

2024 Accommodations Tax Funds Request Application

Organization Name: TEDxHiltonHead

Project/Event Name: TedxHiltonHead 2023

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

I recently took over as the organizer of this event and I hope I completed this correctly. The Effectiveness Page is attached and the following adds commentary for clarity.

Hilton Head is a world-class destination and TED is a world-class brand and organization. We believe TEDx Hilton Head can become a weekend experience that attracts tourists and visitors and instills community pride.

We have a new organizing team who are passionate about making TEDx Hilton Head a premiere event and 2024 will be the first step towards that goal. Expansion will take a few years as we want to learn and improve as we grow so our changes will be incremental.

2023 EVOLUTION

November 4, 2023 will be our first step toward an expanded TEDx agenda and upgrading the experience.

- **Venue:** Moved from the high school to the premiere venue (The Arts Center).
- **Community Engagement:** Added a friend-raising program to engage local donors to donate, source speakers and sponsors. Over 45 residents attended intimate events and committed to spreading the word, donating and supporting as we grow. Most of the attendees said they were proud to have a TED event in Hilton Head.
- **Speakers:** A mix of local and out-of-town speakers will attract a diverse audience. Unfortunately, Greg Parker had to cancel this year but verbally committed to 2024 (he will be a large draw from Savannah and great advocate).
- **Ancillary events:** We will try small events around the main talk to gain learning for future events. A speaker evening will happen the night before the event and a VIP reception will be hosted after. This engages local businesses including caterers, servers, volunteers.

2024 VISION

We plan to hold the event in November as it fits with Concours and Crescendo. The goal is to expand the agenda to Friday evening to Sunday morning, with ancillary events as follows:

Friday evening - an event that includes a dinner and speaker with entertainment.

Saturday afternoon - 8 - 12 speakers

Saturday evening - VIP reception for attendees, speakers and sponsors including food and entertainment

Sunday morning - a mindfulness experience such as Beach Yoga or a guided meditation.

2025 and BEYOND

We are considering adding events that work in other markets and unique TED experiences. They could include:

- Workshops and classes
- Outdoor and cultural activities
- TEDx Youth (a TED talk series especially for youth)
- TEDx Outdoors (talks and activities set in the outdoors)

We are excited to continue to unite the TED brand with Hilton Head to create a one-of-a-kind experience.

Thank you for enabling this.

2024 Accommodations Tax Funds Request Application

Date Received: 08/31/2023

Time Received: 12:12 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 1, 2023

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: TEDxHiltonHead

Project/Event Name: TedxHiltonHead 2023

Contact Name: Laurie Laykish

Title: Organizer

Address: 800 Main St, Hilton Head, SC 29926

Email Address:

laurie.laykish@wearelocallife.com

Contact Phone: 843-227-4436

Event Date: November 2024

Event Location: Arts Center of Coastal
Carolina

Total Budget: \$95,000.00

Grant Requested: \$45,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

With the vision to grow TEDx Hilton Head to a weekend experience, the grant will be primarily used for marketing, speaker attraction and elevating the experience. We will make TEDx Hilton Head a signature event for Hilton Head that can draw upscale tourists from drive markets and enhance other Island events.

- **Advertising and PR** - media placement and management
- **Digital media** - social media, newsletters, digital ads to Atlanta, Savannah, Charleston and other markets with a well-developed Ted audience
- **Website** - Hosting, maintenance, enhancements
- **Collateral** - Programs, signs, posters
- **Attract leading speakers** - Pay travel and accommodations
- **Elevated experience** - Premier venue and ancillary&

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

TOURISTS: TED is a world-class, well-known brand that attracts an educated and well-travelled audience. 2023 speakers include locals and from California, Canada and New York. Our marketing, combined with the TED main organization's heavy promotion, will reach tourists who may not have previously considered Hilton Head as a destination.

ENHANCEMENT: Visitors want activities beyond eating and golfing. TEDx is a unique activity that appeals to the well-educated, upscale Hilton Head tourist market. Because it is promoted on many event calendars, visitors will be able to plan to attend a TEDx event to round out their trip.

A. Total Number of Physical Tourists Served: 200+

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: 400+

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 400+

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): 1,000+

How was the Number of Visitors/Tourists Documented? (250 words or less)

In 2023 we will improve our documentation to inform our 2024 event. This will include:

1. Ticket Sales - Where possible, we will capture zip code

2. Post-event Survey - We will follow up the event with a survey, including demographics and ZIP

3. Exit Interviews - we plan to survey 65 people as they leave the event. Based on our estimated attendance of 350 in 2023 and over 1,000 in 2024 this survey number will give us 90% confidence level with a 10% margin of error,

4. Website Traffic - Through Google Analytics, we can monitor our website traffic for originating IP address

For the 2022 event, the previous organizer's documentation shows 45% of attendees were non-residents based on addresses captured with ticket sales. A deeper look at the website and social traffic analytics confirms this number with 69% of page viewers with non-Hilton Head locations.

