

2023 Accommodations Tax Funds Request Application

Organization Name: David M. Carmines Memorial Foundation

Project/Event Name: Hilton Head Island Seafood Fest

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

FUTURE PROOFING HILTON HEAD ISLAND'S HOSPITALITY INDUSTRY BY BEING THE DRIVER OF CHANGE

What started as a grassroots fundraiser over sixteen years ago, has now become the southeast's model for food-specific events. With more than a thousand food and wine festivals held annually in the United States alone, our mission has evolved from awareness, to heads in beds, to improving the experience economy on our Island.

The David M. Carmines Memorial Foundation hosts a week-long schedule of events that has redefined luxury for foodies, allowed for technological immersion, social demography changes and provided the framework for improvements to our quality of life within the food and beverage industry. 2022 saw our millionth dollar donated to local charities here on Hilton Head Island and because of that we are exceptionally motivated.

Our drive for affluence and exclusivity means guest retention is exceptionally high. Investment into our community has also come about with partnerships in real estate, community members, new restaurant businesses, job market opportunities for students along with food and beverage brands investing in our restaurants.

The Seafood Festival is known for attaching wildlife to all of our events along with undertaking educational initiatives in order to share the history and culture of our local cuisines. We feel that our event aids in increasing the demand for regional food

and beverages, creating social and cultural awareness and intensifying the connection between people and food, thereby generating a loyalty to our Island that is unlike anything else.

One of the key factors in our positive outlook for 2023 is the significant growth in new residents and new markets of travelers to the Beaufort County area. Through our research we know that our guests prefer private, serene, exotic venues and they use these ideas when deciding when and where to get away from their hectic lives. In addition to our marquee events, this year's schedule of events will gain authentic experiences within the walls of local restaurants. Creating an ease of travel planning with extensive accommodation packages and the addition of national sponsors and visiting talent will contribute to not only the continued growth of the event but also the quality.

Various technological advancements such as cloud computing (digital wristbands) and social listening to monitor the preferences of our guests through social media will guide digital and traditional media buys for us.

In 2015 with less than a dozen participating restaurants and just three events, the festival sold approximately 400 tickets. In 2023 our festival will feature 18 celebrity guest chefs, 38 tastemakers and mixologists, 23 restaurants and 24 local artisans with thousands in attendance. Keeping in mind the uncertainties of the U.S. Economy combined with staffing issues, increasing food prices and supply chain shortages, we know that 2023 will present a multitude of challenges. These are continuously tracked and evaluated through our sponsors and hospitality partners. Our industry thrives in the chaos and we know these types of challenges may never cease to exist. Nevertheless we look forward to bringing you our best event yet hope you will consider us to be a permanent institution and valued tradition by residents.

2023 Accommodations Tax Funds Request Application

Date Received: 09/02/2022	Time Received: 12:43 PM	By: Online Submittal
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Applications will not be accepted if submitted after 4 pm on September 2, 2022

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: David M. Carmines Memorial Foundation

Project/Event Name: Hilton Head Island Seafood Fest

Contact Name: Kelly Smith Title: Festival Director

Address: PO Box 22519, Hilton Head Island, SC 29926

Email Address:

kelly@adfishgroup.com

Contact Phone: 843-683-8386

Event Date: February 20-26, 2023

Event Location: Various locations on
Hilton Head Island

Total Budget: \$659,400.00

Grant Requested: \$181,000.00

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

Our funding will be used to market the festival's events and all inclusive accommodations packages within the regional drive markets. A small portion will also go towards our operational budget that allow for travel, event logistics and operational needs. Each year we earmark our ATAX funds to create an exceptional week-long event that provides high-quality culinary, wildlife and area business experiences throughout the Island. Each and every event is designed to provide maximum local economic

impact. The Hilton Head Island Seafood Festival is promoted through editorial coverage, extensive digital campaigns, social media content, niche print publications, immersive video content and exclusive partner marketing platforms.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

Over the last 15 years the Hilton Head Island Seafood Festival has served just over 140,000 patrons with 72% being visitors. We continue to increase in the number of visitors through our accommodations partners. The Omni Oceanfront Resort and The Palmetto Dunes Resort provide a wide range of accommodations options for our guests. We are currently in discussions to expand our hotel offerings as well as providing resort stays that provide longer stays (4+ nights). Last year we also saw an increase in prospective stays by our real estate partner Dunes Real Estate as well as familiarization trips (FAM) by area resorts. In 2022 The Hilton Head Island Seafood Festival provided 272 room nights in our host hotel, accommodations partner's home and villa rentals and select service hotels located on Hilton Head Island.

A. Total Number of Physical Tourists Served: 7092

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: 1182

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 1576

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): Approx. 9,850

How was the Number of Visitors/Tourists Documented? (250 words or less)

Saffire Ticketing Agency, Blast Pass Data from Digital Wristbands and On-Site USCB Survey During the Saturday Seafood Festival ONLY. NEW IN 2023, Blast Pass Data was shared with our resort sponsor (Shelter Cove Marina/The Palmetto Dunes Resort) for remarketing to these prospective guests for future visits to the Island. Just 21% of our visitors to the festival stayed two (2) days or less in 2022. 24% of our visitors stayed 4 or 5 nights. Our goal in 2023 is to bring that to 35%.

B. DESCRIPTION OF OPERATIONS:

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

2023 will be our 16th year of the festival. Our organization will be hosting three 2022 James Beard Winning Chefs, celebrity chefs, tastemakers, exhibitors, artisans and wildlife experts. Events are held from Monday, February 20, 2023 through Sunday, February 26, 2023. Events range from intimate master classes, to water experiences and all inclusive culinary experiences. NEW IN 2023, we will be hosting six to ten pop-up events at local restaurants. Each restaurant will host a guest chef in collaboration with the restaurant's chef.

In 2022 we made the decision to move our Saturday Seafood Festival (Main Event) from Honey Horn to Shelter Cove Harbor & Marina. This change of venue created additional partnerships with charter captains, new restaurant and retail partners, more opportunity for shared rides (shuttle arrivals) and use of pathways (bicycling) as well as a nautical atmosphere that we feel elevated the days events. We continue to believe that food tourism is all about a shared experience, meeting like-minded foodies or breaking bread with

locals in a wildlife-like setting that showcases Hilton Head Island at its best.

Over the last 15 years, The David M. Carmines Foundation has consistently given back to the community. In 2022 we donated our one millionth dollar to local charities and had a record number of businesses collaborating with us with a fourth of those being outdoor and/or wildlife related.

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

Digital Advertising and Promotion - \$109,750

- National Efforts and Media Buys
 - Hoffman Media Print and Digital Advertising (\$20,000)
 - Hoffman Media Digital Partners 10+ Digital Platforms (\$10,000)
 - Social Media, Digital Ads and Remarketing (\$12,500)
 - Website and Digital Wristband Technology for Research and Remarketing (\$11,250 or 50% of Cost)
 - Charlotte Magazine Print + Digital (\$3,000)
 - Modern Luxury (\$5,000)
 - Atlanta Magazine Print + Digital (\$5,000)
 - Marketing Creative and Public Relations Development (\$43,00) *2023 in place of AdFish Agency Fees from previous years.

Festival Operations - \$71,250

- Celebrity Guest Chef Travel (\$11,600)
- USCB Survey (\$750)
- RANCO Event Rentals (\$40,000)
- Food Costs (\$18,900)

Total 2023 Request for Destination Advertising/Promotion and Tourism-Related Events \$181,000

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? (100 words or less)

We are fully committed to curating funding from every source available to us. Private funding from our local and national sponsors is essential for our Festival to succeed. Approximately 65% of our total income each year is provided in private funding (sponsorships and donations) to the event. The impact of no or partial funding from the Town of Hilton Head Island would severely decrease the reach of our marketing campaigns during a time in which digital advertising has become more paramount and more expensive than ever. Partial funding will also impeded in our ability to execute an event with reduced physical contact between guests, participating exhibitors, sponsors and volunteers.

4. What is expected economic impact and benefit to the Island's tourism? (100 words or less)

Over the last 16 years the Hilton Head Island Seafood Festival has served just over 140,000 patrons with 72% or more being visitors in 2022. Over seven days in February, the festival hosted over 9,00 attendees. We expect to continue the increase in the number of visitors and day trippers in partnership with our accommodations and real estate partners. **Our 15th Anniversary marked the foundation's goal of reaching one million dollars raised and granted by to the Hilton Head Island Community. 2023 will also see a ten new events that will be held within our restaurant community, allowing these businesses to showcase their talent, promotion their brand and garner new business.**

5. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, **please classify your current grant request into the following authorized categories:**

1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i>	60 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	20 %
3 - Tourism-Related Facilities <i>Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.</i>	0 %
4 - Tourism-Related Public Services <i>The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i>	20 %
5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i>	0 %
6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i>	0 %
7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i>	0 %
Total:	100 %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

In 2022 the festival made a change in venue for our Saturday Seafood Festival Main Event. Our move from the Coastal Discovery Museum to the Island's iconic Shelter Cove Harbor & Marina had not only a visual impact but a large economic impact. Where once guests

could only explore a select number of offerings, we were now able to expand their day with local boat charters, shop before and after the event and dine out at harbor restaurants that would normally still be closed for the Winter during that time. National retailers alongside local artists had milestone sales, restaurants increased revenue and the guest experience was elevated not only by the atmosphere but by quality of the talent and tastes that were showcased. Additionally there will be plenty of NEW in 2023 including:

- Youth Discovery Tours in Partnership with The Island Rec Center
- Record number of 2022 James Beard Award Winning Chefs in attendance
- Expanded footprint to our new Saturday Seafood Festival in Shelter Cove Harbor & Marina
- Celebrity Chefs (Top Chef, Food Network and Michelin Star Chefs) Pop-Ups held at local restaurants to be held at the following locations: Holy Tequila, CharBar, Alexander's Restaurant, Odd Birds, HH Prime, XO Lounge, Michael Anthony's, Ela's On The Water, Scott's Seafood and more.
- Expanded wildlife experiences with additional charters, oyster farm tours and outdoor master classes featuring sustainable seafood, local farmers and master sommeliers
- New partnerships with farmers and producers
- Expanded travel packages and offerings for return guests
- Luxury Home Tours within a private Hilton Head Island community

Our Festival will partner with The Town of Hilton Head Island, Island Recreation Center, area restaurants and bars, fisherman/watermen, The Omni Hilton Head Island Oceanfront Resort, Palmetto Dunes Oceanfront Resort, Dunes Real Estate, Sysco, Cheney Brothers, James Beard Foundation, Certified SC Grown, Hoffman Media, Savannah/Hil

7. Additional comments. (250 words or less)

The Hilton Head Island Seafood Festival continues a technology redesign each year with immersive photography and video, schedule of events, travel/accommodations resources, talent profiles and vendor registrations. Travel packages including tickets and marquee event ticketing will be launched October 1, 2022.

We know that continued Accommodations Tax partnership in funding will continue foster an increase in overnight stays in February. In 2022, we were able to bring record sales to several flagship stores and restaurants in Shelter Cove Harbor and Marina which otherwise would not have occurred. Our partnerships with local captains and charters also provided additional sales which has caused these businesses to return to the island a month earlier than they normally would. We look forward to showcasing this year's schedule, talent and brands that will no doubt continue to raise awareness of our event and allow for us to remain as one of the top events in the Southeast. Thank you for your consideration, feedback and confidence in our organization!

