

TOWN OF SEABROOK ISLAND

Accommodations Tax Advisory Committee Special Called Meeting
February 25, 2022 – 1:00PM



Virtual Meeting (Zoom)
[Watch Live Stream \(YouTube\)](#)

Participate in the Meeting: Individuals who wish to participate in the meeting via Zoom may access the meeting as follows:

- [Instructions for Joining & Participating in the Virtual Meeting](#)
- **To join by computer, tablet or mobile device:**
<https://us02web.zoom.us/j/81332128013?pwd=dWM1VFc2WEIBSGRQY3U2U3Byd0JLZz09>
- **To join by phone:** Call (646) 558-8656 **Please note that long distance rates may apply**
- **Meeting ID:** 813 3212 8013 **Passcode:** 583374

AGENDA

CALL TO ORDER – Randall Buck, Chair

ELECTION OF CHAIR & VICE CHAIR FOR 2022

APPOINTMENT OF SECRETARY FOR 2022

APPROVAL OF MINUTES

- Regular Meeting: August 19, 2021

ITEMS FOR INFORMATION / DISCUSSION

- FY 2022 Accommodations Tax Funding Awards

PRESENTATION OF REQUESTS FOR FY 2022 ACCOMMODATIONS TAX FUNDS

- Town of Seabrook Island – Joe Cronin, Town Administrator
 - Charleston Symphony Concert: \$25,000.00

ADJOURN

TOWN OF SEABROOK ISLAND
Accommodations Tax Advisory Committee
August 19, 2021



MINUTES

CALL TO ORDER – Randall Buck, Chair

Present: Buck (Chair), Fagan (virtual), Leggett, Pontuti, Zanetti (Vice Chair)
Absent: Spisak, Schildge
Staff Present: Town Administrator Cronin, Town Clerk/Treasurer Watkins

INTRODUCTORY REMARKS – Randall Buck, Chair

None.

APPROVAL OF MINUTES

- Regular Meeting: August 10th, 2021

Mr. Buck moved to approve the previous meeting minutes of August 10th; Ms. Zanetti seconded. All voted in favor.

The previous meeting minutes of August 10th were approved.

OVERVIEW OF PROJECTED REVENUES FOR FY 2022- Joe Cronin, Town Administrator

Town Administrator Cronin summarized the projected revenues for FY 2022 from last meeting.

The Board discussed the amount of ATAX funds to be carried over into next year and what those funds are eligible for.

PRESENTATION OF REQUESTS FOR FY 2022 ACOMMODATIONS TAX FUNDS

- **Alan Fleming Tournament Comm./Seabrook Island Club** – Karen Petrucelli & Laura Ferreira
 - 2022 Alan Fleming Tennis Tournament amount requested: \$15,000.00

Ms. Petrucelli and Debbi Pickens summarized the upcoming event and gave a brief history of the tournament for the Board.

The Board discussed how this tournament compares with others in the area, and how this tournament is one of the few tournaments in the area that hosts two separate tournaments into one weekend.

The Board clarified the number of participants from out-of-town vs residents, and how many of the participants from out of town stayed on Seabrook Island.

- **Town of Seabrook Island** – Joe Cronin, Town Administrator
 - Beach Patrol amount requested: \$125,000.00

Town Administrator Cronin summarized the various services Beach Patrol provides Seabrook Island from April 1st to September 30th each year and mentioned there has been an increase in the contract amount from the previous year.

The Board clarified the various services Beach Patrol provides Seabrook Island and when it was started.

- Dolphin Education Program amount requested: \$10,000.00

Town Administrator Cronin summarized the Dolph Education Program and how they educate tourists coming onto the island. He also added there was a documentary made recently about the strand feeding on Seabrook Island that should come out this year.

The Board discussed the amount of the contract, how other municipalities staff this program (hire out vs volunteers), who the volunteers are, and the projection on the attendance for strand feeding. They also discussed if the program should have flyers made up to the various kayak and paddle board companies to hand to renters.

- Gateway and Wayfinder Signage amount requested: \$30,000.00

Town Administrator Cronin summarized where the gateway and wayfinder signage would be placed between the gate and the traffic circle which will make it easier for individuals to find locations such as the Bohicket Marina, SIPOA, and Town Hall.

The Board discussed the potential design of these signs, if SIPOA would contribute to assist paying for some of the signage, and the timeline for this project.

Town Administrator Cronin clarified to the Board if the Town would like to put signage on Betsy Kerrison leading into the traffic circle, the Town would have to apply for an encroachment permit with SCDOT.

- Fourth of July Celebration amount requested: \$20,000.00

Town Administrator Cronin summarized the Fourth of July Celebration for the Board and broke down the costs of the event.

The Board discussed the Seabrook Island Club’s contribution to the event, and how many tourists come onto the island during this event who are not staying on Seabrook Island.

COMMITTEE DISCUSSION

Mr. Buck moved to recommend awarding the 2022 Alan Fleming Tennis tournament \$15,000; Ms. Zanetti seconded. A vote was taken as follows:

Ayes: Buck, Fagan, Pontuti, Zanetti₃
 Abstain: Leggett

The recommendation to award the 2022 Alan Flemming Tournament \$15,000 passed.

Mr. Buck moved to recommend awarding the Dolphin Education Program \$10,000; Mr. Pontuti seconded. All voted in favor.

The recommendation to award the Dolphin Education Program \$10,000 passed.

Mr. Buck moved to recommend awarding the Gateway and Wayfinder Signage \$30,000; Ms. Zanetti seconded. All voted in favor.

The recommendation to award the Gateway and Wayfinder Signage passed.

Mr. Buck moved to recommend awarding the 4th of July Celebration \$20,000; Ms. Leggett seconded. A vote was taken as follows:

Ayes:	Buck, Fagan, Leggett, Zanetti
Abstain:	Pontuti

The recommendation to award the 4th of July Celebration \$20,000 passed.

Mr. Buck moved to recommend award the Beach Patrol \$103,750; Ms. Zanetti seconded. All voted in favor.

The recommendation to award the Beach Patrol \$103,750 passed.

Mr. Buck moved to recommend using \$21,250 of the ATAX carry over fund balance to Beach Patrol; Ms. Leggett seconded. All voted in favor.

The recommendation to use \$21,250 of the ATAX carry over fund balance passed.

OTHER BUSINESS

- Date of Meeting of Committee to hear requests for 2022

The Board discussed the next meeting dates for 2022 will be sometime in August and will be notified closer to that date.

Town Administrator Cronin mentioned there could be another ATAX meeting in mid-October to mid-November depending on the amount of State ATAX funds the Town receives, to recommend allocating ATAX funds for the upcoming road and drainage improvement project.

The Board discussed whether the Bohicket Marina was notified of when to apply for ATAX funds for FY 2022.

ADJOURN

Mr. Buck moved to adjourn; Mr. Pontuti seconded. All voted in favor.

The meeting adjourned at 11:06am.

Date: August 20, 2021

Prepared by: *Katharine E. Watkins*
Town Clerk/Treasurer

**Accommodations Tax Appropriations
FY 2022**

Description	Requested	Recommended	Approved
Seabrook Island Club - Alan Fleming Tennis Tournament	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
Town of Seabrook Island - Beach Patrol	\$ 125,000.00	\$ 103,750.00	\$ 140,000.00
Town of Seabrook Island - Charleston Symphony Concert	\$ -	\$ -	\$ 25,000.00
Town of Seabrook Island - Dolphin Education Program	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Town of Seabrook Island - Fourth of July Celebration	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00
Town of Seabrook Island - Gateway & Wayfinder Signage	\$ 30,000.00	\$ 30,000.00	\$ 5,000.00
TOTAL	\$ 200,000.00	\$ 178,750.00	\$ 215,000.00

**Accommodations Tax Revenue Projections
FY 2022**

Description	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Budget	FY 2021 Actual (YTD)	FY 2022 Budget
1st Quarter	\$ 15,915.65	\$ 18,792.83	\$ 24,312.42	\$ -	\$ 45,353.59	\$ -
2nd Quarter	\$ 55,280.64	\$ 68,464.79	\$ 50,964.15	\$ -	\$ 158,662.89	\$ -
3rd Quarter	\$ 93,387.13	\$ 93,272.40	\$ 133,526.00	\$ -	\$ 189,775.95	\$ -
4th Quarter	\$ 25,360.79	\$ 24,500.03	\$ 58,302.53	\$ -	\$ 73,636.26	\$ -
Other	\$ 4,326.76	\$ 6,732.13	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ 194,270.97	\$ 211,762.18	\$ 267,105.10	\$ 180,000.00	\$ 467,428.69	\$ 360,000.00

Description	FY 2018	FY 2019	FY 2020	FY 2021	FY 2021	FY 2022
Total Revenue	\$ 194,270.97	\$ 211,762.18	\$ 267,105.10	\$ 180,000.00	\$ 467,428.69	\$ 360,000.00
First \$25,000 (General Fund)	\$ (25,000.00)	\$ (25,000.00)	\$ (25,000.00)	\$ (25,000.00)	\$ (25,000.00)	\$ (25,000.00)
Balance of ATAX Funds	\$ 169,270.97	\$ 186,762.18	\$ 242,105.10	\$ 155,000.00	\$ 442,428.69	\$ 335,000.00
5% of Balance (General Fund)	\$ 8,463.55	\$ 9,338.11	\$ 12,105.26	\$ 7,750.00	\$ 22,121.43	\$ 16,750.00
30% of Balance (Promotion-CVB)	\$ 50,781.29	\$ 56,028.65	\$ 72,631.53	\$ 46,500.00	\$ 132,728.61	\$ 100,500.00
65% of Balance (Tourism-Related Expenditures)	\$ 110,026.13	\$ 121,395.42	\$ 157,368.32	\$ 100,750.00	\$ 287,578.65	\$ 217,750.00



Town of Seabrook Island

2001 Seabrook Island Road
 Seabrook Island, SC 29455
townofseabrookisland.org

State ATAX Funding Application **FY 2022**

Contact Us: (843) 768-9121
fallbritton@townofseabrookisland.org

APPLICATIONS MUST BE RECEIVED BY 12:00 PM ON WED. JULY 28, 2021

****LATE APPLICATIONS WILL NOT BE CONSIDERED****

1 ORGANIZATION INFORMATION					
Organization Name	Town of Seabrook Island				
Contact Person	Name	Joe Cronin	Title	Town Administrator	
	Phone #	(843) 768-9121	Email	jcronin@townofseabrookisland.org	
Mailing Address	Street	2001 Seabrook Island Road			
	City	Seabrook Island	State	SC	Zip 29455
Website Address	www.townofseabrookisland.org				
Year Established	1987				
Organization Type	<input checked="" type="checkbox"/> Government Unit (City, County, School) <input type="checkbox"/> For-Profit Business or Organization <input type="checkbox"/> Tax-Exempt Charitable Organization <input type="checkbox"/> Other Tax-Exempt Organization <input type="checkbox"/> Church or Religious Organization <input type="checkbox"/> Unincorporated Association or Group <input type="checkbox"/> Other (Please Specify): _____				
Federal Employee ID #	57-0855224				
If this organization registered with the South Carolina Secretary of State's Office as a Not-Profit Organization?					
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>If yes, please attach a copy of your organization's registration certificate</i>					
If this organization federally exempt under IRS Code 501(c) 3, 4, 5k, 6, 7 or 10?					
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>If yes, please attach a copy of your organization's IRS Tax Exempt Determination Letter</i>					
In the space below, please provide a brief description of your organization's history and mission.					
<p>The Town of Seabrook Island was incorporated in 1987 and operates as a municipal government pursuant to the South Carolina Code of Laws.</p>					

Please attach a list of your organization's Governing Body (eg. Board of Directors), Chief Officers and Key Staff.

2 PROJECT OVERVIEW	
Project Name	Charleston Symphony Concert
Project Date(s)	TBD
Amount Requested	\$ 25,000.00
Tourism-Related Expenditure Category (Check all that apply)	<input type="checkbox"/> Advertising & Promotion <input type="checkbox"/> Public Facilities <input checked="" type="checkbox"/> Promotion of Arts & Cultural Events <input type="checkbox"/> Transportation & Shuttles <input type="checkbox"/> Civic & Cultural Facilities <input type="checkbox"/> Waterfront Erosion & Renourishment <input type="checkbox"/> Public Services <input type="checkbox"/> Visitor Information Centers

Please provide a brief description of the project, including its purpose, goals and objectives.