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

TEDx Hilton Head is a volunteer-run organization that is licensed from TED. The operations rely on volunteers, sponsors, donors and ATAX support. The TED mission is to bring ideas worth spreading to inspire intellectual curiosity and continuous learning and establish Hilton Head as a center for thought-leading cultural events. TEDx Hilton Head believes in the power of ideas to impact our lives positively.

Invited speakers each have 18 minutes or less to share their ideas from the stage on the world-famous Red Circle. The backdrop is the TEDx Hilton Head logo. TED and TEDx speakers have included Bill Gates, Simon Sinek, Tony Robbins and Brenne Brown. Many speakers 'get their big break' on the TEDx stage and we hope to let Hilton Head be the global stage for our speakers.

Hilton Head has several established arts and cultural events but TEDx is unique in focusing on thought leadership and educating people on topics including community, environment, and history. TEDx Hilton Head will grow from a 3-hour afternoon event to a full weekend that includes an evening event, a day event, activities and a morning mindfulness beach event to round out the weekend experience.

The global organization TED will promote the Hilton Head event on their network reaching hundreds of thousands of people looking for TEDx events to watch and attend.

2. Describe in detail how the requested grant funding would be used? (250 words or less)

We aim to make TEDx Hilton Head a world-class TED event, which helps market Hilton Head. Talks are each professionally filmed, with the TEDx Hilton Head sign in the video's opening, on stage behind each speaker to also be seen by the TED global audience. The grant will be used to:

1. Increase awareness and attendance of our event. TEDx Hilton Head is disadvantaged regarding sponsorship and donations because it is not a typical cause-related charity like Deep Well or Special Olympics. It takes significant effort to convince people that 'ideas worth spreading' and 'inspiring intellectual curiosity' are also worth supporting.

TEDx Hilton Head would not be possible without the ATAX funding because we are in the early stages of our development so sponsorships and donations are growing, but still small. We are investing in elevating TEDx Hilton Head to world-class status as an event and location.

2. Elevated Experience. Our goal is to continually elevate the TEDx experience to attract an intellectually curious audience, which tends to be a more upscale demographic. Investment examples include the need for a premiere venue like the Arts Center, which is much more costly than previous venues, ancillary events and activities, and a VIP event to celebrate speakers and sponsors.

3. Speaker Attraction. We want to bring the best talent to the stage which will require

attracting top speakers from North America. Our by-laws stipulate we cannot pay a speaker fee but we can pay for speaker travel and accommodations.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? (100 words or less)

If partial funding is received, we cannot grow TEDx Hilton Head and elevate it to a world-class experience.

1. Venue - Return to the High School vs. the Arts Center

2. Marketing - Reduce marketing significantly eroding attendance

3. Experience - An inferior experience for visitors and locals due to limitations on experiential enhancements (VIP events, TEDx Hilton Head branded gifts...)

4. No Growth - Our goal is to build TEDx Hilton Head into a weekend experience which requires superior marketing, venues, activities and speakers

5. Branding - We have the potential to elevate Hilton Head as a destination through the TED network

4. What is expected economic impact and benefit to the Island's tourism? (100 words or less)

We're still recovering from Covid when what would have been a premiere event at the Arts Center was cancelled. 2023 is a rebuilding year and 2024 we will be ready to move to the next level,

Historically, based on past ticket sales, the event attracts 45% of the audience from off-Island.

TEDx will impact the quality and quantity of tourists - Our expansion goal is to attract a larger number of visitors and a higher-value tourist who will stay for a weekend and experience Hilton Head. The economic impact will include hotel stays, dining and attendance at other events.

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

1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i>	50 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	45 %
3 - Tourism-Related Facilities <i>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.</i>	5 %
4 - Tourism-Related Public Services <i>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 tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i>	0 %
5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i>	0 %
6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i>	0 %
7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i>	0 %
Total:	100 %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

COLLABORATION

1. Concours - At the time of writing we are working with members of the Concours committee to co-promote each others' events as TEDx is on the Saturday of 2023 Concours weekend.

2. Crescendo - As was done in 2022, we plan to work with Crescendo to find ways to co-promote events as 2023 TEDx falls in the middle of Crescendo. This is an excellent affiliation that could grow as TEDx Hilton Head grows.

3. Local Giving - We have held small fundraising events and donors have offered to purchase tickets to be given to high school kids to enhance their learning and development.