C. FUNDING:

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

- Individual Donors: Varying Amounts
- Event Sponsors: Varying Organizations and Amounts
- Event Vendors (Culinary and Retail)
- Event Ticket Sales
- Food/Beverage Sales

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

<u>20</u>	Government Sources	<u>10</u>	Private Contributions, Donations and Grants
	Corporate Support, Sponsors		Membership, Dues, Subscriptions
<u>30</u>			
	Ticket Sales, or Sales and Services		Other
<u>40</u>			

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes No

If so, please list top 3 sources and amounts.

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: January 2022 End Month: December 2022

Financial Statement Requirements:

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

Budget Years Provided:

2022-23

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

organization.

Profit and Loss Years Provided:

2020 Profit and Loss

2022

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

Balance Sheet Years Provided:

2022

4. The previous two years and current year **IRS Form 990 or 990T**.

IRS Form 990 or 990T Years Provided:

DMC IRS Determination

W9 DMC

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

Follow Town procurement guidelines

Utilize and follow organization's own procurement guidelines

Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2021 or 2022 HHI ATAX funds

1. List any ATAX award amounts received in 2021 and/or 2022.

2019	\$100,000.00	Hilton Head Island Seafood Festival
2020	\$115,000.00	Hilton Head Island Seafood Festival
2021	\$19,000.00	HHI Seafood Festival

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

Please see Measuring Effectiveness Document and 2022 Partner Presentation.

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

The percentage of travelers to our events was 72% in 2022. Additionally, the festival also generated over 250 room nights during the month of February from visitors in our partner accommodations alone. Our exhibitors showcasing their restaurants and products during the Saturday event also reported record revenue.

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

USCB On-Site Survey during the Saturday Seafood Festival and

Saffire Online Ticket Sales Data Reporting, Blast Pass Digital Wristband Technology, Yearly Profit + Loss statements and feedback from the guest experience.

Signature: Kelly Smith

Title/Position: Festival Director

Mailing Address: PO Box 22519, Hilton Head Island , SC 29925

Email Address: Hhiseafoodfestival@gmail.com

Office Phone Number: 843-683-8386

Home Phone Number: 843-683-8386

ATAX EFFECTIVENESS MEASUREMENT

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

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
Hoffman Media	Digital Campaigns throughout the months of November, December, January and	\$ 5,000.00	\$ 5,000.00	Advertising Placements on the channels dedicated to Southern Lady Magazine, Cast Iron Magazine, Southern Home and Taste of the South Magazine Editorial placements in Sponsored E-Newsletter, Facebook, Instagram, Pinterest, Influencer Network Program and Reader Sweepstakes Custom content through all platforms reached 865,000 dedicated followers on Instagram alone. <i>*Content included editor’s notes on her upcoming visit, video content, promotion of Hoffman Talent attending and accommodations packages. This year we saw the most reservations as a result of this campaign with guests traveling from as far west as South Dakota and Alabama.</i>
Total		\$ 5,000.00	\$ 5,000.00	
Meta Business	November through February Social Media Campaigns through Facebook and	\$ 6,200.00	\$ 8,293.72	80,895 Conversions to the Festival’s website/Reach of 586,737/Total Impressions 1,920,042 Using Remarket technology from both our previous year and digital partners we were able to keep our cost per link click to \$0.0615
Total		\$ 6,200.00	\$ 8,293.72	
Blast Pass	Consumer Digital Wristbands using RFID Technology	\$ 8,400.00	\$ 8,400.00	Reporting in real-time for approx. 2,000 guests in 2022. All data from these cashless transactions is uploaded to a cloud server with central admin reports. Reports include guest demographical information, contact information, sales, customer spend, gate monitoring and more. <i>*This was a public + private cooperative as 50% was supported by the Town and 50% was supported by Palmetto Dunes Oceanfront Resort. This allowed for both the festival and the resort to remarket to our guests and keep them engaged for future visits and events.</i>
Total		\$ 19,600.00	\$ 21,693.72	

MINUTES

DMC Foundation
Hilton Head Island Seafood Fest
PO Box 22519, HHI, SC 29925
(843) 681-2772

Meeting of the Board of Directors of the Hilton Head Island Seafood Fest

July 28, 2022
1 Hudson Road, Hilton Head Island, SC 29926

Meeting was called to order at 9 a.m. Andrew Carmines, President; Gloria Carmines, Secretary; Clayton Rollison, Chairman; and Board of Directors, Kathy Porter, Erin Carmines, Etta Delmar, Ray Deal and April Edison were present.

1. Discussion on invited talent for 2023
2. Discussion of sponsorships for 2023
3. Financial statements for 2022 event were reviewed and approved as submitted.
4. Proposed schedule of events and budget for 2023 event was reviewed and approved.
5. The ATAX Application for 2022-23 was discussed and the following resolve was approved unanimously:

“The foundation proposes to hold the 16th Annual Hilton Head Island Seafood Festival February 20-26, 2023, be it resolved that the foundation commits all their resources to ensure the successful production of this event.”

There being no further business, the meeting was adjourned at 10:14 a.m., July 28, 2022.
Next Meeting to be held Monday, August 8, 2022.

Brian J. Carmines
President

2022

Hilton Head Island Seafood Festival



 CENTER FOR EVENT MANAGEMENT
AND HOSPITALITY TRAINING

 **USCB**
CENTER FOR EVENT MANAGEMENT
AND HOSPITALITY TRAINING



RESEARCH METHODOLOGY

- Attendees completed a 33-question online survey
- QR Code directed respondents to survey
- Tote bag incentive provided to completers
- iPads made available to respondents without mobile devices

RESPONSES



358

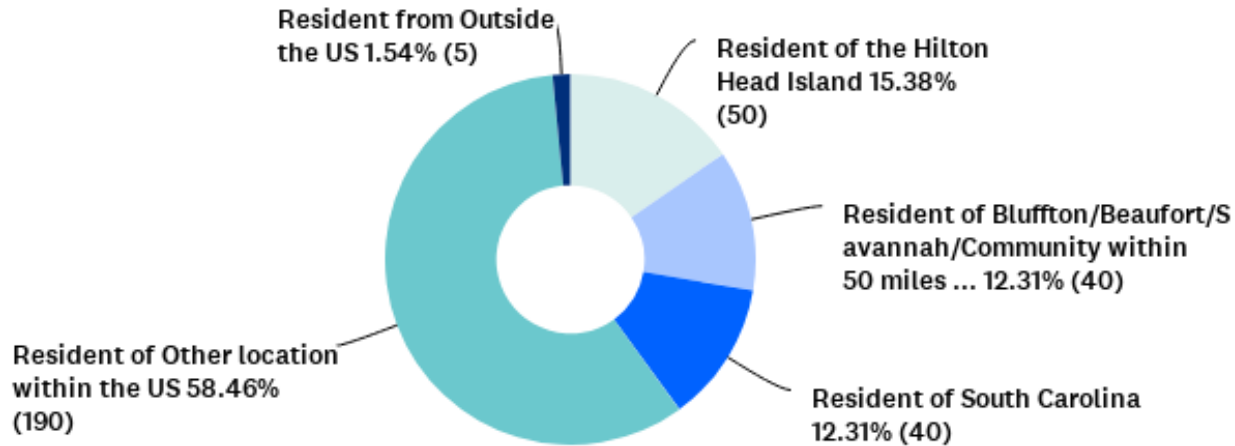




Origin Breakdown

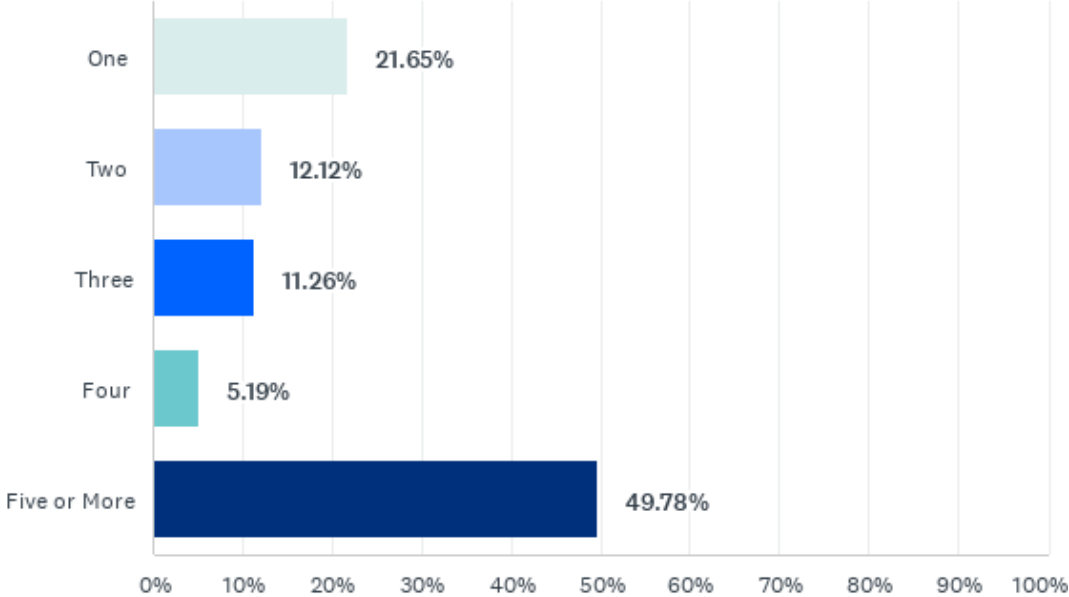
Where is your primary residence?

Answered: 325 Skipped: 33



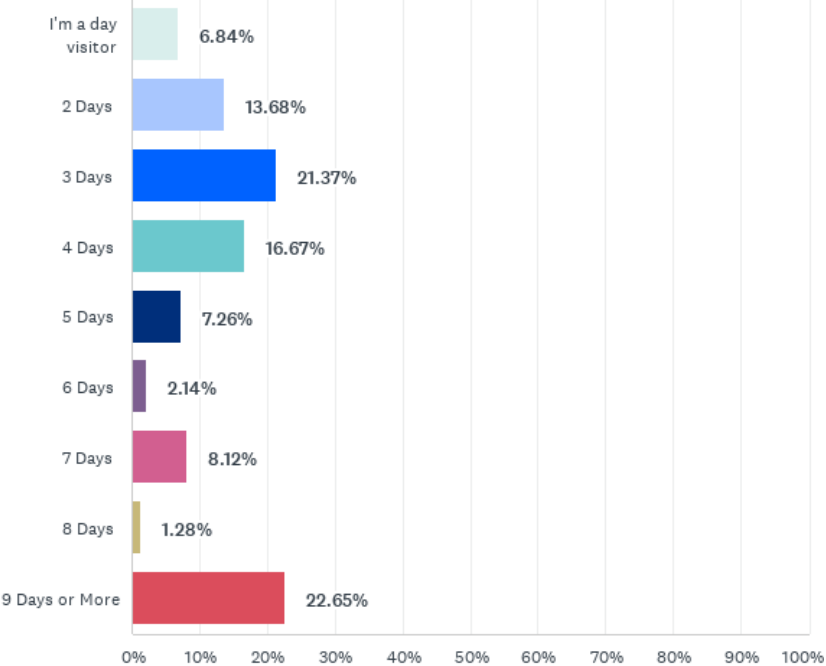
Including this visit, HOW MANY trips have you taken to Hilton Head Island?

