



Accommodations Tax Advisory Committee

11:00 a.m., Tuesday, April 30, 2024

1207 Palm Boulevard

City Hall Council Chambers

Public Comment:

Citizens may provide written public comment here:

<https://www.iop.net/public-comment-form>

Agenda

- 1. Call to order** and acknowledgment that the press and the public have been duly notified of the meeting in accordance with the Freedom of Information Act.
- 2. Election of Chair and Vice Chair**
- 3. Approval of previous meeting's minutes** – March 12, 2023
- 4. Financial Statements** – Finance Director Debra Hamilton
- 5. Old Business**
Approval of FY25 application for funding from Mary Alice Monroe for Author Event
- 6. New Business**
 - a. Consideration of FY25 budget for State Accommodations Tax Fund
 - b. Consideration of FY25 budget for 30% of State Accommodations Tax Fund for tourism promotion
 - c. Presentation of FY23 report of expenditures of 30% of State Accommodations Tax Fund
- 7. Miscellaneous**
Next meeting date
- 8. Adjournment**



ACCOMMODATIONS TAX ADVISORY COMMITTEE

11:00am, Tuesday, March 12, 2024
1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. **Call to order**

Present: Ray Burns, Barb Bergwerf, Rebecca Kovalich, Chrissy Lorenz, Park Williams, Mike Boykin

Staff Present: Administrator Fragoso, Treasurer Hamilton

2. **Election of Chair and Vice Chair**

Ms. Bergwerf nominated Mr. Burns as Chair of the ATAX Committee. Ms. Lorenz seconded the nomination. The nomination passed unanimously.

Ms. Bergwerf nominated Ms. Lorenz for Vice Chair of the ATAX Committee. Ms. Kovalich seconded the nomination. The nomination passed unanimously.

Mr. Burns will serve as Chair and Ms. Lorenz will serve as Vice Chair of the ATAX Committee.

3. **Approval of previous meeting's minutes – November 8, 2023**

Mr. Burns made a motion to approve the minutes of the November 8, 2023 meeting, and Ms. Kovalich seconded the motion. The motion passed unanimously.

4. **Financial Statements**

Director Hamilton reported that the fund balance as of 2/29/2024 is \$5.8 million. \$2.2 million has been collected in FY24 as of 2/29/2024, including a \$12,000 grant to offset the cost of body armor and \$177,000 in earned interest. She said all expenses are in line with the budget except for an overage in flood insurance. The second quarter payment to the CVB will go out in March.

At Mr. Burns request, Director Hamilton will provide a running schedule of ATAX monies coming in and going out to the CVB.

5. **Old Business -- none**

6. **New Business**

Presentation of new applications for second round funding for accommodations tax funds in FY25 -- Author's Event by Mary Alice Monroe

Mary Alice Monroe came before the Committee to request \$35,000 to help fund further advertising and messaging to expand the author's event and literacy fundraiser she will host in

Wild Dunes as well as other literary events to be held on the Isle of Palms in April, June, and December 2024. She shared statistical data about the number of people from her January 2024 event that stayed on the island. She said that Isle of Palms is becoming a “literary destination.”

Administrator Fragoso said that any funds that Ms. Monroe’s event may be awarded will not be disbursed until after July 1, 2024. Ms. Monroe will submit an addendum to her application to indicate her request for funds for events occurring within FY25.

7. Miscellaneous Business

The next meeting of the ATAX Committee will be Tuesday, April 30, 2024 at 11am to review the FY25 budget, to hear from the CVB, and to engage in a broad discussion of issues under the purview of the ATAX Committee.

8. Adjournment

Ms. Bergwerf made a motion to adjourn, and Mr. Burns seconded the motion. The meeting was adjourned at 11:46am.

Respectfully submitted,

Nicole DeNeane
City Clerk

**City of Isle of Palms
State Accommodations Tax
Balance Sheet
as of March 31, 2024**

	3/31/2023	3/31/2024
CASH @ TRUIST	\$ 333,086	\$ 5,370
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	3,504,719	5,539,952
ACCOUNTS RECEIVABLE	-	-
AMOUNTS DUE FROM OTHER FUNDS	-	-
	<hr/>	<hr/>
TOTAL ASSETS	3,837,805	5,545,322
	<hr/>	<hr/>
ACCOUNTS PAYABLE	4,170	567
AMOUNTS DUE TO OTHER FUNDS	-	359,404
	<hr/>	<hr/>
TOTAL LIABILITIES	4,170	359,971
	<hr/>	<hr/>
FUND BALANCE Beginning	2,913,157	4,154,059
Excess Revenues Over/(Under) Expenditures	920,478	1,031,292
FUND BALANCE	3,833,635	5,185,351
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TOTAL LIABILITIES & FUND BALANCE	\$ 3,837,805	\$ 5,545,322
	<hr/>	<hr/>

City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 9 Months Ending March 31, 2024
Fiscal Year Ending June 30, 2024

Date		Description	Total
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Revenues

		Body Armor Assistance Grant	12,352
		September Quarterly Payment from State	1,334,491
		December Quarterly Payment from State	516,998
		March Quarterly Payment from State	-
		June Quarterly Payment from State	-
		YTD Interest Income	203,237

Grand Total

	2,067,077
	2,067,077

State Accommodations Tax
Detailed Expense Statement for the 9 Months Ending March 31, 2024
 Fiscal Year Ending June 30, 2024

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
Public Restroom Operations					
Dominion	YTD electricity for restrooms	483	700		
IOP WSC	YTD water & irrigation	9,442	12,000		
Blich, etc	YTD maintenance	1,915	45,000		
Port City Paper	YTD paper & cleaning supplies	5,385	11,000		
SCMIRF/Wright Flood	YTD property & flood insurance	10,911	10,000		
Irrigation By Design	YTD Backflow Testing	80	80		
Quality Touch Cleaning	YTD cleaning	20,430	40,000		
IOP Payroll	YTD attendant	14,781	26,528		
		63,427	145,308		81,881
Beach Barrel & Front Beach Business District Trash Pickup					
JLG Enterprise LLC	YTD trash pickup per contract	48,149			
		48,149	85,000		36,851
Irrigation at Breach Inlet Sign					
IOP WSC	YTD irrigation				
		259	1,000		741
Non- Capital					
Maintain Benches at Parks			1,000		
Markers at Parks			2,000		
Beach Wheelchairs and Maintainence		394	5,000		
		394	8,000		7,606
Beach Trash Barrels					
Beach Trash Cans		2,798	7,500		
		2,798	7,500		4,702

State Accommodations Tax
Detailed Expense Statement for the 9 Months Ending March 31, 2024
 Fiscal Year Ending June 30, 2024

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
IOP Promotions & Events					
	Connector Run	7,500	7,500		
	Easter Egg Hunt	3,623	4,500		
	Music Events	4,000	4,500		
		15,123	16,500		1,377
Programs & Sponsorship					
	Provisional Events Approved By Committee	25,000	50,000		
	VFW Post 3137 -Wooden Walkway	\$5,000.00			
	Island School Literacy Events	\$20,000.00			
	July 4th Fireworks	18,274	45,000		
		43,274	95,000		51,726
Charleston CVB - 30% Tourism Promotion Funds					
	Charleston Area CVB	30% distribution for Sept Qtr	421,418		
	Charleston Area CVB	30% distribution for Dec Qtr	163,262		
	Charleston Area CVB	30% distribution for Mar Qtr			
	Charleston Area CVB	30% distribution for Jun Qtr			
	State Mandated 30% Transfer		976,800		
		584,680	976,800		392,120
Tourism Promotion Funds					
	Miscellaneous	T-Shirt Sales/Google Storage	(4)		
	Charleston Area CVB	Shared Cost	(15,271)		
		(15,275)	-		15,275

State Accommodations Tax
Detailed Expense Statement for the 9 Months Ending March 31, 2024
 Fiscal Year Ending June 30, 2024

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
Transfer to IOP Marina for 75% of Bond Debt Service					
Isle of Palms Marina Enterprise Fund			250,070	-	250,070
Police					
	Body Armor (Funded by Grant)	11,595	7,500		
	2nd Portable Radar Sign for Traffice		3,500		
		11,595	11,000		(595)
Capital Outlay					
Police					
	Truck for Code Enforcement Office	40,659	46,000		
	Radio for Code Enforcement Office		7,600		
		40,659	53,600		12,941
Fire					
	Mobile Radios for New Trucks				
	(If needed)	1,085	20,000		18,915
Public Works					
	Caterpillar Trash Loader		200,000		
	Waterway Blvd Multi-Use Path		415,000		
		-	615,000		615,000
Recreation					
	Playground Equipment & Scoreboard	16,420	20,000		
	Dog Park Fence	53,616	60,000		
	Outdoor Fitness Court	55,000	55,000		
		125,036	135,000		9,964

State Accommodations Tax
Detailed Expense Statement for the 9 Months Ending March 31, 2024
 Fiscal Year Ending June 30, 2024

Vendor	Description	A Actual Expenditure	B FY2024 Budget	C Committee Approved	B+C-A (Over)/ Under
Front Beach & Restrooms					
	To Repair 4500 Linear Ft of Sidewalk	-	70,000		70,000
Fire Dept Debt Service on 75' Ladder Truck					
	Truist Govt Finance				
	75' Ladder Truck - Principal	82,439	82,439		
	75' Ladder Truck - Interest	9,476	9,476		
		91,915	91,915		0
Unexpended Projects/Miscellaneous					
	GF-Public Relations & Tourism Coordinator		21,000		
	GF-Firefighters (2)		157,738		
	GF-Paramedics (3)		206,408		
	GF-Police Officer (1)		85,163		
	GF-ALL Beach Service Officers & Marina Parking Attendant		138,636		
	GF-Police Overtime		20,000		
	MF-Marina Maintenance		50,000		
	MF-Beach Run Sponsorship		3,000		
	MF-T Dock		100,000		
	MF- Marina Green Space		50,000		
	MF-Public Dock		250,000		
			1,000		
			1,082,945		1,082,945
Grand Total		1,013,120	3,664,638	-	2,636,244