4. Gullah Awareness - We are building the agenda to include entertainment from the Gullah community including music, dance and poetry.

5. WAHHI - We have partnered with the Women's Association of Hilton Head Island to offer their members advanced ticket sales and recognition at the event.

UNIQUE VENUE OR SERVICE

TEDx Hilton Head is an event like no other in the area. It brings together like-minded people who are interested in life-long learning and personal growth. There is an appetite for learning in this area as demonstrated by organizations like OLLI and The World Affairs Council.

7. Additional comments. (250 words or less)

Hilton Head is a world-class destination and TED is a world-class brand. Our dream is to continue to unite these two brands to grow pride in our community, attract thought leaders and create a special experience for tourists and visitors that extends beyond the expected.

We envision an event similar to TEDx Savannah or Atlanta where attendees and speakers come together for an entire weekend filled with workshops, speakers and local cultural experiences. Our plan for 2024 is to include a Friday evening event, a Saturday event during the day and a Sunday morning mindfulness activity, creating an entire weekend of activities for tourists and visitors to enjoy. Our dream is that this becomes a weekend they mark on their calendar when planning trips.

It is difficult to put a value on branding but we know from events like Heritage and Concours, the right event can attract tourists and enhance our residents' lives. We are proud when our speakers' videos are seen worldwide showing them in front of the TEDx Hilton Head sign. TEDx Hilton Head speaker videos have over 50,000 views and, of note, Hilton Head is heavily branded in the opening of each video and throughout with speakers in front of a TEDx Hilton Head logo.

We hope the Town of Hilton Head is excited to leverage the TED network as TEDx Hilton Head showcases our Island around the country.

C. FUNDING:

1. Please describe how the organization is currently funded. (100 words or less)

TEDx Hilton Head is run entirely by volunteers and relies on ATAX, sponsorships and donations to operate.

Ticket sales provide a source of revenue, however, by moving to the Arts Center, the venue costs and ticket fees are significantly higher so net proceeds from ticket sales will be much lower.

Sponsors who want to align their brands with the TED brand choose from 4 tiers of sponsorship opportunities

Donors who are passionate about TED and/or lifelong learning donate, most

anonymously. We are attracting donors who agree that TED is an excellent branding opportunity for Hilton Head, a town they are proud of.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

<u> </u>	Government Sources	<u> 25 </u>	Private Contributions, Donations and Grants
<u> 55 </u>	Corporate Support, Sponsors	<u> </u>	Membership, Dues, Subscriptions
<u> 20 </u>	Ticket Sales, or Sales and Services	<u> </u>	Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes No

If so, please list top 3 sources and amounts.

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: **July 2022** End Month: **June 2023**

Financial Statement Requirements:

1. The upcoming fiscal year's operating budget for the organization.

Budget Provided: **Yes**

2. The previous two fiscal years and current year-to-date profit and loss reports for the organization.

Current fiscal year Profit Loss Report Provided: **Yes**

Previous fiscal year Profit Loss Reports Provided:

2022- Previous FY 1

3. The previous two fiscal years and current year-to-date balance sheets.

Current fiscal year Balance Sheet Provided: **Yes**

Previous fiscal year Balance Sheets Provided:

2022 - Previous FY 1

2022 - Previous FY 2

4. The previous two years and current year **IRS Form 990 or 990T**.

Current year IRS Form 990 or 990T Provided: **Yes**

Previous IRS Form 990 or 990T Years Provided:

2012 - Previous FY 1

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

- Follow Town procurement guidelines
- Utilize and follow organization's own procurement guidelines
- Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2022 or 2023 HHI ATAX funds

1. List any ATAX award amounts received in 2022 and/or 2023.

2022	\$16,000.00	TEDxHiltonHead 2022
2022	\$16,000.00	TEDx Hilton Head 2022 "Making Waves"
2023	\$25,000.00	TEDx Hilton Head 2023 "The Power of"

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

Please ignore the double entry of 2022 in prior grants and that I included 2023 in this application for 2024. My apologies.

2022 EVENT was deemed successful because:

- 1. Sales - It sold out
- 2. Survey feedback - Exceeded TED standards with most attendees claiming they'd refer a friend and attend again.

3. Media Coverage - Incredibly positive in all print and broadcast outlets

Marketing: Marketing services and paid media placement or social media, digital, website, print, broadcast, design.

Public relations: Speaker profile distribution to multiple media outlets and digitally via TED network

Venue: The High School provided a cost-effective venue and basic staging

Videography: Basic videography service

Speakers: Four speakers travelled and TED has to help offset their travel.

Collateral and signage: Program printing, signs, posters.

