

TOWN OF SEABROOK ISLAND

Accommodations Tax Advisory Committee Meeting
August 19, 2021 – 10:00 AM



[Watch Live Stream \(YouTube\)](#)

AGENDA

CALL TO ORDER – Randall Buck, Chair

INTRODUCTORY REMARKS – Randall Buck, Chair

APPROVAL OF MINUTES

- Regular Meeting: August 10th, 2021

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

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
- **Town of Seabrook Island** – Joe Cronin, Town Administrator
 - Beach Patrol amount requested: \$125,000.00
 - Dolphin Education Program amount requested: \$10,000.00
 - Gateway and Wayfinder Signage amount requested: \$30,000.00
 - Fourth of July Celebration amount requested: \$20,000.00

COMMITTEE DISCUSSION

OTHER BUSINESS

- Date of Meeting of Committee to hear requests for 2022

ADJOURN

TOWN OF SEABROOK ISLAND

Accommodations Tax Advisory Committee Meeting
July 30, 2021



MINUTES

CALL TO ORDER

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

ELECTION OF CHAIR & VICE-CHAIR

Ms. Zanetti moved to appoint Mr. Buck as Chairman; Mr. Spisak seconded. All voted in favor.

Randy Buck was appointed Chairman.

Ms. Leggett moved to appoint Ms. Zanetti as Vice-Chairman; Ms. Fagan seconded. All voted in favor.

Patsy Zanetti was appointed Vice-Chairman.

APPOINTMENT OF SECRETARY

Chair Buck moved to appoint Town Clerk Watkins as the Secretary; Ms. Fagan seconded.

Town Clerk/Treasurer Watkins was appointed as the Secretary without objection.

APPROVAL OF MINUTES

- Regular Meeting: August 27, 2020

Mr. Spisak moved to approve the previous meeting minutes of August 27th, 2020; Ms. Fagan seconded. All voted in favor.

The previous meeting minutes of August 27th, 2020 were approved.

ITEMS FOR INFORMATION/DISCUSSION

- Introduction of New Town Clerk/Treasurer

Town Administrator Cronin briefly introduced the new Town Clerk/Treasurer Katharine Watkins to the Committee and wished Faye Allbritton the best on her retirement.

- Review of Final ATAX Awards for FY 2021

Town Administrator Cronin summarized the Accommodations Tax (ATAX) awards for 2021 and the process for the new members of the board of how the amount the Committee recommends on is calculated.

The Committee clarified the difference between County and State ATAX revenues, how the revenues were spent in 2021 due to COVID, and the process for their recommendations to Council.

- Overview of Projected Revenues for FY 2022

Town Administrator Cronin presented the projected ATAX revenues for Fiscal Year 2022 and the estimate for funds the Committee bases their recommendations on.

The Committee discussed how the Short-Term Rental ordinance has impacted the revenues for Fiscal Year 2022 and if the committee can recommend earmarking funds for future road work projects for the Town.

- Overview of Funding Requests for FY 2022

Town Administrator Cronin summarized the applications submitted for Fiscal Year 2022 and these applications will be presented to the Committee on August 19th at 10:00am.

The Committee clarified how the dolphin education program works and how the Town notifies eligible applicants when the funds are available.

- Review of Funding Guidelines & Project Eligibility

Town Administrator Cronin summarized the State regulations for how the Committee can determine if a project is eligible for funding or not.

OTHER BUSINESS

- Next Meeting: August 19, 2021 @ 10:00 AM

Town Administrator Cronin informed the Committee the next meeting will be on August 19th at 10:00AM where the applicants will present their applications and the Committee will make recommendations to Council on how much to award each applicant.

ADJOURN

Mr. Buck moved to adjourn; Mr. Spisak seconded. All voted in favor. The meeting adjourned at 11:23am.

Date: August 10th, 2021

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

**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	\$ -	\$ -	\$ -
4th Quarter	\$ 25,360.79	\$ 24,500.03	\$ 58,302.53	\$ -	\$ -	\$ -
Other	\$ 4,326.76	\$ 6,732.13	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ 194,270.97	\$ 211,762.18	\$ 267,105.10	\$ 180,000.00	\$ 204,016.48	\$ 300,000.00

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	\$ 204,016.48	\$ 300,000.00
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	\$ 179,016.48	\$ 275,000.00
5% of Balance (General Fund)	\$ 8,463.55	\$ 9,338.11	\$ 12,105.26	\$ 7,750.00	\$ 8,950.82	\$ 13,750.00
30% of Balance (Promotion-CVB)	\$ 50,781.29	\$ 56,028.65	\$ 72,631.53	\$ 46,500.00	\$ 53,704.94	\$ 82,500.00
65% of Balance (Tourism-Related Expenditures)	\$ 110,026.13	\$ 121,395.42	\$ 157,368.32	\$ 100,750.00	\$ 116,360.71	\$ 178,750.00

**Accommodations Tax Requests
FY 2022**

Description	Requested	Recommended	Approved
Seabrook Island Club - Alan Fleming Tennis Tournament	\$ 15,000.00	\$ -	\$ -
Town of Seabrook Island - Beach Patrol	\$ 125,000.00	\$ -	\$ -
Town of Seabrook Island - Dolphin Education Program	\$ 10,000.00	\$ -	\$ -
Town of Seabrook Island - Fourth of July Celebration	\$ 20,000.00	\$ -	\$ -
Town of Seabrook Island - Gateway & Wayfinder Signage	\$ 30,000.00	\$ -	\$ -
TOTAL	\$ 200,000.00	\$ -	\$ -



Town of Seabrook Island

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

State ATAX Funding Application

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

1 ORGANIZATION INFORMATION

Organization Name Alan Fleming Tournament Committee/Seabrook Island Club

Contact Person **Name** Karen Petrucelli/Laura Ferreira **Title** Co Chair/Tournament Director
Phone # 412-310-7537/843-768-7543 **Email** kpconsultingllc@yahoo.com/

Mailing Address **Street** 3772 Seabrook Island Roa
City Seabrook Island **State** SC **Zip** 29455

Website Address alanflemingtournament.net

Year Established 1981

Organization Type
 Government Unit (City, County, School) For-Profit Business or Organization
 Tax-Exempt Charitable Organization Other Tax-Exempt Organization
 Church or Religious Organization Unincorporated Association or Group
 Other (Please Specify): _____

Federal Employee ID # 57-0932575

If this organization registered with the South Carolina Secretary of State's Office as a Not-Profit Organization?
 Yes No *If yes, please attach a copy of your organization's registration certificate*

If this organization federally exempt under IRS Code 501(c) 3, 4, 5k, 6, 7 or 10?
 Yes No *If yes, please attach a copy of your organization's IRS Tax Exempt Determination Letter*

In the space below, please provide a brief description of your organization's history and mission.

The event was established in 1981 under the leadership of Seabrook Island resident Alan Fleming and his wife Sally. Alan was a nationally ranked tennis player. When Alan passed away in 1997, the tournament was named in his honor. Over the years, participation has grown to over 250 players from the Southeast and beyond. In 2007, the tournament received designation as a Level 1 State Championship event, only one of four events at this prestigious level in a nine state region.

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

2 PROJECT DETAILS

Project Name 2022 Alan Fleming Tennis Tournament

Project Date(s) October 2022

Amount Requested \$15,000

Tourism-Related Expenditure Category (Check all that apply)
 Advertising & Promotion Public Facilities
 Promotion of Arts & Cultural Events Transportation & Shuttles
 Civic & Cultural Facilities Waterfront Erosion & Renourishment
 Public Services Visitor Information Centers



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

The Alan Fleming Tournament is one of the most highly regarded tournaments in the region. The event attracts players age 35 and older tennis players and many spectators from more than 20 states. The USTA sanctioned tournament is a Clay Mixed Double National Level 1 event, resulting in enhanced player competition and the Fleming tournament is a Level 5 singles and doubles tournament. Players have ranked Fleming as one of the top tournaments in the Southeast United States and one of the best in South Carolina. In addition to great tennis, the Fleming has a charitable mission. Each year local charities are selected to be the beneficiary of funds raised in conjunction with the tournament.

As a result, the Fleming Tournament Committee has identified the following goals and objectives for 2022.

- Increase the number of players to our facility’s maximum allowable playing space – 300 for this USTA top-quality tournament, which enables the tournament to attract a higher level of nationally ranked players.
- Continue to enhance the tournament player experience and their guests by offering a quality tournament and social activities.
- Engage the Seabrook Island community by bringing premium level tennis to the SBI facility, which can be enjoyed by all residents.
- Provide a platform for the Town of Seabrook Island and local businesses to showcase themselves to visitors who stay on SBI during their stay as well as residents of SBI.
- Provide a charitable component to benefit local Johns Island charities.

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

The project will promote tourism by introducing players and visitors to the Town of Seabrook and all it has to offer (Tennis, Dining, Swimming, horseback riding, nature trails and private beaches). We will promote the Fleming Tournament through Social Media Channels including our enhanced website, Facebook, Instagram and local publications.

The tournament committee is committed to promoting sponsorships to businesses to increase revenue. Because we receive ATAX funds, we feel a responsibility to promote small businesses—restaurants, shops, etc.

Our enhanced website and social media activities will help these businesses (Bohicket Marina and just outside the gate) through our online dining guide and links to our major sponsors. We are asking these small businesses to please offer Fleming guests a small coupon or percentage off their purchases/meals.

Bringing more players and visitor guests to the tournament, also brings new home buyers, new returning visitors to SBI, and spreads the word about the uniqueness of Seabrook Island.

The tournament target audience is players 35 and older. In addition to players, the tournament attracts spectators from the region, families and friends of players, local businesses and sponsors, and individuals from the charities receiving funding.

Who is your target audience?

How will you advertise this project to visitors?
(Check all that apply)

- Television
- Newspaper
- Magazine
- Billboards
- Visitor's Guide
-

- Radio
- Website
- Brochures
- Mailers (Out of County)
- Other: Facebook, Instagram, LinkedIn
-

3

Estimated Attendance	<i>Total Attendance</i>	300
	<i>Total # of Tourists/Visitors</i>	500
What is the estimated financial impact of this project? (How many tourist dollars will be spent in the community?)		\$450,000

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

The total estimated attendance is based on prior attendance of players over the past 3 years with the increase based on the higher level of competition with a Level 1 tournament. As a result player and tourist/visitor attendance will be increased due to more participants and spectators.

The economic impact of the tournament is based on the 2014 data from the Charleston Area Sports Commission, which estimated the economic impact of more than \$400,000 from players and guests to our region for the event. We estimate the increase from that data point of at least another \$75,000 in the intervening five years and by growing the number of players in the tournament by 18% annually.

4

What is your organization's annual operating budget? \$62,125

What is the estimated budget for this project? \$62,125

What are the estimated revenues for this project? ▼

<i>Source</i>	<i>Amount</i>
Player Registration	\$ 40,000
Sponsorships	\$ 23,725
	\$ 62,125
	\$

What are the estimated expenditures for this project? ▼

<i>Source</i>	<i>Amount</i>
Tournament Fees	\$ 24,575
Player Social Events	\$ 22,000
Hospitality	\$ 7,550
Player Gifts	\$ 7,500

\$	Miscellaneous	\$ 500
\$		\$ 62,125

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

Revenue from player registration and sponsorships covers only a portion of the expenses. Funding from the Town of Seabrook Island as the presenting sponsor makes all the difference in our ability to present a high-quality tournament by providing additional funding for promotion, hospitality, and social events.

5

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

Seabrook Island residents provide hundreds of volunteer hours assisting with organization, registration, publicity, court management, parking, hospitality and fundraising. These volunteer hours allow us to operate the Tournament at the lowest possible expense level, but the costs continue to rise, especially in light of being a competitive Tournament. Specifically costs for referee compensation, court maintenance, housing, player favors and hospitality have increased. The tennis tournament circuit is very competitive—the Fleming Tournament is able with ATAX funding and volunteer workers, to keep pricing fairly low, yet offer the ultimate player experience.

6

- (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 \$ See attached 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

Laura Ferreira *Karen Petrucci* Date 7/27/21
Karen Petrucci, Co-Chair

Applicant Title

Laura Ferreira, Director of Racquet Sports/Head Pro

Organization Name

Alan Fleming Tournament/Seabrook Island Club



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.						
The Town of Seabrook Island was incorporated in 1987 and operates as a municipal government pursuant to the South Carolina Code of Laws.						

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

2 PROJECT OVERVIEW		
Project Name	Town of Seabrook Island Fourth of July Celebration	
Project Date(s)	July 3, 2022 (Rain Date July 5, 2022)	
Amount Requested	\$ 20,000.00	
Tourism-Related Expenditure Category (Check all that apply)	<input checked="" type="checkbox"/> Advertising & Promotion	<input type="checkbox"/> Public Facilities
	<input checked="" type="checkbox"/> Promotion of Arts & Cultural Events	<input checked="" type="checkbox"/> Transportation & Shuttles
	<input type="checkbox"/> Civic & Cultural Facilities	<input type="checkbox"/> Waterfront Erosion & Renourishment
	<input checked="" 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 purpose of this event is to provide fireworks and associated services for a Fourth of July Celebration in the Town of Seabrook Island. The primary goals of this event are to: 1) Encourage tourists to visit and stay in Seabrook Island during the July 4th holiday by hosting a community celebration in an environment that is safe, accessible and welcoming; 2) Provide an opportunity for visitors to observe the holiday inside the town limits, rather than traveling outside the town to watch fireworks displays in other areas, thereby keeping disposable spending at local accommodations and restaurants; and 3) Support other events and activities taking place in the town during the holiday week.

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

The week surrounding the July 4th holiday is historically the busiest week of the year on Seabrook Island, with the highest concentration of tourists visiting our community. By hosting a Fourth of July Celebration, the town will support other events and activities taking place during the holiday week, and provide an incentive for tourists (and their dollars) to remain on the island, rather than attending July 4th celebrations in other communities.

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	4,400
	Total # of Tourists/Visitors	2,860
What is the estimated financial impact of this project? <i>(How many tourist dollars will be spent in the community?)</i>		\$ 572,000.00

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

Estimated attendance: 4,400
 Est. Tourism Attendance: 2,860 (65%)

The estimated financial impact is based on 2,860 visitors x \$200/day x 1 day. It should be noted that most visitors to Seabrook Island during the July 4th Holiday will stay for one week.

4 FINANCIAL INFORMATION

What is your organization's annual operating budget?		\$ 1,712,880.00	
What is the estimated budget for this project?		\$ 20,000.00	
What are the estimated revenues for this project? ▼		What are the estimated expenditures for this project? ▼	
<i>Source</i>	<i>Amount</i>	<i>Source</i>	<i>Amount</i>
State ATAX	\$ 20,000.00	Fireworks	\$ 16,500.00
	\$	Shuttles	\$ 1,500.00
	\$	Law Enforcement Personnel	\$ 1,000.00
	\$	Fire Personnel	\$ 1,000.00
	\$		\$
	\$		\$

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

In partnership with the Seabrook Island Club, the town's ATAX funds will be used to fund labor, materials and equipment (via contract) for the annual the fireworks display, plus ancillary costs related to shuttles and public safety personnel (police and fire).

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	07/28/2021
Applicant Title	Town Administrator		
Organization Name	Town of Seabrook Island		



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						
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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.						
The Town of Seabrook Island was incorporated in 1987 and operates as a municipal government pursuant to the South Carolina Code of Laws.						

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

2 PROJECT OVERVIEW		
Project Name	Town of Seabrook Island Beach Patrol	
Project Date(s)	April 1, 2022 to September 30, 2022	
Amount Requested	\$ 125,000.00	
Tourism-Related Expenditure Category <i>(Check all that apply)</i>	<input type="checkbox"/> Advertising & Promotion	<input type="checkbox"/> Public Facilities
	<input 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 checked="" type="checkbox"/> Public Services	<input type="checkbox"/> Visitor Information Centers

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

Funds will be used to pay a portion of the contract price for beach patrol services. The Town of Seabrook Island currently contracts with Barrier Island Ocean Rescue to provide code enforcement, water rescue, and general assistance to beach goers on the beaches of Seabrook Island during our peak tourist season. The goal is to provide a safe, welcoming environment for both residents and visitors. During the peak tourist season, a significant percentage (we have estimated at least two-thirds) of people using the beach are tourists. Accordingly the Town is seeking to use state ATAX funds to pay a proportionate share of the total contract price (\$185,000). The town will pay the balance of the contract price with funds from its General Fund budget. The Town does not provide beach patrol services in the off-peak months when a significant number of tourists are not anticipated to use the beach.

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

The presence of the beach patrol will provide visitors a sense of wellbeing knowing that US Lifeguard Association certified patrol members, trained in basic first aid, are readily available in the event of an emergency. The beach patrol will also provide a safe beach environment by rendering assistance to those in need, calling for assistance, as necessary, from appropriate law enforcement entities, enforcing the town's beach ordinance (particularly with respect to dogs off leash and glass containers on the beach) and responding to requests for assistance from beach goers. Several times per week, beach patrol services up to 6 trash cans which are provided by the town. This service minimizes the amount of trash and debris on the beach and contributes to the maintenance of our environmental resources.

Who is your target audience?

The services are provided to all users of the Town of Seabrook Island's beaches. While the majority of beachgoers are tourists (particularly during the peak season), the services are provided to all users of the beach, including residents and their guests.

How will you advertise this project to visitors?
(Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Television | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Newspaper | <input checked="" type="checkbox"/> Website |
| <input type="checkbox"/> Magazine | <input type="checkbox"/> Brochures |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Mailers (Out of County) |
| <input type="checkbox"/> Visitor's Guide | <input checked="" type="checkbox"/> Other: <u>Social Media / Tidelines</u> |

3 PROJECT IMPACT

Estimated Attendance	Total Attendance	160,062
	Total # of Tourists/Visitors	104,040

What is the estimated financial impact of this project? <i>(How many tourist dollars will be spent in the community?)</i>	\$ 24,739,200.00
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What methodology did you use to estimate total attendance, visitor attendance and financial impact?

The maximum daily occupancy of all rental units within the town is approximately 3,400. To calculate the total number of visitors on the island during the peak season, we assumed 85% occupancy (2,890 per day). We then assumed that 20% of all visitors (578) would use the beach at least once on any given day, and then multiplied this number by 180 days (104,040).

The total attendance assumes that number of tourists accounts for approximately 65% of beachgoers. The remaining 35% are assumed to be property owners and their guests (ie. non-renters).

The estimated financial impact is based on 104,040 total visitors x \$200/day during the peak months.

4 FINANCIAL INFORMATION

What is your organization's annual operating budget?		\$ 1,712,880.00	
What is the estimated budget for this project?		\$ 185,000.00	
What are the estimated revenues for this project? ▼		What are the estimated expenditures for this project? ▼	
<i>Source</i>	<i>Amount</i>	<i>Source</i>	<i>Amount</i>
State ATAX	\$ 125,000.00	Barrier Island Ocean Rescue	\$ 185,000.00
General Fund	\$ 60,000.00	(Contracted Service)	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

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

The estimated cost of this project is \$185,000.00. Beach patrol services are anticipated to be provided by an outside contractor under contract with the Town of Seabrook Island. Barrier Island Ocean Rescue has provided beach patrol services in the Town of Seabrook Island since 2017 and also provides the same service in the Town of Kiawah Island. The total cost of the beach patrol contract is proposed to be funded with approximately 2/3 from State ATAX (\$125,000) and approximately 1/3 from the town's General Fund (\$60,000)

5 OTHER INFORMATION

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

Several members of beach patrol will be commissioned by the town as code enforcement officers. This will be included in the above referenced contract cost. At least one code enforcement officer will be present on the beach at all times beach patrol is present. In the event a custodial arrest is required, law enforcement services will be provided by Charleston County Sheriff's Deputies. Any expenses so incurred will be paid for under existing contracts with Charleston County.

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	07/28/2021
Applicant Title	Town Administrator		
Organization Name	Town of Seabrook Island		



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.						
The Town of Seabrook Island was incorporated in 1987 and operates as a municipal government pursuant to the South Carolina Code of Laws.						

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

2 PROJECT OVERVIEW		
Project Name	Town of Seabrook Island Dolphin Education Program	
Project Date(s)	2022 Calendar Year (Peak Activities April-September 2022)	
Amount Requested	\$ 10,000.00	
Tourism-Related Expenditure Category (Check all that apply)	<input checked="" type="checkbox"/> Advertising & Promotion	<input type="checkbox"/> Public Facilities
	<input 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 checked="" 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 primary goals and objectives of the Town of Seabrook Island Dolphin Education Program are to: 1) Maintain an environment that encourages dolphins to continue strand feeding without interference or disturbance from tourists and residents; 2) Provide educational outreach on and near beaches where dolphins are known to strand feed, as well as distribution of materials to visitors and residents throughout the Seabrook Island Community; and 3) Collect data to better understand this unique strand feeding behavior (i.e. frequency, number of dolphins, photo documentation, etc). This data will allow the town to monitor the impact of human activity on dolphin behavior, provide better protection of the dolphin's natural habitat, and ensure that strand feeding remains an experience that visitors to Seabrook Island may continue to experience. The ability to see dolphins strand feeding in their natural environment has been broadcast regionally and nationally and continues to draw visitors to the Town of Seabrook Island.

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

The Town of Seabrook Island Dolphin Education program will enhance the visitor and tourist trade by: 1) Encouraging visitors to safely and responsibly view strand feeding dolphins; 2) Protecting an environment which encourages strand feeding by minimizing human interaction, interference and harassment; 3) Preserving this extremely unique viewing experience for tourists; and 4) Allowing Seabrook Island to become one of leaders in this conservation effort. Identifying feeding hotspots will allow the town to focus conservation efforts in those areas, as well as understand the impacts on individual strand feeders if these habitats are lost or if the behavior is abandoned. Continuation of this educational program will involve monitoring the beach during peak times for strand feeding, observing and recording dolphin behavior, and informing tourists and residents about the proper way to maintain a safe viewing distance. Educational materials will be provided to local residents and businesses, both directly and at local events on Seabrook Island.

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 checked="" 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	3,640
	Total # of Tourists/Visitors	2,730
What is the estimated financial impact of this project? <i>(How many tourist dollars will be spent in the community?)</i>		\$ 637,000.00

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

Estimated attendance:
 January-March 2022: 450 (5 visitors per day)
 April-September 2022: 2,730 (15 visitors per day)
 October-December 2022: 460 (5 visitors per day)
 Total Attendance: 3,640
 Est. Tourism Attendance: 2,730 (75%)

The estimated financial impact is based on 2,730 visitors x \$200/day in peak months, and 910 visitors x \$100/day in off-peak months.

4 FINANCIAL INFORMATION

What is your organization's annual operating budget?		\$ 1,712,880.00	
What is the estimated budget for this project?		\$ 10,000.00	
What are the estimated revenues for this project? ▼		What are the estimated expenditures for this project? ▼	
<i>Source</i>	<i>Amount</i>	<i>Source</i>	<i>Amount</i>
State ATAX	\$ 10,000.00	Lowcountry Marine Mammal Network	\$ 10,000.00
	\$	(Contracted Service)	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$

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

The estimated cost of this project is \$10,000.00. Educational services will be provided by the Lowcountry Marine Mammal Network (LMMN), under contract with the Town of Seabrook Island. The Town first contracted with LMMN in 2018 and continued this relationship for the 2019, 2020 and 2021 seasons. LMMN currently manages a similar program with the Town of Kiawah Island, which is also funded by State ATAX. No other revenue sources are anticipated.

5 OTHER INFORMATION

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

Additional support, such as Sheriff's Deputies and Beach Patrol Enforcement, may be required during the provision of educational services if dolphin monitors observe disruptive or illegal activities. Any expenses so incurred will be paid for under existing contracts with Charleston County and/or Island Beach Services.

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	07/28/2021
Applicant Title	Town Administrator		
Organization Name	Town of Seabrook Island		



Town of Seabrook Island

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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.						
The Town of Seabrook Island was incorporated in 1987 and operates as a municipal government pursuant to the South Carolina Code of Laws.						

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

2 PROJECT OVERVIEW		
Project Name	Town of Seabrook Island Gateway & Wayfinder Signage	
Project Date(s)	Permanent	
Amount Requested	\$ 30,000.00	
Tourism-Related Expenditure Category <i>(Check all that apply)</i>	<input checked="" type="checkbox"/> Advertising & Promotion	<input type="checkbox"/> Public Facilities
	<input type="checkbox"/> Promotion of Arts & Cultural Events	<input type="checkbox"/> Transportation & Shuttles
	<input checked="" 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 purpose of this project is to design, manufacture and install a new "gateway" sign at the entry to Seabrook Island Road from the traffic circle in front of Freshfields Village. This project will also include the design, manufacture and installation of "wayfinder" signs along Seabrook Island Road. This project is intended to: 1) Improve the aesthetic design, functionality and consistency of signage within the town; 2) aid visitors with finding key locations, services and attractions within the town limits; and 3) promote the economic vitality and security of the town.

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

One of the main traffic hazards on Seabrook Island Road is the large number of people who take the exit at the traffic circle, ending up on Seabrook Island Road rather than Freshfields Village or Kiawah Island. A new gateway sign will enhance the town's visibility at the traffic circle and promote public safety by reducing the volume of wrong turns and resulting u-turns in the middle of Seabrook Island Road. The gateway sign will also promote Seabrook Island to visitors to Freshfields, Kiawah Island and Cassique. The purpose of the wayfinder signage is to improve traffic flow and make it easier for visitors to find key locations, services and attractions around town. Examples of the types of content which may be included on the proposed wayfinder signs may include: Bohicket Marina, SIPOA Gate Pass Office, Town Hall, SIC Amenities Office, SIPOA Administrative Office, and others.

Who is your target audience?

The signage will benefit all users of Seabrook Island Road, but will be most beneficial to visitors who are not familiar with the community or the location of key locations, services and attractions.

How will you advertise this project to visitors?
(Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Television | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Website |
| <input type="checkbox"/> Magazine | <input type="checkbox"/> Brochures |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Mailers (Out of County) |
| <input type="checkbox"/> Visitor's Guide | <input checked="" type="checkbox"/> Other: <u>Signage</u> |

3 PROJECT IMPACT

Estimated Attendance	Total Attendance	160,062
	Total # of Tourists/Visitors	104,040
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?

According to SCDOT traffic counts, the average daily traffic count on Seabrook Island Road (the ONLY access to and from Seabrook Island) is 6,900 vehicles per day. Over the course of a year, this equates to more than 2.5 million trips. During the peak season (April through September) the majority of trips along Seabrook Island Road are generated by non-residents.

The primary benefit of this project will be generated by enhanced visibility and improved public safety. Many of the key locations which may be illustrated on the wayfinder signage are governmental (Town) or non-profit (SIPOA, SIC) entities; however, some ancillary benefit may be realized by other entities and businesses, including short-term rental owners and management companies and businesses outside the SIPOA security gate.

4 FINANCIAL INFORMATION

What is your organization's annual operating budget?		\$ 1,712,880.00	
What is the estimated budget for this project?		\$ 30,000.00	
What are the estimated revenues for this project? ▼		What are the estimated expenditures for this project? ▼	
<i>Source</i>	<i>Amount</i>	<i>Source</i>	<i>Amount</i>
State ATAX	\$ 30,000.00	Gateway Sign, Lighting & Landscaping	\$ 10,000.00
**Note: The town plans to apply for a	\$	Wayfinder Signage	\$ 20,000.00
Hometown Economic Development Grant	\$		\$
through the Municipal Association of SC	\$		\$
which may help offset this cost. Cost	\$		\$
sharing opportunities may also be pursued	\$		\$
Please provide a detailed explanation of how your organization will use ATAX funds from the Town.			
<p>The estimated cost of this project is \$30,000. The majority of the town's expenditures will be associated with the design, manufacturing and installation of the new signage. New lighting and landscaping is also anticipated to be included at the new gateway sign for beautification purposes.</p>			

5 OTHER INFORMATION

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

The town plans to apply for a Hometown Economic Development Grant from the Municipal Association of South Carolina, which may help offset the cost of this project. Cost-sharing opportunities may also be pursued with SIPOA, SIC, Bohicket Marina and Others.

6 CERTIFICATION

(A) I certify that I am authorized to apply for funding and to commit the organization to the terms specified herein.

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Applicant Signature		Date	07/28/2021
Applicant Title	Town Administrator		
Organization Name	Town of Seabrook Island		