Answered: 231 Skipped: 127



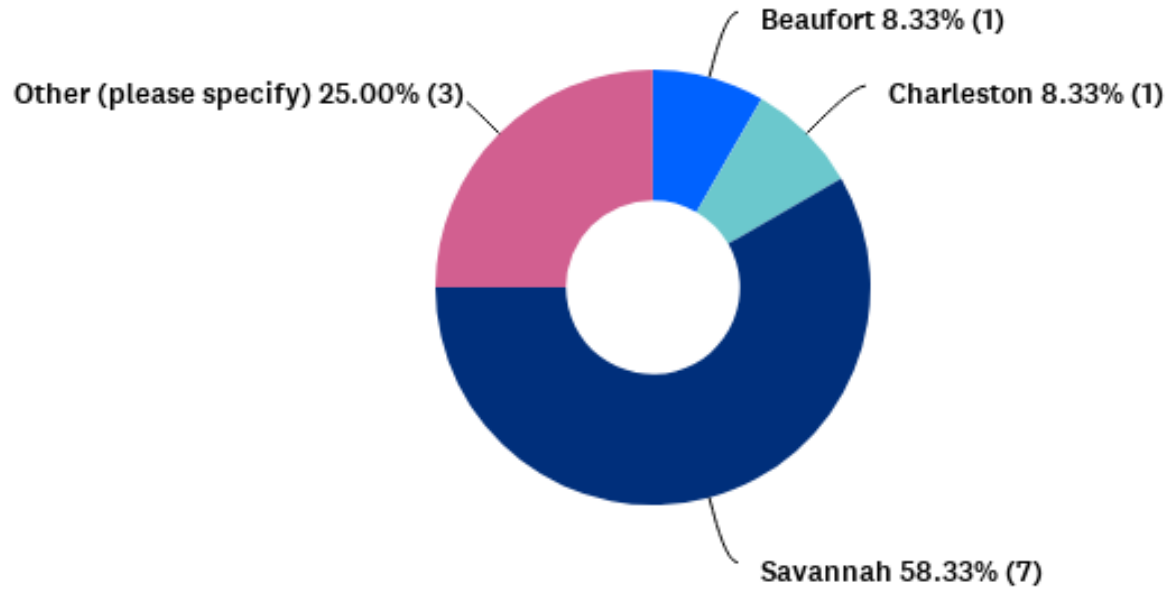
How many days to you intend to stay in Hilton Head?

Answered: 234 Skipped: 124



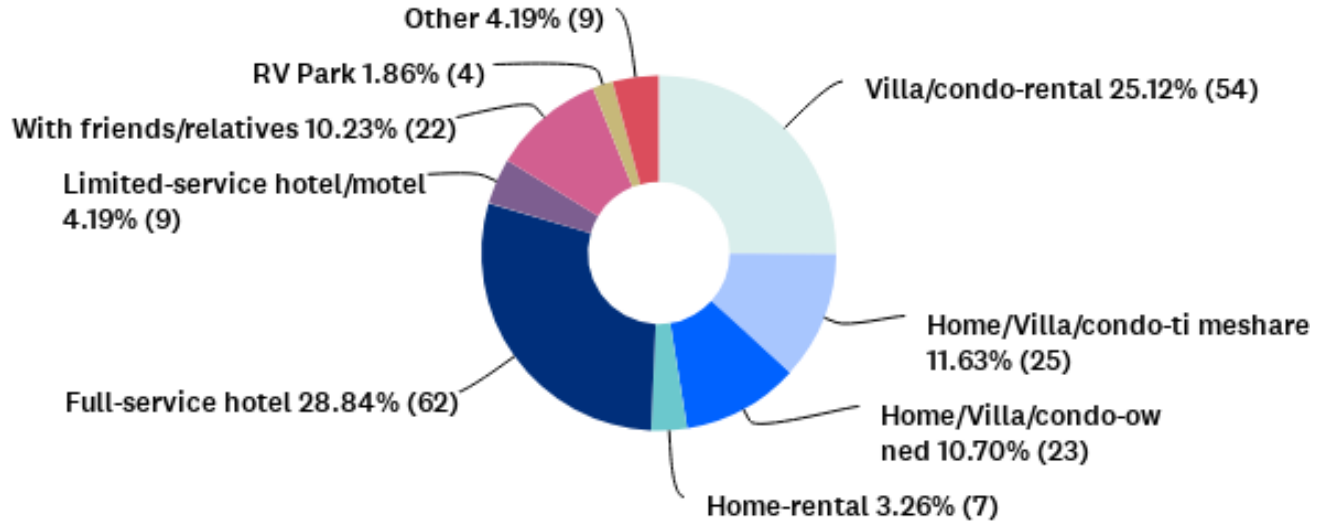
Where are you staying overnight on this trip?

Answered: 12 Skipped: 346



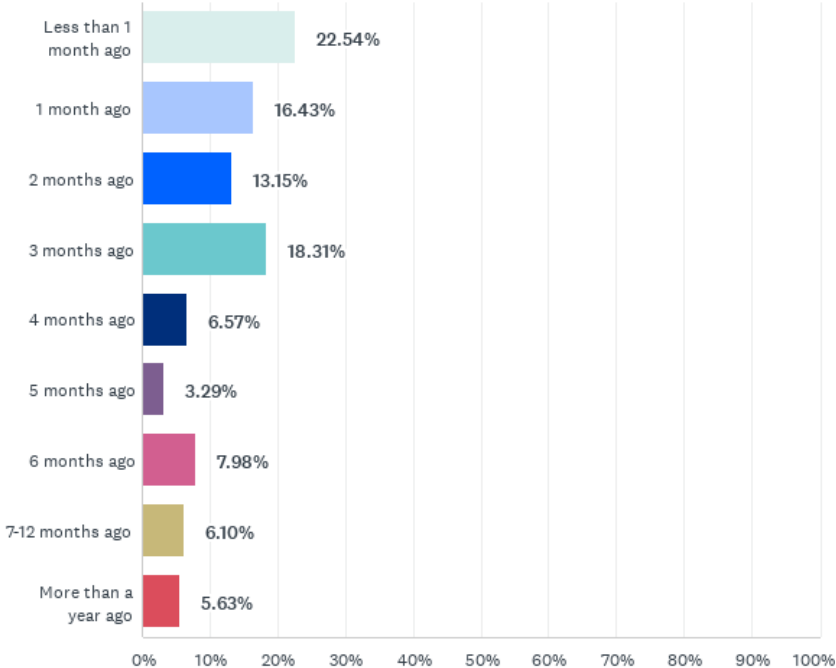
What type of accommodations will you be using while visiting Hilton Head Island?

Answered: 215 Skipped: 143



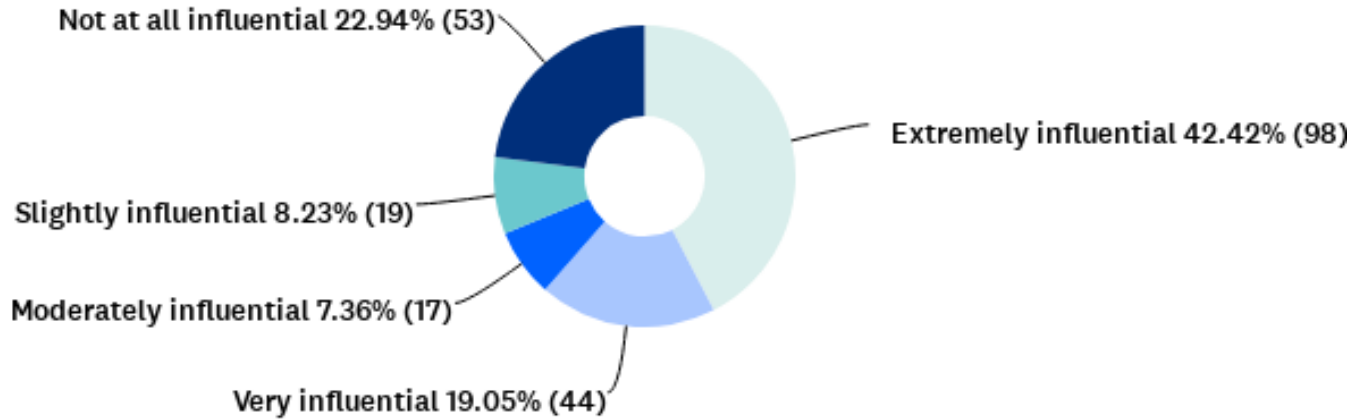
How many months in advance did you book this trip?

Answered: 213 Skipped: 145



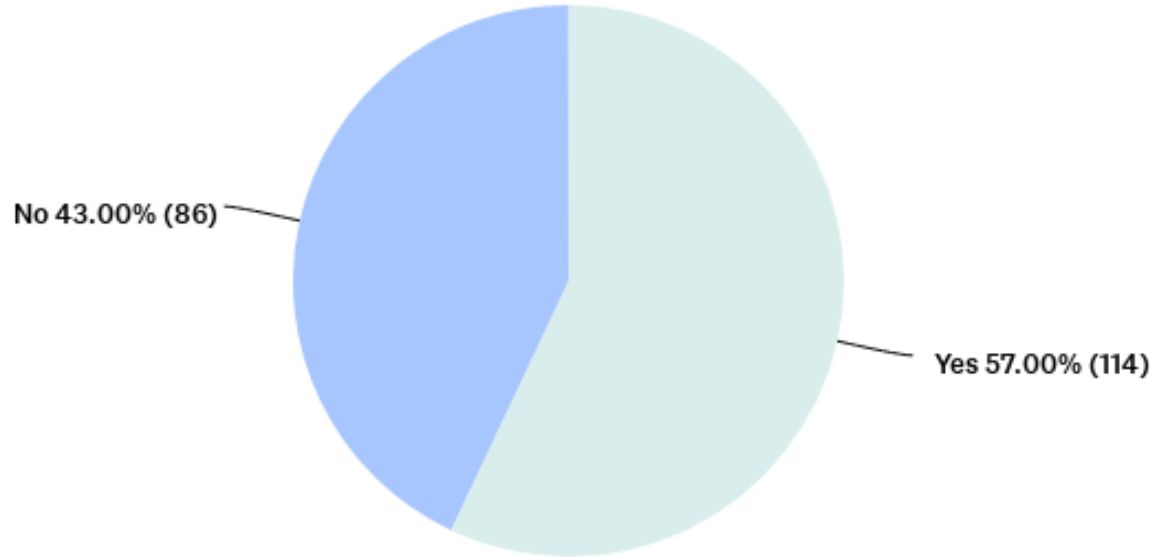
How influential was the 2022 Hilton Head Seafood Festival when initially planning your trip to Hilton Head Island?