City of Isle of Palms																
SC State Accommodations Tax - Distribution of Funds Received																
			Budget FY24*	Dec-23	Sep-23	Total FY23	Jun-23	Mar-23	Dec-22	Sep-22	Total FY22	Jun-22	Mar-22	Dec-21	Sep-21	Total FY21
Total Payment Received From State			3,301,000	550,458	1,410,977	3,739,013	1,420,714	286,190	560,834	1,471,275	3,507,426	1,369,717	265,979	540,555	1,331,176	2,469,730
Percentage Increase from prior year				-2%	-4%	7%	4%	8%	4%	11%	42%	36%	27%	37%	55%	45%
Less 1/4 of \$25,000 (transferred to Gen Fund)			25,000	6,250	6,250	25,000	6,250	6,250	6,250	6,250	25,000	6,250	6,250	6,250	6,250	25,000
Remainder			3,276,000	544,208	1,404,727	3,714,013	1,414,464	279,940	554,584	1,465,025	3,482,426	1,363,467	259,729	534,305	1,324,926	2,444,730
5% to General Fund			163,800	27,210	70,236	185,701	70,723	13,997	27,729	73,251	174,121	68,173	12,986	26,715	66,246	122,237
65% To Acc Tax Tourism Related			2,129,400	353,735	913,073	2,414,112	919,402	181,961	360,479	952,270	2,263,580	886,253	168,824	347,299	861,205	1,589,078
30% to Acc Tax Tourism Promotion (CVB):			982,800	163,262.41	421,418.08	1,114,201	424,339.25	83,982.02	166,375	439,505	1,044,725	409,040	77,919	160,292	397,475	733,416
			3,276,000	544,208	1,404,727	3,714,013	1,414,464	279,940	554,584	1,465,025	3,482,426	1,363,467	259,729	534,305	1,324,926	2,444,730

City of Isle of Palms
SC State Accommodations Tax

Total State Atax Received from SC Treasurer

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	532,879	189,711	55,395	394,752	1,172,737	
FY12	653,545	289,771	62,947	456,073	1,462,336	25%
FY13	675,341	283,750	82,388	443,861	1,485,340	2%
FY14	774,983	262,670	87,506	558,702	1,683,861	13%
FY15	783,479	283,054	92,269	575,444	1,734,246	3%
FY16	804,398	282,321	108,240	567,694	1,762,653	2%
FY17	807,457	281,373	100,997	633,111	1,822,939	3%
FY18	803,215	318,255	116,670	641,995	1,880,136	3%
FY19	846,664	318,661	164,861	692,063	2,022,250	8%
FY20	899,029	285,557	142,616	379,931	1,707,133	-16%
FY21	858,508	393,960	209,721	1,007,541	2,469,730	45%
FY22	1,331,176	540,555	265,979	1,369,717	3,507,427	42%
FY23	1,471,275	560,834	286,190	1,420,714	3,739,013	7%
FY24	1,410,977	550,458			1,961,435	-3%

Total State Atax Transferred to Charleston CVB (30%)

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	157,989	55,038	14,743	116,551	344,321	
FY12	194,188	85,056	17,009	134,947	431,201	25%
FY13	200,727	83,250	22,841	131,283	438,102	2%
FY14	230,620	76,926	24,377	165,736	497,658	14%
FY15	233,169	83,041	25,806	170,758	512,774	3%
FY16	239,444	82,821	30,597	168,433	521,296	2%
FY17	240,362	82,537	28,424	188,058	539,382	3%
FY18	239,090	93,602	33,126	190,723	556,541	3%
FY19	252,124	93,723	47,583	205,744	599,175	8%
FY20	267,834	83,792	40,910	112,104	504,640	-16%
FY21	255,677	116,313	61,041	300,387	733,419	45%
FY22	397,475	160,292	77,919	409,040	1,044,726	42%
FY23	439,505	166,375	83,982	415,472	1,105,334	6%
FY24	421,418	163,262			584,680	-3%

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for City of Isle of Palms ATAX Grant

For Office Use Only

Date Received: _____		Total Project Cost: _____		
Total Accommodations Tax Funds Requested: _____				
Recommendation by City of IOP Staff (yes and if so amount ;no; defer to committee; n/a) : _____ Action				
Taken By Accommodations Tax Advisory Committee:				
Date	Approved	Denied	Amended	Other
A i	k	&	C i	A d i d

(Please Use Additional Paper and Include Pertinent Documentation as May Be Needed)

A. Project Name: Wild Dunes Author Event with Mary Alice Monroe (part of the Wild Dunes Literary Series)

B. Applicant Organization: I.S.L.E. (ISLAND SCHOOL LITERACY EVENTS) created by Mary Alice Monroe Ltd.

1. Mailing Address: 7 2ND AVENUE ISLE OF PALMS, SC 29451

Telephone: 843-327-4270 Email: maryalice@maryalicemonroe.com

2. Project Director: Mary Alice Monroe

Telephone: 843-327-4270 Email: maryalice@maryalicemonroe.com

3. Description of Organization, Its Goals and Objectives:

Our goals are to establish a nationally prominent literary event on Isle of Palms that attracts 500 attendees to the island in January for the main event. Plus, we aim to

attract 300 people to the Isle of Palms in the spring, summer, and fall for seasonal literary events. The purpose of this seasonal literary series is to connect readers with notable writers here on the island that helps raise awareness of the island town, promotes the local businesses, and supports local literacy efforts.

C. Description and Location of Project:

"The Wild Dunes Author Event with Mary Alice Monroe" is a nationally recognized literary event that brings 500 people to the Isle of Palms every January to enjoy conversations and experiences with celebrated authors in a beautiful setting. In 2023, we brought in #1 New York Times bestselling authors David Baldacci and Kathy Reichs. Also, author Deborah Goodrich Royce, owner of Ocean House in Rhode Island.

In January 2024, we welcomed New York Times bestselling authors William Kent Krueger, Shelby Van Pelt, and Stacy Willingham as our headlining authors. The event sold out of its 500 main event tickets weeks before the weekend began! Our Saturday workshops were at or near capacity. Because of the high demand and interest of the weekend, we added a Friday night kick-off party, held at The Islander 71 restaurant, and made possible thanks to ATAX funding. This event had an RSVP list of over 200, with more than 120 guests in attendance! This was an incredible turnout considering that the party was on the same day as the area was under a winter storm alert. The entire weekend was a beautiful success! And ended with a memorable Authors' Dinner at Long Island Café. And we attribute this growing success in part to the impactful support of ATAX funding.

Single Event?

Ongoing Event/Annual Need?

1. Date(s): of project/ event or start date: Jan. 17, 2025
Completion date: Jan. 19, 2025

NOTE: *The Wild Dunes Author Event & Weekend in January is the flagship literary event that is part of the now established Wild Dunes Literary Series which features a total of four seasonal events. The spring, summer, and autumn events are one-day only and attract a much smaller crowd of 100-125 guests. All events celebrate literature and continue to solidify the Isle of Palms as a literary destination for locals and out-of-towners.*

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists, ie. those coming from more than 50 miles away and expected to spend the night on Isle of Palms (**32.9 %**) compared to Isle of Palms residents (**n/a %**) vs. visitors from within 50 miles such as "day trippers" (**67.1%**)

NOTE: The percentages were calculated from our Feedback Survey that was given to guests in-person at the Main Event and emailed to all attendees.

We received responses back from 149 guests. Those who identified themselves as an IOP resident were lumped into the larger percentage since they did not book a stay on the island. Our survey was printed and distributed to every guest and collected at the end of the event. And we emailed the survey link out immediately after the event, through Mailchimp.

*Source of tourist data (website tracking, surveys, lodging data, sales information,etc.)

Mailchimp Survey Results (including written survey details collected, ATTACHMENT INSERTED AT BOTTOM OF THIS FORM)

3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance compared to each of the past three years' events?

Using the lodging data available to us from Wild Dunes Resort, we were able to determine the number of guests staying on Isle of Palms was an increase from 2023 to 2024. Prior to 2023, we did not track on-island reservation data. However, we have monitored the annual event's success through ticket sales, which have trended upward year-after-year.

*Source of tourist data: Mailchimp survey; written survey; Wild Dunes Resort reservations feedback; Ticketing Sales numbers

4. Is your event to be conducted entirely on Isle of Palms? **YES.**
If not, please set forth the percentage occurring on Isle of Palms, as well as the specific locations and the percentages occurring elsewhere.

5. To your knowledge, does anyone else promote projects similar to yours within the city limits of Isle of Palms? If so, how is your project similar and/or unique? Given the parameters, please explain why your project is entitled to City of Isle of Palms ATAX funding. **NO**
6. Set forth fully the successes and failures you have experienced for your proposed project for which you seek City of Isle of Palms ATAX funding for each of the past three years. Set forth the metrics by which you have measured success for the past three years, as well as the metrics by which you will measure success for the current year's project/event on the City of Isle of Palms.

Based on ticket sales, our growth has continued upward.

2020 we sold out 425 tickets.

2021 canceled due to Covid.

2022 we sold 353 tickets but had to cancel due to Covid

2023 we sold out 500 tickets for Sunday main event, plus additional 128 tickets for Saturday workshops and 45 for boat tour.

2024 we sold out again for Sunday main event, plus sold an additional 120 free tickets for Friday literary kick-off party highlighting local authors at The Islander 71 Restaurant, and 211 tickets total for Saturday workshops (3 smaller events).

My failure in past years was not collecting data using professional metrics. We did not have the manpower or the financial support to do so. For 2024, we were better able to do that with the generous support of ATAX funding. With your continued support we will be able to continue to grow the event in ways that attract/monitor our growing audience in ways that will allow us to make this an even more impactful weekend experience that supports the island's local businesses through the positive power of this well-established literary event.

7. Describe fully how and why your proposed project/event qualifies for City of Isle of Palms ATAX funding.

For nineteen years we have held this literary event on Isle of Palms with only the donated support of Wild Dunes Resort and local businesses. The event has grown from 50 people to 500 and is a nationally recognized literary event. We are proud of the success of the event and that it is held on my home island, Isle of Palms. We are at a tipping point.