2023 EVENT This event happens on November 4. KPI's include

1. Sales - sell out
2. Survey feedback - Beat 2022
3. Media Coverage - 5 Articles
4. Digital traffic - Social and site > 2022

Marketing: Marketing services and paid media, social media, digital, website, print, broadcast, design.

Public relations: Speaker profile distribution to multiple media outlets and digitally via the TED network

Venue: Moving to a premier venue (Arts Center) that is significantly more expensive

<

3. What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)

TEDx 2022, held in November 2022 at Hilton Head High School educated and excited the community about where we live and why. Most communities do not have a TEDx event so this was a unique experience for over 400 attendees. Speakers and entertainers left attendees inspired and excited for the next event. Feedback from the event was very positive (Survey included).

Many people are aware of TED and admire that brand so associating Hilton Head with TED instills pride in residents that a TED event is in our community.

Attendees learned about topics like The Power of Forgiveness, Planning for End-of-life, Aunt Pearly Sue shared the importance of family in the Gullah community and Rethinking Coastal Erosion.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

Every TEDx Hilton Head event has sold out and 2024 will be no different.

TED measures each event with a survey called Net Promoter Score (NPS), the world's leading measure of customer loyalty - will they come back). An average NPS score is +35. TEDx Hilton Head scores are considered "world-class" ranging between +48 and +70. [LINK About NPS](#). That survey is included in this application.

This quote from one attendee says it all:

"I have already recommended TEDx to friends to watch for next year. I believe it is imperative that as a community, we listen to one another and at least entertain new ideas. It is through communication with one another that we learn, empathize and move forward"

In the future we will do exit interviews and follow-up surveys to better measure our success.

G. EXECUTIVE SUMMARY

Provide an executive summary using the "ATAX Effectiveness Measurement" form provided via the link on the left, or by utilizing the text area provided below to report uses of the organization's prior ATAX grant, if applicable. If creating your own format, please refer to the "ATAX Effectiveness Measurement" form and use the criteria as a guideline in developing your executive summary below. (1300 words or less)

An ATAX Effectiveness Measurement form has been attached to this application.

I recently took over as the organizer of this event and I hope I completed this correctly. The Effectiveness Page is attached and the following adds commentary for clarity.

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We are excited to continue to unite the TED brand with Hilton Head to create a one-of-a-kind experience. Thank you for enabling this.

Signature: Laurie Laykish

Title/Position: Organizer

Mailing Address: 63 Skull Creek DR, Hilton Head, SC 29926

Email Address: laurie.laykish@me.com

Office Phone Number: 843-227-4436

Home Phone Number: 843-227-4436

TEDxHiltonHead, 4-NOV-2022



42 responses (29 promoters, 4 passives, 9 detractors)



10@..... Nov 15, 2022 – 3:44 pm

10@..... Nov 14, 2022 – 8:27 pm
It was very interesting a very fun night

10@..... Nov 14, 2022 – 7:06 pm
Broad range of interesting and inspiring speakers.
Very organized and polished event.

10@..... Nov 9, 2022 – 12:24 pm

10 Nov 9, 2022 – 9:49 am

3@..... Nov 8, 2022 – 9:14 pm

10

.....@.....

Nov 8, 2022 – 6:21 pm

6

.....@.....

Nov 8, 2022 – 3:42 pm

10

.....@.....

Nov 8, 2022 – 11:42 am

10

.....@.....

Nov 8, 2022 – 11:18 am

10

.....@.....

Nov 8, 2022 – 11:11 am

10

.....@.....

Nov 8, 2022 – 8:49 am

I enjoy Ted talks and learn new things. I think more people should be interested in learning something in such a reasonable time frame.

10

.....@.....

Nov 7, 2022 – 7:16 pm

8

.....@.....

Nov 7, 2022 – 4:18 pm

I was expecting the speakers to share their business insight and creative ways they built their small business. The event was titled, "Making Waves" which lead me to believe it was about the business owners in our local area who are Making Waves with their innovative and savvy entrepreneurial spirit. The 2nd half came across as a infomercial about elderly assisted living products. The last guest, Candace Blair was the most interesting and she did not get any time to tell her story about how she came to be a sound healer. It seemed she was rushed to finish the show without being seen for her amazing story from the stock exchange to sound healer.

8

.....@.....

Nov 7, 2022 – 3:02 pm

It was interesting.

10

.....

Nov 7, 2022 – 2:25 pm

Interesting and entertaining program.

10

.....@.....

Nov 7, 2022 – 2:08 pm

Such a different and delightful evening. So glad I went. Still thinking about the different presentations days later.

10

.....