Answered: 231 Skipped: 127



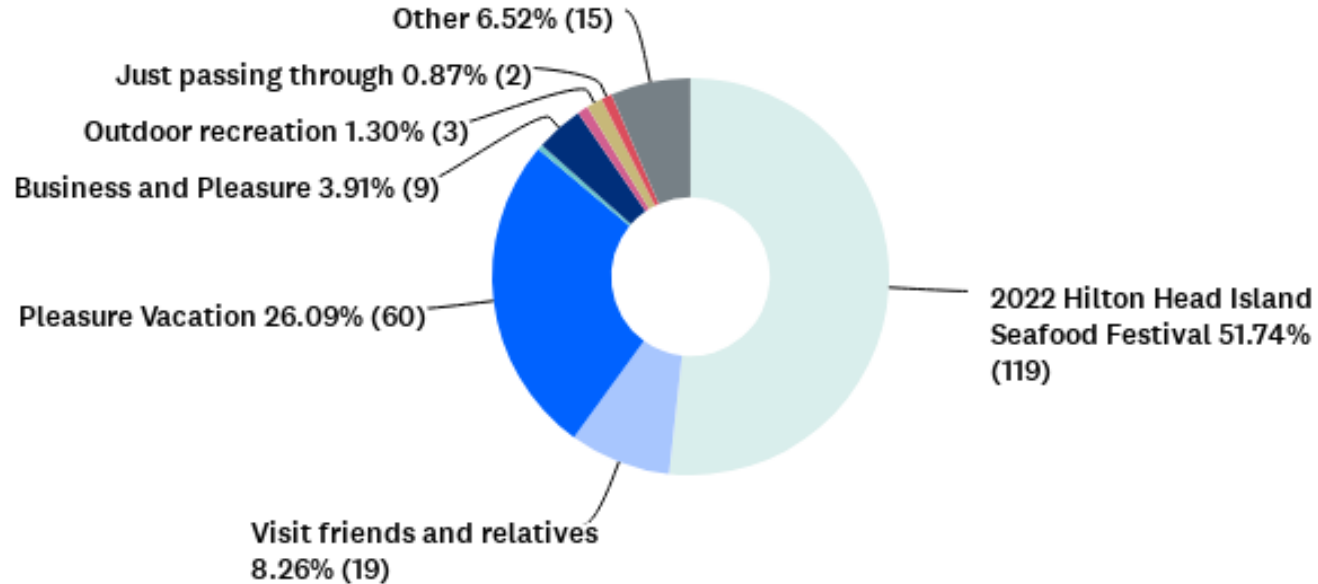
Would you have visited the Hilton Head area AT THIS TIME even if this festival had not been held?

Answered: 200 Skipped: 158



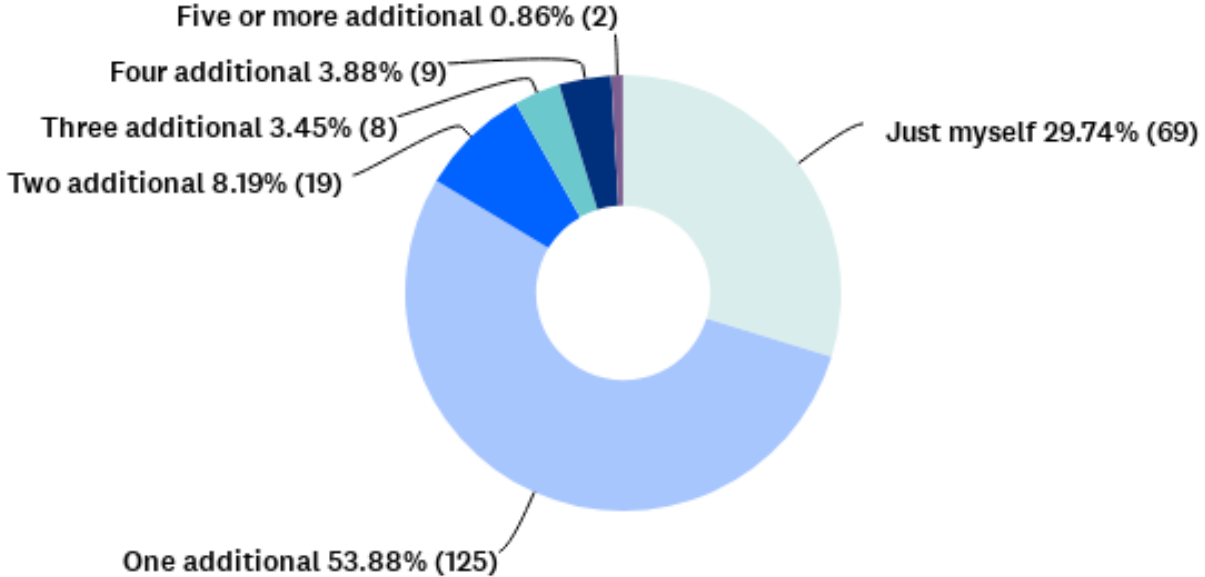
What was your primary reason for this visit to Hilton Head Island?

Answered: 230 Skipped: 128



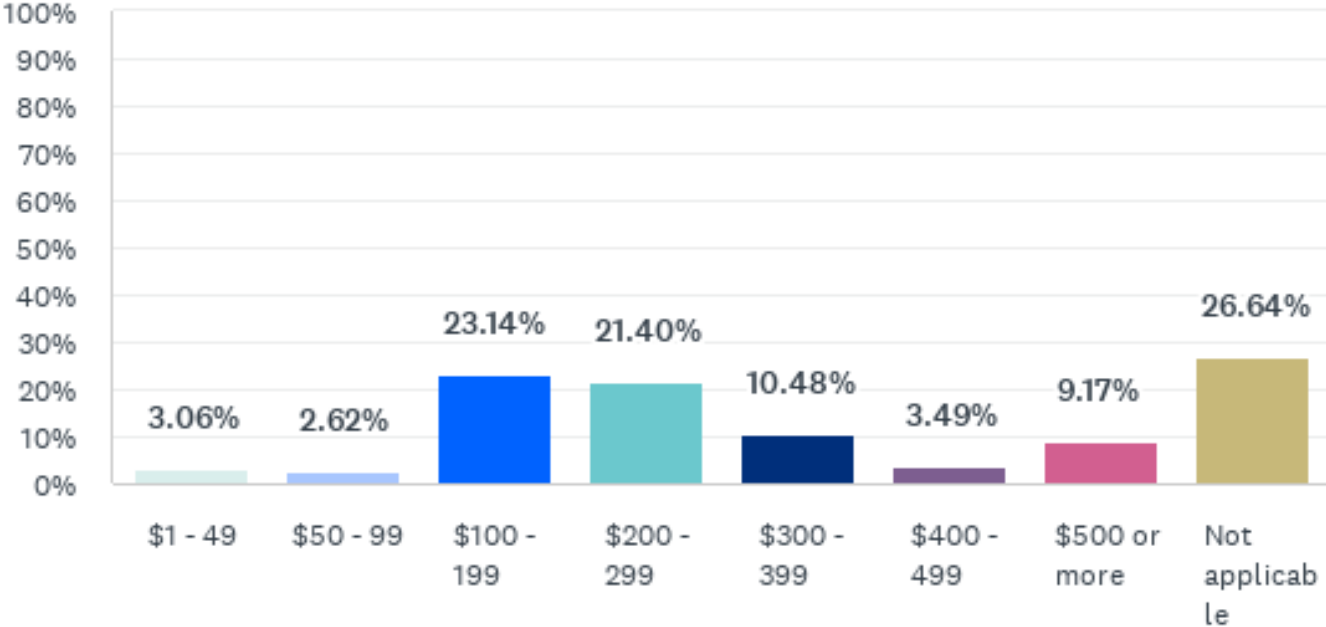
How many additional people are you financially responsible for during this trip?

Answered: 232 Skipped: 126



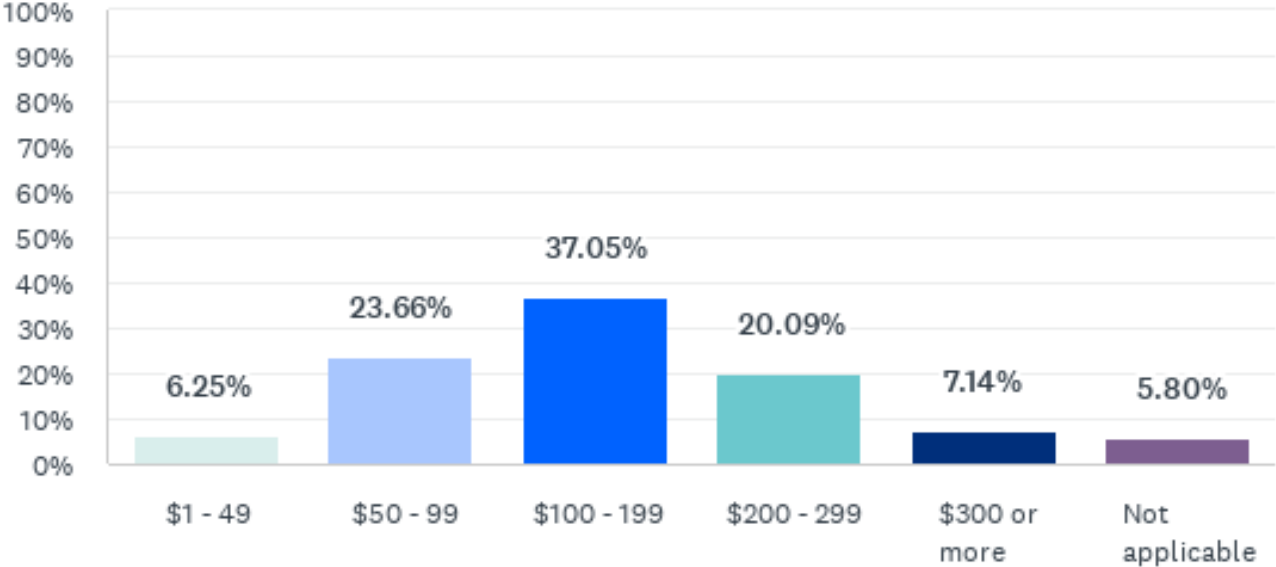
Approximately, how much will your travel party spend on lodging PER NIGHT?