With the ongoing support of ATAX funding, I can continue to grow this literary weekend into one that garners top literary names in the country and works to create opportunities that benefit an increasing number of Isle of Palms businesses, lodging, restaurants, etc in tourist activities over the weekend, especially during the quiet month of January.

This event receives national attention and puts Isle of Palms on the map for literary and cultural events. And this upward trend of attendance and support of the winter literary weekend (thanks in part to an ATAX grant) has allowed me to firmly establish Isle of Palms as a literary destination for readers through the *Wild Dunes Literary Series with Mary Alice Monroe*. In spring, summer, and fall, I organize and host smaller author events that bring 100-125 guests to the island to enjoy a spring author luncheon, a summer family-focused reading event for children's books, and a fall author talk. But, the flagship event is the annual Wild Dunes Author Event & Weekend every winter in January.

8. If your project is granted City of Isle of Palms ATAX funding and realizes a profit, do you commit to returning the profit to the City of Isle of Palms? If not, please explain fully, to include what you will do with the money. **Note:** It is impermissible to donate or “pass through” City of Isle of Palms ATAX grants to any other organization, except as authorized by City of Isle of Palms. Further, the City of Isle of Palms does not approve of “carry forwards” of ATAX grants for use in ensuing years, absent extraordinary and compelling reasons in the sole discretion of the City of Isle of Palms. Excess funds must be returned to the City of Isle of Palms.

Any profit from the event would be donated or passed through to a local literacy program. The 2024 recipient was Reading Partners South Carolina.

We intend for the charity recipient for 2025 to again be Reading Partners South Carolina.

9. Please attach your budget reflecting the amounts and sources of all related income and donations from others for the project/event, as well as expenditures for each of the last three years. In addition, set forth projected income and expenses for this year’s project/event, as well as all expenses, both incurred and paid, as well as projected.

I do not have information prior to 2023. For nearly twenty years we ran the event with donated services and space. Food and expenses were paid for directly from ticket price. If plane fare was required for speakers, again it came from ticket price. I personally paid for all promotion, private dinners with authors, and Angela’s services on the project. All profit (100%) went to literacy charity.

For 2024 income and expenses: See attached.

D. Financial Justification (“heads on beds” and ancillary benefits)

1. Describe fully and provide relevant documentation for each of the past three years reflecting:
 - Where, as a specific result of your project/event, have tourists spent the night on Isle of Palms, ie. those incurring accommodations taxes for lodging. Include the lodging providers addresses phone numbers, rooms utilized, costs and nights stayed.

According to our Mailchimp survey, the January 2024 event resulted in 32.9% of surveyed guests who stayed overnight on Isle of Palms and were not island residents. The survey respondents who said they said overnight at a hotel not on the Isle of Palms were noted in the 67.1% of respondents who were either island residents, locals from the Tri-County, or visitors who chose to stay off island.

I will have the Wild Dunes Resort reservations data available to share with the ATAX committee in March during the presentation.

-Where do you project tourists for this year's project to spend the night (ie. lodging for those expected to pay accommodations taxes, to include hotels, condos, house rentals, etc.)? What is the basis for your projection? As an illustration, you may set forth blocks of rooms in hotels that have been reserved, private lodging that has been booked or are expected to be booked, etc.

I anticipate the 2025 January event to easily sell out beyond 500 attendees for the main event, and a sell out crowd at all other lower-priced events on island. We anticipate this because it will mark the 20th anniversary of the island's literary tradition. We plan to work hard on outreach to long-lead press for early coverage in southern or coastal destination-focused magazines, and will strive to obtain a well-known media sponsor that can help us spread the message about this literary experience.

In years past, we only publicly promoted Wild Dunes Resort hotels because of our long-standing partnership. But, with ATAX funding support, we can have the manpower to coordinate with the other island hotels and cabins messaging that promotes lodging opportunities among our potential guests. With that, we will also make an effort to involve/promote the island's retail and food establishments among our potential guests, to help raise awareness and business island-wide. ATAX funding will allow us to be able to track where our Wild Dunes Author Event & Weekend guests are staying on island and where they visited.

2. Provide all additional economic and other relevant information justifying the grant of ATAX funding by City of Isle of Palms for your project/event, as well as your means of calculation.

For 2024, I was able to hire a program director, and marketing and media specialist, and we were able to switch to a ticketing platform that

tracked our attendees. These are expenses that allowed me to amplify the promotion of this literary event and formally establish a Literary Series that is exclusive to the Isle of Palms. Funding allows me the ability to continue to promote the winter event/literary series as a destination experience, year-round, which keeps the Isle of Palms in the spotlight in positive and marketable ways among the reading and writing communities through the state and far beyond.

3. Set forth the number of tourists attending your project/event on the Isle of Palms for each of the past three years. Include where applicable all relevant documentation along with the methodology by which you have done your calculations.

2024: We sold out our 500 tickets for Sunday main event, plus sold an additional 120 free tickets for Friday literary kick-off party highlighting local authors at The Islander 71 Restaurant, and 211 tickets total for Saturday workshops (3 smaller events).

2023: we sold out 500 tickets for Sunday main event, plus additional 128 tickets for Saturday workshops and 45 for boat tour.

2022: we sold 353 tickets but had to cancel due to spike in Covid outbreak locally.

4. Set forth the number of attendees projected for this year's project/event, and well as the means of calculation.

2025: We will sell out 500 tickets to our Sunday Main Event, along with an additional 500 tickets to smaller workshops/experiences that are part of the Wild Dunes Author Event & Weekend experience. Those additional tickets will include: a Friday kick-off event (200 tickets); 3-5 Saturday events featuring local/regional authors at various locations throughout the island.

We will track our attendees' accommodations using a promo code coordinated by our marketing and media director who will work with island businesses who want to be part of the literary event weekend.

We will use our ticketing system to see which zip codes our guests are from. And, we will continue to offer a survey to our attendees to help us collect information about their weekend visit to the Isle of Palms, so we can always be working to improve the experience for all.

5. Is the project/event for which you seek City of Isle of Palms ATAX funding during the "off season" or "shoulder season"? If not, please explain the justification. Are proposed dates flexible so as to be amenable to off-season

and/or shoulder season scheduling?

YES This annual flagship event is held during off season, and is the largest of the year. We have been able to formally expand this literary event into the Wild Dunes Literary Series, which offers once a season a one-day only and held exclusively on the Isle of Palms (on Wild Dunes Resort property) during a weekday that does not interfere with weddings and corporate events, nor does it conflict with other major island events. The purpose remains the same as the winter flagship event, which is connecting readers (near and far) with notable writer through a memorable event in the picturesque setting of my island town, the Isle of Palms.

6. Describe fully all potentially negative aspects of your project/event, if any. This would include, by way of illustration, the potential for overcrowding particularly during warm weather months, parking challenges, health and safety issues, added responsibilities and difficulties imposed on first responders, impact on peace and tranquility- especially in residential neighborhoods and for tourists and factors potentially impacting adversely on the character of the City of Isle of Palms.

This event is held event is held in January every year. In nineteen years, we have never had negative aspects of the project for Isle of Palms. Parking is arranged by Wild Dunes. For the spring, summer, and fall events, the number of guests is significantly smaller, and parking is provided by Wild Dunes Resort.

E. Marketing Plan

Describe fully your past three years marketing for your project/event, as well as your current year's advertising and marketing plan, to include all means of broadcast. Please include and attach all applicable documentation and the projected costs involved.

The Wild Dunes Author Event & Weekend is made possible by the generous sponsors who donate time, space, products, or money to make this event a success for literacy. It is made possible by our featured authors who donate their time to attend. This philanthropic effort reflects positively on the authors, the resort, and the Isle of Palms.

I (Mary Alice) invite authors approximately a year in advance. Our marketing plan begins approximately 4 months ahead of the event weekend with outreach to Wild Dunes Club members, then to my newsletter subscribers and

social media followers. From there, our bookstore, sponsors, and authors help amplify the news about ticket sales. We do a mix of traditional media outreach in local newspapers, local television, and online local news outlets. I give my time doing interviews for print and television at local news station(s) to promote the event. In years past, I have spent my own money on social media advertising. These efforts have led to a successful, sold-out attendance each year.

F. Funding: Sources of Income for This Project/Event (Please attach all supporting documents)

1. Sponsorships or Fundraising: Amount \$ UNSPECIFIED
From:
Our sponsorships have historically been product donations. These are the sponsors who we will invite to join us again for 2025: Firefly Distillery; Charleston Coffee Roasters; Caroline's Cakes; Barrier Island Eco Tours; Long Island Café; J. McLaughlin; Wild Dunes Resort; Islander 71; (and more!)
2. Entry Fees : Amount \$ **NONE** (Ticketed Events Only)
3. Donations: Amount \$ **NONE COLLECTED YET**
4. Accommodations Tax Funds Request: Amount **\$ 35,000**

Expanding.... Spring summer and fall...

Date(s) Required: **January 16, 2025**
Lump Sum or Installments Either is acceptable

5. Other:
6. Total Funding: Total Budget: **\$70,000**

G. Financial Analysis

Please Provide a Line Item Budget for your project/event

If awarded, Isle of Palms ATAX funds are requested as follows:

(1) Lump Sum(s): \$ _____ on _____ (date),

\$ _____ on _____ (date),
\$ _____ on _____ (date).

- (2) Payment of Invoices as submitted to City Staff. Invoices should be submitted at least two weeks prior to due date.

H. Miscellaneous

1. In what category do you place your project/event and why?

- Festival _____ -

Marketing _____ -

Other (Please Explain):

This is a literary weekend event held annually during the Martin Luther King federal holiday weekend, which encourages our guests to stay an extra night because of the holiday. It is the flagship event that is part of the Wild Dunes Literary Series, which offers smaller, seasonal one-day events featuring an author and their work. This is made possible thanks to the support of the Isle of Palms ATAX funding. Connecting readers to notable writers in intimate ways on the Isle of Palms.

2. Have you affirmatively reached out to the City of Isle of Palms staff for initial review for your project/event and if not, please explain. If you have reached out, what feedback did you receive, both positive and negative and specifically from whom?