Nov 7, 2022 – 1:57 pm

It was well executed,excellent speakers and user friendly

10

.....@.....

Nov 7, 2022 – 1:14 pm

Great experience, novel ideas, and professionally presented.

10

.....@.....

Nov 7, 2022 – 1:04 pm

great speakers, good variety

8

.....@.....

Nov 7, 2022 – 12:44 pm

Felt like a couple of the presenters we're doing infomercials.

0

.....@.....

Nov 7, 2022 – 12:35 pm

10

.....@.....

Nov 7, 2022 – 12:25 pm

Great event

6

.....@.....

Nov 7, 2022 – 12:21 pm

10

.....@.....

Nov 7, 2022 – 12:18 pm

Rex and Lucy were wonderful people with whom to collaborate! I really enjoyed the process and the actual presentation. I would recommend TEDxHHI to EVERYONE!!

6

.....@.....

Nov 7, 2022 – 12:12 pm

I loved the speakers but being a little late on the start was frustrating and two no-shows was disappointing.

5

.....@.....

Nov 7, 2022 – 11:57 am

The event felt haphazard. The speakers had some important things to say, but apparently didn't get much guidance about how a TEDx talk is different from a regular slide-heavy presentation. The engagement activities I've enjoyed at other TEDx conferences I've attended were missing here; there was no effort made to get the audience to interact with one another during the break. I did think the opening performer was a great choice, and set a good tone for the event. The venue was also nice.

10

.....@.....

Nov 7, 2022 – 11:50 am

10

.....@.....

Nov 7, 2022 – 11:35 am

It was amazing! All the speakers were terrific!

9

.....@.....

Nov 7, 2022 – 11:30 am

The speakers and entertainment were awesome

10

.....

Nov 7, 2022 – 11:29 am

Other TEDxs, like TEDxSavannah, record talks, like mine at
TEDxSavannah.com/talks/finding-Lola
Why doesn't TEDxHiltonHead ?

10

.....@.....

Nov 7, 2022 – 11:27 am

10

.....@.....

Nov 7, 2022 – 11:22 am

The TEDx program you created appealed to me. I have always wanted to attend a TEDx talk. I really enjoyed the evening. It was very entertaining and informative and I went away feeling so happy. So thank you!

9

.....@.....

Nov 7, 2022 – 11:21 am

It was a great event with all different levels of speakers and performers. I'd say coming from a company that does speaking events for a living, maybe I was expecting a bit more. The speakers were trying their best, but could've been a bit more polished and able to lead the audience with more clear content.

8

.....@.....

Nov 7, 2022 – 11:21 am

Overall, the night was delightful and a good mix of presenters. My husband, 26yr old son and I particularly enjoyed the storytelling the music & dance, and the thought-provoking talks.

But there were one or two presentations that felt more like sales pitches than inspirational sharing, even though their content was innovative. In the future I'd rather hear about the creative thinking, overcoming challenges, tech or innovative process that brought them to their solution, rather than trying to sell the product.

Nevertheless, we really enjoyed the evening, including the beautiful artwork in the lobby, the MC, and the interesting and thoughtful people we met in the audience around us.

I'd love to see this continue on Hilton Head in the future, and continue to included a variety of artists, musicians, authors, performers and though leaders.

Thanks again for putting on a great evening.

~ Gloria, Gary & Jeffrey Owens

10

.....@.....

Nov 7, 2022 – 11:19 am

It was a thought provoking and entertaining evening. I would highly recommend it.

6

.....@.....

Nov 7, 2022 – 11:17 am

It was informative for the industry such as the health care and the smart technology.

10

.....

Nov 7, 2022 – 11:12 am

I just love the Hilton Head TedX. I really enjoy the speakers, the diversity of each event. Wish they were held more often. They are always very well organized and professional.

3

.....@.....

Nov 7, 2022 – 11:07 am

i was only about 20 per cent impressed

1

.....@.....

Nov 7, 2022 – 11:07 am

10

.....@.....

Nov 7, 2022 – 11:07 am

Such a great evening. A great variety of interesting speakers. Different ideas. Great presentations. Just loved! Thank you.

9

.....@.....

