



The Town of Hilton Head Island
**Accommodations Tax
Advisory Committee**
Thursday, October 1, 2020 – 9:00 a.m.
AGENDA

In accordance with the Town of Hilton Head Island Municipal Code Section 2-5-15, this meeting is being conducted virtually and can be viewed live on the Town's Public Meeting Facebook Page at <https://www.facebook.com/townofhiltonheadislandmeetings/>. Following the meeting, the video record will be made available on the Town's website at <https://www.hiltonheadislandsc.gov/>.

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. Swearing in of New Members

- a. James Berghausen- *Staff Attorney, Stephen Ryan*
- b. John Farrell- *Staff Attorney, Stephen Ryan*

4. Roll Call

5. Approval of Agenda

6. Approval of Minutes

- a. Accommodations Tax Advisory Committee Meeting, August 13, 2020

7. Citizen Comments

[Citizens who wish to address the Committee on new committee business must contact the Committee Secretary by 4:30 p.m. the day prior to the scheduled meeting. All comments are limited to 3 minutes.]

8. New Business

- a. Preliminary Review of 2021 Accommodations Tax Grant Applications.
- b. Review and Approval of individual dates and times for Applicant Hearings.
- c. Review and Approval of 2021 Proposed Meeting Dates.

9. Adjournment

Public comments concerning agenda items can be submitted electronically via the Town's Virtual Town Hall public comment portal at <https://hiltonheadislandsc.gov/opentownhall/>. The portal will close at **4:30p.m.** the day prior to the scheduled meeting. Citizens may also call (843) 341-4646 to sign up for public comment participation during the meeting by phone. The public comment period will close at **4:30p.m.** the day prior to the scheduled meeting. All comments will be provided to the Committee for review and made part of the official record.

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 13, 2020 at 9:00 a.m.
MEETING MINUTES

Present from the Committee: Dru Brown, *Chairman*; Jim Fluker, *Vice-Chairman*; Richard Thomas, Stephen Arnold and Julie Martin

Present from Town Council: None

Present from Town Staff: Josh Gruber, *Deputy Town Manager*; John Troyer, *Director of Finance*; Cindaia Ervin, *Finance Assistant*

Present from the Media: None

1. Call to Order

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

2. FOIA Compliance

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

3. Roll Call- See as noted above.

4. Approval of Agenda

Chairman Brown asked for a motion to approve the agenda. Mr. Fluker moved to approve the agenda as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 5-0.

5. Approval of Minutes

a. Accommodations Tax Advisory Committee Meeting July 9, 2020

Chairman Brown asked for a motion to approve the meeting minutes from July 9, 2020. Mr. Fluker moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 5-0.

6. New Business

a. Calendar Year 2021 Accommodations Tax Grant Application Workshop to discuss the Application procedure, expectations and to address Applicant questions and concerns.

Andrew Brown, Chairman, invited Rene Phillips, Website Administrator for the Town, to walk workshop attendees through the 2021 Accommodations Tax Grant online application process. As this meeting was virtual, Mr. Brown asked all that were participating to hold all questions and comments until the end of Ms. Phillips presentation. 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 can affect the over-all word count when answering questions. She also mentioned that when logging in with the organization’s username and password, the application will pre-populate the 2021 application with information submitted for the 2020 application, including the budgets and financial statements, so that only the current years budgetary information will be need 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 4th at 4:00 pm is the absolute deadline for the 2021 Accommodations Tax Grant application submittals.

