations	25,000	25,000	25,000	30,000		
The First Tee of the Lowcountry-B Disc Golf	N/A	N/A	N/A	N/A		
The Heritage Library	58,000	58,000	58,000	120,000		
The Heritage Library- History Day	15,000	6,946	6,946	N/A		
The Heritage Library-Zion History Park	65,000	55,000	55,000	N/A		
The Outside Foundation	13,500	8,500	8,500	N/A		
The Sandbox	45,895	45,895	45,895	54,500		
Town of Hilton Head Island-A Operations	1,582,853	1,394,630	1,389,630	1,427,664		
Town of Hilton Head Island-B Lantern Parade	25,000	10,000	10,000	N/A		
Total	5,863,185	4,380,208	4,380,208	5,170,064	-	-

Balance Available

-

5,170,064

2020 ATAX HEARING SCHEDULE

COUNCIL CHAMBERS

	Thursday October 17, 2019		Thursday October 24, 2019
TIME	APPLICANT		APPLICANT
9:10-9:40	Hilton Head Island-Bluffton Chamber of Commerce	9:10-9:40	The Coastal Discovery Museum: <i>Operating & Lowcountry Fair</i>
9:40-10:00	HHI Bridge Association	9:40-10:00	Arts Center of Coastal Carolina
10:00-10:20	Main Street Youth Theatre	10:00-10:20	HH Concours d 'Elegance
10:20-10:50	Town of Hilton Head Island	10:20-10:40	Hilton Head Symphony Orchestra
10:50-11:00	BREAK	10:40-11:00	BREAK
11:00-11:20	The Heritage Library Foundation	11:00-11:20	Mitchelville Preservation Project
11:20-11:40	Gullah Museum of Hilton Head Island	11:20-11:40	The Boys & Girls Club of HHI
11:40-12:00	Art League of Hilton Head	11:40-12:00	Hilton Head Island Dance Theater
12:00-12:20	LowCountry Gullah	12:00-12:20	Hilton Head Island Airport
12:20-1:30	LUNCH	12:20-1:20	LUNCH
1:30-1:50	12 Jewels of Life	1:20-1:40	Hilton Head Wine & Food, Inc.
1:50-2:10	HHI Rec Association: <i>Wingfest & Oysterfest</i>	1:40-2:00	Native Island Business & Community Association
2:10-2:30	Lean Ensemble Theater	2:00-2:20	Hilton Head Disc Golf
2:30-2:50	Community Foundation of The LowCountry	2:20-2:30	BREAK
2:50-3:00	BREAK	2:30-2:50	The First Tee of The Lowcountry
3:00-3:20	HH St. Patrick's Day Parade	2:50-3:10	Lowcountry Golf Course Owners
3:20-3:40	The Sandbox	3:10-3:30	David M. Carmines Memorial Foundation
3:40-4:00	Hilton Head Choral Society	3:30-3:50	Skull Creek July 4th Celebration
4:00-4:20	Hilton Head Island Land Trust	3:50-4:10	Shelter Cove Harbor Comp 4th of July & Harbourfest Fireworks
4:20-4:40	Hilton Head Audubon	4:10-4:30	Harbour Town Merchants Assoc. 4th of July Celebration

2020 ATAX HEARING SCHEDULE

COUNCIL CHAMBERS

DRAFT

ACCOMMODATIONS TAX ADVISORY COMMITTEE 2020 SCHEDULE

Thursday	April 2	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Thursday	July 9	9:00 a.m. – Swearing in of members & Election of officers	Council Chambers
Monday	August 3	8:00 a.m. – Grant Application available for electronic filing	www.hiltonheadislandsc.gov
Thursday	August 13	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 4	4:00 p.m. – Application Deadline	www.hiltonheadislandsc.gov
Thursday	October 1	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 15	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 22	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 5	9:00 a.m. – Review and Recommendations	Council Chambers

Notes: Town Council will meet to award the Accommodations Tax Grant, date TBD.

APPROVED: _____