I have been in touch with Desiree Fragoso (I was once on the ATAX committee for Isle of Palms).

3. If applicable, explain why you have not sought funding from sources other than the City of Isle of Palms for the funding of your project/event. If you have sought alternate or additional funding, explain fully the results to include the source(s) for funding, from whom received and set forth all amounts received or expected to be received from other sources.

Up until now, this was a passion project I managed with great personal effort solely with the support of Wild Dunes Resort and donations. I am an author and fortunate to have author friends I could invite to the events. However, the event has grown to such importance and visitor numbers that to move forward I need support. I also recognize the great potential of working closely with the Isle of Palms businesses to explore new opportunities for growth.

4. Does your project/event have applicable liability insurance, to include the City of Isle of Palms, its employees and agents and if so, what are the liability limits? If not, please explain why not and explain who will agree to bear the costs, burdens, damages and legal fees for your project/event in case claims

for damages are made against the City of Isle of Palms, its employees and agents as a result of your project/event. A minimum of \$300,000 of liability insurance is typically required unless that requirement is specifically waived in writing by the City of Isle of Palms in its sole discretion. If there is applicable insurance, do you commit to making the City of Isle of Palms, its employees and agents additional insured(s)? If not, explain fully the basis. If applicable, you must include a copy of the relevant insurance policy reflecting the City of Isle of Palms, its employees and agents are additional insured(s) for your project/event.

Wild Dunes Resort has liability insurance for the event.

5. Do you assert that the project/event for which you seek City of Isle of Palms ATAX funding is sustainable in the future? If so, please explain fully. If not, please explain fully. **YES**

6. In the event City of Isle of Palms grants your project/event ATAX grant funding, do you acknowledge that no such funds can be spent for the purchase of alcohol or tobacco products? **YES**
If not, please explain your justification.

7. In the event your project/event is awarded City of Isle of Palms ATAX grant funding, but is postponed for more than 180 days of receipt of funding, do you acknowledge that you must return to the City of Isle of Palms all ATAX grant money received from Isle of Palms absent extraordinary circumstances and within the sole discretion of the City of Isle of Palms? Do you agree? **YES**
If you do not agree, please set forth fully your reasons.

8. In the event your project/event is granted City of Isle of Palms ATAX grant funding, you must and do hereby agree by the filing your application personally to hold harmless and indemnify the City of Isle of Palms, its employees and agents from and against any claims for damages to include, *inter alia*, legal fees relative to your project/event. Do you agree? **YES**
If not, please explain. _____
If not, please explain fully your basis. _____

9. In the event the City of Isle of Palms provides ATAX grant funding for your event/project, set forth in detail how you will acknowledge the City of Isle of Palms as a grantor of funding.

YES, I will acknowledge my city with pride!

And I hope you will join us for the January 2025 event to experience the positive energy and memorable conversations that our guests (and featured authors) enjoy so much!

ATTACHMENTS:

[1] EXPENSE SUMMARIES (SPREADSHEET)

[2] MAILCHIMP SURVEY (JANUARY 2024: RESPONDENTS WHO ATTENDED THE WILD DUNES AUTHOR EVENT & WEEKEND)

TICKETING COLLECTIONS	ticket price	tax \$	service fee \$	total \$
Main Event - general admission	65.00			19,844.45
Main Event - VIP	125.00			19,178.54
Morning Mimosas	42.00			4,095.87
Nature as a Muse (no book)	50.00			1,718.02
Happy Hour & Mysteries	40.00			4,523.84
TOTAL TICKET SALES (including fees)				49,360.72
EXPENSES FROM TICKETING (Buxton Books)	Ticket price	Tax fee \$	Service fee \$	Total \$
Bold Type Tickets - service/processing fee				4,093.72
Bold Type Tickets - facilitator fee				1,244.00
Buxton Books (Books + Tax)				26,745.83
Buxton Books (4 sponsorship bags w/ 3 books in each)				384.00
TOTAL REVENUE DUE TO I.S.L.E.				16,893.17
EVENT WEEKEND EXPENSES (Wild Dunes)	----	----	----	Total \$
Printing: program and signage (Wild Dunes)				1,244.39
Authors' Gift Baskets (Wild Dunes)				370.50
Morning Mimosas (Wild Dunes service)				1,917.08
Happy Hour & Mysteries (Wild Dunes service)				2,455.78

Main Event (Wild Dunes service)				9,725.06
Main Event flowers + decor (Wild Dunes)				1,097.32
Day of Event Staff Lunch/Drinks (Wild Dunes)				187.02
Authors' Dinner at Coastal Provisions (Wild Dunes)				393.28
Event Florals				1,097.32
Balance Due to Wild Dunes				17,390.43
			REMAINDER:	497.26
ADDITIONAL EVENT-RELATED EXPENSES	Ticket price	Tax fee	Service fee \$	Total
Nature as a Muse (ferry fee only)	(charged \$50.00)		25.00 for ferry	750.00
Kickoff Party				1,990.66
Firefly Tasting Fee				250.00
Desserts for Kickoff Party				54.50
Promo Bookmarks				112.50
Authors' Signing Tables floral decor				68.59
Social Media Ads				0.00
Staging Support (inventivENVIRONMENTS)				1,000.00
Total Additional Unpaid Expenses for I.S.L.E.				2,000.00
			GRAND TOTAL REMAINDER:	2,497.26
ADDITIONAL EXPENSES (I.S.L.E.)				
Creation of non-profit organization status				1,121.00
Marketing and Media Director, Laura Anderson				5,696.00
Program Director, Angela May				7,177.50
Wild Dunes Expense				3,614.28
ADDITIONAL FUNDS COLLECTED				Total
Built In Charity Money for Reading Partners				
Sponsor (Workshop Level): Jennifer O'Brien				500.00

Sponsor (Corporate Level): Emily & Steve Swanson				1,500.00
ATAX Funding				20,000.00
Total Collected by I.S.L.E.				22,000.00

MAILCHIMP SURVEY RESULTS

TOTAL NUMBER OF INDIVIDUALS WHO STAYED ON ISLE OF PALMS FOR THE EVENT:

- Total surveyed: **149**
- Stayed on Isle of Palms: **49** (32.9%)
- Did not stay on Isle of Palms: **100** (67.1%).

WHERE EVERYONE STAYED (WHO ANSWERED YES TO STAYING ON ISLE OF PALMS):

- A Wild Dunes Resort Hotel: **24** (45.3%)
- A rental unit inside Wild Dunes: **4** (7.5%)
- A rental unit on the island: **1** (1.9%)
- A hotel on the island: **4** (7.5%)
- With a friend who lives on the island: **4** (7.5%)
- OJ the island: **1** (1.9%)
- Other (various personal residences and locations): **15** (28.3%).

MOST COMMON STATES ATTENDEES WERE FROM

- South Carolina - 63
- North Carolina - 14
- Georgia - 6
- Mississippi - 3
- Alabama - 3
- Illinois - 2
- Ohio - 2

TALLIED LIST OF WHERE EVERYONE IS FROM (CITY AND STATE):

- Mt. Pleasant, SC - 9
- Isle of Palms, SC - 7
- Charleston, SC - 7
- Summerville, SC - 4
- Johns Island, SC - 4
- Wild Dunes, SC - 3
- Murrells Inlet, SC - 3
- Eupora, MS - 3

- Myrtle Beach, SC - 3
- Charlotte, NC – 3
- Akron, OH - 3
- Awendaw, SC - 2
- Seabrook Island, SC - 2
- Huntsville, AL - 2
- Daniel Island, SC – 2
- Gainesville, GA - 1
- Laurens, SC - 1
- Waxhaw, NC - 1
- Louisville, KY - 1
- Evanston, IL - 1
- Athens, GA - 1
- Folly Beach, SC - 1
- Ravenell, SC - 1
- South Port, NC - 1
- James Island, SC - 1
- Surfside Beach, SC - 1
- Sumter, GA - 1
- Tybee Island, GA - 1
- Apex, NC - 1
- Atlantic Beach, NC - 1
- Winston Salem, NC - 1
- North Charleston, SC - 1
- Richmond, VA - 1
- Jacksonville, FL - 1
- Gastonia, NC - 1
- Wake Forest, NC - 1
- Lafayette, LA - 1
- Rutherfordton, NC - 1
- Auburn, AL - 1
- Atlanta, GA - 1
- Carmel, IN - 1
- Pittsburgh, PA - 1
- Beaufort, SC - 1
- Lexington, SC - 1
- Blair, SC - 1
- Burnsville, MN - 1
- Pawleys Island, SC - 1
- Aiken, SC - 1
- Chicago, IL - 1
- Folly Beach, SC - 1
- North Myrtle Beach, SC - 1

- West Ashley, SC - 1
- Seabrook Island, SC - 1
- Londonderry, NH - 1
- NYC, NY - 1
- Minnesota - 1
- Ravenel, SC - 1
- Southern Pines, NC - 1
- Gray Court, SC - 1
- Mt Pleasant, NC - 1
- This is a test, SC - 1
- Spartanburg, SC - 1
- Baden, Ontario, Canada - 1
- Sullivans Island, SC - 1
- Westerville, OH - 1
- Sunset Beach, NC - 1
- Mullins, SC - 1
- Johnson City, TN - 1
- Albany, GA - 1

TOP 10 THINGS PEOPLE LOVED MOST ABOUT THE EVENT:

- Listening to authors talk candidly about writing process.
- Signature Firefly cocktail.
- Discussion of how to write a book – masterclass.
- Hearing from all authors.
- Cocktail party at Islander 71.
- Q&A sessions.
- Author talks.
- Authors being themselves.
- Small gatherings on Saturday.
- Well-organized event.

TOP 10 WAYS WE COULD IMPROVE THE EVENT:

- Better clarity and organization in ticket details and registration.
- Improvement in food line management.
- Longer Q&A time and more tickets for special excursions like Dewees Island.
- Clear and separate lines for VIP during main event entry.
- Better food setup and organization.
- Avoiding duplication of free books for VIP.
- Better organization and flow of food stations.
- More silent auction items and brunch format for the main event.
- Longer author discussions.
- Better seating arrangements and more space in the main event.

SUGGESTED AUTHORS FOR FUTURE EVENTS (mentioned more than once)

- Kristin Hannah - 20
- Louise Penny - 9

- John Grisham - 6
- Geraldine Brooks - 6

	A	B	L	M	N	O	P	Q	S	T	U	V	W	X
1	Draft 3	CITY OF ISLE OF PALMS STATE AC												
2	GL Number	Description	ACTUAL FY22	ACTUAL FY23	BUDGET FY24	YTD As Of 12/31/2023 (6 MOS)	Jan-Dec 2023 (12 MOS)	FORECAST FY24	BUDGET FY25	INCREASE/ (DECREASE) FROM FY24 BUDGET	FORECAST FY26	FORECAST FY27	FORECAST FY28	FORECAST FY29
5	STATE ACCOMMODATIONS TAX FUND REVENUES													
6	50-3450.4105	ACCOMMODATIONS TAX-RELATED	2,263,580	2,414,112	2,129,400	913,073	2,374,915	2,368,171	2,131,354	1,954	2,173,981	2,217,461	2,261,810	2,307,046
7	50-3450.4107	ACCOMMODATIONS TAX-PROMO	1,044,725	1,114,201	982,800	421,418	1,096,114	1,093,001	986,503	3,703	1,006,233	1,026,358	1,046,885	1,067,823
8	50-3450.4111	GRANT INCOME				12,352	12,352	12,352	376,200	376,200	-	-	-	-
9	50-3500.4501	MISCELLANEOUS INCOME	-	-	-	-	-	-	-	-	-	-	-	-
10	50-3500.4504	SALE OF ASSETS	-	-	-	-	-	-	-	-	-	-	-	-
11	50-3500.4505	INTEREST INCOME	7,542	130,902	76,000	126,983	214,499	250,233	250,233	174,233	125,117	125,117	125,117	125,117
12	TOTAL REVENUES (NO TRANSFERS)		3,315,847	3,659,215	3,188,200	1,473,825	3,697,880	3,723,757	3,744,290	556,090	3,305,331	3,368,935	3,433,811	3,499,985
13	% Increase/(Decrease) from Prior \		43%	10%	37%			17%	17%		-12%	2%	2%	2%
15	GENERAL GOVERNMENT													
16	50-4120.5013	BANK SERVICE CHARGES	-	-	-	-	-	-	-	-	-	-	-	-
17	50-4120.5022	WATER AND SEWER	328	938	1,000	189	324	1,000	600	(400)	1,000	1,000	1,000	1,000
18	50-4120.5025	NON-CAPITAL TOOLS & EQUIPMEN'	268	-	8,000	394	394	8,000	6,000	(2,000)	6,000	6,000	6,000	6,000
21	50-4120.5077	PROGRAMS/SPONSORSHIPS	64,932	108,207	95,000	23,274	71,770	95,000	95,000	-	95,000	95,000	95,000	95,000
22	50-4120.5079	MISCELLANEOUS	-	-	1,000	-	-	1,000	1,000	-	1,000	1,000	1,000	1,000
23	50-4120.5085	CAPITAL OUTLAY	-	-	-	-	-	-	108,333	108,333	-	-	-	-
24	50-4120.5090	TOURISM PROMOTION EXP	1,044,725	1,105,340	976,800	414,298	1,080,143	976,800	979,259	2,459	1,000,233	1,020,358	1,040,885	1,061,823
25	SUBTOTAL GENERAL GOVT		1,110,254	1,214,484	1,081,800	438,155	1,152,631	1,081,800	1,190,192	108,392	1,103,233	1,123,358	1,143,885	1,164,823
26	% Increase/(Decrease) from Prior \		46%	9%	42%			10%			-7%	2%	2%	2%
28	POLICE													
29	50-4420.5025	NON-CAPITAL TOOLS & EQUIPMEN'	7,747	12,555	11,000	9,502	18,439	11,000	25,000	14,000	7,500	7,500	7,500	7,500
30	50-4420.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-
31	50-4420.5065	PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	-	-	-
32	50-4420.5084	CONSTRUCTION IN PROGRESS	-	-	-	-	-	-	-	-	-	-	-	-
33	50-4420.5085	CAPITAL OUTLAY	102,363	67,202	53,600	40,659	79,131	53,600	82,921	29,321	32,200	68,800	138,200	56,800
34	SUBTOTAL POLICE		110,110	79,758	64,600	50,161	97,570	64,600	107,921	43,321	39,700	76,300	145,700	64,300
35	% Increase/(Decrease) from Prior \		-48%	-28%	-70%			67%			-63%	92%	91%	-56%
37	FIRE													
38	50-4520.5009	DEBT SERVICE - PRINCIPAL	82,956	80,957	82,439	-	-	82,439	83,947	1,509	85,483	87,048	88,641	213,758
39	50-4520.5011	DEBT SERVICE - INTEREST	8,959	10,958	9,476	-	-	9,476	7,967	(1,509)	6,431	4,867	3,274	65,402
40	50-4520.5025	NON-CAPITAL TOOLS & EQUIPMEN'	-	-	-	-	-	-	-	-	-	-	-	-
41	50-4520.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-
42	50-4520.5084	CONSTRUCTION IN PROGRESS	-	-	-	-	-	-	-	-	-	-	-	-
43	50-4520.5085	CAPITAL OUTLAY	115,596	44,116	20,000	-	25,293	20,000	153,250	133,250	22,000	26,200	73,400	30,800
44	SUBTOTAL FIRE		207,511	136,031	111,915	-	25,293	111,915	245,165	133,250	113,915	118,115	165,315	309,960
45	% Increase/(Decrease) from Prior \		-50%	-34%	-73%			119%			-54%	4%	40%	87%

	Y	Z
1	COMMODATIONS TAX FUND	
2	NOTES	
3		
5	STATE ACCOMMODATIONS TAX FUND REVENUES	
6	ACCOMMODATIONS TAX-RELATED	Budget based on 90% of actual last 12 month revenues. Long-term forecast increases by 2% per year.
7	ACCOMMODATIONS TAX-PROMO	Budget based on 90% of actual last 12 month revenues. Long-term forecast increases by 2% per year.
8	GRANT INCOME	Body Armor Assistance Grant. FY25 assumes grant will be recieved for Waterway total of \$990K split 62% (\$613.8.K)to Cap Fund and 38% to State ATax Fund (\$376.2K).
9	MISCELLANEOUS INCOME	
10	SALE OF ASSETS	
11	INTEREST INCOME	
12		
13		
14		
15	GENERAL GOVERNMENT	
16	BANK SERVICE CHARGES	
17	WATER AND SEWER	Irrigation at Breach Inlet sign
18	NON-CAPITAL TOOLS & EQUIPMENT	Add/replace/maintain benches, etc at Carmen R Bunch and Leola Hanbury parks (\$1k) and provision for addition/maintenance of beach wheelchairs (\$5k)
21	PROGRAMS/SPONSORSHIPS	Provison for events and sponsorships approved by the Accommodations Tax Advisory Committee (\$50,000) and July 4th Fireworks show (\$45K).
22	MISCELLANEOUS	
23	CAPITAL OUTLAY	FY25 includes IOP Message Board (\$25K) and 1/3 of the planning of City Hall repair/renovation (\$83.3K)
24	TOURISM PROMOTION EXP	Includes State-mandated 30% transfer (\$986,503 less \$22,605 for City's new Public Relations & Tourism Coordinator) to one or more DMOs (Designated Marketing Organizations) that have an "existing, ongoing tourism promotion program" or a DMO that can demonstrate that "it can develop an effective tourism promotion program". City Council could continue to designate the Charleston Area CVB/Explore Charleston as the City's only DMO and/or designate another organization that meets the State's requirements. Also includes \$15k for City Hall visitor T-shirt program.
25		
26		
27		
28	POLICE	
29	NON-CAPITAL TOOLS & EQUIPMENT	Body armor as needed (\$7.5k). FY25 includes training room upgrades (\$17.5k)
30	MAINT & SERVICE CONTRACTS	
31	PROFESSIONAL SERVICES	
32		
33	CAPITAL OUTLAY	FY25 incls a UTV (\$22K),1/2 of public safety drone (\$11.5K), New Tasers (\$18K) & 1/2 of PD share for access control system (\$31,250). Forecast periods = 20% of the annual Police Dept capital needs per the 10-yr plan
34		
35		
36		
37	FIRE	
38	DEBT SERVICE - PRINCIPAL	Debt service for new 75' ladder truck. FY29+ includes new purchase for FY28 Pumper Fire Engine Truck.
39	DEBT SERVICE - INTEREST	Debt service for new 75' ladder truck. FY29+ includes new purchase for FY28 Pumper Fire Engine Truck.
40	NON-CAPITAL TOOLS & EQUIPMENT	
41	MAINT & SERVICE CONTRACTS	
42		
43	CAPITAL OUTLAY	FY25 includes door access controls at PSB (\$31,250), 1/3 of local share new Rescue Boat (\$100K) and training mannequins (\$22K). Forecast periods = 20% of the annual Fire Dept capital needs per the 10-yr plan.
44		
45		

	A	B	L	M	N	O	P	Q	S	T	U	V	W	X
1	Draft 3	CITY OF ISLE OF PALMS STATE AC												
2	GL Number	Description	ACTUAL FY22	ACTUAL FY23	BUDGET FY24	YTD As Of 12/31/2023 (6 MOS)	Jan-Dec 2023 (12 MOS)	FORECAST FY24	BUDGET FY25	INCREASE/ (DECREASE) FROM FY24 BUDGET	FORECAST FY26	FORECAST FY27	FORECAST FY28	FORECAST FY29
47	PUBLIC WORKS													
48	50-4620.5026	MAINT & SERVICE CONTRACTS	-	-	-	-	-	-	-	-	-	-	-	-
49	50-4620.5065	PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	-	-	-
50	50-4620.5079	MISCELLANEOUS	76	3,939	7,500	-	-	7,500	7,500	-	7,500	7,500	7,500	7,500
51	50-4620.5085	CAPITAL OUTLAY	8,174	36,500	615,000	-	-	200,000	570,000	(45,000)	83,400	47,400	100,400	7,600
52	SUBTOTAL PUBLIC WORKS		8,250	40,439	622,500	-	-	207,500	577,500	(45,000)	90,900	54,900	107,900	15,100
53	% Increase/(Decrease) from Prior \		-78%	390%	1535%			-67%	-7%		-84%	-40%	97%	-86%
54														
55	RECREATION													
57	50-4820.5026	MAINT & SERVICE CONTRACTS	1,036	-	-	-	(3,649)	-	-	-	-	-	-	-
58	50-4820.5085	CAPITAL OUTLAY	-	112,658	135,000	101,512	180,161	135,000	57,667	(77,333)	77,000	229,800	17,600	767,000
59	50-4830.5092	SPECIAL ACTIVITIES	9,135	6,837	16,500	7,500	14,337	16,500	16,500	-	16,500	16,500	16,500	16,500
60	SUBTOTAL RECREATION		10,172	119,495	151,500	109,012	190,849	151,500	74,167	(77,333)	93,500	246,300	34,100	783,500
61	% Increase/(Decrease) from Prior \		-13%	1075%	1195%				-51%		26%	163%	-86%	2198%
62														
63	FRONT BEACH AND FRONT BEACH RESTROOMS													
64	50-5620.5020	ELECTRIC AND GAS	637	747	700	295	733	700	750	50	750	750	750	750
65	50-5620.5022	WATER AND SEWER	11,577	12,009	12,000	7,025	12,356	12,000	12,500	500	12,500	12,500	12,500	12,500
66	50-5620.5026	MAINT & SERVICE CONTRACTS	11,129	21,013	45,000	761	18,951	45,000	45,000	-	45,000	45,000	20,000	20,000
67	50-5620.5044	CLEANING/SANITARY SUPPLY	10,369	8,909	11,000	3,561	8,641	11,000	11,000	-	10,000	10,000	10,000	10,000
68	50-5620.5062	INSURANCE	7,585	8,921	10,000	10,911	14,359	10,911	13,200	3,200	13,464	13,733	14,008	14,288
69	50-5620.5065	PROFESSIONAL SERVICES	-	-	80	-	-	80	80	-	80	80	80	80
70	50-5620.5067	CONTRACTED SERVICES	109,972	108,588	125,000	55,421	111,991	125,000	125,000	-	125,000	125,000	125,000	125,000
73	50-5620.5085	CAPITAL OUTLAY	-	25,108	70,000	-	-	70,000	170,000	100,000	170,000	70,000	175,000	-
74	SUBTOTAL FR BEACH RESTRMS		151,269	185,295	273,780	77,975	167,030	274,691	377,530	103,750	376,794	277,063	357,338	182,618
75	% Increase/(Decrease) from Prior \		3%	22%	87%			0%	38%		0%	-26%	29%	-49%
76														
77	TOTAL STATE ATAX FUND EXPENDITURES		1,597,564	1,775,501	2,306,095	675,303	1,633,374	1,892,006	2,572,475	266,380	1,818,042	1,896,036	1,954,237	2,520,300
78	% Increase/(Decrease) from Prior \		1%	11%	46%			-18%	12%		-29%	4%	3%	29%
79														
80	NET INCOME BEFORE TRANSFERS		1,718,283	1,883,714	882,106	798,522	2,064,505	1,831,751	1,171,815	289,710	1,487,289	1,472,899	1,479,574	979,685
81														
82	TRANSFERS													
83	50-3900.4901	OPERATING TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	-	-
84	50-3900.5901	OPERATING TRANSFERS OUT	(603,497)	(642,811)	(1,358,544)	(17,693)	(647,360)	(1,358,544)	(1,450,294)	(91,750)	(1,362,915)	(1,635,617)	(1,459,685)	(1,507,976)
85	NET TRANSFERS IN/(OUT)		(603,497)	(642,811)	(1,358,544)	(17,693)	(647,360)	(1,358,544)	(1,450,294)	(91,750)	(1,362,915)	(1,635,617)	(1,459,685)	(1,507,976)
86														
87	NET INCOME AFTER TRANSFERS		1,114,786	1,240,903	(476,439)	780,829	1,417,146	473,207	(278,479)	197,960	124,374	(162,718)	19,888	(528,291)
88														
89	ENDING FUND BALANCE		2,913,156	4,154,059	3,677,620			4,627,266	4,348,787		4,473,161	4,310,443	4,330,331	3,802,040

	Y	Z
1	COMMODATIONS TAX FUND	
2	NOTES	
3		
47	PUBLIC WORKS	
48	MAINT & SERVICE CONTRACTS	
49	PROFESSIONAL SERVICES	
50	MISCELLANEOUS	Annual provision for beach trash cans.
51	CAPITAL OUTLAY	Includes approx 38% of the Waterway Blvd multi-use path elevation project (\$570k). Forecast periods = 20% of Public Works 10 Year Capital Plan totals for non-drainage related capital expenses.
52		
53		
54		
55	RECREATION	
57		
58	CAPITAL OUTLAY	FY25 incl 19% cost of playground (\$57.6K). Forecast period annual amts = 20% of 10 Yr Cap Plan totals
59	SPECIAL ACTIVITIES	Connector Run (\$7,500), Easter egg hunt (\$4,500), music event (\$4,500).
60		
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62		
63	FRONT BEACH AND FRONT BEACH RESTROOMS	
64	ELECTRIC AND GAS	
65	WATER AND SEWER	Includes outside showers
66	MAINT & SERVICE CONTRACTS	Includes \$20,000 for maintenance of public restrooms and \$25,000 to rehab approx 250 LFt of white fencing in front beach areas (FY23-FY26).
67	CLEANING/SANITARY SUPPLY	Supplies for front beach restrooms
68	INSURANCE	
69	PROFESSIONAL SERVICES	Backflow tests
70	CONTRACTED SERVICES	Includes \$40k for year-round cleaning and maintenance of public restrooms and \$85k year-round business district (on street) & beach trash collection. Cost of PT attendant (\$23k) is now included in the General Fund, but offset by a Transfer In from the State Atax Fund.
73	CAPITAL OUTLAY	FY25 - FY26 includes \$70k per year to repair 4500 linear ft of sidewalks on Ocean Blvd between 10th and 14th (1/5 or 900 linear ft per year). Resurface City-owned parts of Ocean Blvd in FY25 (\$100k) and repl irrigation system in FY27 (\$175k).
74		
75		
76		
77		
78		
79		
80		
81		
82	TRANSFERS	
83	OPERATING TRANSFERS IN	
84	OPERATING TRANSFERS OUT	Incls xfers to Gen Fund for Public Relations & Tourism Coordinator (\$39.7), 3 firefighters (\$273.7k), 3 Paramedics (\$313k), 2 police officer (\$199k), 100% of BSOs and Marina Parking Attendant (\$35.6k), Police OT (\$20k), Front Beach restroom attendant (\$28.3k), STR Coordinator (\$74.7K) and Code Enforcement Officer (\$78.9K). Also includes 75% of annual debt svc on Marina dock bond (\$250.3k), and Beach Run sponsorship (\$3k). FY25 Incls transfers to Marina fund for 50% of improves to the T-dock on the ICW (\$83k), and Marina green space (\$50k). \$225k in FY27 for 50% of bulkhead recoating if necessary.
85		
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89		

DRAFT BUDGETED INCOME FY 24/25: City of Isle of Palms, Spring 2024										
Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	Cost to CVB	IOP Share Based on Community Inventory at 5.8%*	IOP Share Based on Full Service (Group) Inventory at 8.8%**	IOP Share Based on Luxury (Group) Room Inventory at 24%***	IOP Share Based on Islands Inventory at 29.9%****	100% IOP	Category Totals	\$964,259 *****
TERC Project Category 1 - Advertising										
Website - maintenance	IOP featured municipal page	IOP-specific coverage via https://www.charlestoncvb.com/areas-to-explore/isle-of-palms/	\$2,700					\$2,700		
Website - maintenance	Site presence: IOP on Beaches site	IOP-specific coverage via https://www.charlestoncvb.com/beaches/isle-of-palms/	\$2,700				\$807			
Website - maintenance	ExploreCharleston.com	Main site for regional promotion	\$48,000	\$2,784						
Website - Search Engine Optimization (SEO)	Adwords, IOP-specific, Beaches Site		\$60,000				\$17,940			
Website - SEO	Adwords, ExploreCharleston core visitor site		\$350,000	\$20,300						
Commercial - distribution	Sinclair Broadcasting	distribution of :30 sec commercial across the US (12 months x \$88,000 /month) new West Coast cities and Canada	\$1,056,000				\$315,744			
Advertising - digital & print campaign	Signature Travel	Digital and print advertiging with in the travel agent consortia that results in direct bookings for Isle of Palms hotels & resorts	\$59,000	\$3,422						
Advertising - digital campaign	Amadeaus GDS campaign	Digital travel agent booking platform that generates bookings for Isle of Palms hotels & resorts	\$150,000	\$8,700						
Advertising - digital campaign	The Knot	store front annual, wedding specific	\$14,420				\$4,312			
Advertising - digital campaign	VRBO	IOP specific ads pointing to vacation rentals	\$75,000					\$75,000		
Advertising - social media campaigns	Facebook & Instagram	paid promotion - 12 months	\$20,000					\$20,000		
Advertising - social media campaigns	TikTok	paid promotion - 12 months	\$20,000					\$20,000		
Advertising - social media campaigns	YouTube	paid promotion - 12 months	\$20,000					\$20,000		
Subtotal Marketing & Advertising			\$1,877,820	\$35,206	\$0	\$0	\$338,803	\$137,700	\$511,709	
Advertising - print	AAA World (DC, Maryland, Virginia & Delaware)	beaches feb 2025	#					#		
Advertising - print	Southern Bride (North Carolina)	full page placement in Summer/Fall and Winter/Spring	#	#						
Advertising - print	Discover SC	Annual state vacation guide - beach specific ad	#					#		
Advertising - print	Coastal Living	spreads in Fall issue	#				#			
Subtotal Negotiated Ad Buys: #Terms confidential between buyer/seller.			\$65,586	\$522	\$0	\$0	\$7,475	\$31,526	\$39,523	
Total Advertising			\$1,943,406	\$35,728	\$0	\$0	\$346,278	\$169,226	\$551,232	57.17%
TERC Project Category 3 - Marketing Support										
Market Research - Key Data	Key Data Research, specific to Islands / Beach communities	Historical and forward-looking projections on beach rental performance / key metrics (IOP, Folly, Kiawah)	\$40,296				\$12,049			
Market Research	Office of Tourism Analysis at College of Charleston - research; Datafy - visitor behavior; geolocation platform; TravelClick; Build Central; STR (formerly Smith Travel Research), CoStar	Research is at the core of everything we do in order to understand market-specific and global travel trends, determining the most effective ways to connect with travelers, and measure industry performance. As this is a regional effort, we have allocated the cost between funding communities.	\$682,961	\$39,612						
Research for IOP	IOP Thrives and Walkability Study	David McNair consulting + College of Charleston Office of Tourism Analysis	\$80,000					\$80,000		
Branding / Creative	IOP Branding Campaign	Working with an outside agency to create new brand for Isle of Palms	\$50,000					\$50,000		
Sponsorship	Spread the Joy	Annual Holiday Signage Campaign	\$21,932					\$21,932		
Sponsorship	WCIV / Channel 4, Know Before You Go Campaign	Helping public know traffic, parking and weather for the beaches	\$38,341				\$11,464			
Total Marketing Support			\$913,530	\$39,612	\$0	\$0	\$23,512	\$151,932	\$215,056	22.30%
TERC Project Category 4 - Group Sales Efforts and Tradeshows										
Sales - Luxury Tradeshows, most difficult to sell	American Society of Association Executives	Tradeshow: Cleveland, OH - August 2024; Ongoing events throughout the year	\$36,850				\$8,844			
Sales - Luxury Tradeshows, most difficult to sell	CONNECT Marketplace	Appointment show: Milwaukee, MN - August 2024	\$26,800				\$6,432			

DRAFT BUDGETED INCOME FY 24/25: City of Isle of Palms, Spring 2024										
Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	Cost to CVB	IOP Share Based on Community Inventory at 5.8%*	IOP Share Based on Full Service (Group) Inventory at 8.8%**	IOP Share Based on Luxury (Group) Room Inventory at 24%***	IOP Share Based on Islands Inventory at 29.9%****	100% IOP	Category Totals	\$964,259 *****
Sales - Luxury Tradeshows, most difficult to sell	Northstar Meetings	Appointment show: Destination Southeast, Point Clear, AL - August 2024; Destination East, Niagara Falls NY - October 2024; Independent Planner Education Conference TBD - January 2025	\$22,400			\$5,376				
Sales - Luxury Tradeshows, most difficult to sell	Financial & Insurance Conference Professionals	Membership only	\$1,000			\$240				
Sales - Luxury Tradeshows, most difficult to sell	HelmsBriscoe	Appointment show: TBD - May 2025; Preferred Partner Destination membership	\$25,300			\$6,072				
Sales - Luxury Tradeshows, most difficult to sell	IMEX America	Appointment & Tradeshow: Las Vegas, NV - October 2024	\$62,500			\$15,000				
Sales - Luxury Tradeshows, most difficult to sell	International Luxury Travel Market	Tradeshow: TBD - Dec 2024	\$43,888			\$10,533				
Sales - Luxury Tradeshows, most difficult to sell	Luxury Meetings Summit	Appointment show: Atlanta, GA - TBD	\$16,500			\$3,960				
Sales - Luxury Tradeshows, most difficult to sell	Luxury Travel Industry	Atlanta & New York (TBD) travel advisors	\$31,900			\$7,656				
Sales - Luxury Tradeshows, most difficult to sell	Meeting Professionals International: World Education Congress	Tradeshow: St. Louis, MO - June 2025	\$14,950			\$3,588				
Sales - Luxury Tradeshows, most difficult to sell	Professional Convention Mgmt Assoc.	Tradeshow: Houston, TX - January 2025	\$28,450			\$6,828				
Sales - Luxury Tradeshows, most difficult to sell	Signature Travel Network	Appointment show: Las Vegas, NV - November 2024 membership	\$21,500			\$5,160				
Sales - Luxury Tradeshows, most difficult to sell	Society of Incentive Travel Executives (SITE) Southeast Chapter	Annual Meeting: Greenville, SC - December 2024	\$6,550			\$1,572				
Sales - Luxury Tradeshows, most difficult to sell	Virtuoso	Tradeshow: Las Vegas, NV - August 2024	\$15,750			\$3,780				
Sales - Other Tradeshows	Association Executives of North Carolina	Tradeshow: Raleigh, NC - December 2024; Ongoing events throughout the year	\$7,475		\$658					
Sales - Other Tradeshows	Georgia Society of Association Executives	Annual Meeting: Gulf Shores, AL - May 2024; Ongoing events throughout the year	\$24,600		\$2,165					
Sales - Other Tradeshows	Holiday Showcase Association Forum	Tradeshow: Chicago, IL - December 2024	\$9,200		\$810					
Sales - Other Tradeshows	South Carolina Society of Association Executives	Tradeshow: Columbia, SC - January 2024; Ongoing events throughout the year	\$14,900		\$1,311					
Sales - Other Tradeshows	Tennessee Society of Association Executives	Tradeshow: Nashville, TN - December 2024	\$5,050		\$444					
Sales - Other Tradeshows	Virginia Society of Association Executives	Tradeshow: Richmond, VA - October 2024	\$9,200		\$810					
Sales - Other Tradeshows	Travel South International	Tradeshow: Memphis, TN - November 2024	\$12,300		\$1,082					
Sales - Other Tradeshows	Meeting Professionals International: Carolinas	Tradeshow: TBD - 2024	\$5,175		\$455					
Sales - Other Tradeshows	Meeting Professionals International: Tennessee	Tradeshow: TBD - 2024	\$3,250		\$286					
Sales - Other Tradeshows	Destination Celebration		\$12,800		\$1,126					
Sales - Other Tradeshows	IPW International Showcase	Tradeshow: Los Angeles, CA - May 2024	\$11,500		\$1,012					
Sales - Other Tradeshows	Regional Bridal Shows	Various locations 24/25	\$18,600		\$1,637					
Sales - Client Event	Travel Agent Client Event	Client event: TBD	\$11,200		\$986					
Total Group Sales			\$499,588	\$0	\$12,782	\$85,041	\$0	\$0	\$97,823	10.14%
TERC Project Category 5 - Media Efforts										
Media Staffing (IOP Shared)			\$32,600					\$32,600		
Media Initiatives to bring positive (earned, unpaid) exposure to the area		Media efforts are generally regional in nature, so we have allocated the cost between funding communities	\$1,128,331	\$65,443						
Total Media Efforts			\$1,160,931	\$65,443	\$0	\$0	\$0	\$32,600	\$98,043	10.17%
TERC Project Category 6 - Visitor Services (Centers, Call / Chat Centers)										

DRAFT BUDGETED INCOME FY 24/25: City of Isle of Palms, Spring 2024										
Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	Cost to CVB	IOP Share Based on Community Inventory at 5.8%*	IOP Share Based on Full Service (Group) Inventory at 8.8%**	IOP Share Based on Luxury (Group) Room Inventory at 24%***	IOP Share Based on Islands Inventory at 29.9%****	100% IOP	Category Totals	\$964,259 *****
<i>Information sourced through four area visitors centers and our call / chat center</i>		Visitor Services benefit the region and encourage travelers to visit various parts of the area. Therefore, we have allocated the cost between funding communities.	\$2,166,114	\$125,635						
Total Visitor Services			\$2,166,114	\$125,635	\$0	\$0	\$0	\$0	\$125,635	13.03%
				\$266,418	\$12,782	\$85,041	\$369,790	\$353,758	\$1,087,789	112.81%
				27.63%	1.33%	8.82%	38.35%	36.69%	112.81%	
<p><i>*Based on share of room inventory in community: 1,055 STR units+424 hotel rooms=1,479 IOP total lodging inventory / 25,380 community. IOP has 5.8% of all lodging inventory in our community.</i></p> <p><i>**Based on share of area's full-service hotel room inventory: 424 IOP / 4800 area wide. IOP has 8.8% of full-service lodging inventory in our community.</i></p> <p><i>***Based on share of room inventory in luxury meeting properties: 424 IOP / 1765 area wide. IOP has 24% of luxury meeting lodging inventory in our community.</i></p> <p><i>****Based on share of room inventory in island/beach communities:1,055 STR units+424 hotel rooms=1,479 IOP total lodging inventory / 4,950 islands. IOP has 29.9% of area island/beach inventory.</i></p> <p><i>*****IOP's estimated atax contributions of \$964,259 / anticipated atax revenue from all governments \$11,503,802 = 8% of atax</i></p>										

EXPLORE CHARLESTON Report for Isle of Palms and TERC FY 22/23

Atax REVENUE FY 22/23

Note: CVB audit requires that atax is booked upon receipt

	<u>IOP ACTUAL</u> <u>Atax to Explore Chas</u> <u>FY 22/23</u>
Apr, May, Jun 2022, check issue 8.19.22	\$409,039.99
Jul, Aug, Sept 2022, check issue 11.2.22	\$439,504.64
Oct, Nov, Dec 2022, check issue 3.14.23	\$166,375.11
Jan, Feb, Mar 2023, check issue 6.1.23	<u>\$83,982.02</u>
Total IOP state atax budgeted FY 22/23 actually posted FY 22/23	\$1,098,901.76