The town intends to contract with the Charleston Symphony Orchestra for the purpose of hosting a symphony concert within the Town of Seabrook Island. The date, time and location of the event art to be determined. This request was initiated by the Mayor and Council of the Town of Seabrook Island. The purpose of the event is to encourage tourism within the town by promoting local arts and cultural resources.

How will your project promote tourism and/or enhance the tourist trade in the Town of Seabrook Island?

The symphony concert is intended to bring visitors to the Town of Seabrook Island. The concert will be open to all residents and visitors within the town. As with prior symphony concerts, a limited number of gate passes (up to 75) will be available at Town Hall for non-residents to attend the concert, should the event be held behind the SIPOA security gate.

Who is your target audience?	Current and prospective visitors to the Town of Seabrook Island	
How will you advertise this project to visitors? <i>(Check all that apply)</i>	<input type="checkbox"/> Television <input type="checkbox"/> Newspaper <input type="checkbox"/> Magazine <input type="checkbox"/> Billboards <input type="checkbox"/> Visitor's Guide	<input type="checkbox"/> Radio <input checked="" type="checkbox"/> Website <input type="checkbox"/> Brochures <input type="checkbox"/> Mailers (Out of County) <input checked="" type="checkbox"/> Other: <u>Social Media / Tidelines</u>

3 PROJECT IMPACT

Estimated Attendance	Total Attendance	250
	Total # of Tourists/Visitors	50
What is the estimated financial impact of this project? <i>(How many tourist dollars will be spent in the community?)</i>	\$ 10,000.00	

What methodology did you use to estimate total attendance, visitor attendance and financial impact?

Estimated attendance: 250
 Est. Tourism Attendance: 50 (20%)

Tourists are estimated to make up 20% of total attendance. Additional visitors will likely attend from surrounding communities, such as Kiawah Island and Johns Island; however, these guests will not generally meet the state's definition of a "tourist" for financial impact purposes.

The estimated financial impact is based on 50 visitors x \$200/day x 1 day.

4 FINANCIAL INFORMATION

What is your organization’s annual operating budget?		\$ 1,712,880.00	
What is the estimated budget for this project?		\$ 25,000.00	
What are the estimated revenues for this project? ▼		What are the estimated expenditures for this project? ▼	
Source	Amount	Source	Amount
State ATAX	\$ 25,000.00	Charleston Symphony Orchestra	\$ 25,000.00
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

Please provide a detailed explanation of how your organization will use ATAX funds from the Town.

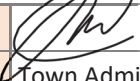
The estimated project budget is \$25,000.00. The town is requesting 100% of this amount from FY22 State ATAX funds. 100% of the project budget will be paid to the Charleston Symphony Orchestra, which will handle all personnel, equipment and logistics of putting on the event.

5 OTHER INFORMATION

Do you wish to provide any additional comments or information about your project or organization?

6 CERTIFICATION

- (A) I certify that I am authorized to apply for funding and to commit the organization to the terms specified herein.
- (B) I certify that all information contained herein is true and accurate to the best of my knowledge.
- (C) I understand that providing false or fraudulent information may result in the imposition of penalties including, but not limited to, repayment of State Accommodations Tax funds, and any other remedies allowed by law.
- (D) If the Town provides funds, I agree to provide to the Town, within sixty (60) days of the event/activity completion, a full written account of the income and expenditures associated with the project, together with an assessment of the value of the expenditure in promoting tourism.
- (E) If the Town provides funds, I agree to allow a representative of the Town and/or its appointed representative to examine the financial records of my organization insofar as they pertain to this project.
- (F) I hereby declare that this organization carries liability insurance in the amount of \$ 1,000,000.00 and hereby agrees to include the Town of Seabrook Island as a named insured for purposes of this project.
- (G) This organization assumes full legal responsibility for any suit or action at law or equity, and any or all claims arising from this project, and do hereby indemnify and hold harmless the Town of Seabrook Island and its Accommodations Tax Committee from any liability in any action at law or equity associated with its support for this project.

Applicant Signature		Date	02/09/2022
Applicant Title	Town Administrator		
Organization Name	Town of Seabrook Island		

Photos from 2021 Charleston Symphony Orchestra Concert (Sponsored by SIPOA) – Posted on Tidelinesblog.com