Following Ms. Phillips presentation, Chairman Brown opened the floor to those that had questions regarding the application or process for 2021. Many virtual attendees questioned if their organization would not need funding for 2021, would they be required to apply for funding to use approved carry-over funds. Mr. Brown stated that no, if the organization would be utilizing funds previously approved by Town Council for carry-over and they were confident they would not need any additional funds for the new year, there would be no need to do anything further, however, Town Staff may require additional follow up data. Cindaia Ervin, Committee Secretary, informed the Committee that she would provide a year-to-date budget report at the October 1st Accommodations Tax Advisory Committee Meeting so they could see where each 2020 applicant stands during the review and hearings. Additional questions arose regarding the use of tourist and visitor numbers if the organization had to cancel its event due to COVID-19 restrictions. After discussion by the Committee, they agreed that those applying for 2021 funding, should use the most recent data available and asked that the applicants disclose that within the 2021 application if the data used was from the previous or current year. The Committee also felt that the executive summary portion of the application is the ideal area (for those applying for 2021 funds) to explain their organizations affects due to COVID-19. While the Committee understands that this has been a challenging year for everyone, they would like for those applying to be purposeful with their ask. There was clarification needed regarding those that do have carry-over funds and applying for the difference remaining to assist in the funding of its organizational needs. John Troyer, Director of Finance, stated that it is acceptable to lessen their request to account for the use of approved carry-over funds in addition to the 2021 requested funds if awarded. The Town's expectation is Accommodations Tax Funding will be down from pervious years due to COVID-19 so the amount of funds to be awarded may be limited. Mr. Brown thanked Ms. Phillips, Ms. Ervin and Mr. Troyer for their guidance on the application and process and invited the workshop attendees to please contact Town Staff with additional questions or concerns should they have any during the process.

7. Citizen Comments

Public comments concerning today's agenda items were to be submitted electronically via the Town's Open Town Hall portal. The public comment period closed the day prior to the meeting at Noon. At the conclusion of the Open Town Hall, there was no public comment nor did any citizen sign up to speak at today's meeting.

8. Adjournment

At 9:37 a.m., Mr. Fluker moved to adjourn. Mr. Freedman seconded. The motion to adjourn was approved by vote of 5-0.

Submitted by: Cindaia Ervin, Secretary

Approved: _____

Calendar Year 2021 Accommodations Tax Advisory Grant Requests

	2020 GRANTS			2021 GRANTS		
	2020 Applicant Request	ATAC Recommendation	Town Council Award	2021 Applicant Request	ATAC Recommendation	Town Council Award
12 Jewels of Life	\$ 54,000	\$ -	\$ -	\$ 40,000		
Art League of Hilton Head	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000		
Arts Center of Coastal Carolina	\$ 406,000	\$ 395,000	\$ 406,000	\$ 325,000		
David M. Carmines Memorial Fnd	\$ 138,000	\$ 115,000	\$ 115,000	\$ 115,000		
Gullah Museum of Hilton Head Island	\$ 60,000	\$ 55,000	\$ 55,000	\$ 17,000		
Harbour Town Merchants Assoc.	\$ 22,000	\$ 21,000	\$ 21,000	Did not apply for 2021 ATAX Grant		
Hilton Head Audubon Society	\$ 6,500	\$ 3,600	\$ 3,600	Did not apply for 2021 ATAX Grant		
Hilton Head Choral Society	\$ 43,000	\$ 40,000	\$ 40,000	\$ 16,000		
Hilton Head Concours d'Elegance	\$ 282,000	\$ 265,000	\$ 282,000	\$ 88,000		
Hilton Head Dance Theater	\$ 23,000	\$ 15,000	\$ 15,000	\$ 19,000		
Hilton Head Disc Golf	\$ 39,000	\$ 20,000	\$ 20,000	Did not apply for 2021 ATAX Grant		
Hilton Head Island Airport	\$ 180,000	\$ 90,000	\$ 90,000	\$ 165,000		
Hilton Head Island Bridge Assoc.	\$ 38,800	\$ 25,000	\$ 25,000	Did not apply for 2021 ATAX Grant		
Hilton Head Island Land Trust	\$ 23,000	\$ 15,000	\$ 15,000	\$ 30,000		
HHI Rec Association (Wingfest & Oyster Festival)	\$ 30,000	\$ 25,000	\$ 25,000	\$ 10,000		
HHI St. Patrick's Day Parade	\$ 25,000	\$ 22,000	\$ 22,000	Did not apply for 2021 ATAX Grant		
HHI Wine and Food, Inc.	\$ 130,000	\$ 120,000	\$ 125,000	\$ 88,000		
HHI-Bluffton Chamber of Commerce VCB	\$ 635,000	\$ 575,000	\$ 575,000	\$ 350,000		
Hilton Head Symphony Orchestra-A Operations	\$ 270,000	\$ 250,000	\$ 260,000	\$ 270,000		
Lean Ensemble Theatre	\$ 40,000	\$ 35,000	\$ 35,000	\$ 40,000		
Lowcountry Golf Course Owners Assoc.	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000		
Lowcountry Gullah	\$ 50,000	\$ -	\$ -	\$ 75,000		
Main Street Youth Theater	\$ 20,000	\$ 17,000	\$ 17,000	\$ 25,000		
Mitchelville Preservation Project	\$ 185,000	\$ 185,000	\$ 185,000	\$ 185,000		
Native Island Business & Community	\$ 225,000	\$ 125,000	\$ 125,000	\$ 225,000		
Operation R & R <i>(New Application)</i>				\$ 15,000		
Sea Turtle Patrol HHI <i>(New Application)</i>				\$ 10,660		
Shelter Cove Harbour Company	\$ 88,700	\$ 80,000	\$ 80,000	Did not apply for 2021 ATAX Grant		
Skull Creek July 4th Celebration	\$ 26,900	\$ 21,000	\$ 21,000	Did not apply for 2021 ATAX Grant		
The Boys & Girls Club of Hilton Head	\$ 22,000	\$ 22,000	\$ 22,000	Did not apply for 2021 ATAX Grant		
The Coastal Discovery Museum-Operations	\$ 310,000	\$ 297,500	\$ 297,500	\$ 310,000		
The Coastal Discovery Museum-Lowcntry Fair	\$ 15,000	\$ 5,000	\$ 5,000	Did not apply for 2021 ATAX Grant		
The Coastal Discovery Museum-Honey Horn Capital Improvements <i>(New Application)</i>				\$ 350,000		
The First Tee of the Lowcountry- Operations	\$ 30,000	\$ 25,000	\$ 25,000	\$ 25,000		
The Heritage Library	\$ 120,000	\$ 115,000	\$ 115,000	\$ 110,000		
The Outside Foundation				\$ 20,000		
The Sandbox	\$ 54,500	\$ 54,500	\$ 54,500	\$ 17,875		
Town of Hilton Head Island-A Operations	\$ 1,427,664	\$ 1,389,941	\$ 1,346,941	\$ 1,000,000		
World Affairs Council of HH <i>(New Application)</i>				\$ 10,000		
Total	\$5,135,064	\$4,538,541	\$4,538,541	\$4,066,535	\$ -	\$ -

