

Fiscal Year 2025

Affiliated Agency Grant Application

Organization Name: Sea Turtle Patrol Hilton Head Island

Project Name: Town Affiliated

Executive Summary

An Effectiveness Measurement spreadsheet has been attached to this application.

This is the first submission for Town Affiliated Agency funding for Sea Turtle Patrol HHI. An ATAX Effective measurement form has been submitted as well as an executive summary. For further review, the results of the USCB Center for Strategic Planning document is also attached.

Executive Summary

The mission of Sea Turtle Patrol Hilton Head Island (STPHHI) is to provide monitoring and support on Hilton Head Island beaches for sea turtle nesting and hatching activity annually. These programs, along with spreading awareness through public education and outreach, are essential to promote the continued existence of these endangered species. The organization became a 501c3 nonprofit in 2018 which allowed for tax deductible donations to be accepted to fund operations on the beach. While enhancing the program technologically and logistically, sea turtle nesting density and interest from residents and visitors have been consistently trending upward. More exposure through social media and expanded programming was enhanced in 2022 with the first ATAX grant award for marketing. Before the reorganization of Sea Turtle Patrol HHI in 2017, information on sea turtles and public knowledge of the role of sea turtle patrol was almost nonexistent. Sea turtle nesting is unique to destinations that border the Ocean and provide a suitable habitat for these endangered reptiles to nest. Through the participation of Sea Turtle Patrol HHI with the Town of Hilton Head, beach renourishment projects have been permitted and have preserved sea turtle nesting habitat on 14 miles of main beach, Mitchellville beach, Hickory Forest, and Pine Island beaches on Hilton Head Island. STPHHI is the only organization permitted by the State of SC to monitor Hilton Head Beaches for sea turtle nesting and hatching

activity, through a permit from SCDNR held by Executive Director, Amber Kuehn.

STPHHI has implemented free public turtle talks during the nesting season, educational programs in the schools and resorts, and has participated in community initiatives while maintaining the most technologically advanced program on SC state beaches. Stranding of federally protected sea turtles and marine mammals are also handled through STPHHI. STPHHI continues to strive for funding from local organizations through grant awards and collaboration. Although ATAX grants and restricted local grants have given STPHHI an elevated marketing platform, the operational budget has lagged behind. With the help of the Town, STPHHI will be able to sustain a well-rounded program.

“As STPHHI continues to draw awareness and attention to activities on the beaches of Hilton Head, the theme NEXT GENERATION has been chosen for the 2024 nesting season. We believe that we can make an impression on the next generation of visitors to Hilton Head by expressing our passion for the sea turtles and the environment.”- Amber Kuehn

Fiscal Year 2025

Affiliated Agency Grant Application

Date Received: 01/30/2024

Time Received: 11:10 AM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on January 31, 2024

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Sea Turtle Patrol Hilton Head Island

Project/Event Name: Town Affiliated

Contact Name: Amber Kuehn

Title: Director

Address: 31 Alljoy Road, Bluffton, SC 29910

Email Address:

SeaTurtlePatrolHHI@gmail.com

Contact Phone: 843-338-2716

Total Budget: \$216,000.00

Grant Amount Requested:
\$73,480.00

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

STPHHI has progressed from no funding in 2017 to an operational budget that is necessary to serve the Town of HHI annually with an advanced sea turtle nest monitoring program. This 2024.2025 grant would be allocated to assistance with the Executive Director salary (70%) and the part-time Administrative Consultant salary (70%) to offset operational expenses. Additionally, STPHHI would like to purchase a 4x4 vehicle that would be used for the SeaTurtle Patrol Experience Program (2024-) and for the 2025 beach renourishment. With this support, STPHHI will be able to utilize more unrestricted funds to enhance operations.

B. DESCRIPTION OF OPERATIONS:

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

Sea Turtle Patrol HHI is a nonprofit that financially supports sea turtle nest monitoring and stranding on 20 miles of beaches on HHI (14miles Ocean facing, 4miles Mitchelville/Hickory Forest, 2miles DolphinHead/Pine Island). Historically, the organization had been consistently supported through Town budget funding acquired by another Town Affiliated agency thru 2016. All vehicles and salary were paid for with Town funds. STPHHI was re-organized in 2017 without the financial support of the Town's Affiliated Agency status. In recent years, ATAX funding has assisted with marketing for sea turtle conservation awareness, but operational expenses do not qualify for this grant. STPHHI relies solely on unrestricted donations from the community for operational expenses. As the organization becomes more visible and continues to advance technologically and logistically to keep up with increased nesting density, visibility, and tourism, an operations facility will be essential. Although donations remain consistent, they do not accomodate this level of growth. STPHHI is a critical part of HHI Beach Management and a requirement for permitting in preparation for beach renourishment. In addition, included in the Town of HHI Strategic Plan: Environmental Sustainability/Operational chapter is a goal to "Establish National Leadership Credibility in Environmental Sustainability and Resource Protection". STPHHI and the protection of endangered sea turtles nesting on HHI beaches is a significant highlight for this designation.