Answered: 229 Skipped: 129



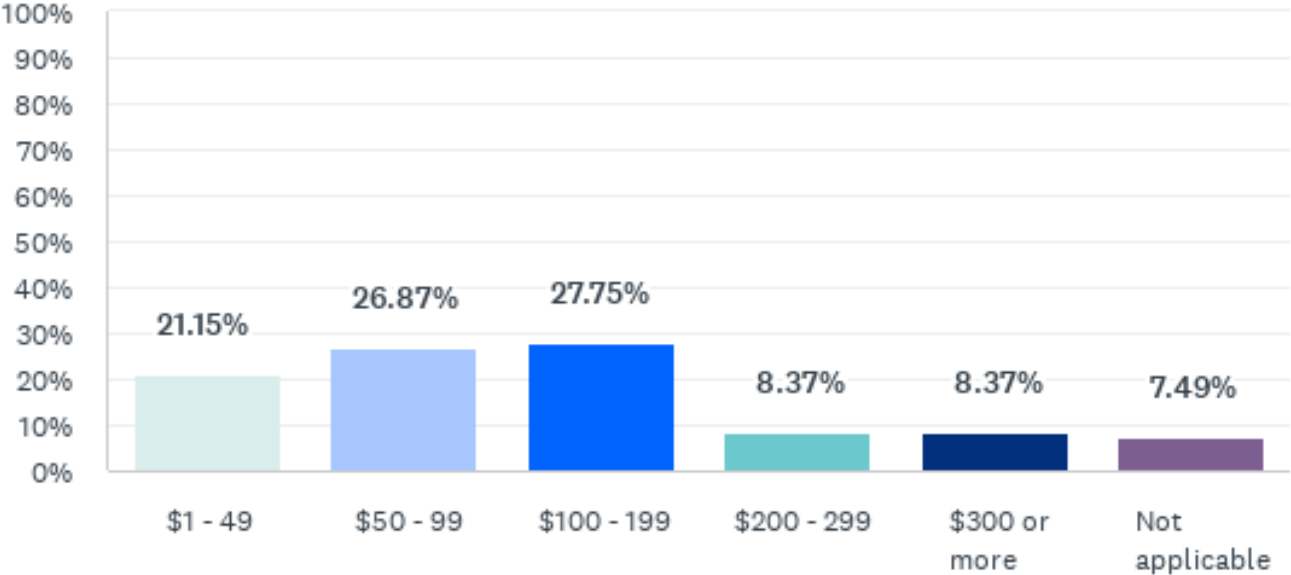
Approximately, how much will your travel party spend on restaurant dining PER DAY?

Answered: 224 Skipped: 134



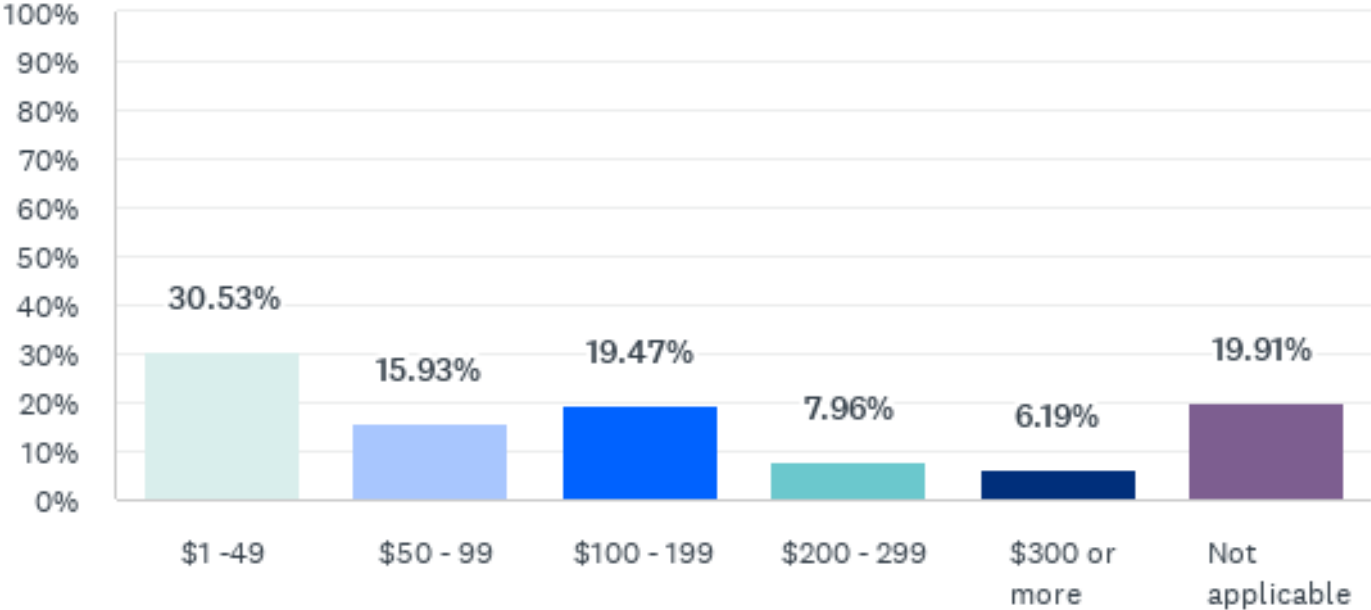
How much do you think your travel party will spend on retail purchases PER DAY (i.e. gifts, souvenirs, etc.?)

Answered: 227 Skipped: 131



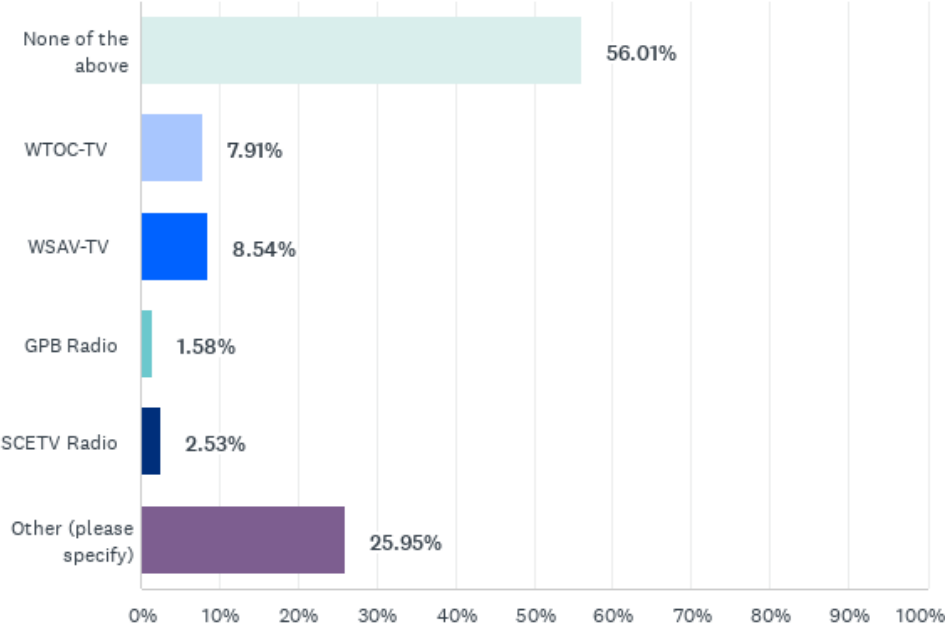
How much do you think your travel party will spend on recreation (i.e. golf, bicycling, etc.) PER DAY?

Answered: 226 Skipped: 132



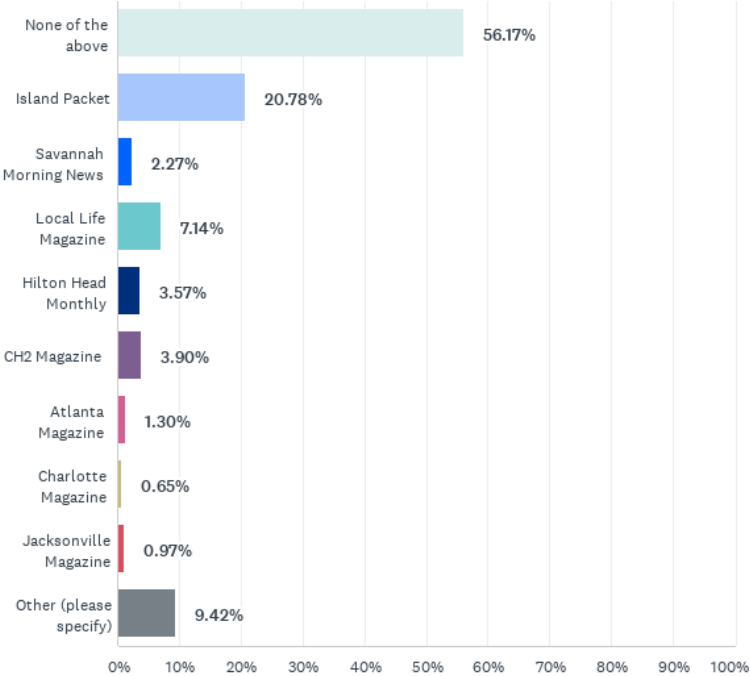
From which TV and Radio station did you hear about Seafood Festival?

Answered: 316 Skipped: 42



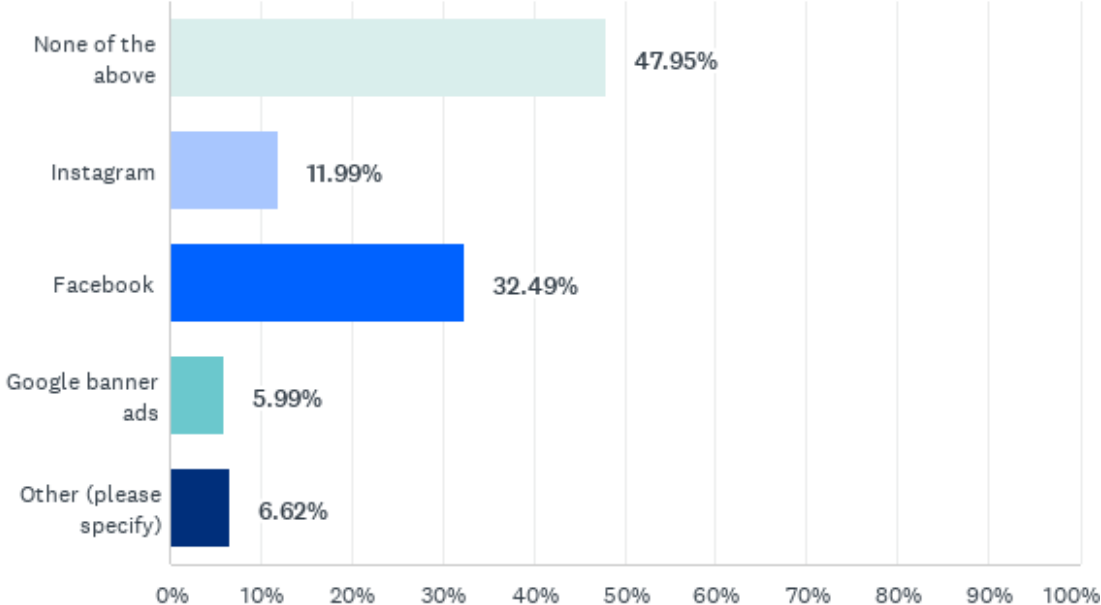
From which magazine or newspaper did you read about Seafood Festival? Check all that apply.