Balance Available

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	Thursday October 15, 2020		Thursday October 22, 2020
TIME	APPLICANT		APPLICANT
9:10-9:40	Hilton Head Island-Bluffton Chamber of Commerce		The Coastal Discovery Museum: <i>Operating & Honey Horn Capital</i>
9:40-10:00	Operation R & R		Arts Center of Coastal Carolina
10:00-10:20	Main Street Youth Theatre		HH Concours d 'Elegance
10:20-10:50	Town of Hilton Head Island		Hilton Head Choral Society
10:50-11:00	BREAK		BREAK
11:00-11:20	The First Tee of The Lowcountry		Mitchelville Preservation Project
11:20-11:40	Gullah Museum of Hilton Head Island		World Affairs Council of HH
11:40-12:00	Art League of Hilton Head		Hilton Head Island Dance Theater
12:00-12:20	Lowcountry Gullah		Hilton Head Island Airport
12:20-1:30	LUNCH		LUNCH
1:30-1:50	12 Jewels of Life		Hilton Head Wine & Food, Inc.
1:50-2:10	HHI Rec Association		Native Island Business & Community Association
2:10-2:30	Lean Ensemble Theater		The Heritage Library Foundation
2:30-2:50	The Outside Foundation		BREAK
2:50-3:00	BREAK		Lowcountry Golf Course Owners
3:00-3:20	Sea Turtle Patrol HHI		David M. Carmines Memorial Foundation
3:20-3:40	The Sandbox		Hilton Head Island Land Trust
3:40-4:00			Hilton Head Symphony Orchestra
4:00-4:20			
4:20-4:40			

ACCOMMODATIONS TAX ADVISORY COMMITTEE 2021 SCHEDULE

Thursday	April 1	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Thursday	July 8	9:00 a.m. – Swearing in of members & Election of officers	Council Chambers
Monday	August 2	8:00 a.m. – Grant Application available for electronic filing	www.hiltonheadislandsc.gov
Thursday	August 12	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 3	4:00 p.m. – Application Deadline	www.hiltonheadislandsc.gov
Thursday	September 30	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 14	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 21	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 4	9:00 a.m. – Review and Recommendations	Council Chambers

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

APPROVED: _____