Nov 7, 2022 – 11:06 am

The one about the dog was boring, and I felt the guy with the smart solutions was trying to sell something rather than enlighten us

TEDx Hilton Head 2024 - Preliminary Budget

AREA	DETAILS	BUDGET	COMMENTS
MARKETING & PR			
Website	Refresh all content	\$5,000.00	Update site including: Added new sponsors, new speaker bios, new event info, add videos from previous events. Adding Google Analytics to track traffic sources and views. Enhance SEO on site to improve reach.
Print & Broadcast	Local and Regional Media	\$5,000.00	Negotiate excellent prices and optimal audience reach, including print and digital issues.
Social Media	Paid Facebook and Instagram campaigns	\$2,500.00	Facebook, Instagram. Add Linked IN and enhance You Tube page.
Newsletters	3-4 email blasts through Mail Chimp	\$1,000.00	Track clicks and opens
PR Firm	Publicity to secure articles and regional coverage	\$20,000.00	Source media and publicity outlets. Source and manage speakers and sponsors. Manage website and social media. Work with TED organization.
Printing	Program, signage	\$3,000.00	Try to create repeat-use items (non-dated)
PROGRAMMING ENHANCEMENTS			
Venue	Arts Center	\$10,000.00	Investment to a premiere venue. The costs are significantly higher with incredibly high ticket fees and additional costs.

Videos	Improve production quality	\$3,500	Videos are shown around the world and must be of world-class quality.
Staging	Hilton Head branding on stage	\$2,000	Props and Slides, signs, transport items
VIP Events	Venues, Food and Beverage	\$5,000	Purpose is to attract higher-value donors and sponsors and higher-quality speakers.
ELEVATE SPEAKER QUALITY			
Coaches	Professional coaches	\$1,500.00	Secure 2-3 coaches
Travel	Air, accommodation, per diem	\$10,000.00	We need to attract incredible local, regional and national speakers. We cannot pay a fee (per TED by-laws) but we must pay travel and accommodation.
ADDITIONAL EVENT TO EXPAND			
Venues	Possibly Soundwaves	\$4,000.00	Evening ticketed event to kick off weekend
Morning Event	Hotel	\$1,000.00	Mindfulness event to create a full, thoughtful weekend
Breakfast Event	Hotel or restaurant	\$2,000.00	Possible Closing event with breakfast speaker
Marketing	More Digital	\$6,000.00	Increase online presence
Food and Drink	Engage local chefs	\$5,000.00	VIP, sponsors, create unique packages
Entertainment	Showcase local talent	\$1,500.00	Recognize local talent with a fee
OPERATIONS			
Storage	For staging items and supplies	\$2,500	Public Storage.
Supplies	Biz cards, stationary, event items	\$3,000	
Misc		\$1,500	

TOTAL \$95,000.00



COMMUNITY FOUNDATION
OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund
July 01, 2023 through July 31, 2023
Statement of Activity

	July 01, 2023 through July 31, 2023	July 01, 2023 through July 31, 2023
Beginning Balance	\$13,442.51	\$13,442.51
Contributions & Investment Activity		
Contributions - Online Credit Card	\$1,000.00	1,000.00
Interest and Dividend Income	\$ 20.33	20.33
Total Contributions & Investment Activity	\$1,020.33	\$1,020.33
Expenses		
Distributions - Program Expenses	\$4,800.00	\$4,800.00
Fees - Credit Card Processing	\$21.30	\$ 21.30
Total Expenses	\$4,821.30	\$4,821.30
Net Change to Fund Balance	(\$3,800.97)	(\$3,800.97)
Ending Balance July 31, 2023		\$9,641.54
Available to Spend		\$9,641.54



COMMUNITY FOUNDATION OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund July 01, 2023 through July 31, 2023

Fund Activity Detail

Contributions

<u>Name</u>	<u>Date</u>	<u>Amount</u>
Chef Lynn Michelle- Rose Colored Glasses LLC	2023-07-11	\$1,000.00
Total Contributions		\$1,000.00

Grants

No grants were made during this period.

Program Expenses

<u>Name/Description</u>	<u>Date</u>	<u>Amount</u>
Laykish, Laurie Expense Reimbursement - TedX Conferenc	2023-07-05	\$1,500.00
Arts Center of Coastal Carolina Invoice # R2023-24 - TEDx Hilton Head	2023-07-12	\$3,000.00
Premier Insurance Advisors LLC Invoice 7.26.23 - Special Event Coverage - 11/4/2023	2023-07-26	\$300.00
Total Program Expenses		\$4,800.00



COMMUNITY FOUNDATION
OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund
December 01, 2022 through December 31, 2022
Statement of Activity

	December 01, 2022 through December 31, 2022	July 01, 2022 through December 31, 2022
Beginning Balance	\$3,844.19	\$814.75
Contributions & Investment Activity		
Contributions - Available to Spend	\$8,525.00	30,025.00
Event and Registration Income	\$ 0.00	675.00
Interest and Dividend Income	\$ 9.01	21.17
Total Contributions & Investment Activity	\$8,534.01	\$30,721.17
Expenses		
Distributions - Program Expenses	\$0	\$18,946.10
Fees - Administrative and Investment	\$50.01	\$ 100.03
Fees - Credit Card Processing	\$0	\$ 161.60
Total Expenses	\$ 50.01	\$19,207.73
Net Change to Fund Balance	\$8,484.00	\$11,513.44
Ending Balance December 31, 2022		\$12,328.19
Available to Spend		\$12,328.19



COMMUNITY FOUNDATION OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund December 01, 2022 through December 31, 2022

Fund Activity Detail

Contributions

<u>Name</u>	<u>Date</u>	<u>Amount</u>
Eventbright, Inc.	2022-12-28	\$8,525.00
Total Contributions		\$8,525.00

Grants

No grants were made during this period.