Answered: 308 Skipped: 50



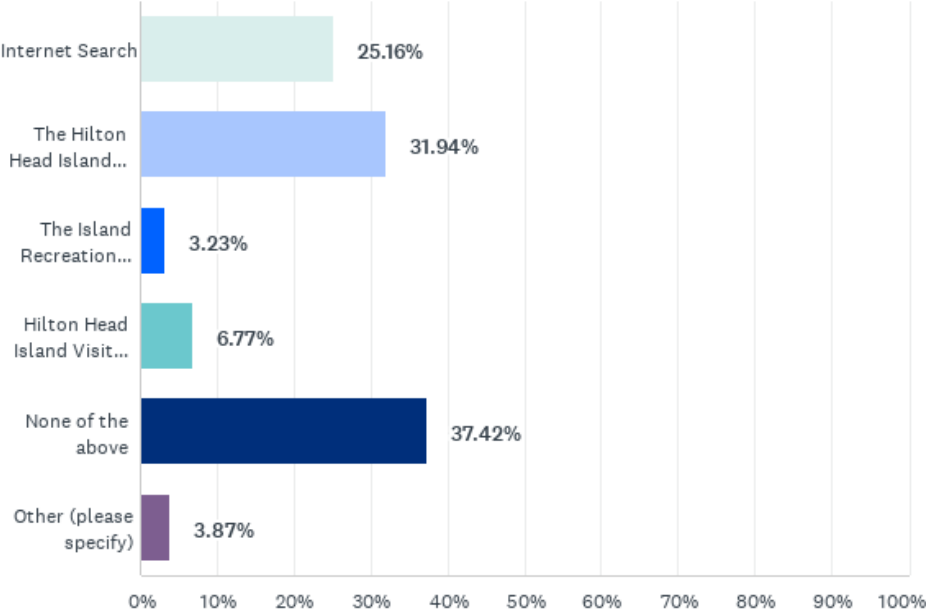
From which Social Network did you hear about Seafood Festival? Check all that apply.

Answered: 317 Skipped: 41



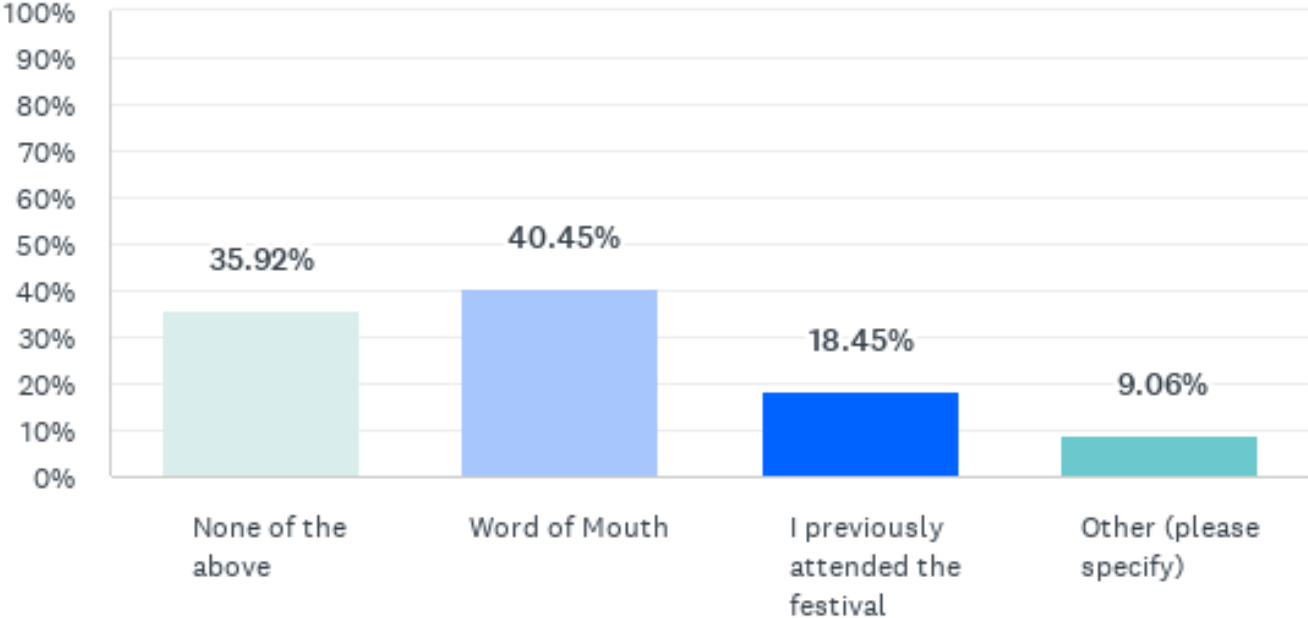
From which Website or Internet source(s) did you read about the festival?

Answered: 310 Skipped: 48



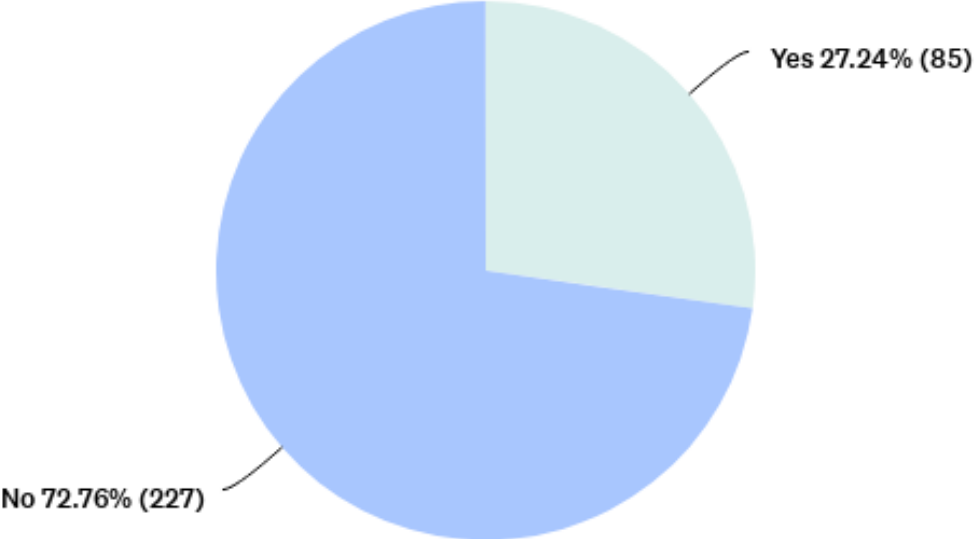
From which other source(s) did you hear about the festival?

Answered: 309 Skipped: 49



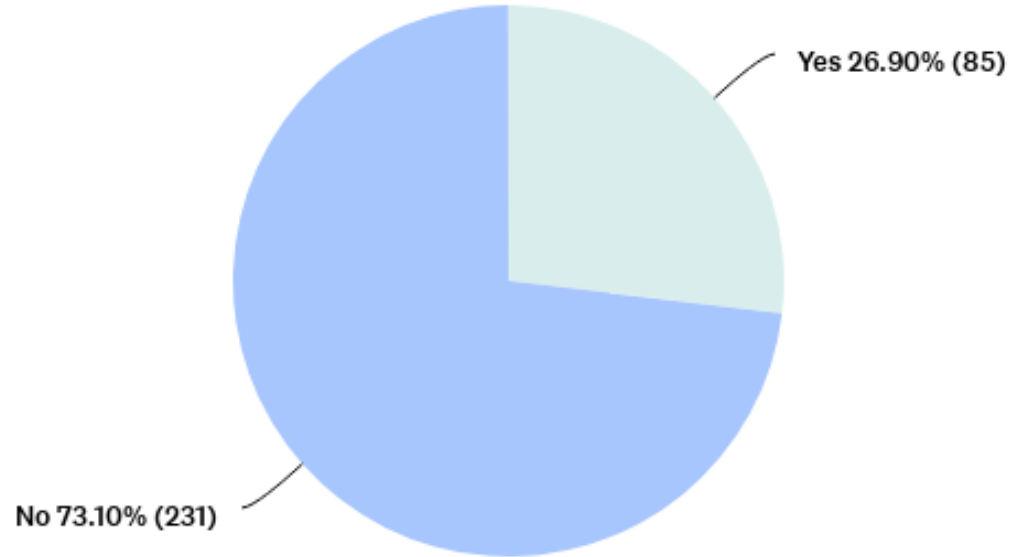
Did you attend the 2020 Hilton Head Island Seafood Festival?

Answered: 312 Skipped: 46



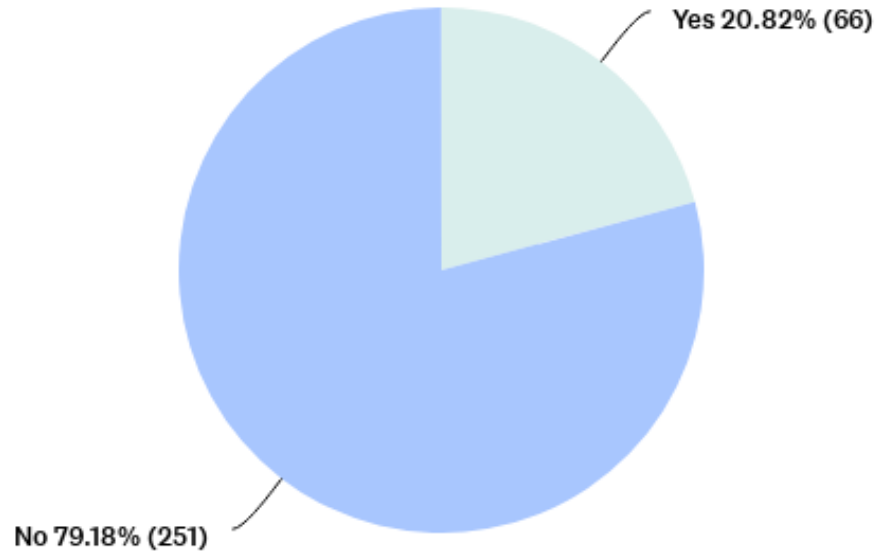
Were the bands influential in your decision to attend today's event?

Answered: 316 Skipped: 42



Was the fireworks display influential in your decision to attend the festival?

Answered: 317 Skipped: 41



How would you rate the following festival characteristics?

Answered: 313 Skipped: 45

	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	N/A	TOTAL	WEIGHTED AVERAGE
Music	53.72% 166	31.72% 98	8.74% 27	0.65% 2	0.97% 3	4.21% 13	309	4.43
Cost	29.33% 88	28.33% 85	27.00% 81	7.33% 22	5.33% 16	2.67% 8	300	3.71
Staff Friendliness	71.38% 217	21.71% 66	4.61% 14	0.00% 0	0.00% 0	2.30% 7	304	4.68
Kid's Area	16.44% 49	6.71% 20	3.36% 10	1.01% 3	0.34% 1	72.15% 215	298	4.36
Event Location	54.69% 169	30.10% 93	8.09% 25	2.27% 7	0.65% 2	4.21% 13	309	4.42
Parking	34.21% 104	32.24% 98	10.86% 33	5.92% 18	4.28% 13	12.50% 38	304	3.98
Food Vendor Variety	48.87% 152	33.12% 103	12.54% 39	1.61% 5	1.61% 5	2.25% 7	311	4.29
Beverage Selection (Wines, Beers, Spirits)	61.59% 186	24.50% 74	6.29% 19	3.64% 11	0.66% 2	3.31% 10	302	4.48



How would you rate the following festival characteristics?

Answered: 315 Skipped: 43

	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	N/A	TOTAL	WEIGHTED AVERAGE
Quality of Food You Purchased	55.59% 174	30.67% 96	5.75% 18	0.32% 1	0.00% 0	7.67% 24	313	4.53
Retail Vendor Variety	45.69% 143	34.50% 108	11.82% 37	0.64% 2	0.64% 2	6.71% 21	313	4.33
Availability of Public Seating	36.33% 113	30.87% 96	17.68% 55	6.75% 21	2.57% 8	5.79% 18	311	3.97
Crowd Flow	30.84% 95	29.87% 92	23.38% 72	8.44% 26	4.22% 13	3.25% 10	308	3.77
Overall Value of the Event	37.42% 116	39.68% 123	13.55% 42	5.16% 16	1.61% 5	2.58% 8	310	4.09



How likely are you to return to next year's festival and recommend the festival to friends?

Answered: 309 Skipped: 49

	EXTREMELY LIKELY	VERY LIKELY	NOT SURE	VERY UNLIKELY	EXTREMELY UNLIKELY	TOTAL	WEIGHTED AVERAGE
Return to next year's festival	49.84% 154	26.86% 83	16.83% 52	2.59% 8	3.88% 12	309	4.16
Recommend the festival to friends	55.63% 168	27.81% 84	9.60% 29	3.64% 11	3.31% 10	302	4.29

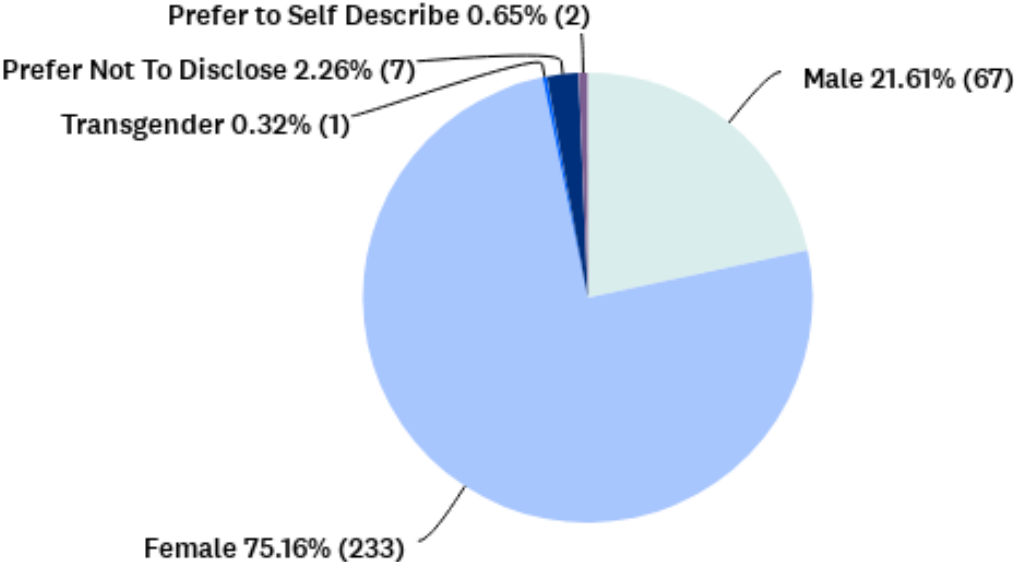




DEMOGRAPHICS

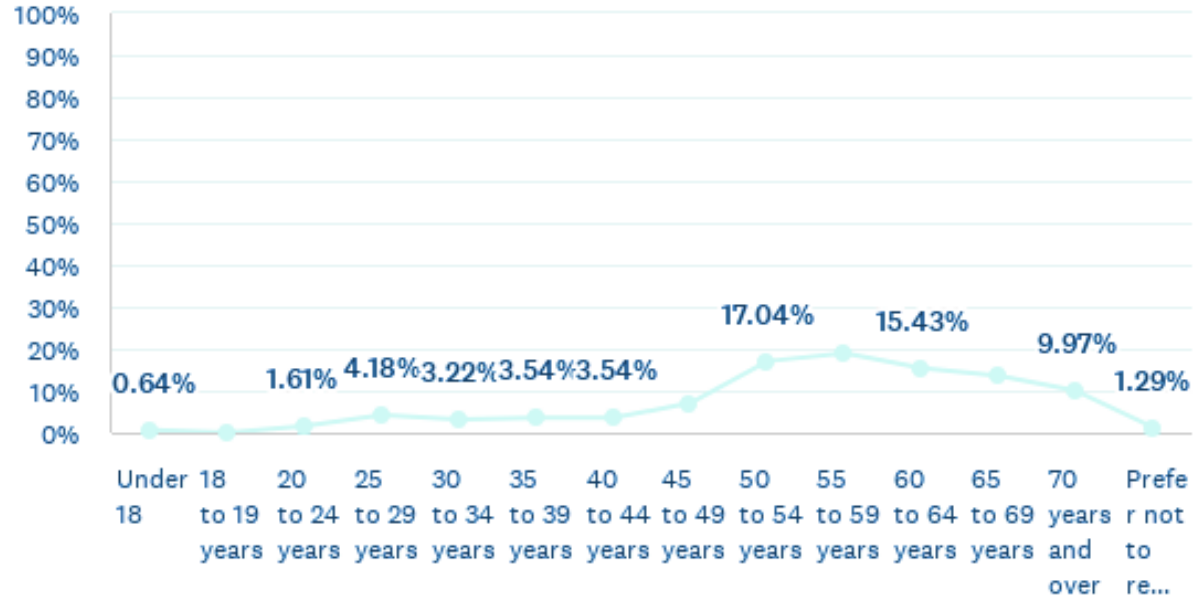
Please indicate your gender below.

Answered: 310 Skipped: 48



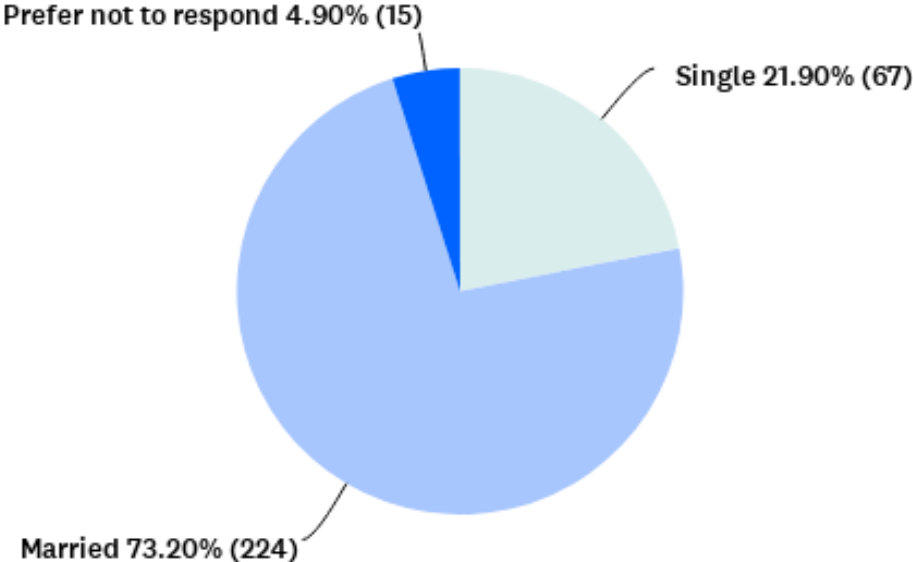
Please indicate your age below.

Answered: 311 Skipped: 47



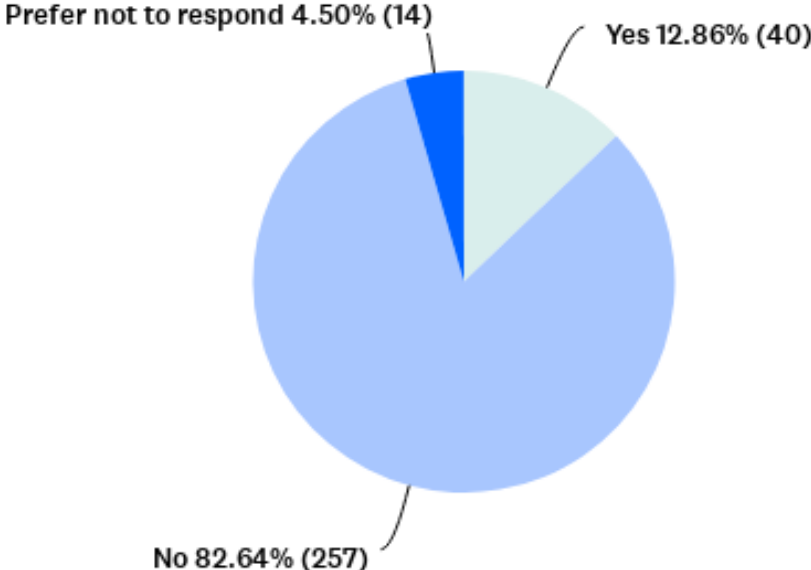
Please indicate your marital status.

Answered: 306 Skipped: 52



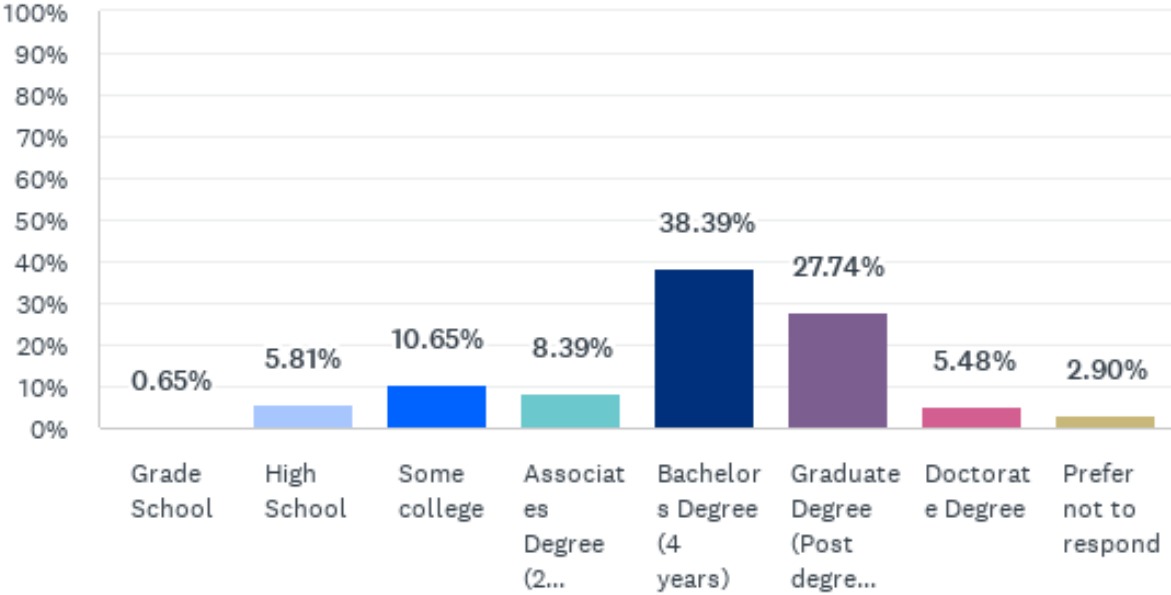
Do you have children under 18 living at home?

Answered: 311 Skipped: 47



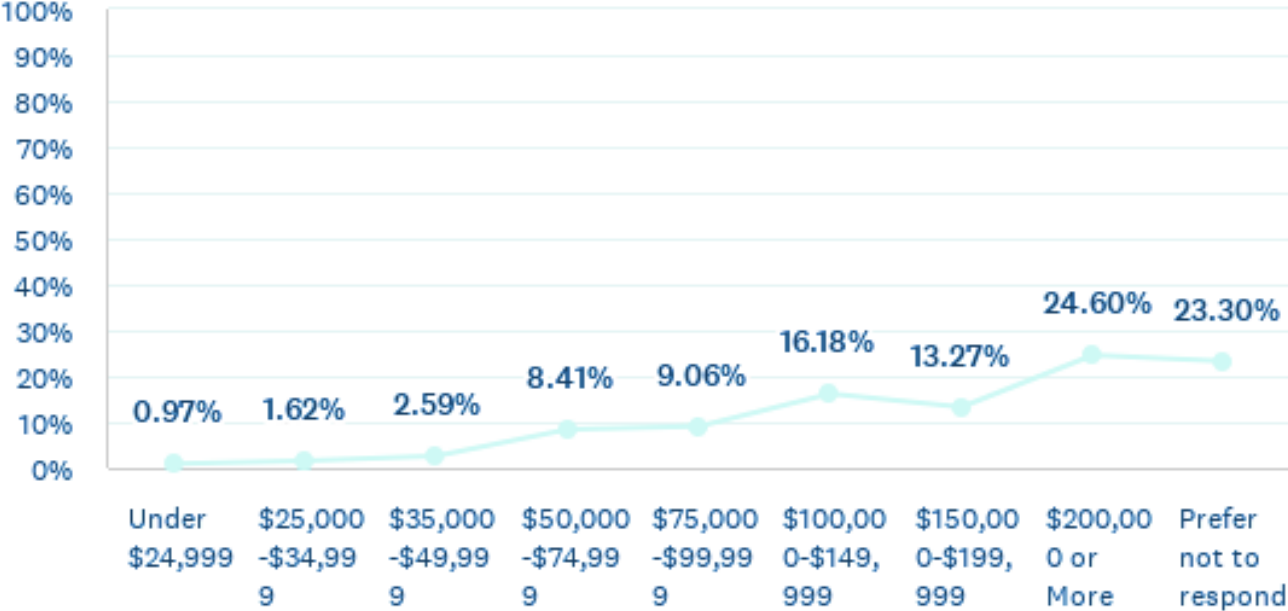
Please indicate your highest level of education.

Answered: 310 Skipped: 48



Which of the following ranges includes your annual household income?

Answered: 309 Skipped: 49

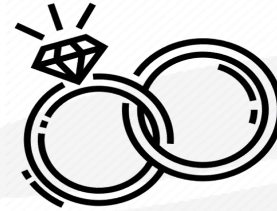


Infographic

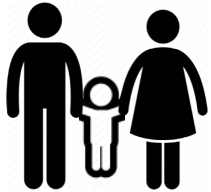


Female

age
50-69



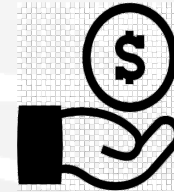
Married



No children
under 18 living
at home



Bachelors or
Graduate
degree



Income
\$100,000 or more



CENTER FOR EVENT MANAGEMENT
AND HOSPITALITY TRAINING

2016				2015			
Saturday	Total tickets	20% DMC	80% vendor	Saturday	Total tickets	20% DMC	80% vendor
Crazy Crab	10992	\$2,198	\$8,794	Crazy Crab	5243	\$1,048	\$4,195
Lowcountry Lobster	2948	\$589	\$2,359	Michael Anthony's	543	\$108	\$435
Tove's	1364	\$272	\$1,092	Tove's	688	\$137	\$551
Lowcountry Backyard	1399	\$279	\$1,120	Hollywood Ink	241	\$48	\$193
OOF/ Red Fish / Alexanders	3049	\$609	\$2,440	OOF/ Red Fish / Alexanders	4319	\$863	\$3,456
Carolina Crab Company	2997	\$599	\$2,398	Lucky Rooster	2751	\$550	\$2,201
Extreme Firehouse	1689	\$337	\$1,352	Bluffton Oyster	2437	\$487	\$1,950
Benny Hudson's	3607	\$721	\$2,886	Benny Hudson's	1684	\$336	\$1,347
SERG Group	4430	\$886	\$3,544	SERG Group	5463	\$1,092	\$4,370
Island Kettle Corn	2227	\$445	\$1,782	Island Kettle Corn	1146	\$229	\$917
Melly Mels	3462	\$692	\$2,770	Melly Mels	2909	\$581	\$2,428
ACF	2232	\$446	\$1,786	Island Fudge	1160	\$232	\$928
Firehouse Nutz	2382	\$476	\$1,907	Guisseppi's	1985	\$397	\$1,599
Frosty's	933	\$250	\$683	ACF	2536	\$507	\$2,029
Shrimp Loco	1299	\$259	\$1,040	Mini Donut Chef	1232	\$246	\$986
Hudson's	4231	\$846	\$3,384	Firehouse Nutz	1648	\$329	\$1,319
Kids Zone	3137	\$0	\$3,137	Frosty's	1175	\$235	\$940
TOTAL	52378	\$9,904	\$42,474	Shrimp Loco	1954	\$390	\$1,563
				Hudson's	5711	\$1,142	\$4,569
VENDOR PAY OUT TOTAL		\$9,904	\$42,474	Wooden Skiff	1035	\$1,035	\$0
				Kids Zone	3157	\$0	\$3,157
				TOTAL	49017	\$9,992	\$39,133
				VENDOR PAY OUT TOTAL		\$9,992	\$39,133

David M. Carmine's Foundation

Balance Sheet

As of August 17, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
COMMUNITY CHECKING (0849)	97,381.88
Total Bank Accounts	\$97,381.88
Other Current Assets	
Prepaid Expenses	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$97,381.88
TOTAL ASSETS	
\$97,381.88	
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
Unearned Revenue	12,000.00
Total Other Current Liabilities	\$12,000.00
Total Current Liabilities	\$12,000.00
Total Liabilities	\$12,000.00
Equity	
Retained Earnings	51,101.46
Net Income	34,280.42
Total Equity	\$85,381.88
TOTAL LIABILITIES AND EQUITY	\$97,381.88

David M. Carmine's Foundation

Profit and Loss

January 1 - August 17, 2022

	TOTAL
Income	
Interest income	7.67
Non-Profit Income	188,791.87
Non-Profit Income - Friends & Family	36,975.00
Non-Profit Income - Sponsors	152,055.55
Total Income	\$377,830.09
GROSS PROFIT	\$377,830.09
Expenses	
Advertising & Marketing	62,735.00
Ask My Accountant	18,174.75
Bank Charges & Fees	190.63
Donation - Public Recreation	500.00
Event Entertainment	45,600.00
Event Management	19,950.00
Event Supplies	179,137.56
Guest Travel	3,754.88
Insurance	2,650.00
Labor/Staffing	10,805.00
Taxes & Licenses	51.85
Total Expenses	\$343,549.67
NET OPERATING INCOME	\$34,280.42
NET INCOME	\$34,280.42

David M Carmines Memorial Fund
August 31, 2020 STATEMENT OF PROFIT & LOSS

INCOME

Contributions	13175.00
Event Income	224505.80
Sponsor Income	177270.00
Interest Income	5.29
Total Income	<u>\$414,956.09</u>

EXPENSE

Fundraising expenses	299556.75
Advertising	95438.32
GERNERAL AND Administrative	3426.01
Donations	7300.00
Legal fees	
Event Management	
Total Expenses	<u>\$405,721.08</u>

NET

\$9,235.01

Request for Taxpayer Identification Number and Certification

Give form to the
requester. Do not
send to the IRS.

Print or type
See Specific instructions on page 2.

Name (as shown on your income tax return)
The DAVID M CARMINES Memorial Foundation

Business name, if different from above

Check appropriate box: Individual/Sole proprietor Corporation Partnership
 Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ Exempt payee
 Other (see instructions) ▶ *501(c)(3)*

Address (number, street, and apt. or suite no.)
PO Box 22519

City, state, and ZIP code
Hilton Head, SC 29925

List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number

or

Employer identification number
42-2454608

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ *[Signature]* Date ▶ *5/14/2012*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

Form **8879-EO**

IRS e-file Signature Authorization for an Exempt Organization

OMB No. 1545-1878

For calendar year 2011, or fiscal year beginning, 2011, and ending 20

▶ Do not send to the IRS. Keep for your records.

▶ See instructions on back.

2011

Department of the Treasury
Internal Revenue Service

Name of exempt organization

David M Carmines Memorial Fund

Employer identification number

42-2454608

Name and title of officer

**Brian J. Carmines
President**

Part I Type of Return and Return Information (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, or 5a, below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. Do not complete more than 1 line in Part I.

1a Form 990 check here ▶ <input type="checkbox"/>	b Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	
2a Form 990-EZ check here ▶ <input checked="" type="checkbox"/>	b Total revenue, if any (Form 990-EZ, line 9)	2b	26,170
3a Form 1120-POL check here ▶ <input type="checkbox"/>	b Total tax (Form 1120-POL, line 22)	3b	
4a Form 990-PF check here ▶ <input type="checkbox"/>	b Tax based on investment income (Form 990-PF, Part VI, line 5)	4b	
5a Form 8868 check here ▶ <input type="checkbox"/>	b Balance Due (Form 8868, Part I, line 3c or Part II, line 8c)	5b	

Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2011 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

I authorize **Carey & Company P.A.** to enter my PIN **12345** as my signature
ERO firm name Enter five numbers, but do not enter all zeros

on the organization's tax year 2011 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2011 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature  Date ▶ **10/11/12**

Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

57507856789

do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2011 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature  Date ▶ **5/15/12**

ERO Must Retain This Form—See Instructions

Do Not Submit This Form To the IRS Unless Requested To Do So

For Paperwork Reduction Act Notice, see back of form.

Form **8879-EO** (2011)



State of South Carolina
Office of the Secretary of State
The Honorable Mark Hammond

Jun 28, 2012

David M. Carmines Memorial Foundation
Ms Kathryn C Porter
PO Box 22519
Hilton Head Island, SC 29925

RE: Registration Confirmation

Charity Public ID: P12640

Dear Ms Kathryn C Porter :

This letter confirms that the Secretary of State's Office has received and accepted your Registration, therefore your charitable organization is in compliance with the registration requirement of the "South Carolina Solicitation of Charitable Funds Act." The registration of your charitable organization will expire on May 15, 2013. If any of the information on your Registration form changes throughout the course of the year, please contact our office to make updates. It is important that this information remain updated so that our office can keep you informed of any changes that may affect your charitable organization.

If you have not yet filed your annual financial report or an extension for the annual financial report, the annual financial report is still due 4 ½ months after the close of your fiscal year. Annual financial reports must either be submitted on the Internal Revenue Service Form 990 or 990-EZ or the Secretary of State's Annual Financial Report Form. There is no fee associated with filing an annual financial report with our office. If your organization files IRS Form 990 or 990-EZ and you wish to extend the filing of that form with us, please submit a copy of your IRS Form 8868. If your organization files the Secretary of State's Annual Financial Report Form, and you wish to extend the filing of that form with us, please submit a written request to the Division of Public Charities. **Failure to submit the annual financial report may result in an administrative fine of up to \$2,000.**

If you have any questions or concerns, please visit our Website at www.scsos.com and review the Public Charities section or contact our office at (803) 734-1790.

Sincerely,

Kimberly S. Wickersham
Director, Division of Public Charities