Atax EXPENSE FY 22/23

<u>Expenditure Type</u>	<u>EXPENSE SPECIFIC TO ISLE of PALMS</u>	<u>Benefit to IOP</u>	<u>ACTUAL: IOP Share Based on Community Inventory at 5.5%*</u>	<u>ACTUAL: IOP Share Based on Full Service (Group) Inventory at 8%**</u>	<u>ACTUAL: IOP Share Based on Luxury (Group) Room Inventory at 24%***</u>	<u>ACTUAL: IOP Share Based on Islands Inventory at 34.23%****</u>	<u>ACTUAL: 100% IOP</u>	<u>Total</u>
Website - development	IOP Specific site	adding non-member information					\$22,796	
Website - enhancement	Site presence: IOP on Beaches site	https://www.charlestoncvb.com/beaches/isle-of-palms/					\$12,800	
Website - Search Engine Optimization (SEO)	Adwords, IOP-specific, Beaches Site					\$15,116	\$147,541	
Website - SEO	Adwords, ExploreCharleston core visitor site		\$25,113					
Commercial - production	Vive Media	creation of :30 sec commerical for television; :30 sec for social media platforms					\$10,500	
Commercial - distribution	Sinclair Broadcasting	distribution of :30 sec commercial in Southeast and Northeast (6 months x \$20,000/month)				\$90,418		
Advertising - Photography & Videography	Sully Sullivan Photography & Jonathan Boncek Media						\$11,485	
Advertising - Holiday asset	JOY sign	contributes to holiday atmosphere; tied in to Christmas digital campaign					\$16,000	
Advertising - digital campaign	The Knot	store front annual, wedding specific				\$0		
Advertising - digital campaign	VRBO	lifting of short-term rentals, per atax committee					\$44,999	
Advertising - digital campaign	Beach Reach summer campaign	promotion of shuttle between Mount Pleasant and Isle of Palms					\$1,584	
Advertising - social media campaigns	Facebook and Instagram	paid promotion - 12 months				\$9,440	\$157,821	
Advertising - social media campaigns	TikTok	paid promotion - 12 months					\$25,985	
Advertising - social media campaigns	YouTube	paid promotion - 12 months						
Subtotal Marketing & Advertising			\$0	\$0	\$0	\$114,974	\$451,511	\$566,485
Advertising - print	AAA Living (Georgia, Tennessee, North & South Carolina)	two placements of full page + full page advertorial				#	\$0	
Advertising - print	AAA World (DC, Maryland, Virginia & Delaware)	two placements of two page spread				#	\$0	
Advertising - print	AAA Ohio	full page					\$0	
Advertising - print	Southern Bride (North Carolina)	full page placement in Summer/Fall and Winter/Spring				#	\$0	
Advertising - print	Discover SC	Annual state vacation guide - full page vrtc and 1/4 page beach				#	\$0	
Advertising - print	Coastal Living	spreads in Fall and Winter issues				#		

Advertising - print	Southern Living	Spread Aug issue				#		
Advertising - print	Food & Wine	spread june 2023				#		
Advertising - print	Midwest Living	spreads in Fall and Winter issues				#		
Advertising - print	The New Yorker	spread nov				#		
Advertising - print	Travel + Leisure	gatefold \$224,100						
Advertising - print	Conde Nast Traveler	Nov gatefold				#		
Subtotal Negotiated Ad Buys: Terms confidential between buyer/seller. #Placements total \$264,699.			\$0	\$0	\$0	\$312,489	\$0	\$312,489
TOTAL ADVERTISING (print, digital, broadcast, social, etc.)								\$878,974
Group Sales								
Sales - Luxury Tradeshows, most difficult to sell	American Society of Association Executives	Tradeshow: Washington, DC - August 2022; Ongoing events throughout the year						\$4,345
Sales - Luxury Tradeshows, most difficult to sell	CONNECT Marketplace	Appointment show: Detroit, MI - August 2022						\$3,291
Sales - Luxury Tradeshows, most difficult to sell	CONNECT DC Marketplace	Appointment show: Washington, DC - Nov 2022						
Sales - Luxury Tradeshows, most difficult to sell	Destination Southeast/Northstar	Appointment show: Daytona Beach, FL - Sept. 2022						\$1,997
Sales - Luxury Tradeshows, most difficult to sell	Destination East/Northstar	Appointment show: Albany, NY. Oct 2022						
Sales - Luxury Tradeshows, most difficult to sell	Independent Planners Education Conf/Northstar	Appointment show: Memphis, TN Jan 2023						
Sales - Luxury Tradeshows, most difficult to sell	Financial & Insurance Conference Professionals	Membership only						\$209
Sales - Luxury Tradeshows, most difficult to sell	HelmsBriscoe	Appointment show: TBD - May 2023; Preferred Partner Destination membership						\$2,277
Sales - Luxury Tradeshows, most difficult to sell	IMEX America	Appointment & Tradeshow: Las Vegas, NV - November 2022						\$7,910
Sales - Luxury Tradeshows, most difficult to sell	Luxury Meetings Summit	Appointment show: TBD - Feb. 2023						\$1,281
Sales - Luxury Tradeshows, most difficult to sell	Luxury Travel Industry	Atlanta (Feb 2023) & New York (April 2023) travel advisors						\$2,210
Sales - Luxury Tradeshows, most difficult to sell	Meeting Professionals International	Tradeshow: TBD - June 2023						\$1,451
Sales - Luxury Tradeshows, most difficult to sell	Professional Convention Mgmt Assoc.	Tradeshow: Columbus, OH - January 2023						\$5,688
Sales - Luxury Tradeshows, most difficult to sell	Professional Convention Mgmt Assoc.	Destination Showcase: March 2023						
Sales - Luxury Tradeshows, most difficult to sell	Signature Travel Network	Appointment show: Las Vegas, NV - November 2022; membership						\$2,895
Sales - Luxury Tradeshows, most difficult to sell	Society of Incentive Travel Executives	Annual Meeting: TBD - December 2022						\$109
Sales - Luxury Tradeshows, most difficult to sell	Virtuoso	Tradeshow: Las Vegas, NV - August 2022						\$4,180
Sales - Other Tradeshows	Association Executives of North Carolina Council of Engineering and Scientific Society Executives	Tradeshow: Raleigh, NC - December 2022; Ongoing events throughout the year						\$301
Sales - Other Tradeshows	Georgia Society of Association Executives	Tradeshow: Richmond, VA; Ongoing events throughout the year						\$0
Sales - Other Tradeshows	GovTravels	Annual Meeting: TBD, GA - May 2023; Ongoing events throughout the year						\$5,921
Sales - Other Tradeshows	Holiday Showcase Association Forum	Tradeshow: Washington, DC - March 2023						\$0
Sales - Other Tradeshows	Meeting Professionals International	Tradeshow: Chicago, IL - December 2022						\$564
Sales - Other Tradeshows	South Carolina Society of Association Executives	Tradeshow: TBD - June 2023						\$0
Sales - Other Tradeshows	Tennessee Society of Association Executives	Tradeshow: Columbia, SC - January 2023; Ongoing events throughout the year						\$695
Sales - Other Tradeshows	Tennessee Society of Association Executives	Tradeshow: Knoxville, TN - December 2022						\$238

Sales - Other Tradeshows	Travel South International	Tradeshow: Louisville, KY - November 2022	\$362					
Sales - Other Tradeshows	Virginia Society of Association Executives	Tradeshow: Richmond, VA - October 2022	\$280					
TOTAL GROUP SALES			\$0	\$8,362	\$37,842	\$0	\$0	\$46,204

Market Research, Destination Services and Promotion

Market Research - Key Data	Key Data Research, specific to islands / beaches	Historical and forward-looking projections on beach rental performance / key metrics (IOP, Folly, Kiawah)						\$11,106
Market Research	Office of Tourism Analysis research; Datafy - phone app tracking	Allocated between funding communities						\$29,177
Visitor & Destination Services		<ul style="list-style-type: none"> - Marketing strategy - Campaign and creative development / graphics design and branding - Advertising negotiation and placement - Creative writing - Creation and distribution of collateral - Collateral mailing and fulfillment to inquiry response - Social media strategy, implementation and monitoring - Media development - cultivating relationships with and hosting travel writers - Group sales strategy, relationship cultivation with meeting planners, tradeshow attendance and follow up - Visitor Services / visit planning - Call center, 800 lines and online inquiry response about travel to area 						\$371,025
Other Regional Destination Promotion		<ul style="list-style-type: none"> - Community exposure through digital, broadcast, print, electronic and social media platforms. - ExploreCharleston.com and MeetCharleston.com website hosting and development, including micro sites such as charlestonweddingguide.com - Simpleview CRM platform for membership development and website integration - Luxury Travel Advisor consortium memberships and business development (e.g. Virtuoso, Signature Travel) - Travel advisor certification program - National advertising for OTT campaigns including production and placement; print and digital advertising programs with industry-leading publications; Regional communication campaigns - Partnerships with Society of American Travel Writers, British Guild of Travel Writers, Public Relations Society of America, US Travel Association, etc. to generate earned media. - Advertorial opportunities with publications such as D Weddings, Hearst and Worth - Media pitches, itinerary creation and hosting support for travel writers - Non-sponsored social media content creation to support promotional campaigns and reach a diverse audience: (Explore Charleston has garnered over 500K global followers and consistently outperforms industry averages for audience engagement) - Charleston Area Sports Commission business development initiatives - Special events and activations (e.g. PGA Championship, Illumination Charleston, Credit One Open, Gather) 						
TOTAL MARKET RESEARCH, VISITOR & DESTINATION SERVICES (OTHER)			\$400,202	\$0	\$0	\$11,106	\$0	\$411,308

TOTAL **\$1,336,486**

*Based on share of room inventory in community: 1004 STR units+424 hotel rooms=1,428 IOP total lodging inventory / 25,872 community. IOP has 5.5% of all lodging inventory in our community.

**Based on share of area's full-service hotel room inventory: 424 IOP / 4800 area wide. IOP has 8% of full-service lodging inventory in our community.

***Based on share of room inventory in luxury meeting properties: 424 IOP / 1765 area wide. IOP has 24% of luxury meeting lodging inventory in our community.

****Based on share of room inventory in island/beach communities:1004 STR units+424 hotel rooms=1,428 IOP total lodging inventory / 4172 islands. IOP has 34.23% of area island/beach inventory.