Program Expenses

No program expenses were paid during this period.



COMMUNITY FOUNDATION
OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund
June 01, 2023 through June 30, 2023
Statement of Activity

	June 01, 2023 through June 30, 2023	July 01, 2022 through June 30, 2023
Beginning Balance	\$13,447.82	\$814.75
Contributions & Investment Activity		
Contributions - Available to Spend	\$ 0.00	43,525.00
Event and Registration Income	\$ 0.00	675.00
Interest and Dividend Income	\$ 44.69	172.67
Total Contributions & Investment Activity	\$ 44.69	\$44,372.67
Expenses		
Distributions - Program Expenses	\$0	\$31,383.20
Fees - Administrative and Investment	\$50.00	\$ 200.11
Fees - Credit Card Processing	\$0	\$ 161.60
Total Expenses	\$ 50.00	\$31,744.91
Net Change to Fund Balance	(\$ 5.31)	\$12,627.76
Ending Balance June 30, 2023		\$13,442.51
Available to Spend		\$13,442.51



COMMUNITY FOUNDATION OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund
June 01, 2023 through June 30, 2023

Fund Activity Detail

Contributions

No donations were received during this period.

Grants

No grants were made during this period.

Program Expenses

No program expenses were paid during this period.



COMMUNITY FOUNDATION
OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund
June 01, 2023 through June 30, 2023
Statement of Activity

	June 01, 2023 through June 30, 2023	July 01, 2022 through June 30, 2023
Beginning Balance	\$13,447.82	\$814.75
Contributions & Investment Activity		
Contributions - Available to Spend	\$ 0.00	43,525.00
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Interest and Dividend Income	\$ 44.69	172.67
Total Contributions & Investment Activity	\$ 44.69	\$44,372.67
Expenses		
Distributions - Program Expenses	\$0	\$31,383.20
Fees - Administrative and Investment	\$50.00	\$ 200.11
Fees - Credit Card Processing	\$0	\$ 161.60
Total Expenses	\$ 50.00	\$31,744.91
Net Change to Fund Balance	(\$ 5.31)	\$12,627.76
Ending Balance June 30, 2023		\$13,442.51
Available to Spend		\$13,442.51



COMMUNITY FOUNDATION OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund
June 01, 2023 through June 30, 2023

Fund Activity Detail

Contributions

No donations were received during this period.

Grants

No grants were made during this period.

Program Expenses

No program expenses were paid during this period.



COMMUNITY FOUNDATION
OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund
December 01, 2022 through December 31, 2022
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Distributions - Program Expenses	\$0	\$18,946.10
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Net Change to Fund Balance	\$8,484.00	\$11,513.44
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COMMUNITY FOUNDATION OF THE LOWCOUNTRY

TEDx of the Lowcountry Fund December 01, 2022 through December 31, 2022

Fund Activity Detail

Contributions

<u>Name</u>	<u>Date</u>	<u>Amount</u>
Eventbright, Inc.	2022-12-28	\$8,525.00
Total Contributions		\$8,525.00

Grants

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Program Expenses

No program expenses were paid during this period.



Organization Details

[Home](#) | [Security Profile](#) | [Logout](#)

Electronic Notice-Form 990-N (e-Postcard)

Organization Information

For the tax year ending

June 30, 2023



Has your organization terminated or gone out of business?

No



Are your gross receipts normally \$50,000 or less?

Yes



Organization's legal name -Line 1

TEDXHILTONHEAD INC



Organization's legal name -Line 2



Employer Identification Number (EIN)

842999629



[PREVIOUS](#)

[CANCEL FILING](#)

[CONTINUE](#)

Date of this notice: 09-10-2019

Employer Identification Number:
84-2999629

Form: SS-4

Number of this notice: CP 575 E

TEDXHILTONHEAD INC
2 OTTER RD
HILTON HEAD, SC 29928

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 84-2999629. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

When you submitted your application for an EIN, you checked the box indicating you are a non-profit organization. Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, Tax-Exempt Status for Your Organization, has details on the application process, as well as information on returns you may need to file. To apply for recognition of tax-exempt status under Internal Revenue Code Section 501(c)(3), organizations must complete a Form 1023-series application for recognition. All other entities should file Form 1024 if they want to request recognition under Section 501(a).