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

The grant will be designated for partial salaries (70%) to offset operational expenses. There are currently two stipends drawing from the STPHHI operations budget, the Executive Director annual salary

(\$42,000) and the part time administrative consultant annual stipend (\$14,400). Additionally, a 4x4 side-by-side vehicle with climate control and safety equipment would be purchased to provide the STP Experience Program with a vehicle capable of carrying passengers to observe the beach operations of STPHHI nest monitoring. This vehicle will also be used during night sea turtle patrol beach renourishment efforts. Having managed the sea turtle operation during the 2016 beach renourishment, STPHHI director has first hand experience concerning the appropriate equipment necessary. The vehicles provided for the last renourishment were consistently getting stuck in the loose sand and a truck is not maneuverable over the pipes. These patrols are run every hour throughout the night to protect sea turtles intending to nest in the construction zone. Overall, financial support from the Town will allow the organization to access more unrestricted funds for operational expenses that would not normally be available. Examples of possible future operational funding designations: Contribution to rent for the future operations facility, expansion of educational programming equipment, etc.

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 funding is not received, STPHHI will strive to continue to operate a comprehensive nest monitoring program, but will need to find a manageable compromise in association with the popularity of the organization. The STPHHI Director holds a state permit for beach monitoring operations on HHI which is manageable, but the increased programming to include the community and visitors that the organization has implemented is ancillary. If the extra programming costs cannot be accommodated with our operational budget, we will need to eliminate them or ask the executive director to be a volunteer.

4. What is the expected public benefit to these expenditures to the Island's,

citizens, visitors, and/or the Town? (100 words or less)

STPHHI and USCB Center for Strategic Planning have recently completed a 5 year Strategic Plan for STPHHI 2024 - 2028 (results attached to this application). Among members and stakeholders surveyed, an overwhelming indication that the need for an operational facility was identified. This will require a large capital fundraising initiative. STPHHI endeavors to incorporate a hospitality component into this future facility to accommodate community and visitor education. Another goal is to provide a Sea Turtle Patrol Experience on the beach for Sea Turtle Friendly Certified Organizations to offer to tourists, incentivizing island resorts to cultivate and advertise their sustainability efforts.

5. Additional comments. (250 words or less)

Sea Turtle Patrol HHI has grown exponentially since 2017. In order to maintain this momentum, full time attention must be given to the operation that exists outside of daily beach monitoring. Outreach via social media has been significant and visibility for the program acting as a representative of HHI is more evident with the recent involvement from the Chamber. In order to compensate management and provide an outlet for the community and visitors to experience our operation, an increase in the operational budget is necessary. With the addition of a \$30,000 DNA analysis annual cost, STPHHI is further away from a sustainable operations budget to include programming. Hilton Head Island boasts a very high level of regard for the environment. STPHHI has done its best to keep up with operational costs and has taken every opportunity to fundraise, representing HHI well until returning to headquarters, a tent in the Islander's Beach Parking lot.

C. FUNDING:

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

Currently, STPHHI has a marketing budget provided by HHI ATAX grants (\$70,000 in 2024). This provides for informational videos, digital marketing services, printed materials, etc. Operational expenses are met by local fundraising through individual donations. Organizational grants through funds of The Community Foundation of the Lowcountry and other local nonprofits on the island meet the need for special projects. Salaries and equipment qualify as an operational expense and are not funded through the CFL or nonprofit local grant funded donations. STPHHI strives to apply for all funding available, complying with the restrictions associated with the donation.

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

33%	Government Sources	65%	Private Contributions, Donations and Grants
2%	Corporate Support, Sponsors		Membership, Dues, Subscriptions
	Ticket Sales, or Sales and Services		Other

3. Please provide a summary of previous governmental funding applied for, or received, for fiscal year 2024 and fiscal year 2025. (100 words or less)

This request for Town Affiliated Agency affiliation and assistance in offsetting operational expenses with designated funding for partial salaries and equipment stands alone. Salaries are included in the STPHHI operational budget and draw from individual unrestricted donations. Grants from local organizations cannot be used categories such as salaries, only for specific projects. STPHHI needs the support of the Town. Sea turtle monitoring programs are governed, but not funded by SCDNR. With beach renourishment approaching in 2025, a new level of collaboration with the Town of HHI is anticipated.

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

This request for Town Affiliated Agency affiliation and assistance in offsetting operational expenses with designated funding for partial salaries and equipment stands alone. Salaries are included in the STPHHI operational budget and draw from individual unrestricted donations. Grants from local organizations cannot be used categories such as salaries, only for specific projects. STPHHI needs the support of the Town. Sea turtle monitoring programs are governed, but not funded by SCDNR. With beach renourishment approaching in 2025, a new level of collaboration with the Town of HHI is anticipated.

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:

2022.2023

2021.2022

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

A Current Balance Sheet has been attached to this Application.

Balance Sheet Years Provided:

2022.2023

2021.2022

E. MEASURING EFFECTIVENESS:

1. List any award amounts received in fiscal year 2023 and/or 2024.

2024	\$70,000.00	Next Generation STPHHI
2023	\$64,500.00	The Unofficial Mascot for Beach Preservation

2. How were those funds used? To what extent were the objectives achieved?
(200 words or less)

100% of all funds recieved through ATAX have been spent on marketing. The response has been overwhelming as expected. The financial needs of STPHHI extend beyond marketing. STPHHI is the only organization on the island that is permitted to monitor and collect sea turtle nest monitoring data that interests residents and visitors and is required for beach renourishment permitting. STPHHI is also the only organization qualified to give presentations to the schools concerning these permitted activities on the beach to include the highlights/results from each season. STPHHI has outgrown its current location and will be striving to accomodate vehicles, office space, and hospitatlity/reception, all of which are operational expenses.

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

Through assistance in marketing funds (ATAX), educational videos

were produced, outdoor sea turtle sculptures have been placed (Airport, Sandbox, Coligny), red flashlights have been distributed, improvements in branding and a new website is in process, signage has been produced, a free weekly public turtle talk has been implemented (June-August) and advertised, and results/highlights of the season have been shared via social media. Appearances on social media influencers pages and the Today Show also reflect the effort that STPHHI has made to promote HHI. STPHHI also has first hand knowledge of all issues on the beach regarding stranding of endangered sea turtles, misorientation of sea turtle hatchlings, and federally protected marine mammal strandings. Fielding emails/calls from the public for response and informational awareness has become a full time effort.

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

Social media analytics are provided by the digital platform. Zip codes and #attendees are collected at the physical programs such as turtle talks. The Nest Dedication fundraising program is sold out each season. The increased amount of emails requesting interaction with STPHHI is substantial. QR codes with a link to the website have been implemented on signage and the beach patrol truck to track area codes of interested passers-by. If goals are met, visits to the future STPHHI hospitality center will be recorded and participation with the Sea Turtle Experience offering will be logged.

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.

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Signature: Amber Kuehn

Title/Position: Director

Mailing Address: 31 Alljoy Road, Bluffton, SC 29910

Email Address: SeaTurtlePatrolHHI@gmail.com

Phone Number: 843-338-2716

Sea Turtle Patrol HHI	
Proposed 2023-24 Budget	Updated 11.7.23
	FINAL APPROVED
	2023-2024
2023 Contributed income	
Corporate & foundation grants	\$ 25,740
Donations directed by individuals	\$ 39,000
Donations from Facebook	\$ 5,000
Donations from PayPal	\$ 45,000
Government grants & contracts	\$ 70,000
Grants from other nonprofits	\$ 15,000
Turtle Talk Program Income	\$ 16,000
Total Contributed income	\$ 215,740
Expenditures	
Advertising & marketing	\$ 25,000
Marketing Services	\$ 45,000
Total Advertising & marketing	\$ 70,000
Contract & professional fees	\$ 5,000
Accounting fees	\$ 3,500
Turtle Talk Presenter Fees	\$ 13,500
Contractor services	\$ 56,400
Total Contract & professional fees	\$ 78,400
F&B	
General Event Expense	\$ 2,000
Insurance	
Liability insurance	\$ 1,250
Total Insurance	\$ 1,250
Occupancy	
Rent	
Total Occupancy	
Office expenses	\$ 100
Bank fees & service charges	\$ 1,000
Memberships & subscriptions	\$ 250
Office supplies	\$ 400
Operations	\$ 700
Printing & photocopying	\$ 40
Shipping & postage	\$ 3,500
Small tools & equipment	\$ 2,500
Software & apps	\$ 600
Total Office expenses	\$ 9,090
Services	\$ 2,000
Supplies	\$ 5,000
Educational Materials	\$ 6,000
Supplies & materials	\$ 5,500
Total Supplies	\$ 18,500
Travel	\$ 700
Uncategorized Expense	\$ 830
Donations given by STPHHI	\$ 30,000
Vehicle expenses	\$ 500
Vehicle gas & fuel	\$ 2,000
Vehicle insurance	\$ 2,700
Vehicle repairs	\$ 1,500
Vehicle Tax	\$ 150
Vehicle wash & road services	\$ 120
Total Vehicle expenses	\$ 6,970
TOTAL EXPENDITURES	\$ 217,740

Sea Turtle Patrol HHI

Statement of Activity

July 1, 2023 - January 25, 2024

	TOTAL
Revenue	
Contributed income	
Corporate & foundation grants	19,667.40
Donations directed by individuals	55,550.43
Donations from Facebook	1,532.56
Donations from PayPal	29,676.00
Donations from Venmo	286.66
Government grants & contracts	50,216.23
Grants from other nonprofits	3,643.62
Total Contributed income	160,572.90
Turtle Talks Revenue	25,775.00
Total Revenue	\$186,347.90
GROSS PROFIT	\$186,347.90
Expenditures	
Advertising & marketing	7,074.83
Marketing Services	15,757.50
Total Advertising & marketing	22,832.33
Contract & professional fees	
Accounting fees	1,595.00
Contractor services	28,200.00
Turtle Talk Presentation Fee	20,100.00
Total Contract & professional fees	49,895.00
F&B	210.64
General Event Expense	2,780.26
Gifts/Thank You from STPHHI	327.12
Office expenses	
Bank fees & service charges	99.35
Memberships & subscriptions	176.48
Office supplies	326.09
Operations	434.84
PayPal Fees	775.75
Shipping & postage	2,787.88
Software & apps	686.40
Total Office expenses	5,286.79
QuickBooks Payments Fees	705.37
Services	3,400.00
Supplies	
Educational Materials	17,381.96
Supplies & materials	5,191.05
Total Supplies	22,573.01
Uncategorized Expense	50.00
Uniforms	191.67
Total Expenditures	\$108,252.19

Sea Turtle Patrol HHI

Statement of Activity

July 1, 2023 - January 25, 2024

	TOTAL
NET OPERATING REVENUE	\$78,095.71
Other Expenditures	
Donations given by STPHHI	10,500.00
Vehicle expenses	682.61
Vehicle gas & fuel	1,177.90
Vehicle repairs	733.61
Vehicle wash & road services	66.00
Total Vehicle expenses	2,660.12
Total Other Expenditures	\$13,160.12
NET OTHER REVENUE	\$ -13,160.12
NET REVENUE	\$64,935.59

Sea Turtle Patrol HHI

Statement of Activity

July 2022 - June 2023

	TOTAL
Revenue	
Contributed income	
Corporate & foundation grants	22,084.10
Donations directed by individuals	57,103.85
Donations from Facebook	6,469.37
Donations from PayPal	41,598.34
Donations from Venmo	9.71
Government grants & contracts	70,917.12
Grants from other nonprofits	63,323.81
Total Contributed income	261,506.30
Turtle Talks Revenue	14,375.00
Uncategorized Income	0.21
Total Revenue	\$275,881.51
GROSS PROFIT	\$275,881.51
Expenditures	
Advertising & marketing	17,480.36
Marketing Services	36,181.52
Total Advertising & marketing	53,661.88
Contract & professional fees	3,250.00
Accounting fees	3,786.85
Contractor services	50,799.96
Turtle Talk Presentation Fee	17,325.00
Total Contract & professional fees	75,161.81
General Event Expense	1,545.31
Insurance	
Liability insurance	1,253.00
Total Insurance	1,253.00
Office expenses	
Bank fees & service charges	9.17
Memberships & subscriptions	252.32
Office supplies	496.41
Operations	745.44
PayPal Fees	1,107.09
Printing & photocopying	9.33
Shipping & postage	4,231.82
Software & apps	561.34
Total Office expenses	7,412.92
QuickBooks Payments Fees	220.03
Services	1,650.00
Supplies	-4,135.00
Educational Materials	27,052.66
Supplies & materials	10,516.42
Total Supplies	33,434.08

Sea Turtle Patrol HHI

Statement of Activity

July 2022 - June 2023

	TOTAL
Travel	689.85
Uncategorized Expense	1,080.49
Uniforms	315.00
Total Expenditures	\$176,424.37
NET OPERATING REVENUE	\$99,457.14
Other Revenue	
Other Misc Revenue	88.11
Total Other Revenue	\$88.11
Other Expenditures	
Depreciation	5,017.00
Donations given by STPHHI	40,000.00
Reconciliation Discrepancies	0.00
Vehicle expenses	
Vehicle gas & fuel	2,173.37
Vehicle insurance	2,666.00
Vehicle repairs	1,698.43
Vehicle Tax	103.29
Vehicle wash & road services	108.00
Total Vehicle expenses	6,749.09
Total Other Expenditures	\$51,766.09
NET OTHER REVENUE	\$ -51,677.98
NET REVENUE	\$47,779.16

Sea Turtle Patrol HHI

Statement of Activity

July 2021 - June 2022

	TOTAL
Revenue	
Contributed income	
Corporate & foundation grants	23,509.05
Donations directed by individuals	18,689.50
Donations from Facebook	9,551.69
Donations from PayPal	21,886.45
Government grants & contracts	36,188.00
Grants from other nonprofits	11,531.33
Total Contributed income	121,356.02
Total Revenue	\$121,356.02
GROSS PROFIT	\$121,356.02
Expenditures	
Advertising & marketing	37,438.05
Marketing Services	11,627.80
Total Advertising & marketing	49,065.85
Contract & professional fees	3,250.00
Accounting fees	3,676.35
Contractor services	34,065.98
Total Contract & professional fees	40,992.33
F&B	220.75
General Event Expense	5,762.97
Insurance	
Liability insurance	718.00
Total Insurance	718.00
Occupancy	
Rent	1,541.36
Total Occupancy	1,541.36
Office expenses	265.93
Bank fees & service charges	38.73
Memberships & subscriptions	405.44
Office supplies	135.51
Operations	1,433.51
Printing & photocopying	34.28
Shipping & postage	666.29
Software & apps	357.58
Total Office expenses	3,337.27
Services	3,750.00
Supplies	4,392.75
Educational Materials	4,944.03
Supplies & materials	5,384.41
Total Supplies	14,721.19
Travel	45.00
Unapplied Cash Bill Payment Expenditure	0.00

Sea Turtle Patrol HHI

Statement of Activity

July 2021 - June 2022

	TOTAL
Total Expenditures	\$120,154.72
NET OPERATING REVENUE	\$1,201.30
Other Expenditures	
Depreciation	11,101.00
Vehicle expenses	214.39
Vehicle gas & fuel	2,312.50
Vehicle insurance	2,666.00
Vehicle repairs	2,758.92
Vehicle Tax	70.00
Vehicle wash & road services	253.00
Total Vehicle expenses	8,274.81
Total Other Expenditures	\$19,375.81
NET OTHER REVENUE	\$ -19,375.81
NET REVENUE	\$ -18,174.51

Sea Turtle Patrol HHI

Statement of Financial Position

As of January 25, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BOA Operating Account 9147	137,234.83
PayPal Account	702.94
Total Bank Accounts	\$137,937.77
Other Current Assets	
Due from Staff	0.00
Other Current Assets	0.00
Payments to deposit	0.00
Uncategorized Asset	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$137,937.77
Fixed Assets	
Accumulated depreciation	-22,716.00
Fixed Asset Computers	2,980.91
Machinery & Equipment	2,725.00
Vehicles	32,988.08
Total Fixed Assets	\$15,977.99
TOTAL ASSETS	\$153,915.76
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
1626 - Ambers New Card	0.00
Total Credit Cards	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Opening balance equity	0.00
Retained Earnings	88,980.17
Net Revenue	64,935.59
Total Equity	\$153,915.76
TOTAL LIABILITIES AND EQUITY	\$153,915.76

Sea Turtle Patrol HHI

Statement of Financial Position

As of June 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BOA Operating Account 9147	75,992.32
PayPal Account	316.07
Total Bank Accounts	\$76,308.39
Other Current Assets	
Due from Staff	0.00
Other Current Assets	0.00
Payments to deposit	0.00
Uncategorized Asset	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$76,308.39
Fixed Assets	
Accumulated depreciation	-22,716.00
Fixed Asset Computers	2,980.91
Machinery & Equipment	2,725.00
Vehicles	32,988.08
Total Fixed Assets	\$15,977.99
TOTAL ASSETS	\$92,286.38
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
1626 - Ambers New Card	3,306.21
Total Credit Cards	\$3,306.21
Total Current Liabilities	\$3,306.21
Total Liabilities	\$3,306.21
Equity	
Opening balance equity	0.00
Retained Earnings	41,201.01
Net Revenue	47,779.16
Total Equity	\$88,980.17
TOTAL LIABILITIES AND EQUITY	\$92,286.38

Sea Turtle Patrol HHI

Statement of Financial Position

As of June 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BOA Operating Account 9147	23,188.92
Total Bank Accounts	\$23,188.92
Other Current Assets	
Due from Staff	0.68
Other Current Assets	0.00
Payments to deposit	0.00
Total Other Current Assets	\$0.68
Total Current Assets	\$23,189.60
Fixed Assets	
Accumulated depreciation	-17,699.00
Machinery & Equipment	2,725.00
Vehicles	32,988.08
Total Fixed Assets	\$18,014.08
TOTAL ASSETS	\$41,203.68
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
5907 CC BOA - Ambers Card (deleted)	1.99
Total Credit Cards	\$1.99
Total Current Liabilities	\$1.99
Total Liabilities	\$1.99
Equity	
Opening balance equity	197.64
Retained Earnings	59,178.56
Net Revenue	-18,174.51
Total Equity	\$41,201.69
TOTAL LIABILITIES AND EQUITY	\$41,203.68

ATAX EFFECTIVENESS MEASUREMENT

Please refer to the SAMPLE ATAX Effectiveness Measurement Form for examples. When completing this form, please expand, contract, or add to the sections as needed (but contain the form to a total of approximately 2 pages). You may choose to use your own format instead of this form, and if doing so, please use the criteria below as a guideline. Regardless of format, **each applicant should choose how they measure degree of success. Applicants need to explain why this is an effective measurement technique that reflects results and how that relates to the objective.**

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
DIGITAL	Video - History and Next Generation Digital Marketing		\$ 24,765.00 \$ 11,344.64 \$ 696.00	1,400 unique viewers and we are continuing to use the shorts that have expanded to include a local collaboration with the Marriott Vacation Club Hotels, Park Plaza Theater and the Breeze Trolley equated to \$1.21/person reached. To date, our Facebook reach alone is 1,985,787. Our post synced with Instagram adds an additional 55,589 individuals reach to that outreach, totalling 2,041,376 reached (a 68.5% increase). If we apply the conservative number of engagements to dollars granted in 2023, we average \$.76 cents with social media alone. Add to that Tik Tok where we have reached 224,308 individuals (one post had 78,800 views alone), with 22,900 post reactions (likes). Our e-newsletter maintained a high open rate of 63% and was sent to 52,400 emails with 3,700 subscribers.
Total		\$ 11,500.00	\$ 36,805.64	
PRINT	Stickers Life sized cutout turtles Flyers		\$ 2,074.00 \$ 354.00 \$ 1,108.00	Logoed stickers distributed to supporters and at events to include red light (turtle safe) filters Stand-up Loggerheads provided to Town of Hilton Head for Beach Ambassadors Advertising free Monday evening turtle talks, collaboration of the Halfway Home Sea Turtle Exhibit and fund raiser, and Results 2023 end of season event
OUTREACH	Miscellaneous Nest Dedications		\$ 216.00 \$ 1,752.00	Certificates, letterhead and envelopes for nest dedications and communications.
Total		\$ 20,500.00	\$ 5,504.00	
RADIO/TV				Decided to direct our outreach to potential tourists versus visitors and residents.
Total		\$7,500.00	\$0.00	
SPECIAL PROJECTS	Shoogie for Parade		\$ 200.00	Costume at St. Patricks Day Parade

ATAX EFFECTIVENESS MEASUREMENT

	Loggerhead		\$ 7,300.00	Replica sea turtle nest and full size Loggerhead replica
	Loggerhead Myrtle Statues		\$ 1,912.00	Adding to current Myrtle statue initiative to promote The Next Generation Campaign
Total		\$ 10,000.00	\$ 9,412.00	
ONGOING EFFORTS	Local Event Efforts		\$ 1,224.00	Ongoing local marketing collaboration event efforts such as St. Pat's. Parade, Chamber Collaboration, RBC Heritage, Town Celebrations, Celebration Park Turtle Talks
	Website Redesign		\$ 8,000.00	Redesign of current Sea Turtle Patrol HHI website
	Flashlights (Red Beam)		\$ 944.00	Red Beam Flashlights for educational outreach and awareness of beach etiquette
	Nest Dedications		\$ 4,241.00	Holiday Nest Dedications Marketing Mailing
Total		\$ 15,000.00	\$ 14,409.00	
Total Budget to Actual		\$ 64,500.00	\$ 66,130.64	

**STRICTLY PRIVATE AND CONFIDENTIAL
CONTENT NOT TO BE DISCLOSED OR SHARED WITHOUT THE
WRITTEN CONSENT OF THE STPHHI BOARD**

SEA TURTLE PATROL HILTON HEAD ISLAND (STPHHI)



STRATEGIC PLAN 2024-2028

January 2024



MISSION

STPHHI provides monitoring, support and awareness of sea turtle nesting to promote the continued existence of these endangered species.

VISION

Recognized by the community and the South Carolina Department of Natural Resources, as the steward for the preservation of sea turtles and their nesting habitat.

Strategic Planning Team

USCB Center for Strategic Planning

Amber Kuehn - Director, STPHHI

Martin Dack - Strategic Planning Lead, STPHHI

Survey

As part of the strategic planning process STPHHI partnered with USCB Center for Strategic Planning to develop a questionnaire to capture the participants' views on various activities of STPHHI. The survey was conducted in November 2023. It was distributed to volunteers, staff, and stakeholders resulting in an 80% response. The results were shared with members of STPHHI at a workshop held in November 2023 and the conclusions of the workshop participants are reflected within this strategic plan.

History

Hilton Head Island Sea Turtle Protection Project became independent of the Coastal Discovery Museum in 2017, attained 501c3 status on February 8, 2018, and was officially renamed Sea Turtle Patrol Hilton Head Island (STPHHI) on September 5, 2018. Previous financial support had come through the Coastal Discovery Museum budget requests/reimbursements. Spartina Dolphin and Sea Turtle Stranding Response Fund at the Community Foundation of the Low Country and manager Amber Kuehn covered operational expenses. Donations have provided STPHHI with 3 vehicles and operational funding. Local grants have supported awareness initiatives and ATAX funding has allowed for marketing progress. Nesting density on the Island continues to trend upward with a record season in 2019 (463 nests). During the 2023 season 353 nests were laid on the Island.

Relationships within the Municipal Departments including Code Enforcement and Facilities Management have been developed. Cooperation with Shore Beach Services has been enhanced and is more efficient than in past years. The Chamber of Commerce and STPHHI have mutually benefitted in recent years with increased collaboration. These relationships, coupled with the implementation of technology, a comprehensive methodology, public outreach/awareness, and financial support from the community have brought STPHHI to a new level of success. All that STPHHI does and is responsible for accrues to and enhances Hilton Head Island's commitment to environmental stewardship.

Goals

1. Secure “Affiliated Agency” status with the Town of Hilton Head Island

- a. Strategy: submit a complete application to the Town that supports and justifies the work of the STPHHI clearly showing its importance to the Island Brand
- b. Strategy: explain the STPHHI history of Municipal Funding through Coastal Discovery Museum.
- c. Strategy: explain the transformation of STPHHI into a 501c3 nonprofit in 2018 and how it utilized all available sources of local grant funding to preserve sea turtle nesting success on HHI, elevating its status while promoting the Town as a proponent of natural resource preservation through ATAX grants and its collaboration with the Chamber. This additional funding will support the progression of operations allowing for a potential permanent base of operations and security for one full/one part time administrative salary.

2. Develop and Implement education, marketing, public relations, and development/fundraising plans

- a. Strategy: Develop and Implement a Formal Education Plan
 - i. Develop and facilitate classroom talks about actual volunteer experiences and exposure to the Travel Trunk program.
 - ii. Utilize 2 Travel Trunks for use in classrooms
 - iii. Align curriculum with SC standards for science and math grades 3-8
 - iv. Use tools to recreate a scientific “work up” for sea turtle data collection utilizing replicas, scientific instruments and procedures. The program was created by Inwater Research Group and will be administered by STPHHI under the direction of Marine Biologist Amber Kuehn

- b. Strategy: Develop and Implement school educators' training program
 - i. Train teachers and students to enhance the duration and saturation for STEM programming
- c. Strategy: Develop and Implement an Informal Education plan for the public (residents, visitors, and guests)
 - i. Create and facilitate ongoing weekly "Turtle Talks" at Sea Turtle Friendly Certified Resorts (STPHHI/Chamber designated program)
 - ii. Maintain weekly public Turtle Talks at Celebration Park during nesting season
 - iii. Redevelop website to offer a nest counter and events calendar
 - iv. Update material daily and post to social media
- d. Strategy: Develop and Implement a Marketing Plan
 - i. Research and engage a professional marketing firm or individual that has experience and knowledge about STPHHI and environmental issues, and considered to be a "good fit"
 - ii. Create a Marketing and PR committee reporting to the Board, and clearly define its role.
- e. Strategy: Develop and Implement a Public Relations Plan
 - i. Catalog and publish questions from public observations of STPHHI activities.
 - ii. Create and publish FAQs on redeveloped website
 - iii. Publish current events on website
 - iv. Distinguish and promote STPHHI as the sole SCDNR permit holder for work with endangered sea turtles on the Island beaches
 - v. Educate the public that our beach is the largest territory, has the most advanced monitoring system in the State, and is the only program led by a Marine Biologist

- vi. Establish collaboration with municipal departments and beach contractors which is positive and effective
- f. Strategy: Develop and Implement a Development/
Fundraising Plan
 - i. Form and define responsibilities of a Fundraising Committee reporting to the Board
 - ii. Analyze Federal, State, and non-governmental source of grants and funding
 - iii. Enhance STPHHI appearances at public events (logo tent)
 - iv. Promote the benefits of being an active member of the STPHHI Auxiliary in community collaboration

3. Develop and Implement a Communication Plan

- a. Strategies: External Communications
 - i. Create an effective Auxiliary driven by community involvement and collaboration
 - ii. Enhance website (April 2024)
 - iii. Create “virtual” live feed of STPHHI beach activities
 - iv. Classify and certify beachfront properties that are sea turtle friendly compliant
 - v. Create and promote ever-changing data base reflecting inventories of turtle nests
 - vi. Interface with HOA Communities and short term rental owners about STPHHI activities and events
- b. Strategies: Internal Communications
 - i. Engage Board in process
 - ii. Schedule and publish well in advance the schedule of Board meeting and events
 - iii. Review status of strategic plan goals and strategies with Board at each meeting

1. Communication
 2. Accountability
 3. Prioritization
 4. Progress
- iv. Discuss ongoing challenges/obstacles at each Board meeting, and solicit input/ideas
1. Publish calendar with meetings and upcoming events, and distribute to all stakeholders
4. **Do analysis of securing a permanent location/facility providing stability for administrative support**
- a. Strategy: Obtain Town of HHI “Affiliated Agency” status
 - i. Partial support for operations facility
 - ii. Partial support for administrative functions
 - b. Strategy: Develop business plan and budget including a facility
 - i. Do rent/purchase option analysis
 - ii. Forecast additional revenue sources and expenses
 - c. Strategy: Identify options for locations suitable for and supporting possible uses including:
 - i. Hospital
 - ii. Education
 - iii. Visitor experience
 - iv. Operations and storage
 - v. Reception and retail
 - vi. Parking



February 14, 2024

Ms. Angie Stone
Assistant Town Manager
Town of Hilton Head
1 Town Center Court
Hilton Head Island, SC 29928

Dear Ms. Stone:

The mission of the Turtle Trackers is to assist with the preservation efforts for endangered sea turtles nesting on Hilton Head Island, and to educate the public for the protection of our sea turtle hatchlings heading to the ocean.

Turtle Trackers was established in 2016 as a volunteer organization to support Sea Turtle Patrol Hilton Head Island (STPHHI) with the preservation of the sea turtle nesting habitat and the education/awareness of visitors/residents as a collaborative effort. Without an endorsement from SCDNR, Turtle Trackers are not permitted to perform sea turtle preservation, as it pertains to nesting females, hatchlings, nest marking/monitoring or inventories.

Our organization is made up of volunteers who clean the beach of litter, fill in holes, staff learning stations and educate the public and elementary school children. Although Turtle Tracker volunteers do not participate in STPHHI activities, Turtle Trackers do support STPHHI by providing docents, as requested, and financially support selected Patrol programs and projects, while educating the public and keeping the beach "turtle ready" with holes filled and trash removed.

On behalf of the Turtle Trackers of Hilton Head Island, we are happy to provide our organization's full endorsement for the Town of Hilton Head Island to further support the efforts of Sea Turtle Patrol Hilton Head Island as a Town Affiliated Agency.

Sincerely,


Michael Brodeur
Vice President

Cc: Amber Kuehn, STPHHI

Turtle Trackers is a 501(c)3 not for profit organization and no goods or services were exchanged for this charitable donation.