

Fiscal Year 2024

Affiliated Agency Grant Application

Organization Name: University of South Carolina Beaufort

Project Name: Event Management & Hospitality Training

Executive Summary

An Effectiveness Measurement spreadsheet has been attached to this application.

Fiscal Year 2024

Affiliated Agency Grant Application

Date Received: 01/31/2023

Time Received: 02:40 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on February 3, 2023

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: University of South Carolina Beaufort

Project/Event Name: Event Management & Hospitality Training

Contact Name: Keri Olivetti Title: Director

Address: One Sand Shark Drive, Hilton Head Island, SC 29928

Email Address: olivetti@uscb.edu Contact Phone: 843-338-6175

Total Budget: \$238,985.00 **Grant Amount Requested:** \$238,985.00

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

The grant funds the Hilton Head Island Center, part of the USCB Center for Event Management and Hospitality Training. The Center provides the following services: the Island Ambassador Program, Volunteer Management Program, Quality Management Program and Finnegans Sharing Shack. The Island Ambassador Program educates hospitality professionals about Hilton Head Island to ensure amazing guest experiences. The Volunteer Management program allows USCB students to work with Island festivals creating wonderful attendee experiences. The Quality Management program works with hospitality entities to ensure that quality standards are set and exceeded. Finnegans Sharing Shack enables our guests and residents to recycle beach gear.

B. DESCRIPTION OF OPERATIONS:

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

The Hilton Head Island Center is devoted to supporting the hospitality industry in its efforts to ensure that Hilton Head Island remains a world-class vacation destination. The Island Ambassador Program has certified over 3000 Island Ambassadors. The program consists of three classes, and upon completion, attendees are certified Island Ambassadors. Island Knowledge teaches attendees about the history of the Island, the amenities, and our festivals. Island Culture teaches about Island art, music, drama, water sports and about the Gullah Culture. Island Ecology takes you on a virtual walk across the Island from the beach to the marshes and tidal creeks, talking about the unique ecological systems. The Volunteer Management Program places USCB student volunteers at community festivals. The students provide support for the event, bringing new ideas and energy, and in return, they receive an experiential learning opportunity. The Quality Management Program helps hospitality businesses identify their service quality standards. USCB students then visit the businesses and evaluate the performance of the professionals ensuring the standards are met. Written reports and presentations are provided to management. The program guides the hospitality businesses in their efforts to exceed guest expectations. Finnegans Sharing Shack opened in the summer of 2021, the result of an idea of a USCB student. The Sharing Shack allows guest and residents to recycle beach gear, including chairs, toys, and wagons. It reduces the amount of garbage on the beach and provides a needed source of Island information to our guests creating an enhanced visitor experience.

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

The funding for the Center would finance its programs. The Island

Ambassador Program is taught by educational professionals. The attendees of the program receive a packet of information including an Island Ambassador Pocket Guide, information about the program, a note pad and pen. The Island Ambassador Pocket Guide is a guide containing a plethora of Island information including Island history, amenities, events, and ecology. The Pocket Guide is continually updated. The grant provides funding for all of these necessary program components. The Volunteer Management Program is managed by the Director of the Center. The Quality Management Program is run by the Assistant Director of the Program. Finnegan's Sharing Shack is managed by the Executive Director of the Center and staffed with USCB students. All supplies necessary for the program – cleaning supplies, tent, chairs, fans – are funded through this grant. In addition, \$35,000 of this grant would be used to correct a billing/payment matter which occurred at end of fiscal year 2021 and was discovered at end of fiscal year 2022.

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)*

The Center would need to limit the services provided if partial funding was received. To date, the funding allows the Center to serve all Hilton Head hospitality businesses, professionals and festivals that request our services.

4. What is the expected public benefit to these expenditures to the Island's, citizens, visitors, and/or the Town? *(100 words or less)*

The Mission of the Center is to provide specialized education and training that will enable Hilton Head Island to become known as an international destination for Event Management and Hospitality Training. The center supports the hospitality industry through its programs ensuring that our guests have an exceptional experience

while visiting Hilton Head Island. This promotes repeat guests visits and economic benefits to the residents of Hilton Head Island and the Town by our guests financially supporting our local accommodation, restaurant and retail partners as well as increasing the tax income to the Town of Hilton Head Island.

5. Additional comments. (250 words or less)

C. FUNDING:

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

The Center for Event Management and Hospitality Training is funded through the Town of Hilton Head Island Municipal Code Section 4-10-100. In accordance with the Code “The town shall set aside five (5) percent of this local accommodations tax for special events production and volunteerism and hospitality training.” The Code was initially passed in 1998 and amended a couple of times prior to its current reading being approved in 2011. The Code was enacted to provide support to the Town’s leading economic driver: the Hospitality Industry. In addition, the hospitality partners and USCB support the programs through in-kind contributions.

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

<u>100%</u>	Government Sources	Private Contributions, Donations and Grants
<u> </u>	Corporate Support, Sponsors	Membership, Dues, Subscriptions
<u> </u>	Ticket Sales, or Sales and Services	Other

3. Please provide a summary of previous governmental funding applied for, or received, for fiscal year 2023 and fiscal year 2024. (100 words or less)

In addition to the direct funding from the Town of Hilton Head Island, our hospitality partners commit financial resources to the Center's programming. The Island Ambassador Program partners provide the venue, professional compensation, audio visual support services and snacks for each Island Ambassador Program. Our Quality Management Initiative partners provide dining and service opportunities for our students to allow them to evaluate the business without cost. USCB continues to support the Center for Event Management by housing the Center at its Hilton Head Island Hospitality Campus.

4. Please provide a summary of other sources of funding or secured for this initiative. (250 words or less)

In addition to the direct funding from the Town of Hilton Head Island, our hospitality partners commit financial resources to the Center's programming. The Island Ambassador Program partners provide the venue, professional compensation, audio visual support services and snacks for each Island Ambassador Program. Our Quality Management Initiative partners provide dining and service opportunities for our students to allow them to evaluate the business without cost. USCB continues to support the Center for Event Management by housing the Center at its Hilton Head Island Hospitality Campus.

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: July End Month: June

Financial Statement Requirements:

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

An Organization Budget has been attached to this Application.

2. The previous two years and current year **profit and loss reports** for the organization.

A Current Profit & Loss Report has been attached to this Application.

Profit and Loss Years Provided:

2020-21

2021-22

3. The previous two years and current year **balance sheets**.

A Current Balance Sheet has been attached to this Application.

Balance Sheet Years Provided:

USCB Financials

USCB Financials

E. MEASURING EFFECTIVENESS:

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

2021	\$184,522.00	Center for Event Management and Hospitality Training
2022	\$186,367.00	Center for Event Management and Hospitality Training
2023	\$190,094.00	Center for Event Management and Hospitality Training

2. How were those funds used? To what extent were the objectives achieved?

(200 words or less)

1. The funds were used in the operation of the Hilton Head Island Center's programs including the Island Ambassador Program, the Quality Management Initiative, the Volunteer Management Program, the Education Center and Finnegans Sharing Shack. In 2022, the Center taught 67 classes, including 1155 individual educational hours. The Center certified 331 Island Ambassadors. The Quality Management Initiative produced 45 reports and 16 presentations to hospitality partners ensuring quality standards were met for our guests. The Volunteer Management program provided 75 service-learning hours to community festivals. Independentsector.org valued those hours at \$2246. The Education Center was utilized as a resource to hospitality professionals featuring videos promoting our students and our hospitality partners. Finnegan's Sharing Shack completed its first full summer and recycled 1497 beach items during its first fiscal year. To date in fiscal year 2023, the Island Ambassador Program has taught 21 classes including 836 individual educational hours, certifying 268 Island Ambassadors. The Quality Management Initiative has produced 13 reports and 4 presentations ensuring high quality guest experiences. The Volunteer Management Program has provided 54 volunteer hours valued at \$1617.30. Finnegans Sharing Shack recycled 1466 beach items. It is set to reopen in May of 2023.

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

The Island Ambassador Program places hospitality professionals who have been educated about Hilton Head Islands history, culture, and ecology in direct contact with our guests. It allows them to answer guest questions, encourage new adventures and share interesting facts about the Island. The standards set and measured by the Quality Management Initiative help the hospitality partners define a quality guest experience and then ensure their professionals meet or exceed those standards. The Volunteer Management Program is a win-win for

community festivals. The USCB students learn festival management and the festival organizers benefit from the innovative ideas and endless energy of the students. Finnegans Sharing Shack had an incredible first year saving 1497 items from the trash. In addition, it allowed USCB students to have positive interaction with Island guests, creating memorable experiences. These programs all ensure that guests to Hilton Head Island have exceptional experiences which result in return visits.

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

1. Each program has metrics which measure their effectiveness. For the Island Ambassador Program, the Center measures the number of classes taught, the individual educational hours, and the number of certified Ambassadors. The Volunteer Management Program measures the number of students participating, the number of festivals attended, the number of service-learning hours, the value of the service-learning hours and estimates the funds raised for the local non-profits from the festivals attended. The Education Center is a community resource for the Center's hospitality partners. The Quality Management Initiative measures the number of reports created and presentations made. Finnegans Sharing Shack measures the number of beach items saved from the local trash and reused. The Center measures its overall success through the successes of its individual programs.

F. EXECUTIVE SUMMARY

Provide an executive summary using the Effectiveness Measurement spreadsheet provided or your own format. If creating your own format, please refer to the Effectiveness Measurement sample spreadsheet and use the criteria as a guideline. *(1300 words or less)*

An Effectiveness Measurement spreadsheet has been attached to this application.

Signature: Keri Olivetti

Title/Position: Director

Mailing Address: One Sand Shark Drive, Hilton Head Island, Sc 29928

Email Address: olivetti@uscb.edu

Phone Number: 843-338-6175

**USCB Center for Event Management and Hospitality Training
The Hilton Head Center**

Budget Item	Plan	Year	Budget	Actual *	Results*	2024 Goals		
1. Educational Programs & Curriculum Development		2022	64900	92310		N/A		
		2023	97900	YTD = 34823				
		2024	75485	N/A	N/A			
	1a. Provide Education to Hospitality Professionals through the Island Ambassador Program	2022			# Island Ambassador Classes Taught	67	# Island Ambassador Classes	80
		2023			# Island Ambassador Classes Taught	YTD = 21		
		2022			# Island Ambassadors Certified	331	# Certified Island Ambassadors	300
		2023			# Island Ambassadors Certified	YTD = 268		
	1b. Evaluation of Island Ambassador Program	2022			Achieve 90% Positive Evaluations	Yes	Positive Evaluations	>90%
		2023			Achieve 90% Positive Evaluations	YTD = Yes		
	1c. Improve Hilton Head Island Guest Experience Through Meeting Quality Standards - Quality Management Initiative	2022			# Quality Management Report Completed	45	# Quality Management Reports Completed	45
		2023			# Quality Management Reports Completed	YTD = 13		
		2022			# Quality Management Presentations	16	# Quality Management Presentations	10
		2023			# Quality Management Presentations	YTD = 4		
	1d. Support Community Festivals While Providing Service Learning Opportunities for USCB Students	2022			# Service Learning Hours	75	# Service Learning Hours	150
		2023			# Service Learning Hours	YTD = 54		
		2022			\$ Value of Service Learning Hours ***	\$2,246	\$ Value of Service Learning Hours	\$4,500
		2023			\$ Value of Service Learning Hours***	\$1,617		
	Sharing Shack to Improve Guest Experience*	2022			Items Recycled 2022	1497	Items Recycled	1750
		2023			Items Recycled 2023	YTD = 1466		
	2. Printing and Supplies	2a. Provide supplies for to Conduct Program	2022	10767	3863	Met Program Goals Identified	Achieve Program Goals Identified	
2023			10994	2179	Met Program Goals Identified			
2024			7000	N/A	N/A			
3. Marketing	3a. Increase Program Outputs	2022	12500	7392	Met Program Goals Identified	Achieve Program Outputs Identified		
		2023	12500	7770	Met Program Outputs Identified			
		2024	7500	N/A	N/A			
4. Personnel	4a. Support Program Goals	2022	98200	71455	Met Program Goals Identified	Achieve Program Goals Identified		
		2023	68700	35338	Met Program Goals Identified			
		2024	114000	N/A	N/A			

* YTD Represents time period through January 15, 2023

** New Program 2022

*** Volunteer Hours are valued by Independentsector.org

Budget 2023-24
Center for Event Management and Hospitality Training

	2024 Budget
Income	
Town of Hilton Head Island	\$ 238,985 *
Personnel Costs	\$ 114,000
Director - Salary and Fringe	
Educational Programs; Curriculum Development	\$ 75,485
Island Ambassadors Professional Educators	
QMI - Assistant Director Salary and Fringe	
Evaluation/Statistics Continuing Education	
Finnegan's Sharing Shack - Staffing	
Program Evaluation	
Marketing	\$ 7,500
Printing and Supplies	\$ 7,000
Island Ambassador Pocket Guide	
Folders, Brochures, Pens, IA Pins	
FSS - Tent, Cleaning Supplies, Fans	
Payment/Billing Matter*	\$ 35,000
Total	\$ 238,985

2023-24	
\$ 4,079,700	Local ATAX
\$ 203,985	5%
\$ 35,000.00	Billing Issue
\$ 238,985.00	Total Request

*See Description of Operations in Grant Application

USCB FINANCIAL REPORTS

https://sc.edu/about/offices_and_divisions/controller/financial_reporting/financial_statements/index.php

Profit and Loss Statement 2022-23 YTD
Center for Event Management and Hospitality Training

	2023 Budget	2023 YTD Actual
Income		
Town of Hilton Head Island	190094*	80,110
Personnel Costs	68700	35338
Director - Salary and Fringe		
Educational Programs; Curriculum Development	97,900	34823
Island Ambassadors Professional Educators		
QMI - Assistant Director Salary and Fringe		
Evaluation/Statistics Continuing Education		
Finnegan's Sharing Shack - Staffing		
Program Evaluation		
Marketing	12,500	7770
Printing and Supplies	10994	2179
Island Ambassador Pocket Guide		
Folders, Brochures, Pens, IA Pins		
FSS - Tent, Cleaning Supplies, Fans		
Total	190,094	80110

2022-23*

\$	3,801,881	Local ATAX
\$	190,094	5%

Profit and Loss Statement 2021-22
Center for Event Management and Hospitality Training

	2022	2022
	Budget	Actual
Income		
Town of Hilton Head Island	186367	175,020
Personnel Costs	98200	71455
Director - Salary and Fringe		
Educational Programs; Curriculum Development	64,900	92310
Island Ambassadors Professional Educators		
QMI - Assistant Director Salary and Fringe		
Evaluation/Statistics Continuing Education		
Finnegan's Sharing Shack - Staffing		
Program Evaluation		
Marketing	12,500	7392
Printing and Supplies	10767	3863
Island Ambassador Pocket Guide		
Folders, Brochures, Pens, IA Pins		
FSS - Tent, Cleaning Supplies, Fans		
Total	186,367	175020

USCB CEMHT
Profit and Loss Statement 2021
USCB Center for Event Management and Hospitality Training

	Budget	Actual
Income		
Town of Hilton Head Island	\$ 184,522	\$ 157,406
Expenses		
Personnel Costs	\$ 98,200	\$ 72,530
Educational Programs;Curriculum Development	\$ 64,055	\$ 73,381
Marketing	\$ 11,500	\$ 7,078
Printing and Supplies	\$ 10,767	\$ 4,417
Total	\$ 184,522	\$ 157,406
Net Income	0	0