Nearly all organizations claiming tax-exempt status must file a Form 990-series annual information return (Form 990, 990-EZ, or 990-PF) or notice (Form 990-N) beginning with the year they legally form, even if they have not yet applied for or received recognition of tax-exempt status.

Unless a filing exception applies to you (search www.irs.gov for Annual Exempt Organization Return: Who Must File), you will lose your tax-exempt status if you fail to file a required return or notice for three consecutive years. We start calculating this three-year period from the tax year we assigned the EIN to you. If that first tax year isn't a full twelve months, you're still responsible for submitting a return for that year. If you didn't legally form in the same tax year in which you obtained your EIN, contact us at the phone number or address listed at the top of this letter.

For the most current information on your filing requirements and other important information, visit www.irs.gov/charities.

TEDx Hilton Head
Board Meeting
August 28, 8:00am

Attendees: Laurie Laykish, Debi Lynes

Whereas TEDx Hilton Head is a locally-organized not-for-profit and officially licensed TED event operating under the auspices of the Community Foundation of the Lowcountry and,

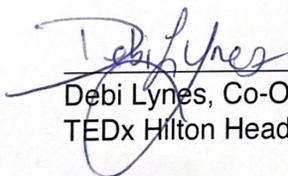
Whereas the need for additional funding is required to elevate the image of TEDx Hilton Head and market the event to enhance residents' and visitors' experiences and to attract additional upscale tourists to Hilton Head Island,

We hereby approve the application to the Town of Hilton Head for ATAX funds to support the signature event and expansion of the TEDx Hilton Head experience.

Approved On August 28, 2023



Laurie Laykish, Organizer
TEDx Hilton Head



Debi Lynes, Co-Organizer
TEDx Hilton Head

ATAX EFFECTIVENESS MEASUREMENT

TEDx Hilton Head 2022 Making Waves Event

COMMENTS

Our event is on November 4, 2023, and a future event is planned for November 2024. The budget is not final yet and tracking is not available for 2023 so this outlines the budgeted spend, actual where possible, and how we can measure effectiveness upon completion of the event.

These expenses are specific to the 2022 event. General expenses for the operation of the organization are not included in this budget.

TEDx Hilton Head has a new organizer and vision to become a signature event for Hilton Head, in a category with events like the Food and Wine Festival, Concours and Seafood Festival. We see this year as the first year in this evolution and feedback and results are important to inform our decisions so we can better plan future events.

TOPIC	THE PLAN	BUDGET	APPROX SPEND	RESULTS
MARKETING & PR				
Website	Refresh all content	\$1,000.00	\$1,500	Updated site including: Added new sponsors, new speaker bios, new event info, add videos from previous events. Adding Google Analytics to track traffic sources and views. Negotiated excellent prices and optimal audience reach, including print and digital issues. Each magazine will provide readership numbers for print and digital issues. Track impressions and views Track clicks and opens Track articles and readership of each media outlet. Manage speakers, sponsors, design, digital, all media placement and tracking.
Print Media	Magazines	\$4,000.00	\$4,000	
Social Media	Paid Facebook and Instagram campaigns	\$2,000.00	\$1,500	
Newsletters	3-4 email blasts	\$ 500.00	\$ 500	
PR Firm	Publicity to secure articles and regional coverage	\$10,000.00	TBC	
Printing	Program, signage	\$2,000.00	\$2,000	
PROGRAMMING				
Venue	High School	\$ 500.00	\$500	Low-cost venue to help event get back on its feet after CoVid cancellation Videos are shown around the world and must be of world-class quality. Measured by event attendance. Softer measurement is the video views as branding is in all videos.
Videos		\$2,500	\$2,250	
Staging	Hilton Head branding on stage	\$1,000	TBC	
SPEAKERS				
Coaches	Local coaches	\$ 0	TBC	Measured in event survey about quality
Travel	Air, accommodation, per diem	\$ 3,500	TBC	
OPERATIONS				
Storage	For staging items and supplies	\$2,500	TBC	
Supplies	Biz cards, stationary, event items	\$2,000	TBC	

TOTAL \$31,500

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

NOV 20 2019

TEDXHILTONHEAD INC
2 OTTER ROAD
HILTON HEAD, SC 29928

Employer Identification Number:
84-2999629
DLN:
29053305330029
Contact Person:
GEORGE J BOWLING ID# 17236
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
September 11, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

TEDXHILTONHEAD INC

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements